

How We Haven

making decorating easy

Your Quick-Start
Decorator's Guide to
-Industrial Design-




 www.howwehaven.com

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"How To Get Organized To Create a Room You'll Love"

Step 1 Start by breaking down your decisions into small easy to manage components.

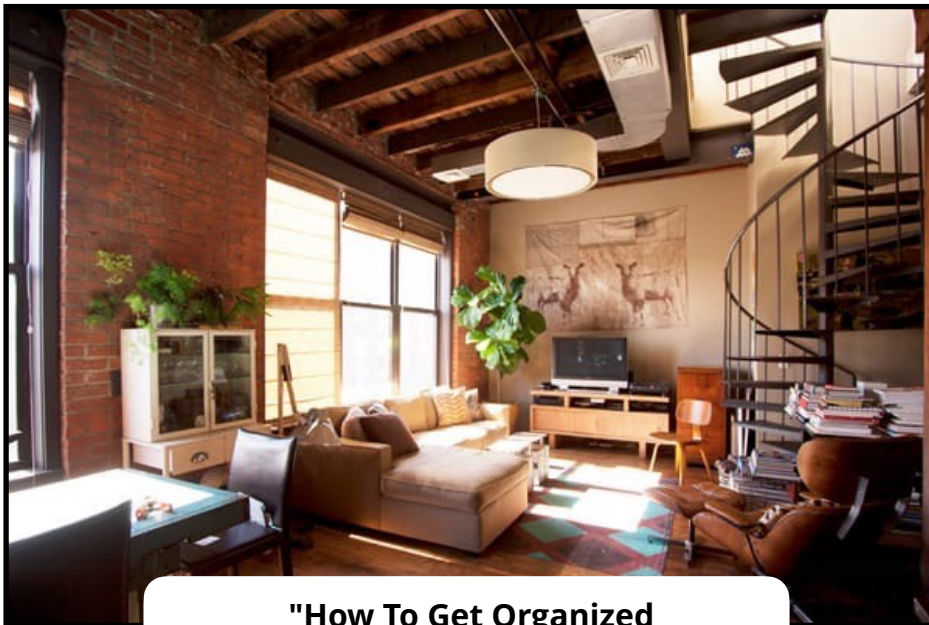
- Here's the BIG Secret!
- Organize your thinking into easy to manage pieces. That's the first thing we teach our students.
- Imagine how easy your life will be when you have a master checklist for each BIG Decision.

Every room has these 6 Core Components to Consider

1. Architectural Elements
2. Paint Color
3. Furniture
4. Flooring / Rugs
5. Lighting & Ambiance
6. Textiles & Textures

Step 2 Understand the "Design Elements" that go with your style. And decide what you like.

- Decorating is about getting the room you want. That fits you and your life-style.
- Use the design elements list below as your starting point to learn:
 - What you are drawn to? (Big Picture)
 - What you love? (Individual items)
 - And what you don't like. (You're NOT making final decisions. You are getting organized.)



"How To Get Organized To Create a Room You'll Love"



Industrial Design Elements

- Exposed beams and piping
- Exposed natural elements like brick / cement
- Iron & wood coffee table
- Leather elements
- Black framed windows
- Dark moody wall
- Contrasting dark & light tones
- Leather & metal ottoman and fur throw
- Mixed metals with iron rod & gold

Industrial Style / Pro-Tips & Vendors

Paint Colors



Chantilly Lace
Benjamin Moore



Wrought Iron
Benjamin Moore



Blue Note
Benjamin Moore



Urbane Bronze
Sherwin Williams

Colors in Industrial design are:

- Usually moody dark tones layered with gray, beige and other neutrals.
- We love "**Black Jack**" Benjamin Moore paint."

Pillows, Patterns & Textures



Looped Knits



Velvet



Leather & Geometric

Pillows:

- Use down feather inserts when purchasing pillow covers.
- Size one size bigger than your cover.
- When styling pillows choose pillows using a mix of pattern, texture and size.

For Rugs:

- Check out your local carpet shop for remnants.
- Get one bound (an inexpensive option) and layer with a more expensive smaller rug.

