

NFBP Brilliance in Business Awards 2019

**The New Forest Enterprise Centre
Award for Best New Business**



The Home of Interiors

Business Contact: Debbie Hulme



The Home of Interiors is based in Brockenhurst and specialises in the sale of curtain tracks and poles. The business has a showroom in the village centre but offers national delivery through its website.

Since launching, the business has produced impressive growth figures against an overall backdrop where this sector of retail has been contracting. The business has an average score of 5/5 across Feefo, Facebook and Google reviews.

In 2018 the business launched its own YouTube channel with the aim of passing product knowledge onto customers, providing useful advice and allowing them to make an informed purchase decision. This has however also aided the growth of traffic to the website and attracted interest from the product manufacturers themselves.

Home of Interiors continues to find new ways to develop and evolve the business. The website continues to have technical developments, enabling for expansion of the product portfolio and the retail of more bespoke products such as made to measure curtains.

The business has more recently developed a series of Style Guides. These will give customers information on particular design trends. Supported through video, these guides will present the customer with a range of products, creating opportunity for cross-selling products.

W: thehomeofinteriors.co.uk

T: 01590 615775

E: sales@thehomeofinteriors.co.uk



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New Forest
Business Partnership

