

Safiya Yahaya



INVESTMENT
GUIDE / 2024



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ABOUT

THE STUDIO

Welcome! I believe in designing interiors that are not only beautiful but also perfectly suited to the lifestyle and cultural background of my clients. My focus is on creating spaces that are both unique and functional, reflecting the personal style and preferences of each individual. I am privileged to collaborate with enthusiastic and inspiring clients who allow for creativity and produce exceptional design-led interiors.





OUR VISION

Our vision is to redefine design by seamlessly blending creativity, functionality, and personalisation. We craft unforgettable spaces that tell your story and stand the test of time. From initial concept to final installation, we manage every aspect of the design process in-house.



PRINCIPAL DESIGNER

SAFIYA YAHAYA
Principal Designer

I'm an Interior and Architectural Designer with expertise in crafting sophisticated and functional spaces. I have worked on projects in the U.A.E, Turkiye, Nigeria and the UK.

With over a decade of industry knowledge, I have cultivated a reputation for delivering exceptional design solutions that seamlessly blend aesthetics and practicality.

Safiya

THE TEAM

OUR DESIGNERS

Presenting the dedicated design team at Safiya Yahaya Interiors — our experienced professionals are committed to creating unique and tailored interior solutions that will exceed your expectations.

Habiba Inuwa

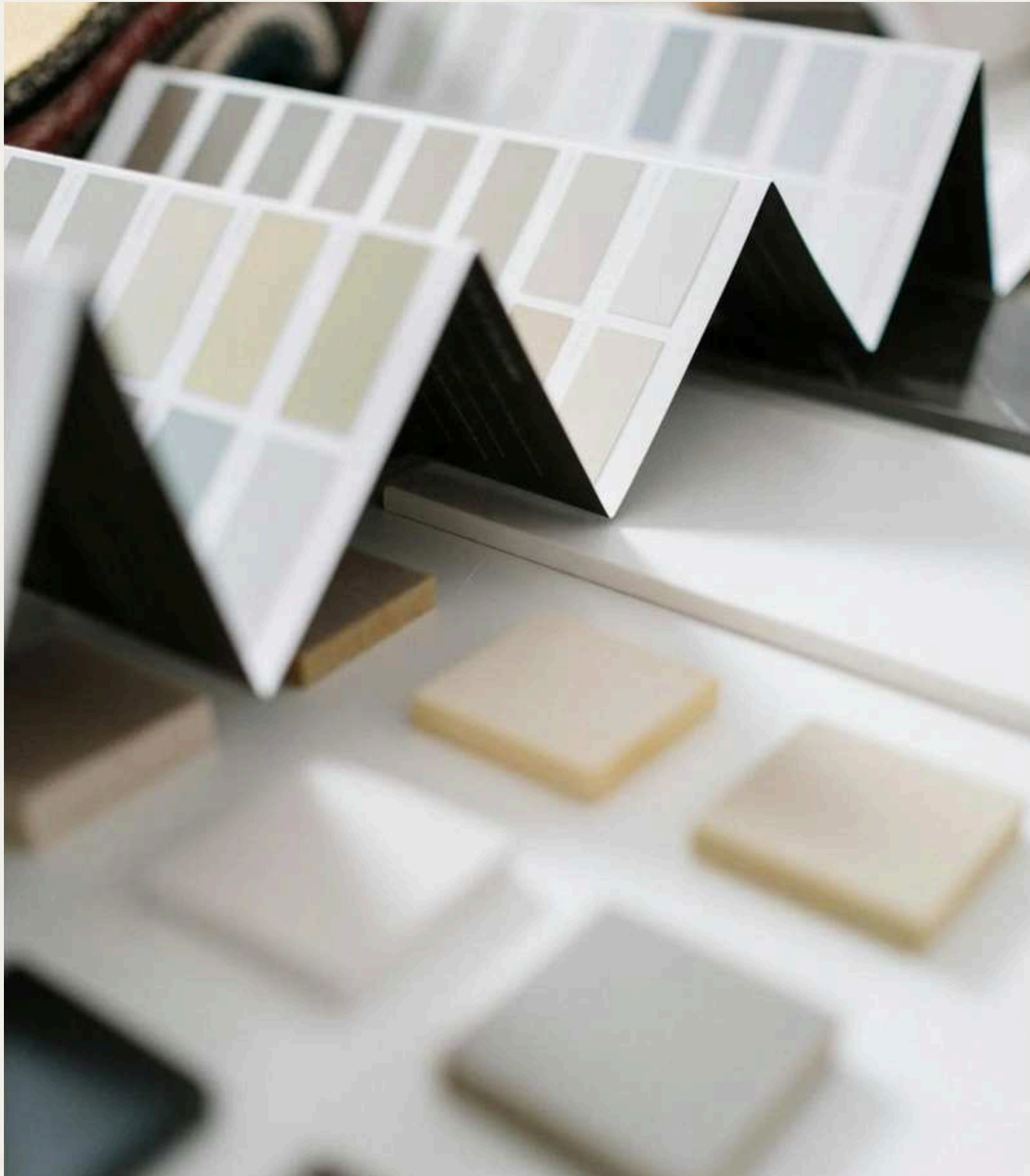
ARCHITECTURAL DESIGNER

Habiba, our supporting architectural designer, graduated in interior architecture 5 years ago and has swiftly become a vital asset to our team, renowned for her meticulous attention to detail and innate sense of style.

Hauwa Ibrahim

FF & E / SOURCING LEAD

Hauwa is our lead FF&E designer. She has 12 years of experience in interior architecture and art curation complemented by a discerning eye for artistry that infuses every project with both creativity and flair.



OFFERINGS

FULL-SERVICE INTERIOR DESIGN

With this service, you'll benefit from my over 10 years of expert design experience, gained through one-on-one collaborations with clients in Dubai, London, and Nigeria. Additionally, you'll have access to my architectural training and in-depth knowledge of the design market. I will help you create a personalised space that reflects your unique style, offering innovative solutions to your design challenges.

