

SM INTERIORS



Investment & Services Guide



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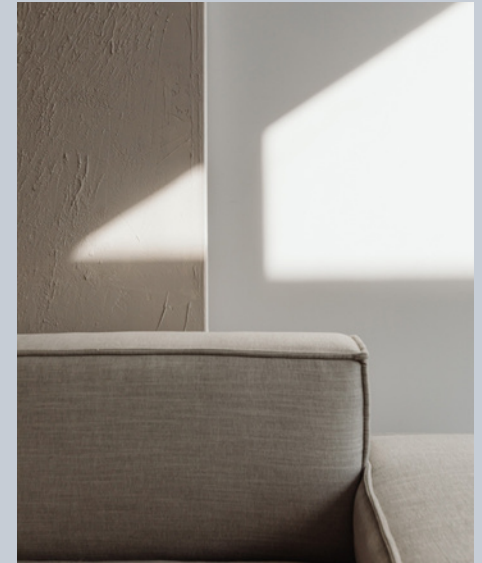
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## WELCOME

Welcome to Samantha Milne Interiors, where thoughtful, timeless design transforms your everyday life. We believe that each space should not only look beautiful but also serve you in a way that makes life easier and more enjoyable. From concept to completion, we take care of every detail - handling the complexity of your project so you can enjoy the process. With a focus on refined, intentional design, our full-service approach means your home will feel cohesive, personal, and effortlessly elegant.

Our philosophy centres on creating spaces that truly reflect you - balancing aesthetics with practicality to ensure your home not only looks stunning but also functions perfectly for your lifestyle. Whether you're building, renovating, or simply reimagining a space, we're here to guide you through each step, offering a seamless, stress-free experience from start to finish. Thoughtful design changes everything, and we can't wait to bring your vision to life.





## THE STUDIO

SM Interiors, established in 2020 by Principal Designer Samantha Milne was born from a deep-rooted passion for design, inspired by early exposure to the construction industry. With a degree in Environmental Design, majoring in architecture, Samantha has a deep appreciation for how thoughtful design can transform a space, blending beauty with functionality. Her architectural background and experience in the construction industry, allows her to approach each project with a strong focus on structure and flow, ensuring that every detail works in harmony.

What began as a personal passion for creating intentional, personality-driven homes has grown into a design studio known for its timeless, refined interiors. Samantha's collaborative process and commitment to understanding her clients' needs have led to designs that are not only visually stunning but also highly functional. With a focus on creating homes that feel effortless yet carefully curated, Samantha Milne Interiors offers a calm, thoughtful approach to designing spaces that truly reflect the people who live in them.

OUR CORE VALUES



TIMELESS

Timeless design transcends fleeting trends, focusing on creating spaces that embody lasting elegance. We curate environments that are both beautiful and functional, allowing your home to evolve with you while reflecting your unique style. By prioritising enduring design principles, we ensure that your space stands the test of time and adapts to your changing needs.



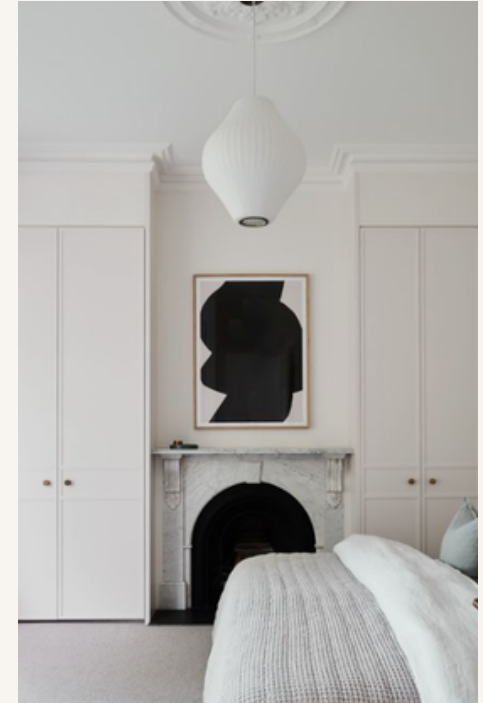
THOUGHTFUL

Thoughtful design begins with a deep understanding of how a home is truly lived in. We carefully consider lifestyle, functionality, and spatial flow to create interiors that feel intuitive and effortless. By approaching each decision with intention, we ensure that every element contributes to a home that supports your daily life with ease and clarity.



TELLING

Every home has a story, and design plays a role in how that story is expressed. Through layered materials, considered details, and a cohesive, well-resolved aesthetic, we create spaces that reflect the personalities and experiences of those who live within them. The result is a home that feels personal, meaningful, and uniquely yours.



TEAMWORK

Design is a collaborative journey shaped through open communication and shared vision. Having a strong team by your side ensures that every detail aligns with your vision while the process feels considered and well supported. By working closely with our clients, builders, and trades, we guide each project with clarity and care to bring a cohesive outcome to life.



