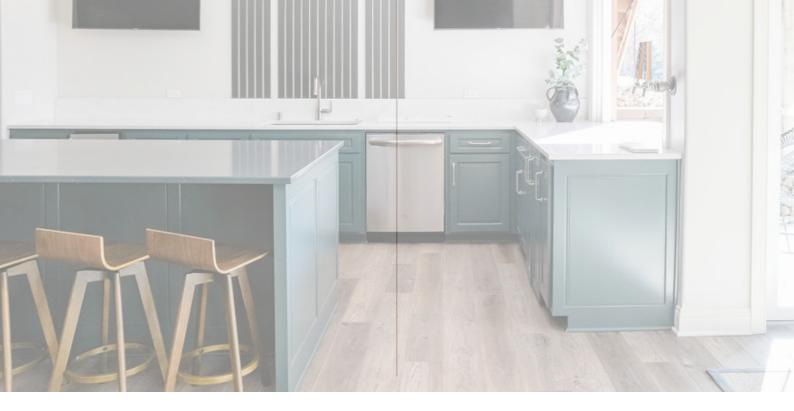


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WELCOME!

IT'S NICE TO MEET YOU

We are thrilled to be a part of your project! In this packet, we do our best to answer any preliminary questions and help lay the groundwork for a successful project and working relationship.

As a small business, we work tirelessly to ensure that our clients are informed, included, and on board with each phase. While the aesthetic goals for each individual may not be the same, the overall

goal is to always have a home that is inviting, elevated, and uniquely you. It's your job to be open and honest with us whether you love or don't love something we present. It's our job to make it all come together to give you the home of your dreams.

We are so excited to get started on exactly that.

Leah Scheppers

Owner + Principal Designer

RIDGEFIELD OF DREAMS: REMODEL









THE PRAIRIES: NEW BUILD















ST ANDREWS: REMODEL













BOSS BASEMENT- FULL SERVICE DESIGN









STYLISH, FUNCTIONAL, INTERESTING SPACES

We want to create spaces that set the backdrop for your LIFE. The space you live in, eat in, raise your kids in, and relax In. This is the place you start and end each day with, and all of the beautiful moments in between. It is our foremost priority to make it special.

Leah Scheppers

owner + designer

BENEFITS of WORKING with IS+DS

HOW WE CAN HELP YOU



TRADE EXPERTISE

We know how to make It happen and who to hire to do It.



AVOID COSTLY MISTAKES

You are making an Investment in your home and mistakes can be costly-financially and emotionally.



HAVE A VISION & PLAN

Don't just start choosing things randomly and then try to make other random choices to go with the first one. Let us create the cohesive plan that sets you up for success.



NO LOOSE ENDS

Making sure that project Is FINISHED the way you want It to be. We accessorize, style, hang artwork and window treatments and give you the best possible version of your space.

EXPECTATIONS

WHAT YOU SHOULD KNOW

We are here to help you and to make your project successful. When communicating about your project, please adhere to the following parameters.



RESPONSE TIMES

We respond within 24 hours



OFFICE & APPOINTMENT AVAILABILITY

9am - 5pm Monday - Friday



PLEASE NOTE

We prefer emails when related to your project!



SERVICES and PACKAGES

WHAT WE CAN DO FOR YOU

CONSULTATION

When you "just need" a little help

THIS CAN INCLUDE

- UNFILTERED IDEAS
- IMMEDIATE ACTIONABLE ADVICE
- COLOR, FINISH & MATERIAL IDEAS
- LAYOUT & FLOW PLAN OPTIONS
- MATERIAL PROS & CONS
- COST / VALUE ANALYSIS
- RECAP & RECOMMENDATIONS

THIS IS PERFECT FOR

This is the first step In the design process for every one of our tailored design services. A home project is always overwhelming so we use this time to get to know you, your needs, and to start proliferating Ideas that will work with the size, architecture, and budget for your project.

HOW IT WORKS

During your in-home consultation we review the areas of your home that need some help and the scope of your project. We offer our recommendations and suggestions and review design aesthetics that work for your space.

This is a "working meeting" and we will hit the ground running to create a concise scope of work. From there, we create a recap of the Ideas for you to refer to and your project is, In fact, started!