Blue Tape / Space Planning

(See the video that came with this guide.)



Space Planning

- Plan furniture by measuring & taping out placement with blue painters tape to get visuals.
- Use the same pro-tip when you are planning how big a rug you'll need for a room.

Vendors Who Support Industrial Design

www.roveconcepts.com

www.allmodern.com

www.westelm.com

www.homary.com

www.wayfair.com

www.amazon.com

www.anthropology.com

These "insider secrets" will accelerate your progress.



1. **Review the Video** that came with this report.
2. **Learn how to use KEYWORD Research** to find the things you love **from your couch**. Instead of wasting your time and money driving all over town LOL.
3. Discover the Good and the Bad about using **Pinterest** for your research.

Everything on the internet is based on Keywords.

To get you started off right:

- We're giving you 25 of the 75 "**Industrial Style Element Keywords**" we use in our paid trainings.
- These keywords will help you find pictures of your specific style.

Your Research Instructions:

- Pick the room you want examples for. Add your style, and start looking around in Google & Pinterest.

Example: "**Industrial Style Family Room**" or "**Industrial Style Dining Room**"

- If you are using Pinterest start a "Board" for that room.

Your Assignment:

- Take the 25 starter keywords we've given you and go have some fun.

Lyndsay & Wendy Believe in YOU

- **We believe** that anyone (regardless of time, budget or ability) can create a sanctuary that brings them joy given the correct guidance & information.
- **We believe** every woman, especially us self-sacrificing moms, deserves an extra- special place in our home we truly "LOVE." That's all our own!"
- **We believe** a beautiful room is like being in love. If you've never had it you don't know what you're missing. But once you "feel it" you don't want to live without it!

25 Industrial Style Keywords

That give you the clues
to what you'll love..

1. Industrial Room Elements

- dark and moody paints
- inboard and batten
- urban
- waterfall counter
- graphite, cement, epoxy, matte finish

2. Industrial Furniture

- worn leather
- salvaged
- drum tables
- gear/railroad furniture & railroad tie
- tufted

3. Industrial Flooring / Rugs

- cowhide
- layered rugs
- chevron pattern
- polished concrete
- matte porcelain

4. Industrial Lighting

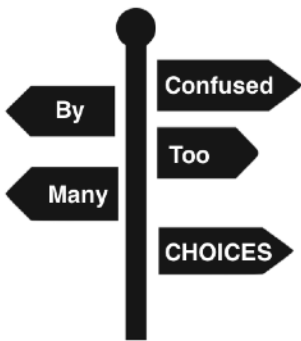
- industrial bulbs
- hammered metal
- glass orb chandelier
- milk-glass
- sputnik

5. Industrial Textiles & Textures

- looped fabrics
- geometric prints
- velvet
- tassels
- fringe

Do you ever feel confused or overwhelmed when you think about decorating? *You're NOT alone!*

We want you to know, "*It's NOT your fault!*"



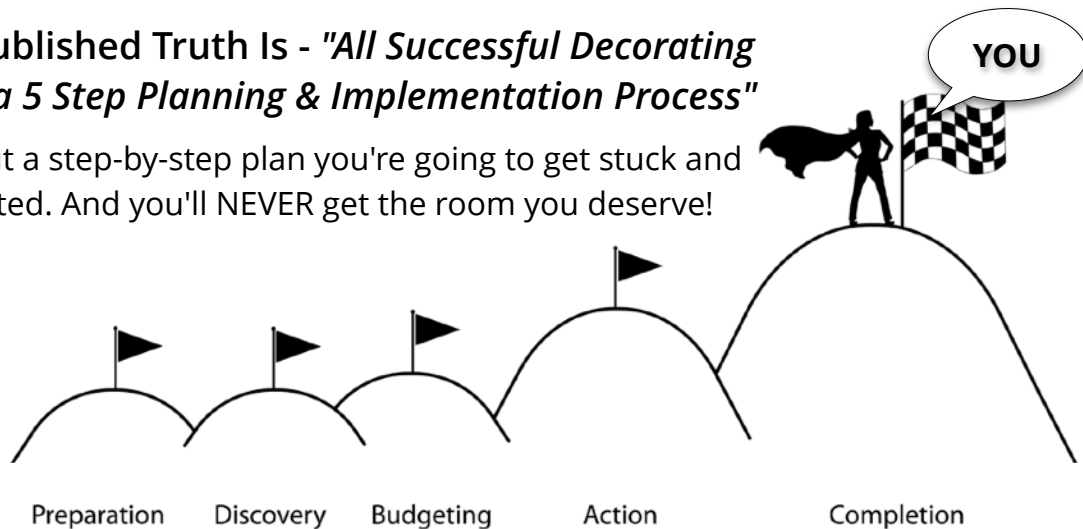
2 Quick Questions:

