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WORK IN PROGRESS: HOME STAGING, RENOVATION AND UPDATE OF WEBSITE AND RENTAL ACCOUNTS

# BUNGALOWS FOR HOLIDAY RENTAL AND A CASA RURAL (COUNTRY HOME )IN EL PALMAR DE VEJER, SPAIN.



Visual and technical update of website as well as multiple rental accounts on Booking.com and Airbnb.



*Casa Isabella*

BETWEEN COUNTRYSIDE AND OCEAN  
EL PALMAR DE VEJER

I WORK IN PROGRESS: THE BOHO STYLE IN THIS COUNTRY HOUSE IS ADAPTED TO THE ARCHITECTURE AND THE VIBE IN THE AREA. THE ORGANIC AND RECYCLED MATERIALS SUCH AS THE BRANCH WHICH IS THE MAIN PIECE IN THE ROOM REMINDS OF THE CLOSENESS TO THE SEASIDE AND NATURE.





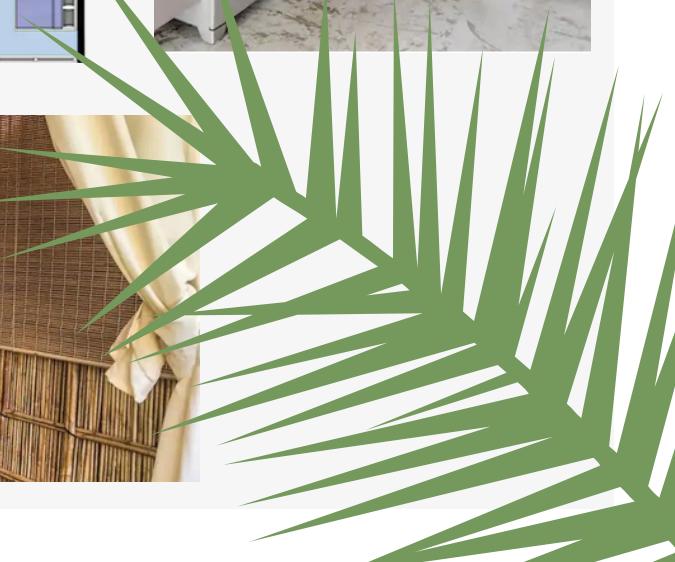
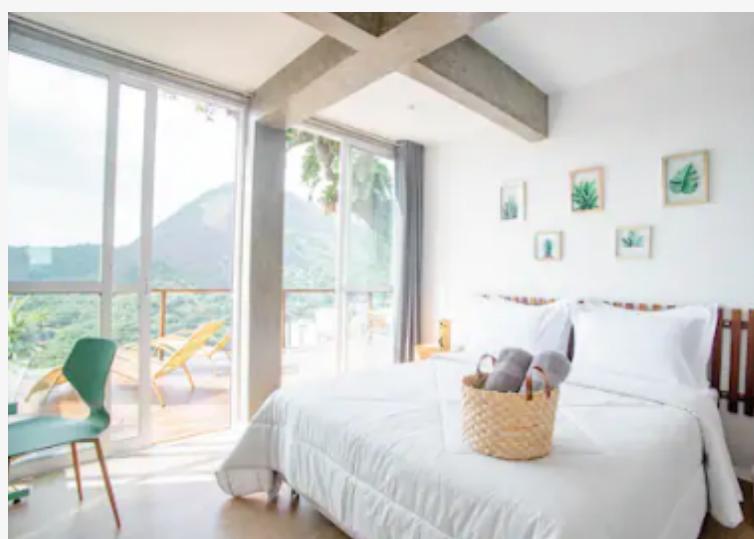
I WORK ON THIS PROJECT ALONE AS THE INTERIOR DESIGNER, CARPENTER, PAINTER, CLEANER, PHOTOGRAPHER, BOOKING MANAGER AND WEBMASTER ALL IN ONE.

THE FURNITURE OUTSIDE AND INSIDE IS DONE AS A ONE OF A KIND TO FIT PERFECTLY INTO THE SPACE.

THE ROOM IS DIVIDED WITH A WOODEN PANEL AND WITH AN EXTRA BED FOR FULL RENTAL POTENTIAL.

THE CLASSIC SPANISH FURNITURE HAS BEEN MODERNIZED WITH CERAMIC TILES, PAINT OR FABRICS.