DIY PROJECT CONSULTATION

When you "just need" a little help

THIS CAN INCLUDE

- UNFILTERED IDEAS
- IMMEDIATE ACTIONABLE ADVICE
- COLOR, FINISH & MATERIAL IDEAS
- LAYOUT & FLOW PLAN OPTIONS
- MATERIAL PROS & CONS
- COST / VALUE ANALYSIS
- RECAP & RECOMMENDATIONS

THIS IS PERFECT FOR

Clients who are hands on and want to take care of the details on their own. You need our help pulling it all together and making sure the design makes sense. IS+DS will provide feedback and recommendations to ensure you're not leaving out any vital details or making costly errors.

HOW IT WORKS

Come prepared! Have all of the elements you are considering or have already selected ready for our review. IS+DS will be pulling reference images and offering suggestions to finalize each detail and pull together the design and planning for the space. This service Is a minimum 1 hour In your home and the remaining 2 hours as needed to complete your plan.





E-DESIGN

PERSONALIZED DESIGN DONE ONLINE

WHAT YOU GET

- LAYOUT OPTIONS
- CONCEPT BOARD
- COLOR, FINISH & MATERIAL IDEAS
- FURNISHING &
 DECOR LINKS TO
 PURCHASE ON
 YOUR OWN
- 2D floor plans
- OPTIONAL 3D DESIGN RENDERINGS
- VIRTUAL PORTAL
 FOR SELECTING &
 APPROVING
 OPTIONS

THIS IS PERFECT FOR

The people who want to do the leg work, but need help creating the perfect plan. Those who are outside the Omaha metro area that need design assistance. All design and procurement services are \$195/ hour.

HOW IT WORKS

Fill out our Intro Survey so we have the details we need. Then, send us your detailed room dimensions and schedule a zoom call to review your wants / needs and style preferences. We create a robust "scope of work" for your project and then recommend who you need to complete each task. IS+DS will also create a design plan that works with your space and budget. All finishes, fixtures, materials & furnishing are presented through our online portal that lets you handle all of the ordering & project management on your end.





FURNISHING and DECOR

No construction necessary

THIS IS PERFECT FOR

The client who wants to pull together their space without major construction. Furniture layouts, window treatments, and accessories can all play their part.

HOW IT WORKS

Schedule a consultation, and let us help choose the best furnishing plan and style for you. We will create 2-D floor plan layouts with furniture plans to choose from and source items appropriately for the space. You can choose to acquire furnishings and decor on your own, or we can take care of all of those details. White glove delivery and Install Day bring it all together.

WHAT YOU GET

CONSULTATION

MOOD BOARD & DESIGN PLAN

FURNISHING PLAN

FURISHING & DECOR SOURCES

COORDINATED
INSTALLATION &
STYLING DAY

starting at \$2500



FINISHES & Materials

PULL IT ALL TOGETHER

WHAT YOU GET

- PROJECT MOOD
 BOARD
- MATERIAL PRESENTATION
- SPECIFICATIONS FOR INSTALL
- TRADE PRICING
 WHEN APPLICABLE
- VIRTUAL PORTAL
 FOR SELECTING &
 APPROVING
 OPTIONS



DURATION

10 - 12 WORKING DAYS

\$

INVESTMENT

starting at \$1950

THIS IS PERFECT FOR

People who want to be a part of the design process and make some choices, but need help to make it all feel cohesive.

Anyone who needs help communicating their vision to a tradesperson.

HOW IT WORKS

After our initial consultation, we create a mood board and design direction for your project. You are then presented with options to create the overall look that will be within your budgetary allowance. Items such as tile, flooring, plumbing fixtures, and lighting can fall into this scope.



NEW BUILD: jump start

NEW CONSTRUCTION: LAYOUT & CONCEPT PLAN

WHAT YOU GET

- SPACE & ELECTRICAL PLAN REVIEW
- CONCEPTUAL
 DESIGN PLAN +
 MOOD BOARD
- FLOOR PLAN REVIEW
- FURNITURE LAYOUT





THIS IS PERFECT FOR

Someone who is already attached to a builder and needs help with all the overwhelming details, but doesn't want full service design.

HOW IT WORKS

We come in on the building process as early as possible. IS+DS will review your space and electrical plans to make smart, functional adjustments. Then, we create a Conceptual Design Plan and roadmap so you know what details you are looking for in your finished space.



NEW BUILD Design

NEW CONSTRUCTION: FLOOR PLAN, FINISHES AND FINAL STYLING

THIS IS PERFECT FOR

The people who need a professional set of skills to develop a successful floor plan, coordinate finishes, create Interest and functionality, and specify all of the details for their builder.

