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WHITE DAHLIA DESIGN

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# MEDIA KIT

Thank you for your interest in  
covering White Dahlia Design!

# NOT YOUR TRADITIONAL DESIGN FIRM

White Dahlia is changing how people furnish a new home. No more spending valuable weekends in stores endlessly hunting for the right furniture. In just 5 days our clients receive a 3D design of their room, allowing them to see the end result before even purchasing any furniture. All communication is done online and everything is ordered to their door for a seamless experience creating a dream home.

## EFFICIENT & EASY

5 DAYS, 4 EASY STEPS



Day 1

Day 5

Day 6

30 days of support



### Client Meets Decorator

### Design is Ready

### We order the furniture

### Support till completion

Video call with decorator to go over their room, measurements & style. They are given access to a personal design portal for ease of communication.

3D design of their room with their new furniture is modelled out and a digital shopping list is uploaded to their portal.

Clients check off which items they want in their digital shopping list. We order the items to their door.

We support clients through implementation of the design and help with any returns or customer service needs for 30 days post delivery.



**FROM DESIGN TO IN THE HOME**





**FROM DESIGN TO IN THE HOME**



# PACKAGES

*Affordable Design Help*

White Dahlia Design is re-inventing the interior design industry and increasing consumer access to design services. A key part of that is making costs associated with design simple and affordable. White Dahlia offers flat rates so clients know exactly how much it costs to get the job done.



## LIGHT

**\$95 Mood board & Advice**

This is a great option for a DIY'er who loves to spend time hunting in stores, but just needs a bit of guidance on how to pull it all together. White Dahlia helps by creating a mood board full of design solutions and presents a cohesive look to the client over video or phone chat.

- Video or phone consultation
- Personalized design solutions
- Inspirational mood board
- Style review
- Furniture and accessory guidance
- 3D design add on for \$199

*\*\* Customizable add ons available for all packages, such as in-home or in-store designer visits*

## STRESS-FREE

**\$449 Full Service Design**

The most popular of White Dahlia Design's packages, this option is a stress-free way for clients to furnish their home. In just five days, clients have a 3D design of their room, showing the end results before purchasing any furniture. All communication is done online and everything is ordered to their front doors for a seamless home decorating experience.

- Professionally designed room
- 3D model of the design
- Customized digital shopping list
- Personal client portal with unlimited access to the designer
- Order tracking and consolidated shipping
- 30 day post-delivery design, support
- Return and exchange support

## VIP

**\$899 Full Service + Assembly**

Created with the busy client in mind, the VIP package offers everything in the full service package including assembly, so the client doesn't have to lift a finger.

- Professionally designed room
- 3D model of the design
- Customized digital shopping list
- Personal client portal with unlimited access to the designer
- Order tracking and consolidated shipping
- 30 day post delivery design support
- Return and exchange support
- Full assembly of all furniture



## FAST FACTS

**Founded:** Established in 2016, White Dahlia Design is one of the only online based design firms in Canada.

### Headquarters

90 Rankin Street, Suite 21  
Waterloo, Ontario N2V 2B3

### Officer

Gloria Song-Foster,  
Founder and CEO

### Employees

Seven

### Media Contact

[press@whitedahliadesign.com](mailto:press@whitedahliadesign.com)

**Company Overview:** White Dahlia Design is changing how people furnish their homes. They are shaking up the interior design industry across the globe by applying technology to home furnishing. In just 5 days, clients receive a 3D design of their room. This allows them to see the end result before purchasing any furniture. Most communication is done online and everything is ordered to their door for a seamless experience when creating their dream home.

**Mission:** The entire team at White Dahlia Design is here to help clients create their dream home with ease. They believe everyone deserves to live in an environment that inspires them each day, fuelling them with energy to take on their day.

### Packages

- Light: Design Moodboard and Advice - \$95 CDN/board
- Stress Free: Full Service Room Design - \$449 CDN/room
- VIP: Full service and assembly - \$899 CDN

**Service Area:** White Dahlia Design services are available to clients internationally. They work with local retailers that ship to the client's location to ensure fast and efficient designs, regardless of their client's geographic location.



## MEET THE FOUNDER

Gloria Song-Foster is the sole proprietor of White Dahlia Designs & Decor. Her educational background is in Business Administration (BBA & MBA in Innovation & Entrepreneurship) from Wilfrid Laurier University. Gloria founded White Dahlia because she noticed that young homeowners, who couldn't afford interior designers, experienced the same frustrations when decorating their houses. She created a business model that would reduce the cost of design work and make decorating easy.