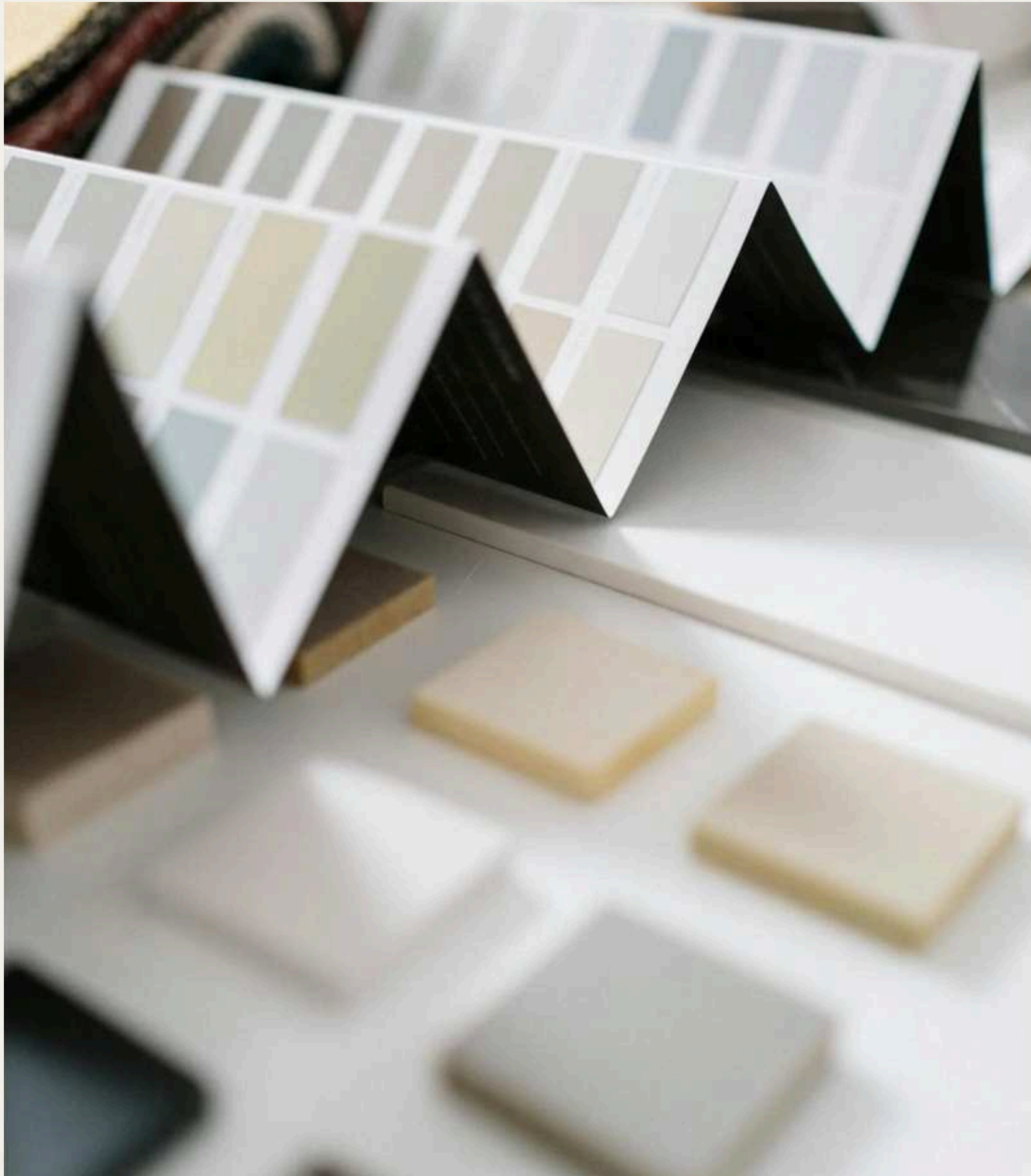
Your deliverables will include: full construction drawings, custom installations, mood boards, budget breakdown and scheduling, cost management, access to trade-only suppliers, detailed tender documents, project management, supervision and procurement services. This service is ideal for those who want a worry-free process and simply wish to enjoy their space.

Full-service interior design pricing is project-specific.

VISUAL CONCEPT DESIGN

Staging & Sourcing is designed for those who have the space but are unsure how to furnish it or make it flow seamlessly with the rest of their home. This service includes curated selections of furniture, materials, and decor, along with purchase links to all items. You'll also receive a visual representation of the completed design, helping you see exactly how the furnishings will look in your home before making any investments. The process begins with a 45-minute discovery call, followed by mood boards, a rendering of your space, a floor plan, and a detailed furniture and materials schedule.

From £550



OFFERINGS

ROOM FACE-LIFT

This service is ideal for those looking for a quick refresh or a specific design enhancement. Our 'Face Lift Service' provide customised solutions for one or two specific design needs. Whether you're seeking a new colour scheme or a carefully selected accessory, we can elevate your space with the perfect finishing touch. You'll begin with a 45-minute discovery call, followed by mood boards and a detailed furniture and materials schedule.

From £350

60 Minute 1:1

Looking to brainstorm your ideas with an Interior Designer to ensure you're on the right path? My 60-minute, one-on-one video consultation is just what you need. During the session, we'll address your concerns and review your ideas, helping you confirm that you're making the right decisions to achieve your design goals.

From £150

Mood Board

A personalised collection of inspirational images, colour swatches, and materials, thoughtfully curated to capture the aesthetic vision for your design project. It serves as the perfect guide, helping you stay focused and organised as you bring your space to life. Without a mood board, it's easy to feel overwhelmed by the endless design options and lose sight of your next steps. You'll receive a digital mood board to at the end of this.

