



WELCOME TO OUR MONTHLY NEWSLETTER



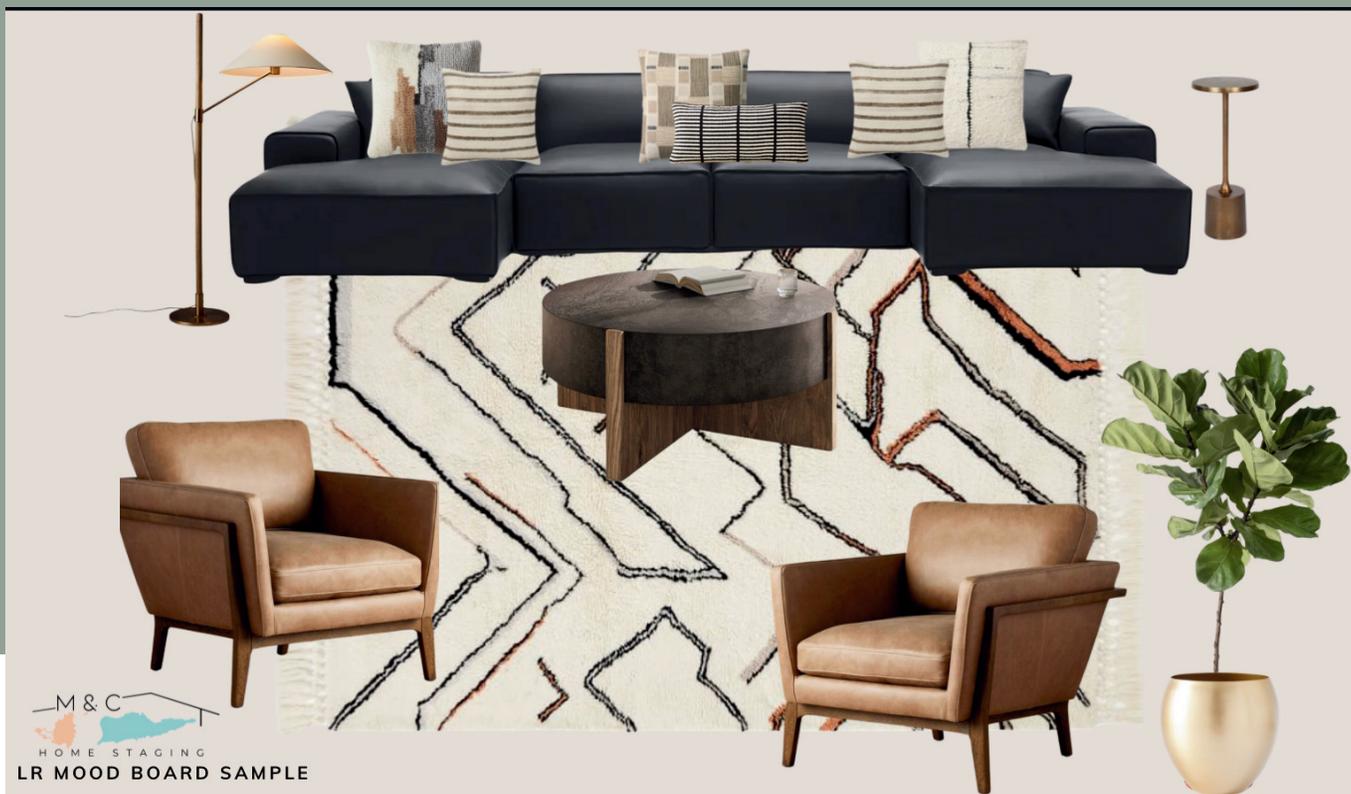
THE REALITY CHECK: WHEN THE CALENDAR GETS QUIET

Let's be honest... July hit different this year. The kind of month where your phone stops buzzing with the same urgency, where you start questioning if you're doing enough, being enough, growing fast enough.

Summer slowdowns are real in this business. The calls get fewer, the timelines stretch longer, and suddenly you're sitting with your thoughts in a way that feels both necessary and terrifying. There's this voice that creeps in during the quiet moments: What if this is it? What if the work dries up? What if I'm not cut out for this?