## BREAKING THE BARRIER TO INTERIOR DESIGN

Everyone remembers the excitement of moving into their first home. But after the exhilaration wears off, they move on to being overwhelmed with having to decorating the whole place. Many precious weekends are spent hunting in furniture stores, overpowered by the amount of choice and finding a piece that's 'just right.'

This is exactly what happened to White Dahlia Designer, Gloria Song-Foster. It took her two years to furnish her first home, making endless trips back and forth to stores in pursuit of the perfect pieces to make her dream space come to life.

Exhausted from constantly spending her free time in furniture stores, she began to look for an easier and faster way to decorate her home. She investigated traditional design help but soon realized it wasn't feasible. The process included several meetings and in-store shopping excursions with a designer, taking up valuable weekend time. To top it off, it wasn't affordable. The average going rate for an interior design is \$150 per hour, not including extra fees associated with client-designer phone, text or email correspondence.

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*She just wanted to feel settled in her new home, a feeling many new home owners can relate to.*



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## QUOTES FROM THE DESIGN TEAM

“People often ask me what my favourite style is,” stated Marilia Ebert, designer, White Dahlia Designs. “I say I don’t have a specific one. I’m constantly changing and reinventing myself, and that’s why I love new challenges.”

“I love creating spaces that are functional and beautiful,” said Meredith Perez, designer, White Dahlia Design. “I call my personal style “happy modern” with a good dose of colour and a mix of old and new. I love working with my clients to discover their personal style and making spaces work for their lifestyle and needs.”

““

*They take the  
guesswork out of  
furnishing a home  
by presenting a 3D  
interior design in  
just five days.*

Frustrated by having such limited choices when designing her home, Gloria went back to the drawing board. She just wanted to feel settled in her new home. This is a feeling many new homeowners can relate to and so this dilemma stayed with her as she began to formulate White Dahlia Design. Gloria was eager to find a way to streamline the interior design process for people experiencing the same dissatisfaction and confusion she was. And thus, White Dahlia Design was born in 2016.

By creating White Dahlia Design, she came up with a way to provide her clients with a personalized design services that is efficient, affordable and stress-free. Gloria and her versatile designers have made it their mission to satisfy any budget, style and need. They take the guesswork out of furnishing a home by presenting a 3D interior design in just five days. All package fees are a flat rate and start at just \$95, so there are no surprises for clients.

Based in Kitchener/Waterloo, White Dahlia Design harnesses the power of a tech-driven world so clients in any country can access design help. It uses an extensive list of online global retailers such as Wayfair, Elte and Snugglers in order to provide options for anyone, anywhere. White Dahlia Design also has a happiness guarantee, working with clients to ensure they truly feel at home in whatever space they’re in.

# OUR CLIENTS

WHAT THEY SAY ABOUT WHITE DAHLIA



**Amanda Finch**

*- Home Office/Guest Room*

Gloria is fabulous! She is a very talented designer, who was a pleasure to work with. She was knowledgeable, provided thoughtful suggestions and was a great communicator. I would highly recommend her and look forward to working with her again.

“

*What I liked most was just how easy it was. Honestly, I couldn't imagine doing it any other way - Joy Guthrie*



**Joy Guthrie**

*- Entire First Floor*

We were apprehensive about starting the transformative design process in our home and decided to work with Gloria and her team. We highly recommend working with her and using the online process!! She captured our styles perfectly and involved us every step of the way.

The communication platform she used made it very easy to be in touch and see the progress. We made particular requests about sourcing and the timeline, which she made every effort to stick to. A fun process and Gloria was excellent to work with!!



**Elly Bradley**

*- Master Bedroom*

I worked with Gloria and White Dahlia to update our master bedroom. The process was very easy and simple and didn't take a lot of time, which for a full life, is critical! I sent a few pictures of the room to Gloria and some ideas from Pinterest and she was off on her design mission!

After a few days, Gloria shared with me the most beautiful design for our bedroom as well as links to all the furniture and decor I would need. With a simple click of my mouse, I was able to purchase a few items to get me started!

Gloria has an amazing knack of knowing what will work for her clients, delivering high-quality customer service and beautiful designs! I will be working with White Dahlia for other room as well.

Thanks Gloria!



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WHITE DAHLIA DESIGN

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*Instantly feel proud of your home. Affordable, custom tech-powered designs.*

## WEBSITE

[www.whitedahliadesign.com](http://www.whitedahliadesign.com)

## DESIGN INQUIRIES

[info@whitedahliadesign.com](mailto:info@whitedahliadesign.com)

## PRESS INQUIRIES

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