



CULLUM DESIGN

Our Heritage

Our story began when Antony and Vicky Roscoe realised back in the 1990's that their property refurbishments sold quicker and for a better price when they were furnished. This revelation sparked the birth of home staging in the UK, with Cullum Design being one of the first companies offering this service.

Today, under the guidance of their daughter Natalie, we continue to nurture relationships with estate agents and clients from our earliest days. Our enduring success is a testament to our reliable, quality service that has evolved with the market while staying true to our roots.

Our journey has seen us collaborate with influential developers and renowned estate agents, handling prime properties with our signature style. Whether it's home staging, furniture rental, purchase services, interior & property consultations, or even property searches, Cullum Design delivers bespoke solutions that showcase each property at its absolute best.

What *defines* interior-staging to us?

Home staging, as envisioned by Cullum Design, is the art of transforming properties into captivating spaces that appeal to people. We don't merely arrange furniture; we orchestrate immersive experiences that speak to the elite tastes of London's luxury property market.

Our process begins with understanding each property's unique character. We then curate from our extensive designer collection to create bespoke spaces that accentuate a home's finest features. Every element is meticulously chosen to complement the architecture, maximize space, and create an irresistible flow. True luxury lies in the details.

Our expert stylists layer textures, colour and accessories to craft an atmosphere of opulence and comfort. Each vignette is picture-perfect, designed to captivate in both online listings and in-person viewings.

This elevated approach to home staging doesn't just present a property; it showcases a lifestyle. It allows potential buyers to envision their future in a sanctuary of style and sophistication. In London's competitive market, our brand of staging serves as a powerful marketing tool, often accelerating sales and yielding higher offers.

How do our team work with you?

At Cullum Design, we orchestrate a seamless symphony of luxury home staging:

We begin our bespoke process with a site visit to your property. Or share your floor plans or photographs and we'll craft a proposal. Our team oversee everything – from logistics to the final touches, our reviews confirm our dedication to supplying the best service to make it seamless for you. Many of our clients are based abroad – we can oversee the whole process.

From parking suspensions to key collections, to arranging the accessories. We can even oversee painters and decorators, recommend gardeners, do whatever is required to make sure your property shines when it comes to launch. Our team are professionals. We take the utmost care of your property.



Our *Process* Of Home-Staging

BESPOKE CONSULTATION We begin with a complimentary, in-depth proposal. Our experts interpret your floor plans and existing imagery to craft a tailored vision.

AN ELITE IN-HOUSE TEAM Our cadre of distinguished stylists, skilled porters, picture hangers and drivers form a harmonious ensemble, ensuring swift and impeccable execution of your property's transformation.

EFFICIENT ARTISTRY With our expert team, we typically complete our installation within a few days (depending on the size) so that your agents can schedule photography and viewings.

FLEXIBLE ENGAGEMENT We initiate our collaboration with an 8-week minimum period – usually our dressed properties receive an offer well within this time frame. We advise keeping the furniture in place until exchange and removing between exchange and completion. Should you desire an extended performance, we offer the option to prolong on a weekly basis.



Curated Furniture Acquisition

Elevate your property with our meticulously crafted furniture ensembles. Our visionary stylists compose unique collections that transform spaces into captivating sanctuaries. From statement pieces to the finest accessories, we curate every element to create an ambiance that resonates with discerning tastes.

IDEAL FOR:

Investment Properties Seeking To Maximise Appeal And Value
Relocating Clientele Desiring Turnkey Sophistication
Show Homes That Demand An Exceptional First Impressions Consultation

Exclusive Furniture Rental for Tenants

Transitioning to London? Allow us to craft your temporary haven. Whether you seek short-term elegance or long-term luxury, we offer a curated selection of furnishings that cater to your refined lifestyle.

OUR BESPOKE SERVICE INCLUDES:

A Diverse Portfolio Ranging From Timeless Antiques To Contemporary Masterpieces
Turnkey Solutions, Including Fine Lines And Gourmet Kitchenware
Hypnos Mattress For Unparalleled Comfort (For Extended Engagements)

Elite Property Acquisition Service

Leverage our decades of property expertise to access London's most coveted residences. Our discreet service unlocks doors to exclusive off-market properties in the city's most prestigious neighborhoods.

WE SPECIALISE IN:

Kensington and Chelsea (Notting Hill, Holland Park, South Kensington)
Knightsbridge, Mayfair, Westminster
Battersea, Primrose Hill & Hampstead

Our Extended *High-Luxe* Services

At Cullum Design, we orchestrate a symphony of luxury services tailored to elevate your property experience in London's elite market. Our repertoire extends far beyond mere home staging, encompassing a triad of bespoke offerings designed to cater to the most discerning clientele. *Privacy is always assured.*

At Cullum Design, we don't just meet expectations; we redefine them. Each service is a testament to our commitment to excellence, tailored to those who demand nothing but the extraordinary.

Conditions Of Service

To ensure a flawless finale, we kindly request a 4-week curtain call notice period. We suggest informing us when you've accepted an offer, allowing us to arrange removal of the items.

Please note, our showcase does not encompass additional fees such as ULEZ, Congestion Charge, parking suspensions, specialty equipment like hoists, or any unforeseen logistical expenses.

OUR SIGNATURE HOME-STAGING INCLUDES:

- An 8 Week Hire Period
- Masterful Installation And Styling
- Professional Picture Hanging
- Comprehensive Insurance
- Collection Of Items



Our Portfolio





I highly recommend Natalie and her team at Cullum Design. We used her staging services to sell our house and from start to finish she was brilliant.

The house was staged beautifully and showcased its full potential. We only hosted a one-day open house and received multiple offers with 5 of those all well over asking price.”

JESSICA BENNETT







“I have had the great pleasure of working with Cullum Design over the past couple of years on numerous show apartments at Battersea Power Station, and they have produced consistently high results every time.

They have a great range of good quality and stylish furniture and are a joy to work with, always collaborative and accommodating. I wouldn't hesitate to recommend them wholeheartedly.”

GEORGIA SIRI







“If it wasn’t for Natalie at Cullum Design we would not have sold our house so quickly and for such a good price.

We had previously listed our house with a top tier high street agent. After three months and no offers we decided that we needed to change our approach. We then engaged Natalie for staging furniture...

We would highly recommend using her services if you want to present your house at it’s best. Thanks Natalie.

KATE & RIC COWLEY







“Natalie at Cullum Design was excellent from start to finish - she went above and beyond to accommodate tight timeframes and her team delivered a perfect look at very good value for money. She was careful to be considerate of the kind of buyer we wanted to attract and matched the furniture exactly to the specs of the flat. Looking forward to working with you again!”

ARTHUR, DIRECTOR AT PROCURO



CULLUM DESIGN

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