But here's what I've learned about building something from nothing: starting a business doesn't just take everything you're willing to give. It takes more than that. It takes the stuff you didn't even know you had. The reserves you discover only when you're running on empty.

And then, just when you think you can't give anymore, you do. Because what's the alternative? You give it because this thing you're building, this little company, this dream that keeps you up at night; it's not just what you do. It's who you are.



THE EVOLUTION: FINDING STRENGTH IN THE SLOW

-KELSEY CHRISTIAN

Something beautiful happened in July's quieter rhythm. The staging calls might have slowed, but the design clients started flowing in. Relationships that had been building for months... slowly, carefully... finally bloomed into something deeper: trust, partnerships, work that fills my soul as much as my calendar.

There's something magical about this shift. From staging homes for strangers who'll never know my name, to designing spaces for people who choose me specifically. Who want my vision woven into their everyday life. Who trust me with their story and let me guide them toward decisions that honor where they've been, where they are, and where they're going.

I never take it lightly when someone invites me into their home; not for staging, and especially not for design. This is your sanctuary. The place where you shed the day's armor and just exist as yourself. That sacred space requires careful listening, gentle hands, and a kind of reverence I'm still learning to carry.

Lately, when the phone does ring, it's different. It's someone saying, "We've been watching your work. We want YOU." Or it's one of you who trusts my work and enjoyed our experience together enough to trust your friend or client with my name; who believed in me enough to put your own relationship on the line by making that introduction. Thank you.

These are the calls that cut straight through the summer doubt. That remind me why I chose this impossible, uncertain path over the safety of a steady paycheck. Why I kept nurturing this stubborn little idea even when logic told me to let it go.

"A KIND OF REVERENCE I'M STILL LEARNING TO CARRY."

STAGING SPOTLIGHT: WHEN NORMAL DOESN'T FEEL NORMAL

Usually, we spotlight one complete project each month. But July taught us something about a single room that changed everything we thought we knew about "the right way" to stage a space.



This living room was... stubborn. You know the type; the space that fights every traditional staging rule, that makes you question everything you think you know about furniture placement and flow.

We moved pieces around a million times. Literally. Against the far wall, floating in the center, clustered in conversational groups, flanking the fireplace...nothing felt right. Every "textbook" arrangement felt forced, uncomfortable, like we were trying to squeeze this unique space into someone else's mold.

Then we did something we usually wouldn't do. We spread everything out. Way out. Created breathing room in places where staging wisdom says you should create intimacy. Used the full footprint of the room instead of pulling everything together.

And suddenly, it worked. It felt right. It felt like home.



THIS MONTH'S PRACTICE: TRUST THE SPACE OVER THE RULES

Look around your current project—or even your own living room. What conventional wisdom have you been following that doesn't quite fit? Maybe it's the rule about pulling furniture away from walls, or creating conversation areas, or the "proper" distance between a sofa and coffee table.

Sometimes the space knows better than the rules. Sometimes normal doesn't feel normal, and that's exactly when you should lean into the abnormal.

Trust your instincts. Trust the room. Trust that sometimes the "wrong" way is the only right way for that particular story.



LOOKING FORWARD: PROUD AND GRATEFUL

Here's what July taught me: slow seasons aren't punishment, they're preparation. They're the universe giving you time to breathe, to reflect, to remember why you started this beautiful, impossible journey.

I'm proud of this little company. Proud of every awkward furniture arrangement that led to the perfect one. Proud of every quiet day that taught us to appreciate the busy ones. Proud of every time we chose to give more than we thought we could.

The future feels bright, not because it promises to be easy, but because we've proven we can handle the hard. We can grow in the quiet moments and flourish in the chaos. We can break the rules when the rules don't serve the story.

Summer might be slow, but we're not standing still. We're building something beautiful, one stubborn living room at a time.

Thank you for being part of this story. For staying with us through the busy seasons and the quiet ones, the perfect arrangements and the million attempts that came before them.

" WE'VE PROVEN WE CAN HANDLE THE HARD."