## What We Do

At SM Interiors, we offer a considered range of interior design services, each tailored to suit the unique needs of our clients and their homes. Whether you are building, renovating, or refining your interiors, our approach focuses on creating spaces that feel cohesive, functional, and deeply personal.

Our Design Experience services provide a comprehensive and considered approach to interior design. We tailor our level of involvement based on what your project requires, guiding your home from initial concept through to the finishing touches, ensuring a cohesive and thoughtfully resolved outcome.

For clients seeking a more flexible approach, our Design Concierge offers a collection of standalone services designed to provide expert guidance across specific aspects of your project, without the need for a full design engagement.

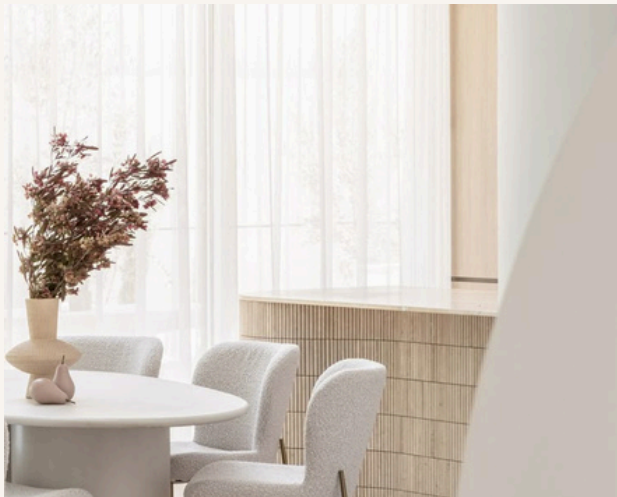
## The Design Experience

Tailored design, for every space.



## The Design Experience

Each Design Experience project begins with a complimentary meet and greet, held either in person or online, where we take the time to understand you, your home, and your vision for the space. Following this conversation, we prepare a tailored fee proposal outlining the recommended design services for your project.



### Signature Design Journey

Our Signature Design Journey is a fully guided and bespoke interior design service, supporting your project from initial concept through to completion (see our process page). Through a considered and collaborative process, we shape the vision for your home, develop the design in detail, and guide each stage to ensure a cohesive and thoughtfully resolved outcome.

Whole home - from \$10,000  
 Kitchen design - from \$4,900



### The Selections Studio

The Selections Studio is designed for clients who require expert guidance in selecting finishes, fixtures, and materials for their home. Working from your plans, we curate a refined and cohesive palette that ensures every element feels connected, balanced, and aligned with the overall design vision.

Whole home from \$3,750



### The Finishing Touch

The Finishing Touch focuses on the final layer of the home, bringing together furniture, artwork, and styling elements to create a space that feels warm, cohesive, and complete. This service can be included as part of the Signature Design Journey or offered as a standalone service for clients looking to elevate or refresh their home.

From \$950 per room

## Design Concierge

Expert design guidance, when you need it.



## Design Concierge

Each Design Concierge service is designed as a standalone offering, allowing you to access professional design guidance in a focused and efficient way. You can select the service best suited to your needs, where we provide considered advice and clear direction across specific aspects of your home.



### Clarity Session

*A focused design session tailored to your needs.*

The Clarity Session is designed to provide professional guidance across specific areas of your home. Available as either a 90-minute or full-day session, this service allows us to support you at the level your project requires.

Whether reviewing layouts, refining selections, or working through design decisions in real time, each session offers clear and considered direction to help you move forward with confidence.

90 Minute Session - \$395 + gst  
Full Day Session - \$1675 + gst

### Design Review

*Professional feedback on your floorplan and design.*

The Design Review provides professional insight across key aspects of your project. Whether reviewing floor plans, joinery drawings, or your overall design, we assess and refine your ideas with a considered and experienced perspective.

You will receive a detailed PDF outlining our recommendations, including suggested improvements to functionality, flow, and overall cohesion. This ensures your design feels resolved and aligned before moving forward.

Priced from \$575 + gst

### 3D Visualisation

*Realistic renderings that bring your design to life.*

3D Visualisation helps you clearly understand how your space will look and feel before it is built. Through carefully developed renders, we translate your design into a visual format that allows you to confidently review and refine key decisions..

By visualising materials, layouts, and overall atmosphere, this service ensures your design feels cohesive and considered, giving you clarity before moving into construction or installation.

Priced per room, from \$295 + gst



“Samantha was a lifesaver in the design of our new home. With the demands of running a business and raising two young children, we had little time to manage the details, but Samantha effortlessly took care of everything. From curating all our interior selections to creating realistic renderings of our home and kitchen, she made the entire process seamless. Her responsiveness and insightful ideas were a constant reassurance. We’re excited to see our home come to life!”

HARRIET AND JAMES, RESIDENTIAL NEW BUILD

# The Design Process

*Our Signature Design Journey*

**Every home has a story. This is how we bring yours to life.**

Designing a home is about far more than selecting finishes or arranging furniture. It is about shaping spaces that reflect how you live, gather, and unwind. Our role is to guide you through the process with clarity, creativity, and thoughtful attention to detail, ensuring your home feels both beautifully designed and deeply personal.