HOW IT WORKS

Schedule a consultation, and let the magic begin! We will break your project out into phases so it doesn't feel overwhelming. We work with you to choose the overall aesthetic, floor plan, furnishing plan, all fixtures, finishes and materials. Then, most importantly, we clearly detail out all of this Information for communicating with trades to ensure your vision Is brought to life.

WHAT YOU GET

- CONSULTATION
- MOOD BOARD +
 DESIGN PLAN
- 3D RENDERINGS
- DOCUMENTATION +
 DRAWINGS
- SPECIFICATIONS FOR TRADES
- DIMENSIONED FURNISHING PLAN

\$5850 +



LAYOUT & Concept Plan

CONCEPTUAL DESIGN PLANS

WHAT YOU GET

- 2D FLOOR PLAN
 OPTIONS TO
 ENCOMPASS FUNCTION
 AND LIFESTYLE
- MOODBOARD & CONCEPTUAL DESIGN PLAN
- OPTIONAL 3D
 CONCEPTUAL VIEW
- PRELIMINARY FIXTURES

 & FINISHES SO YOU

 KNOW WHAT YOU'RE

 LOOKING FOR WHEN

 YOU SHOP

THIS IS PERFECT FOR

Clients who are looking to remodel and already have a working plan in place and need some tweaks or adjustments.

Bonus points if you already have your builder chosen!

HOW IT WORKS

We put together several options for you to review. Once you are happy with the plan, it goes off to your builder for revisions and pricing adjustments. The Concept Plan houses a roadmap for all of the selections you will need to make.



DURATION

10 - 12 WORKING DAYS

INVESTMENT

\$2500 +



FULL SERVICE Design

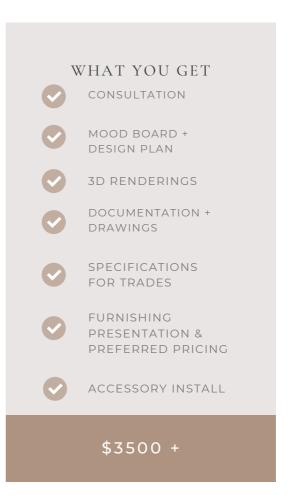
FROM CONCEPTION TO FINAL STYLING

THIS IS PERFECT FOR

Someone who wants professional help with every step of the project. Full Service Design means that WE handle everything so you don't have to. We design, coordinate trades and contractors, project manage to ensure proper execution, and style the finished space so it's 100% complete.

HOW IT WORKS

We will break your project out into phases so it doesn't feel overwhelming. We work with you to choose the overall aesthetic, floor plan, furnishing plan, all fixtures, finishes and materials. We communicate with all tradespeople and ensure the vision is properly executed.





FULL SERVICE DESIGN

FURNISHING INVESTMENT

At IS+DS, we cultivate and create rooms that are cohesive and perfectly crafted for your lifestyle. The Investment you make In QUALITY will only continue to elevate the look and feel of your home. But, more Importantly, It ensures that the pieces you select are durable, easy to maintain, and will weather the test of time for your space.

Your full service design includes our project management services throughout the construction portion of the project. It also lets us manage all of the orders through a professional receiving and delivery company that will receive, Inspect, and store all of your Items until they are ready to be installed. Below Is a list of typical furnishing items and varying price and quality levels.

	ENTRY- LEVEL	MID- GRADE	HIGH- END
Sofa	\$2,500	\$5,000	\$8,500+
Sectional	\$5,000	\$8,000	\$12,500+
Occasional Chair	\$1,000	\$2,000	\$3,500+
Lounge Chair	\$1,000	\$2,500	\$4,000+
Ottoman	\$600	\$1,000	\$2,000+
Coffee Table	\$750	\$2,000	\$4,000+
Media Cabinet	\$1,500	\$3,000	\$4,500+
Table Lamp	\$250	\$500	\$900+
Dining Room Table (seats 6)	\$2,000	\$4,000	\$6,000+
Dining Chair	\$300	\$600	\$1,000+
Sideboard	\$1,500	\$3,500	\$5,500+
Barstool	\$300	\$700	\$1,000+
Queen Bedframe	\$1,800	\$3,500	\$5,000+
Dresser	\$1,500	\$3,000	\$4,500+
Nightstand	\$500	\$850	\$1,500+
Area rug 8x10	\$1,500	\$3,500	\$6,000+
Window Draperies	\$400/ window	\$1,000/window	\$2,500+/window
Roman Shades	\$300/ window	\$800/window	\$1,500+/window
Chandelier	\$1,500	\$3,000	\$6,000+
Wall Sconce	\$500	\$1,000	\$2,000+

