

BIID Client Referral Example

Location: Chiswick, London

Project start date: 1st April

Project type: Residential

Project building type: Existing

Architectural Style: Contemporary

Property type: Apartment

Size of Project (Sq. m): 90.8 sq. m

Estimated project budget: £80,000

Does your budget include the design/consultation fees? Yes

Level of involvement expected from interior designer: Full-service

Description:

The property is a first-floor, two-bedroom, two-bathroom apartment within a gated development, extending to approximately 978 sq. ft (90.8 sq. m). The layout comprises an open-plan reception and dining area with access to a balcony, a separate kitchen with space for casual dining, two double bedrooms (including one en-suite), and a main bathroom.

I am looking to reimagine the apartment as a contemporary, high-end living space that combines refined aesthetics with practical design. The scheme should focus on a soft, neutral palette with warm, nature-inspired tones (muted greys, taupes, and subtle green or timber finishes), complemented by quality materials and discreet smart home integration.

Key upgrades would include premium flooring such as wide-plank engineered timber or stone-effect tiles, layered lighting (including recessed and feature fittings), and tailored storage solutions throughout to maximise space and functionality.

The kitchen will remain a separate room but be fully modernised with bespoke joinery, stone worktops (such as quartzite or composite), integrated appliances, feature splashbacks, and enhanced task lighting. A compact peninsula or breakfast counter could be introduced if space allows.

Both bathrooms should be updated to a contemporary spa-like standard, incorporating large-format tiling, walk-in showers, heated towel rails, floating vanities, backlit mirrors, and underfloor heating, alongside high-quality waterproofing and drainage solutions.

The reception and dining space should feel elegant yet inviting, with considered design features such as a media wall, subtle fireplace detail, or curated artwork. Window treatments (such as full-height curtains or motorised blinds) should enhance natural light from the balcony, while integrated lighting and sound systems add atmosphere.

The principal bedroom should function as a calm, well-appointed suite with fitted wardrobes and a feature headboard wall, while the second bedroom should remain adaptable as a guest room, study, or hybrid workspace.

Further enhancements would include upgraded finishes throughout, improvements to electrical and plumbing systems, and integrated smart controls for lighting, climate, and security. The entrance hallway should set a cohesive tone with thoughtful lighting, a feature mirror, and streamlined furniture.

I am aiming for a mid- to upper-tier specification, with a target completion timeframe of approximately 2–3 months following purchase. I would be grateful for your initial thoughts, along with your availability for an introductory consultation to discuss the project in more detail.

Thank you,

Chiswick Home