



- WELCOME -

COFFEE STYLING GUIDE

FROM SLATE STUDIOS



BY INTERIOR DESIGNER

Katie Walker



SLATE
studios

LUXURY MODERN

interiors

Specializing in soulful & authentic interior design

We are a white glove luxury Full-Service for busy professionals whose lives are too full to do it themselves. I'll be your "Design Therapist" to infuse your personality and style into your modern home so that it tells your unique story.



WWW.SLATESTUDIOSID.COM

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INTRODUCTION

Welcome letter: Get to know a bit about me and how I can help you.



COFFEE TABLE

Step by step guide on how to style your coffee table like a pro in your home.



PROCESS

Check out how full-service interior in our 3 phase design process.



SERVICES

Want to work together? Here are my services that can help create your beautifully curated sanctuary.



THANK YOU

This is the end of the packet, but we can still connect! Follow me on my social media accounts for more help!



WELCOME

Hi there,

Welcome! Here are my coffee table tips that you can do today! I specialize in transforming interiors to be soulful and authentic for busy professionals whose lives are too full to do it themselves.

Let me help you tell your story with a rule-breaking interior that fuses contemporary and vintage, blends design styles, infused with art, culture, and pattern all of which speak to your soul.

If your home doesn't resonate with you, match your lifestyle, inspire your future, or nourish your soul, then it's time for a change. Start with this simple coffee table! If you need more help, I'm your girl.

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-Katie





OVERVIEW

HOW TO STYLE A

COFFEE TABLE GUIDE

Styling a cocktail table is so much fun!! Unless you are like most of my clients who get completely overwhelmed by the thought of it. Not to worry because this handy guide is going to teach you everything you need to know to have a designer look in no time, and hopefully you have fun while doing it.

The cocktail table is the centerpiece of the room, and it's often the area that collects remotes, magazines, toys, lotions and other random objects. While I always practice practicality first, and then pretty, these tips will help you find a balance between both.

Before we get into it, did you know that a coffee table and a cocktail table are essentially the same thing? The only difference is that a coffee table is round or oval shaped, and a cocktail table is square or rectangular. These styling tips work for whichever shape you have.



STEP 1.



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Step 1) The first step to getting your table to look like it was styled by a designer is to start with something tall or oversized. Scale is essential to any good design, and having items on your table of varying heights creates more interest.

Examples: Plant in a planter, Candle sticks, Vase with oversized branches, Big Sculpture etc.

STEP 2.



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Step 2) Books! My favorite part of styling a table is finding the perfect coffee table books for my client. They should encourage casual reading and be about things you love. This is a chance to tell your story through the design and share your passion with guests. I try to stack 2-3 books, starting with the largest on the bottom. Sometimes I remove the dust cover, it depends on the book. These stacks are now the perfect surface to put other accessories on top of.

Examples: Some book ideas include Artists, Places, Activities, Designers, Animals, Photography

STEP 3.



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Step 3) Corral your items! A key item to use when styling surfaces is something to hold smaller items, this instantly makes any surface look more put together and organized. A tray is the perfect place for remotes, coasters, lotions, any other small items you may want handy. A decorative bowl or decorative boxes could also serve the same purpose.

Examples: Trays, Decorative Bowls, Decorative Boxes.

STEP 4.



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Step 4) Accessorize decorative objects. This is the part where you bring in some interest and create a dynamic arrangement. This is another opportunity to showcase your style and personality so display pieces that have meaning to you.

Examples: Fine art, bottles, candles, carved wood chairs, heirloom objects, A gorgeous chess board.

STEP 5.



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Step 5) To finish off any perfectly styled coffee table, bring in something organic. Adding this element immediately makes the staging feel more candid and less well, staged. I love to use fresh flowers, a potted plant, succulents, tropical leaves, branches, and even faux plants if you don't want the maintenance of something living.

Examples: Succulents, branches, tropical leaves.

PRO TIPS:



Pro Tip: The table shouldn't be so styled there isn't space to set down a drink, your laptop, or even rest your feet on.



Pro Tip: To find the perfect balance, reserve 60% of your table to be left open, and the other 40% can be dedicated to the accessories



Pro Tip: Square tables tend to look best when arranging items on each quadrant in a grid shape



Pro Tip: Round Tables tend to look best when arranging items in a triangular shape

Pro Tip: Play with contrast! If your cocktail table has a light surface, using dark trays and accessories will play up the variation.

Pro Tip: If your cocktail table is a tufted ottoman try to bring in the opposite material such as wood or metal tray.

Pro Tip: The same goes for a wood table, try to bring in the opposite material such as a brass or lacquered tray.

full-service

THE MOST TRADITIONAL INTERIOR
DESIGN EXPERIENCE.



white-glove

We provide a white-glove service for a renovation or a new construction project, managing everything from start to finish

This is the most traditional interior design experience where we take care of every detail. With full-service design, you get access to our exclusive trade-only manufacturers and sources for all things custom.

From hand selected fabrics, custom upholstery, drapery, to our sources for one-of-a-kind antiques. Save time and stress so you can sit back and sip your champagne.