From £120



BECOMING A CLIENT

BECOMING A CLIENT

As our valued client, expect a personalised experience tailored to your vision. Our team guides you from start to finish, ensuring satisfaction. With clear communication, attention to detail, and dedication to excellence, we aim to exceed your expectations, transforming your space to reflect your style and personality.

Your experience with us will be seamless and memorable, resulting in a space you'll truly love being in.

CONSULTATION

1-1 INTERIOR CONSULTATION



The initial consultation

During our consultation process, we'll delve deep into understanding your lifestyle and how you use your space. We'll discuss your daily routines, lifestyle preferences, and any specific needs or challenges you may currently have.

Through in-depth and comprehensive conversations, I'll gather valuable insights to inform our design proposal. I'm keen to hear about your background and what you'd like represented in your space.

Our aim is to lay a solid foundation, ensuring the proposed design aligns seamlessly with your unique lifestyle and requirements.



DEVELOPING YOUR BUDGET

BUDGET

You have the option to come to us with an existing budget, or we can guide you through the process of developing one using our comprehensive budget guide. Our dedicated team will work closely with you to thoroughly understand your vision and goals for the project, ensuring that your budget reflects your priorities and aspirations while maximising value and minimising surprises along the way.



RESIDENTIAL DESIGN PROCESS

TAKE A PEEK AT OUR PROCESS

DISCOVERY CALL



I will arrange a brief 30-minute virtual consultation session to delve deeper into your preferences and gather essential details about your space.

SITE MEETING CONSULTATION



If my services align with your needs, I will schedule either an in-person or virtual consultation session. This is the pivotal moment where we delve into the scope.

FEE PROPOSAL



Based upon the insights captured during our consultation session, I will carefully craft a personalised fee proposal tailored to meet your unique project specifications.

ONBOARDING & SITE VISIT



Upon signing the fee proposal, we start the onboarding process and arrange a site visit. Depending on your brief and project scope of works, we will conduct a survey of your space.

CONCEPT DESIGN



My next step involves developing an initial design concept. This will include inspiration, mood, colours, materials and initial layout ideas. This will be adjusted, typically allowing three revisions per project.

DEVELOPMENT



After the initial concept is signed off, we will finalise furniture, fixtures, and materials selection, design bespoke joinery, suggest window treatments, and draft floor plans. We will also provide 3D renders of your space.

CONSTRUCTION



Once the final furniture, fixtures and plans have been signed off, we enter the construction phase, where skilled contractors bring the project to life, following our detailed documentation and spec sheets.

COMPLETION



The final phase of the project is where I hand over to you. I conduct a comprehensive walkthrough with you, ensuring every detail meets your satisfaction and expectations for your new space.



RESIDENTIAL OFFERING AND DESIGN

Spatial Planning

- This is where we consider furniture placement, how people move around a space and the overall layout. This is an extremely in-depth and strategic process.

Site Analysis

- We will measure, draw and assess your space.

Design Concept

- This stage underpins the entire direction and inspiration for the project.

Development

- We will create technical working drawings. plans and a 3D walkthrough of your new space.

Sourcing

- We will source items such as furniture, materials and artwork, alongside any existing items that you wish to keep to achieve your overall vision.

Handover, Installation and Styling

- This is the exciting part! After final sign-off we will install, style and walk you through your beautiful new space.

COMMERCIAL OFFERINGS AND DESIGN

Research and Concept

- I will take an in-depth look at your business, audience, brand, core values, style and culture and create a design direction that aligns with this.

Accessibility

- I will ensure your space is accessible for all and abide by country standards.

Sourcing

- I will source commercial-grade furniture and fire rated materials and textiles.

