



Furnishings Investment Guide:

How to Plan Your Furnishings Investment By Room

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INTERIOR DESIGN STUDIO

INTRODUCTION

"How much do we need to invest in furnishing our home?"

Let's be honest—talking about money can feel a little uncomfortable. But when it comes to designing your home, clarity is everything. This guide is here to take the guesswork out of furnishing your space and help you understand what it looks like to invest in quality pieces with a designer by your side.

Whether you're furnishing a brand-new home, upgrading from hand-me-downs, or simply haven't furniture-shopped in a while, this guide provides a clear picture of today's pricing for thoughtfully designed spaces.

We've broken it down room by room—focusing on three key spaces: Your Living Room, Your Dining Room, and Your Primary Bedroom.

To give you a framework for investment, we've outlined two levels:

- Better (Premium) - A high-quality foundation with well-crafted, stylish pieces
- Best (Custom) - The highest level of luxury, customization, and craftsmanship

No matter where you are in your design journey, this guide will help you make informed, intentional decisions—ensuring your home feels as beautiful as it is personal.



DISCLAIMERS:



Living Room, Dining Room & Primary Bedroom

1. This guide is just that—a guide. Your investment will ultimately reflect your unique vision, needs, and design goals.
1. We've outlined investment ranges on the higher end of each tier. In our experience, many clients choose to exceed their initial budget as they refine their selections. To ensure you're prepared, we've factored in a 15-20% contingency.
1. The pricing in this guide reflects quality craftsmanship and lasting beauty. Some pieces may call for a more strategic investment, while others offer opportunities to scale back. Our goal is always to balance impact with intention.
1. This guide focuses solely on furnishings. Prices do not include design fees, freight and delivery, installation and styling, or any contractor or renovation costs.

LIVING ROOM

As the heart of the home, the Living Room is often the largest space—and the one that requires the most thoughtful investment. Your budget will vary based on the room’s size, layout, and how you plan to use it.

We recommend starting with upholstery and a rug—these foundation pieces set the tone for scale, style, and comfort. Once those are in place, we layer in the details that bring the space to life.

PREMIUM	\$40K - \$60K
ELITE	\$60K - \$80K

DINING ROOM

At the center of every gathering, the Dining Room is where stories are shared and memories take shape. Your largest investments will be in the table and chairs, as they define both function and style. A statement lighting fixture or rug can further elevate the space, adding warmth and character.

Your investment will vary based on room size and how many guests you’d like to seat. The details in this guide are based on a table for eight.

PREMIUM	\$35K - \$50K
ELITE	\$50K - \$70K

PRIMARY BEDROOM

The heart of the bedroom is the bed—your largest investment—where the frame, headboard, and mattress set the foundation for comfort and style. Complementing pieces like nightstands, a dresser with a mirror or art above, and well-chosen drapery ensure both function and beauty.

A bench at the foot of the bed adds a practical touch, while a cozy chair with an ottoman, paired with good lighting and a side table, creates the perfect spot to unwind

PREMIUM	\$30K - \$40K
ELITE	\$40K - \$60K

Design is an investment with a lasting return. The transformation we create isn't just for today—it's something you'll enjoy for 15 to 20 years. And if you move, your investment moves with you. Thoughtfully chosen furnishings, rugs, artwork, and accessories seamlessly transition into a new space, making them flexible dollars well spent.

We love continuing the journey with our clients in their next home, reimagining the pieces we originally curated and layering in thoughtful updates. Even statement lighting can be relocated, and when possible, we've tailored drapery to fit a new space—because great design is never one-and-done.

Investing well the first time means fewer replacements and a home filled with what you truly love. And when it comes to design fees, we believe in clarity and ease. Every project is custom quoted based on scope and complexity, with value-based flat fees that eliminate surprises—so you can invest with confidence.



Our Design Process 10 Magical Steps:

1. Design Discovery Call – A virtual consultation to explore the fit, discuss your vision, and understand the details of your project.
2. Home Review – A thoughtful walkthrough of your home to uncover its full potential.
3. Home Review Report – A personalized review outlining your priorities and uncovering additional opportunities.
4. Design Proposal – A custom proposal detailing your project's scope, investment, and initial mood-board.
5. Agreement & Project Kickoff – Once we're aligned, we celebrate the official start of your project.
6. Selections Begin – Depending on your project, we start with finishes, fixtures, and lighting or move directly into furniture planning.
7. Furniture Curation – Thoughtfully selected pieces, with one round of refinements to ensure every detail feels right.
8. Photo-Realistic Visuals – Stunning illustrations to bring your design to life before moving forward.
9. Procurement & Production – Every piece is ordered, tracked, and prepared for installation.
10. The Big Reveal – A seamless installation and full styling, bringing your home to life.



Living Room

Item Description	Quantity	Premium Investment	Elite Investment
Sofa	1	\$6,000	\$8,500
Club Chairs	2	\$5,000	\$6,000
Coffee Table	1	\$3,000	\$5,000
Side/End Tables	3	\$3,000	\$5,500
Table Lamps	3	\$2,500	\$3,000
Floor Lamp	1	\$1,000	\$1,500
Area Rug	1	\$6,000	\$15,000
Drapery Treatments/Hardware	1 Window Wall	\$9,000	\$12,000
Console/Chest	1	\$3,000	\$5,000
Pillows & Throws	5 Pieces	\$2,000	\$3,000
Mirror/Art	5 Pieces	\$5,000	\$2,000
Accessories	Up to 7 pieces	\$2,000	\$3,500
INVESTMENT RANGE		\$47,500	\$70,000



Dining Room

Item Description	Quantity	Premium Investment	Elite Investment
Dining Table	1	\$8,000	\$12,000
Dining Chairs	6	\$6,000	\$9,000
Sideboard Buffet Console	1	\$5,000	\$5,000
Statement Lighting Chandelier	1	\$3,000	\$5,000
Area Rug	1	\$6,000	\$10,000
Drapery Treatments/Hardware	1 Window Wall	\$6,000	\$8,000
Mirror/Artwork	3 Pieces	\$3,000	\$5,000
Wallpaper Decorative Finish	Walls or Ceiling	\$4,000	\$6,000
Accessories & Accents	Up to 5 Pieces	\$2,000	\$3,000
INVESTMENT RANGE		\$43,000	\$63,000



Primary Bedroom

Item Description	Quantity	Premium Investment	Elite Investment
Bed Complete	1	\$4,000	\$6,000
Bedding	1 Set	\$2,500	\$4,000
Nightstands	2	\$2,000	\$5,000
Dresser	1	\$3,000	\$6,000
Table Lamps	3	\$2,000	\$2,500
Area Rug	1	\$4,000	\$6,000
Bench	1	\$1,500	\$2,500
Drapery Treatments/Hardware	1 Window Wall	\$6,000	\$8,000
Mirror/Artwork	5 Pieces	\$4,000	\$7,000
Accessories	Up to 5 Pieces	\$2,000	\$3,000
Statement Lighting	1	\$2,500	\$4,000
INVESTMENT RANGE		\$33,500	\$54,000



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