

Online Interior Design



Many of us want to keep our homes beautiful, stylish, fresh, and in line with the latest trends, but sometimes shopping for décor accessories can be a daunting and tiresome endeavour. With NetDécor, however, you can enjoy a fabulous, relaxing shopping experience, forgoing overcrowded shopping malls.

The Internet has revolutionised the way people shop. One can shop online for products such as clothes, gadgets, appliances, shoes, and even groceries. Online stores are a booming business in the wonderful world of the web, and many physical retailers are setting up shop online too.

Now it is also possible to decorate and furnish your entire home, from your home. Founded in 2011 by passionate entrepreneur, Miranda Reeder, NetDécor has seen remarkable growth – and it's little wonder. By offering homeowners the modern solution to making their homes beautiful havens, the company has proudly become South Africa's premier online décor store.

SLOW: Caught up with Reeder to chat more about NetDécor and its offerings.

SLOW: Please explain where the inspiration for NetDécor came from.

Miranda Reeder (MR): As a busy professional person, I never had time to traipse around the shops on a Saturday morning, and so having access to 24-hour shopping seemed like a blessing. NetDécor has over 1,000 totally unique décor accessories, so one can create one's own distinctive living space. Shopping is hassle-free and we offer free delivery for all orders

over R1,500 within South Africa. Hence our motto: "You Click and We Deliver!" We also assist busy interior designers in that we are a one-stop-shop for acquiring the accessories needed to complete a design project. Delivery can be made directly to an installation site.

SLOW: Who makes the most use of your services?

MR: NetDécor's customer base is extremely varied – from exclusive five-star hotels and game lodges in Namibia and Botswana, to the customer who just requires a few scatter cushions to spruce up a room.

SLOW: What are some of the challenges you have faced since NetDécor's inception, and how have you overcome them?

MR: One of the challenges that we faced was a lack of trust in online shopping. I noted that customers initially started with small orders and then, once their trust had been gained, they progressed onto the larger orders. In some cases, customers have become friends and they send me pictures of their completed projects – that is very satisfying.

SLOW: How do you stay abreast of the latest trends?

MR: My sources are wide and varied. [I visit] *Objet & Maison* in Paris to observe the [upcoming] trends. In January [last year], I went to the HOMI exhibition in Italy and that was a huge success. The Internet is also a great way to keep in touch with trends.

SLOW: Please tell us a bit more about the London 100% Design exhibition.

MR: What an exciting and exhausting venture. In September 2016, NetDécor was showcased at the 100% Design UK Emerging

Brands section. I decided from the outset to showcase some carefully chosen South African décor accessories. The designers and architects we met were from all over the world and showed a lot of interest in buying. We were also lucky enough to sell most of the product off the stand and so there was minimal packing up. The work only starts now in the follow-up and shipping. I was also lucky to be partially funded by the South African Department of Trade and Industry, and so I am hoping that they will help in future exhibitions. Members of the South African High Commission came to the stand and were thrilled to see these amazing South African products displayed so beautifully.

SLOW: What is your philosophy at NetDécor, and how do you strive to always deliver the very best to your customers?

MR: I am old school and believe in the motto "the customer is king", and so every customer is important to me. We always go out of our way to deliver the best product and service, as this will bring customers back to us.

With more and more brands and stores venturing online in order to give their customers a hassle-free, always available alternative to shopping malls, it is no wonder that NetDécor, with its gorgeous décor products, has been welcomed by many people who value the ultimate in interior beauty.

For more info, visit www.netdecor.co.za.

Text: Julie Graham
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