Acoustic Considerations

- Ensuring flooring and wall coverings have sufficient sound absorption

Indoor Air Quality

- Assess the dimensions, occupancy, and the ventilation and indoor air quality of the space.

Technical Drawings and Development

- Create technical working drawings. plans and a 3D walkthrough.





VIRTUAL DESIGN

PACKAGE A / £200.00 PER ROOM

- Video Call
- Room Layout
- Mood Boards
- Colour Palette
- Product List
- 2 x Revisions

PACKAGE B / £450.00 PER ROOM

- Video Call
- Room Layout
- Mood Boards
- Colour Palette
- Access to Trade Discounts
- Product Ordering
- Showroom Visit
- 3 x Revisions

PAYMENTS AND COMMUNICATION

PAYMENTS

25% of the design fee is due at the contract stage, followed by 50% before the concept presentation. Another 25% is required upon completion of the project. Please note that 100% payment is necessary before placing any orders for materials or furnishings.

We believe this payment structure maintains transparency and fosters a collaborative partnership throughout the design process.

Once design is completed. We can move to procurement and construction. You'll be provided with a procurement and project management fee.

OFFICE HOURS

Monday to Thursday, from 10:00 AM to 4:00 PM BST.

We are closed on weekends and public holidays. However, we are available for scheduled appointments outside of regular office hours when necessary. Please contact us for more information.

COMMUNICATION

For communication, we use a collaborative platform, ensuring seamless project management and transparency. In addition, we schedule weekly calls to provide updates, discuss developments, and address any questions or concerns.

This dual approach guarantees that our clients are consistently informed and actively engaged throughout the entire project.

EXPECTATIONS

We appreciate timely and constructive feedback.

Adhering to agreed-upon timelines ensures smooth progress and exceptional results for our clients, reinforcing our commitment to a collaborative and successful design experience.