BREAKDOWN



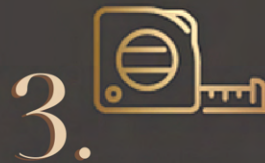
Katie will take the time to understand your story, your past, present and future to lay the foundation for the project.

soul-searching



Fully custom design with space planning, floor plans, finish samples, gorgeous 3D renderings all designed with you in mind.

design time



Prepare project pricing. We'll bid everything for your project, including labor and trades so you can prepare a budget with real pricing

quotes + orders



We work our amazing magic placing orders, overseeing construction, and installation, we handle everything before the big reveal.

execution

SERVICES

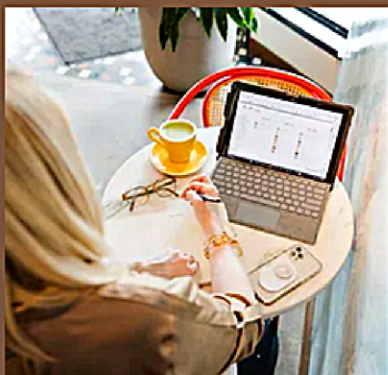


Let's go over the different types of packages you can choose from. Specializing in Full-Service Interior Design, I am committed to making your design dreams a reality while still incorporating your heirlooms and mixing them with contemporary elements to provide you with a timeless and beautiful retreat.

PROCESS

TRIED & TRUE 3 PHASE PROCESS

PHASE 1



Get to Know You & In-home Consultation

It all starts with a 30 minute discovery call

To learn more about you and schedule an in-home consultation. Where we'll walk through the space together, define your dreams and wish list items, identify project scope and how you want to live your best life! Afterwards, we'll present the design contract with tailored design fees based on project scale and complexity. When you decide to work with us, its time to celebrate the occasion as it's the beginning of the next chapter of your life.

PHASE 2

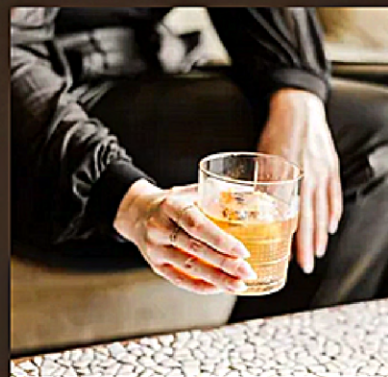


Soul Searching & Design Unveiling

Your Design Therapist at your service!

Our eye-opening questionnaire and field visits help us create a mind-blowing design concept based on style and function. We host trade day where we meet with contractors, carpenters to prepare project pricing. Visualize your space with custom floor plans, design selections, finish samples and drop-dead gorgeous 3D renders. Finally, we unveil and present you with the design and pricing for your authentic space. All guaranteed to put a smile on your face.

PHASE 3



Sit Back & Sip Your Champagne

Our Tried & True project execution.

Our eye-opening questionnaire and field visits help us create a mind-blowing design concept based on style and function. We host trade day where we meet with contractors, carpenters to prepare project pricing. Visualize your space with custom floor plans, design selections, finish samples and drop-dead gorgeous 3D renders. Finally, we unveil and present you with the design and pricing for your authentic space. All guaranteed to put a smile on your face.

SERVICE FEES



Living Areas | Full Service

Fees vary per project with custom quotes for our services. Rates start at:

\$15-\$20 per square feet for living rooms, bedrooms, dining areas, and home offices.

starting at \$15-\$20 per SF



Kitchen + Bath | Full Service

Fees vary per project with custom quotes for our services. Rates start at:

\$30-\$50 per square feet for kitchens and bathrooms.

starting at \$30-\$50 per SF

SERVICE FEES



New Build Finish & Fixture Selections

If you need any assistance with the design for your new build project, we can help be a part of your team, as we can coordinate selections with the builder and contractor for you.

Leave it to us. Fees vary depending on the level of finishes selections needed, number of bathrooms etc.

starting at **\$3-\$5 per SF**



Virtual/DIY Services

Fees vary per project with custom quotes for our services. Rate is for furnishings only and does not include detailed millwork drawings, or extensive finish selections. \$6-\$8 per SF for living rooms, bedrooms, dining areas, and home offices.

starting at **\$6-\$8 per SF**

CLIENT LOVE

TESTIMONIALS



"Katie from Slate Studios is able to fine-tune my ideas & take them to the next level."

MIKE P.

I have worked with a team member from Slate Studios for many years now, and she is always prompt, professional, and a team player. I look forward to collaborating with her. On each unique project, we work together to design a space that incorporates my inspiration and ideas. With her Interior Design knowledge, my projects have always turned beautiful.



"Slate Studio's experience and expertise are exactly what I needed."

ROBERT W.

The thought of updating my office seemed very daunting and I was unsure of where to even begin. So I enlisted the help of a professional. Luckily, Slate Studios was able to make my office space functional, cool, and a space I actually can enjoy. I didn't realize how badly my office needed some attention, but now I never want to leave this amazing space.



THANK YOU



Hi there,

Thanks for checking out my freebie! I hope it helps you create a gorgeous and functional coffee table. Our approach is authenticity meets sophistication for a luxury modern home. For more design tips check out my social media for more free design advice. If you'd like to work together, head to my website to book your FREE 30 min complimentary call and let's get started.

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- Katie

