

COMPLETE TWO-ROOM E-DESIGN

A home, *considered.*

Living Room + Primary Bedroom

A complete design experience for two warm, cohesive spaces—planned around the way you live.

PREPARED FOR
Sample Client
Sample Residence • Austin

PRESENTED BY
Lead Designer
Principal Designer

VALID UNTIL
September 21, 2026
AV-0926

A NOTE FROM ELENA

Maya & Daniel,

Your home already has the foundation it needs. The opportunity is to make it feel intentional rather than gradually assembled.

The living room should become a warm, inviting place for daily relaxation and entertaining without sacrificing circulation or practicality.

The bedroom should feel quieter and more restorative, with better balance, softer materials and enough functional storage to keep the room calm.

This proposal defines the process, the decisions I will make, the materials you will receive and the support included.

*Lead Designer***Principal Interior Designer**

“Two distinct rooms.
One coherent feeling of home.”

The project, at a glance.

02

ROOMS

Living room and bedroom.

17

SELECTIONS

Unique product decisions.

06

WEEKS

Onboarding to handover.

DETAIL	CONFIRMED SCOPE
Service	Design-only virtual design
Creative direction	One per room
Space planning	One layout per room
Revision	One consolidated round
Presentation	One 60-minute meeting
Handover	Design package + guide
Support	14 calendar days
Fixed investment	\$2,200 USD

The designer owns the design.
The client owns implementation.

Warm contemporary. *Natural texture.*

Warm neutrals, natural wood, tactile fabrics, clean silhouettes, soft contrast and layered light.



CHALK

SAND

BRONZE

SAGE

FOREST

LIVING ROOM

Elevated ease

- Seats four to six.
- Clear circulation.
- Durable materials.
- Media pieces integrated.
- Relaxed and refined.

PRIMARY BEDROOM

Restorative calm

- Strong focal point.
- Balanced lighting and storage.
- Layered textiles.
- Mattress and art integrated.
- Connected visual language.

WARM

TACTILE

TIMELESS

PERSONAL

From understanding to implementation.

01**Discover**

Questionnaire, kickoff,
measurements, imagery, budget
and brief.

02**Define**

One concept, palette and
material direction per room.

03**Plan**

One recommended layout per
room with circulation guidance.

04**Curate**

17 selections, quantities,
specifications and links.

05**Present**

Virtual reveal with concepts,
layouts and visualizations.

06**Refine**

One revision, final package and
support.

Design begins after complete inputs, signed agreement and initial payment.

Every decision, made visible.

A selection is one distinct product decision. Two identical nightstands are one selection.

LIVING ROOM • UP TO 9

1. Sofa.
2. Lounge chair model, quantity two.
3. Area rug.
4. Coffee table.
5. Side table.
6. Floor lamp.
7. Table lamp.
8. Window treatment.
9. Wall art or focal piece.

Retained

Television • Media console

BEDROOM • UP TO 8

1. Bed frame.
2. Nightstand model, quantity two.
3. Dresser.
4. End-of-bed bench.
5. Area rug.
6. Bedside lamp model, quantity two.
7. Bedding scheme.
8. Window treatment.

Retained

Mattress • Framed artwork

Small décor that may be moved or removed is not a retained constraint.

A design you can understand and execute.

INITIAL PRESENTATION

Creative direction and palettes.

One layout per room.

Furniture, lighting and décor.

One visualization per room.

Styling logic.

Budget and implementation.

FINAL PACKAGE

Final concept boards.

Final furniture layouts.

Color and material guidance.

Specifications and links.

Dimensions and placement notes.

Implementation sequence.

ONE CONSOLIDATED REVISION

One complete feedback set is due within five business days. Substitutions, palette adjustments and placement refinements within the approved direction are included.

Excluded: new direction, restart, extra rooms or layouts, extra selections, new requirements or fragmented feedback.

Revised work returns within five business days.

Visualizations communicate intent; they are not technical drawings.

Investment in the rooms.

Six weeks, well paced.

ROOM	BUDGET
Living room	\$11,000–\$15,000
Primary bedroom	\$7,000–\$10,000
Total products	\$18,000–\$25,000

Separate from design. Excludes tax, delivery, freight, duties, assembly, installation, trades and disposal.



Client delays move delivery dates. Ten business days awaiting input may pause the project.

Complete Living Room + Primary Bedroom E-Design

\$2,200

ONE FIXED DESIGN INVESTMENT • USD

\$1,100

Initial retainer**Due upon acceptance to reserve the start.**

\$1,100

Final payment**Due 48 hours before the presentation.**

This is not an hourly estimate. The fee stays fixed unless scope changes. Applicable tax appears separately.

The project is confirmed when the proposal, service agreement and retainer are received. The retainer becomes non-refundable after scheduling.

Who owns what.

ATELIER VALE OWNS

Brief interpretation.

Concept and direction.

Furniture layouts.

Product selection.

Specifications and links.

Presentation.

Included revision.

Implementation guide.

Handover clarification.

THE CLIENT OWNS

Measurements and imagery.

Timely approvals.

Dimension verification.

Purchasing and vendor payment.

Tracking and receiving.

Claims, returns and exchanges.

Assembly and installation.

Contractors and trades.

Safety and code verification.

Atelier Vale designs. the client purchase and implement.

Clarity protects the result.

NOT INCLUDED

Procurement or purchasing.
Vendor communication.
Claims, returns or exchanges.
Contractor coordination.
Site visits or supervision.
Technical drawings.
Electrical or millwork plans.
Renovation or technical kitchen/bath design.
More than 17 selections.
Additional rooms, concepts or layouts.
Unlimited revisions or messaging.

ADDITIONAL SERVICES

Additional revision	\$250
Additional layout	\$225
New direction	\$450 / room
Approved-item replacement	\$95 / item
Additional selection	\$95 / item
Extra meeting	\$150
Reactivation	\$200
Additional room	New quote
Procurement or rush	Custom

New work begins only after written approval.

The practical details.

Product availability

Prices, stock and lead times are controlled by vendors. One unavailable-item replacement per room is included within fourteen days. The client verifies dimensions, finishes, access, warranty and returns.

Measurements

Plans rely on client-supplied information. The client verifies all dimensions, access, clearances and fit before ordering.

Communication

Email is standard, answered within two business days, Monday–Friday. Unlimited messaging, weekends and third-party communication are excluded.

Approvals

Decision-makers are named before work begins. Feedback is consolidated. Email or portal approval is written approval.

Cancellation and pauses

The retainer is non-refundable after scheduling. Completed work and extras remain payable. Thirty inactive days may close the project.

Intellectual property

The designer owns the work. After full payment, the client receives a personal license for this property. It may not be resold or reproduced elsewhere.

Privacy

Identity, address and personal imagery are not published without permission.

Professional limitations

The designer is not an architect, engineer, contractor, inspector or code consultant. Technical matters require qualified professionals.

Let's make it feel like home.

By accepting, the client confirm the project, limits, responsibilities, product budget and scope-change process.

CLIENT**Sample Client****DESIGNER****Lead Designer · Atelier Vale****FIXED INVESTMENT****\$2,200 USD****INITIAL PAYMENT****\$1,100 USD****PROPOSED START****September 28, 2026****EXPIRES****September 21, 2026****TO RESERVE THE START**

- 1. Approve the proposal.**
- 2. Sign the service agreement.**
- 3. Pay the retainer.**
- 4. Complete the questionnaire.**
- 5. Submit measurements and photographs.**

A home that feels
unmistakably yours.

hello@example.com