Shipping: 15-20% of goods purchased
Receiving + Delivery: 8-10% of goods purchased



Project Phases and Timeline

REMODELS

PHASE ONE: PROJECT INITIATION

STEP ONE: Inquiry & Discovery Call

By submitting the introductory survey it give us some preliminary information on your project. We will schedule a complimentary 10 minute discovery phone call to make sure we are a good fit for you.

STEP TWO: In-home Consultation

Let's see what we're working with! An in-home consultation gives us the best feel for your space, while also being able to assess your aesthetics. We can also take applicable measurements and have the details we need to move forward.

STEP THREE: Contract & Design Deposit

You will review the Design Contract and sign off on it through our online portal. All projects require a Design Deposit minimum of \$1950 due before any design work begins.

STEP FOUR: Design fee proposal

Now that we know the scope of what your project entails, we can lay out the plan and create an estimated proposal for design fees and a target budget for your project.

PHASE TWO:

STEP ONE: Research

Now that we've agreed on the scope of the project and signed the contract we move onto the design phase. We will review the overall aesthetics, elements that speak to you, and any existing parameters for your space. This Is where we pull Inspiration Images, design elements, visual references, and preliminary finishes that align with the vision for the completed space.

STEP TWO: Concepts & Floor Plan Review Meeting

We will present the overall design direction, mood boards, and preliminary finishes and fixtures. You will have 5 business days to review, give feedback, and approve the floor plans and concepts presented.

STEP THREE: Design Development + 3D Plan + Elevations

We take your feedback and fine tune the design plan. The concepts are brought Into reality with applicable placements throughout your space through 3D plans and detailed elevations.

STEP FOUR: Design Presentation Meeting

This all Inclusive review Is where you'll finalize 85-100% of your project materials, finishes, fixtures, and furnishing. We present the whole project with samples, swatches, 3D renderings, and other design details. Our clients love this meeting because It streamlines the design process and they don't need to revisit their decisions.

PHASE TWO: DESIGN

STEP FIVE: Sourcing & Selections

The design direction has been set. Now we start sourcing options to give you the look you want and fall within your budget. We focus on narrowing down the exact fixtures, finishes, or furniture that you'll love.

STEP SIX: FFE Schedule

Fixtures, Finishes + Equipment. All of the hard installed items that go into your project are specified here. Think plumbing fixtures, lighting, tile, flooring, paint, etc. These are all detailed out with specific instructions so all trades people are on the same page.

PHASE THREE: ESTIMATES & PROCUREMENT

STEP ONE: Contractor Scheduling

With the plan in place, you will meet with contractors to see who makes sense for you, the end goal, budget, and timeline.

STEP TWO: Estimates for labor + Materials

Your general contractor will schedule times to have sub contractors come in and bid the project. Once they have those estimates, they will present a total budget to you for approval. This will include the real cost of the materials you've already selected!

STEP THREE: Purchasing

You've made your selections and we've finalized the budget. Now we start buying! Iconic Styling will place orders on your behalf and send an estimated arrival schedule to keep everything on track.

STEP FOUR: Shipping + Receiving

Depending on your budget, we may use a combination of trade only and retail products to complete your design. Some items may ship directly to you, but others will be warehoused until we're ready for Install Day. Anything that ships directly to you will have an easy to follow directions.

PHASE FOUR: PROJECT MANAGEMENT

STEP ONE: Project Review Meeting

Up to one week prior to any demo or construction starting, we have a sit down meeting with you & your contractor to review the design plan in full detail. Design Is In the details and we ensure that your contractor has reviewed your plan thoroughly, Is prepared for any uncertain details or areas to address and that we are all on the same page.

STEP TWO: Site visits + Contractor meetings

We then set a schedule for the phases we need to be on site to verify the implementation. We also work with your contractor throughout the process to answer questions, verify dimensions, and trouble shoot when necessary.