1. Have any of the (DIY) shows - ever given you a **step-by-step plan** that fits your taste and budget?
2. Will all those hours on Pinterest ever put a **personalized decorating design plan** - in your hands, *so you don't make mistakes?*

The DIRTY SECRET is... they NEVER INTENDED to MAKE THINGS EASY.
Their ONLY purpose is to sell the sponsors products and make the host look good. They never show you the 50 people behind the scenes.

The Unpublished Truth Is - "*All Successful Decorating Requires a 5 Step Planning & Implementation Process*"

- Without a step-by-step plan you're going to get stuck and frustrated. And you'll NEVER get the room you deserve!



1. **Your Preparation Plan** - gives you all the steps & checklists, to keep you organized and sane.
2. **Your Discovery Plan** - helps you learn exactly what styles and items you love and if they work together. We make sure it's right using tools like a Mood Board.
3. **Your Budgeting Plan** - makes sure you get the most for your time and your money and don't waste anything. (FACT: you can have beautiful rooms you love on any budget.)
4. **Your Action Plan** - lays out the "To Dos and Tasks" in the right sequence, so you or your vendors don't not mistakes.
5. **Your Completion Plan** - makes sure you get all the little details taken care of, so you have the room you always wanted.



We're Your Project & Sanity - **SAFETY NET**

- We have helped 1000's of deserving women get their projects started off right. We've learned what works and what doesn't.
- Our project accelerator tools include; do-it-yourself trainings, an amazing membership community, and done-for-you design services.

Our mission is simple...

"We're here to help you decorate your home so it brings you joy & delight every day, without driving yourself crazy during the process."

- Wendy & Lyndsay

Client Comments

Lyndsay and Wendy were instrumental with their guidance during my home remodel process. I had a general vision but with their help I was able to narrow down my focus and get clarity on not only my design style but also make choices that were reflective of how I'd actually live in/use the space.

We used the "**Pinterest Possibilities & Decisions 1-on-1 Personal Zoom Workshop**" to go over my vision and style in detail, I had complete confidence in their selections knowing they knew what would work best in my space.

Having Lyndsay and Wendy as my sounding board and providers of suggestions I wouldn't otherwise have thought of truly enabled me to design my dream home. I am truly so grateful - thank you gals! - **Bella**

The Haven Design Academy (DIY training) was some of the best money I have ever spent. The course allows you to work at your own pace, all the while encouraging every participant to access and nurture their own sense of style.

You're taught the technical and practical skills necessary to help translate your design ideas into reality.

The added bonus of weekly calls and a private group with other members, allows a great sense of community and the collaboration of great ideas. This experience was so much fun and extremely helpful. There is nothing else on the market that offers so much for so little.

The knowledge and confidence I gained will stay with me forever. - **Kristen D**

"Thank God for **How We Haven Membership!** I have a hard time visualizing a new space and layout and am so scared of making design mistakes. Lyndsay and Wendy came into my life and simplified the whole process, and I was finally able to confidently move forward with decisions for the redesign.

They really know how to help hone in the focus on your personal style, budget, and overall needs. I would highly recommend them to anyone who wants to work WITH someone rather than feeling pressured into someone else's design style.

I know this room will reflect my personality and style but it's something I could not envision until How We Haven helped." - **Shannon H.**

If you would like to learn more, follow us on social media, visit our website for more goodies, or reach out if you have any questions.