EXAMPLES OF OUR WORK

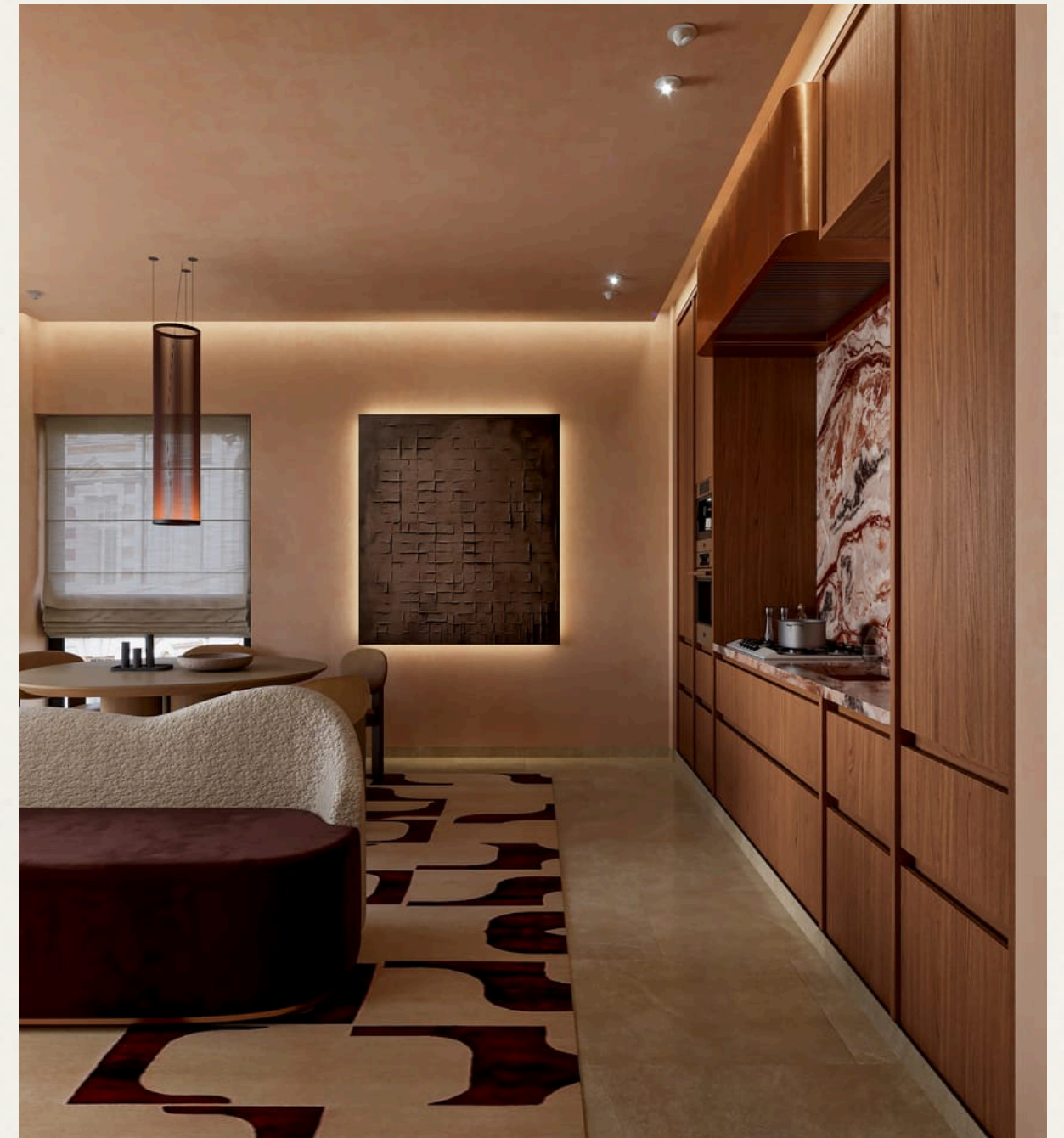


Jamila's Stationary Store / Commercial

Kamil's Luxury Apartment / Residential



Onyin & Dave's London Flat / Residential



Sadie's Modern Country Home / Residential



PROJECT №1 / TIMELESS + MODERN

ONYIN & DAVE’S LONDON FLAT

YEAR

2023

LOCATION

West London

TYPE

Modern with
West-African influences

Working with Safiya was an absolute pleasure! Her attention to detail, talent and commitment to bringing our vision to life exceeded our expectations, from the consultation to the final walkthrough, she was professional, communicative, and incredibly talented. Our space now reflects exactly what we had envisioned, we couldn't be happier.

— ONYIN M.



SUSTAINABILITY

MY COMMITMENT

Sustainability is at the forefront of my ethos. While I acknowledge that perfection is an ongoing journey, I am deeply committed to actively promoting eco-conscious practices.

I prioritise collaboration with local craftspeople, supporting the communities across west and north Africa, including parts of Asia. Additionally, I strive to incorporate sustainable materials wherever feasible, whether it's reclaimed wood for bespoke furniture or eco-friendly textiles for upholstery.

Through these efforts, I aim to create interiors with items particular to your heritage and background.



NEXT

STEPS

No matter the project size or scope, the initial step in my design process is to arrange a complimentary session with me.

If my services and pricing meet your requirements, please [click here](#) to book in a complimentary 30 minute discovery call.



PRESS AND AWARDS

AS SEEN IN:

DEZEEN / ARCH DAILY / LIVIN SPACES / COMMON EDGE

2015	SMARTX SUSTAINABILITY COMPETITION
2020	LUDI DESIGN ORG
2024	BIID

Winner: Design Innovation Award
Winner: Library Design Competition
Registered Interior Designer

Safiya Yahaya

GET IN TOUCH

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DISCOVERY CALL

PLEASE [CLICK HERE](#) TO BOOK A
COMPLIMENTARY 30 MINUTE DISCOVERY
CALL WITH ME



CONTACT