Your design journey unfolds across four chapters, each building upon the last as your home moves from concept to completion.



**Chapter One - The Design**  
*Defining the design narrative of your home.*

Through a collaborative design process, we explore your lifestyle, aesthetic, and functional needs to shape the overall design direction.

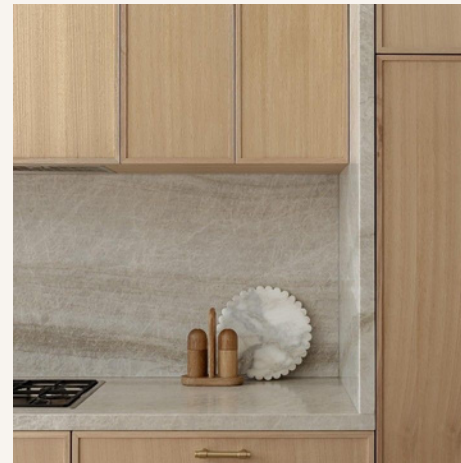
Layouts, materials, design concepts and 3D visuals begin to take form as we develop a cohesive vision that reflects both the character of the space and the way you live.



**Chapter Two - The Details**  
*Turning ideas into buildable reality.*

With the design direction confirmed, the focus shifts to translating ideas into clear and detailed documentation.

Selections and design decisions are organised into drawings, schedules, and specifications so builders and trades have the guidance required to confidently bring the design to life.



**Chapter Three - Life on Site**  
*Watching the story unfold.*

As construction begins, the design transitions from drawings into physical space.

During this stage we remain involved through site visits and collaboration with your builder, helping ensure the design is implemented with care while maintaining the integrity of the original vision.



**Chapter Four - The Final Layer**  
*Bringing the home to life.*

Attention turns to the finishing elements that give the home warmth and personality.

Furniture, styling, and decorative pieces are layered into the space to create a cohesive and welcoming environment, ensuring the home feels balanced and ready to be lived-in.

## FAQS

WHAT IS THE VALUE OF HIRING AN INTERIOR DESIGNER IF I ALREADY HAVE AN ARCHITECT?

Architects and interior designers play complementary roles in shaping a home. While the architect focuses on the overall structure and form, we work alongside them to refine interior layouts, and thoughtfully consider materials, lighting, and how each space will be lived in.

WHEN IS THE BEST TIME TO ENGAGE AN INTERIOR DESIGNER?

It's most effective to involve an interior designer from the very beginning of your project, just like you would with an architect. This way, your interior vision is integrated into the overall design, preventing costly changes later on.

HOW LONG DOES THE DESIGN PROCESS TAKE?

The timeline varies depending on the project size and complexity. We will discuss a tailored timeline during our initial consultation to ensure it aligns with your expectations.

CAN YOU HELP ME WITH A PROJECT THAT IS LOCATED IN A DIFFERENT STATE?

Absolutely! We offer our design services across all of Australia, ensuring that your vision can be realised regardless of location.

ARE YOU INVOLVED DURING THE CONSTRUCTION PHASE?

Yes - as part of our Signature Design Journey, we remain involved throughout the construction phase. We conduct site visits and collaborate closely with your builder and trades to ensure the design is implemented as intended, addressing any questions or refinements along the way. This allows us to maintain the integrity of the design and ensure every detail is resolved with care.

DO YOU OFFER TRADE PRICING FOR FURNITURE AND DECOR?

Yes, we pass on some of our exclusive trade discounts. Although there's a procurement fee, it typically results in overall cost savings when you consider the total expenses.

HOW DO YOU TAILOR YOUR DESIGNS TO FIT MY UNIQUE STYLE?

We prioritise understanding your experiences, inspirations, and aspirations. This ensures that our designs are not only beautiful but also reflect your individuality, resulting in a space that truly feels like home.

IS IT POSSIBLE FOR US TO BE HOME DURING THE FURNITURE INSTALLATION PHASE?

For safety and efficiency, we prefer clients and pets to be absent during installation. This time is also used for photographing the completed space.



## NEXT STEPS

### DISCOVERY CALL

Begin by scheduling a complimentary Discovery Call. This is an opportunity for us to understand your vision and requirements, and for you to learn more about our process and how we can transform your space.

### MEET AND GREET

Following the Discovery Call, we book in a Meet and Greet session. In this session, we delve deeper into your project, discussing specifics such as design preferences, functional needs, and budget considerations. This session sets the foundation for a successful design journey and allows us to give you an accurate fee proposal.

To schedule your Discovery Call and proceed with the Paid Consultation, please contact us at [hello@samanthamilne.com](mailto:hello@samanthamilne.com). We look forward to collaborating with you and bringing your design dreams to life.



Elevated *interiors* for  
*everyday* life

GET IN TOUCH

Call us - +61 0477 009 773

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Follow us - [@samanthamilne.interiors](https://www.instagram.com/samanthamilne.interiors)