## SOME OF MY HOME STAGING PROJECTS AND AIRBNB RENTALS 2016 UNTIL NOW



SHOP INTERIOR

# FAMOUS APE CLOTHING CHAIN: CONSTRUCTING AND CREATION OF THE STORE INTERIORS .

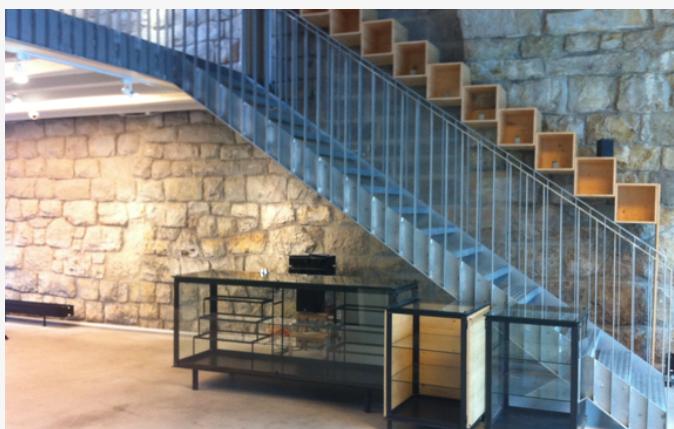
I have over 15 years of experience in merchandising and creating of store interiors.

I know how to assembly the visual design with the practical aspects.

I understand the needs of employees: ergonomic and practical as well as safety and security aspects and I also understand the needs of customers for an enjoyable and easy shopping experience.



Most of my displays are made with a surplus from a tubular system that offers a versatile, economical, and durable method.



SOME OF MY DISPLAY DESIGNS; COUNTERS, STAIRS, CHANGING ROOMS, WALL DISPLAYS, LIGHTS.

SHOP INTERIOR

# THE BOOMERS

I made a small customer study and I realised that 70% of customers in this second-hand charity shop were between 55 and 70 years old.

I re-made the design and layout of the store; to adapt it to these main customers during the lockdown 2020.

The renovation of the store did not cost anything, it was made with recycled furnitures.



No more overloading, my priority here was not to add as many items as possible, but to keep space between the clothes hangers make the clothes easier to access.

A young clientele might have nothing against piled up merchandise, nor the fact of having to search, but an older person may find this kind of shopping experience negative.

I gave a second thought about the height of the clothes racks since an elderly person does not necessarily want to hurt shoulders and back to catch an item or bent over to search for something in a bin on the floor.



I changed the graphic on price tags and signs for a very logical reason. You might remember your parents or grandparents always using reading glasses to check the small print or see fine details. A person who can't read the message on a sign or label will probably ignore the message or the product because it's an annoying effort to have to take out glasses to be able to read.

# REPURPOSED, REUSED & UPCYCLED ITEMS

I like to share my ideas and my work experience. The most important part of my career is to make people grow as individuals and gain trust in their talents.

In picture below, Some of my creative projects as a creative team leader: A second life for old furniture with some paint, clothes racks and shelves made with old snowboards, Furniture and pillows made with old blankets or carpets.



In the pictures below: One of many closets and cupboards that I create in my free time. The Inspiration and technique was discovered during my business trips to the USA (buying wholesale second hand clothing). I was visiting antique and county markets in my spare time



# FACTORYSPORTOUTLET: EXPRESS MAKEOVER! A HANGAR OF 250 M2, OVER 4000 ITEMS AND A DEADLINE OF 5 DAYS.

My friend and old business colleague asked me to give her a hand after she moved her outlet of **600m2** in the city center of Neuchatel (CH) to a new area and a smaller space in november 2022.

"I don't know how to fit in all my stuff in this new place that is the third of my old space. I don't know where to start, I need some help, support and motivation" she said.

Photos under show the before and after situation.



Before: Over 4000 items to expose in a third of the previous surface



After: I built a wall to expose goods on shelves that I made with recycled wood and transport straps.

Behind the wall I made space to stock the surplus of goods.

An old ladder became a shelf for skate helmets.

Vintage hockey canes and skateboards and snowboards became a part of the decoration as well as clothes racks.

**I built the counter in 2 hours by covering up some old Ikea furniture with OSB wood.**

SOCIAL MEDIA

# SOCIAL MEDIA CONTENT AGENDAS, SET AND STYLE FOR PHOTOSHOOTS, PHOTOSHOOT FOR E-COMMERCE

Some of my photos, graphics and ideas



## GRANDE BRADERIE D'HIVER!