STEP THREE: Trade walk thrus

IS+DS will be on site before any work begins at pivotal points In your project to review all Installation details with the Installer including:

- Electrical rough In
- Cabinetry Installation
- Hard surface Installation (tile, wood flooring, etc)
- Electrical finish

STEP FOUR: Deficiences

IS+DS is on site throughout your project to ensure that fewer Items are left on your punch list at the end. But, we will do a walk through with you and your contractor to Identify any lingering Items that need to be handled.

PHASE FIVE: INSTALLATION + STYLING

STEP ONE: White Glove (hard furnishing) Installation

Here we will coordinate delivery of the larger pieces such as sofas, rugs, tables, etc. This step will vary depending on your needs and budget.

STEP TWO: Soft Goods + Accessory Installation

This is when the layers come in! All of your wall layers such as decor, mirrors, artwork and window treatments are installed. We also bring in styling items and accessories during this step like pillows, shelving items, and decor to bring it all together and complete your design.

STEP THREE: Photography

We will work with a professional photographer to capture your new space in all of it's glory. This is at no cost to you! We will review what level of sharing you are comfortable with prior to photographing the space.

STEP FOUR: Project Binder + Farewell Meeting

We leave you with all of the pertinent details from your project. FF+E schedules, care instructions, warranty information, etc. Your project binder will house all of these details for you and give you an easy place to reference should you need it in the future.



Helpful Information

WHAT TO EXPECT

HELPFUL TIPS: DURING THE PROCESS

WHAT TO EXPECT

DUST: IT'S JUST PART OF IT

Even with zip walls, a fine layer of dust can gather In parts of your home far from construction. There are few ways to control It. Let us know if you'd like our cleaning crew to come In part way through and do a good wipe down and we can get you pricing. Also, If you have any furniture outside of the construction zone that you would like draped-let your contractor know!

NOISE: IT'S A LOUD PROCESS!

Compressors, nail guns, sanders... there is little peace and quiet on some days. Pull out those sound machines for nap time and noise cancelling headphones for zoom calls.

HIGHS AND LOWS: DEMO DAY WILL FEEL GREAT!

As will any days that we see major change. But there will be days where your project feels like It's at a standstill and you might almost miss the noise! But do know that things are moving and your contractor has made allowances If trades have to reschedule.

MULTIPLE SIGHS: REMODELING FATIGUE

It may be that you just want to be done, or that you're tired of answering so many questions and writing so many checks. Or you may just be tired of having so many people in your house. Hang In there--- remodeling fatigue will be short lived when you get to move back Into your newly remodeled space.

HELPFUL TIPS: DURING THE PROCESS

WHAT TO EXPECT

THE UNEXPECTED: ALWAYS A SUPRISE OR TWO

If you expect anything, expect this. Irregular framing, jerry-rigged wiring, funny plumbing and more unexpected surprises are bound to arise. No, you won't be laughing, and neither will we. But trust us to be proactive and work with your contractor to solve problems as they arise.

DELAYS: PATIENCE IS KEY

Worldwide pandemics, broken down trucks and sometimes items ordered from the factory take 6 months instead of six weeks. We are working from a schedule that assumes the world is a perfect place. It's not, and knowing this will allow you to be resilient when the schedule shifts a bit. Additionally, contractors and sub contractors are working their hardest to get everyone's projects done and done well. Give them a little lea-way on the schedule and you'll save yourself some headaches.

OUTLIERS: FINAL DETAILS ARE KEY

At the end of your project, expect one or two punch-list items that will take longer to resolve than anything else. It may be a light fixture that arrives broken or the very last two pieces of tile. The important thing is to get the final details right, even if they take a little longer.

LOVING YOUR NEW SPACE!

Expect to love your new home when we are (FINALLY) out of your hair.

FAQ's

HAVE ANY QUESTIONS?

01

HOW MUCH WILL MY PROJECT COST?

Do your research. T.V. and Instagram don't always paint the most accurate picture of how much it will cost to achieve the space you want. We can work with many budgets! We always urge you to be realistic about what your budget can accomplish.

02

WHERE DO YOU SHOP?

We will source and specify items from a multitude of places. For furnishing we offer a mix of trade-only and retail vendors as well as custom and vintage. For materials and finishes we source locally when possible, but sky's the limit!

03

HOW DO YOU CHARGE?

We charge hourly for all time dedicated to your project. This helps ensure you only pay for what you need and keeps our pricing transparent.

04

HOW LONG WILL THIS TAKE?

The design process is just that, a process. We approach every project with a fresh perspective and will do everything we can to help you move forward at the pace that works best for you. In the construction phase, we work closely with your contractor to validate and communicate timelines.

FAQ's

HAVE ANY OUESTIONS?

05

WHAT DESIGN STYLES DO YOU WORK IN?

As a small design firm, we work within several niche design styles to cultivate a blend of your style with our aesthetic. Mid century, California Eclectic, Warm Minimalism and all degrees of Modern is where we shine.

06

HOW DO I KNOW IF ICONIC STYLING + DESIGN STUDIO IS A GOOD FIT FOR MY PROJECT?

Our introductory process will help us know if we can accomplish what you want to do. If not, we can absolutely give you recommendations for other designers that may be a better fit.

07

WHAT DO I DO IF I DON'T KNOW ANY CONTRACTORS?

Don't worry! We have a tight knit group that we love and can recommend to complete your project with efficiency and quality craftsmanship.

08

WHAT DOES AN INTERIOR DESIGNER DO?

We cover everything from kitchen and bath renovations to home furnishings and final styling. We are NOT a general contractor so we do NOT handle any construction. However, we do provide 3D renderings and floor planning services to be executed by your preferred contractor. Our responsibility is to design a functional space and select all materials and finishes within it. We are passionate about creating spaces that are comfortable & beautiful. Our designs are always inspired by YOUR lifestyle and all textiles and surfaces are selected with function in mind.

FAQ's

HAVE ANY QUESTIONS?



HOW MUCH WILL MY PROJECT COST?

There are a lot of variables that can Impact a project's budget. Your personal style, square footage, material quality, and contractor labor can vary dramatically from one project to another. But here are some average numbers to give you a ballpark.

BASEMENT FINISH: Starting at \$65k + design fees \$4375+

KITCHEN: Starting at \$70k + design fees of \$3500 +

BATHROOM: Starting at \$30k + design fees of \$3000+

LIVING ROOM FURNISHING: Starting at \$15k + design fees of \$2625+

BEDROOM FURNISHING: Starting at \$10k + design fees of \$2625+

Design fees are billed at an hourly rate of \$175/ hour. Each client will receive a custom proposal for an estimate of hours. All hours are always billed in real time so our estimate Is a guide for what we expect. Each client Is different, some appreciate multiple options, while others are quick decision makers with no revisions. You may not know what type you are until the process gets going! But, rest assured, we are here to walk you the process at any pace that works for you.

The reality Is that when you hire a designer you should be expecting a higher level of finish than you may have had In the past or could accomplish on your own. Designers spend hours and weeks finding the perfect pieces that fit the scale, functionality, and aesthetic of your space. As a homeowner, you may be used to furnishing a space over time and may not realize how much a total room has actually cost you. When you see those numbers presented as a total, It can feel like a lot. But remember that you are getting a complete space that won't need to have things added later.

TESTIMONIALS

WHAT OUR CLIENTS SAY ABOUT US

I hired Leah a little over a year ago to help me freshen up my interior kitchen/living room space, which then eventually lead to a full basement finish. I was so impressed with Leah's organizational skills and ease of making design selections. It made the whole process very enjoyable. She listened to all our wants and needs while designing the space and laid out a beautiful plan that turned out amazing! She knows how to stay within a budget while still getting beautiful aesthetic results. She is kind, reliable and a real pleasure to work with. I would highly recommend her to anyone looking for design help.

- Boss Basement

Leah has been my designer and my sanity giver for many years. She's designed two of my homes almost top to bottom and created spaces that bring me the most joy. She makes the process of interior design so enjoyable, really listens, and uses her expertise, talents, and positive can-do attitude to keep projects focused and on track. She's got an eye for things that can truly elevate a style and make an impact.

- Glam Kitchen

I had a wonderful experience with Icon Styling + Design Studio while building my new house. Leah not only executed the style and vision I had in mind, but she enhanced it. I didn't feel overwhelmed during the process of selecting finishes and furnishings because her guidance made it easy. The finished result was a place that was unique, beautiful and now a home.

- Blackhawk New Build

WAYS TO CONNECT

FOLLOW US

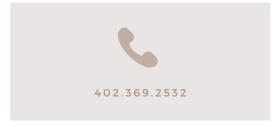












STYLISH, FUNCTIONAL, INVITING SPACES!

