



E-design Success Stories

Featuring **Kristine Tupe**

One of the most sought after e-designers in the industry, **Kristine Tupe** shares what makes her e-design clients interested from the get-go and jump to get started on their project! And the pivotal role that **Foyr Neo** plays in her e-design business everyday.





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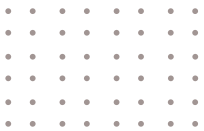
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Meet Bernice

Kristine Tupe is the founder and lead designer at Kristine Grace Interiors. Kristine established her company in 2019. What started with sharing her own home renovations online, quickly turned into inspiring homeowners and gaining clients far and wide.





“

At first, I was pretty much just a stay-at-home mom. And my husband was a contractor. He got into the business of flipping houses, and we decided to start with our own home. I've always been into home-grafting and designing and experimenting with different styles. So it was like my personal project to do our own home. So we put together all these designs and started building it. It started just with me wanting to showcase my passion for interior designing. But very quickly grew into a full-force business where I had inquiries, people wanting to hire me professionally. So I thought I might as well make this into a business. And that's how Kristine Grace Interiors started. ”

Her Story:



Successful E-Designer



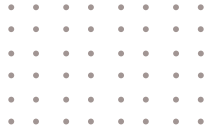
Home-flipper



Stay-at-home-mom



Toronto, Ontario, Canada



What makes Kristine different from the rest of the tribe?

Today, Kristine Grace Interiors offers full in Home Design services as well as E-design Services. She also continues to flip homes. She is well-known for her neutral, comforting aesthetics combined with modern touches. And her passion for design is equally matched by her unique ability to listen closely to her clients and bring their dream-home to life.

What Sets Her Apart:



Neutral, muted style



Her knowledge of building through home-flipping



Her modern aesthetics



Her ability to understand what the client wants





This jaw-dropping e-design render was made in minutes on Foyr Neo.

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Her Business Mantra

Her mantra for her business is all about creating beautiful spaces that make her clients feel good.

“

It's not about me. It's about my clients. Design is equivalent to art. But that art in this case is someone's home. So it's not about what I want, but what my clients would love. Because everyone has a different view. Everyone has a different perception of what a beautiful or good design is. That's what's important for me. It's not just about what I feel looks good. It's about what my clients feel, because at the end of the day, that's what defines a successful project.

”





Her motto is for the space to look good, but the most important part is for her clients to walk away feeling like they love the space, and that they're happy that she's accomplished their vision for what they wanted for that space. Not so much about what she envisioned for their home, but what they envisioned for their home is really what's important for her to nail.

“

I've heard stories from clients who've worked with previous interior designers where they just say, 'I felt forced to have to choose something I wasn't crazy about'. But I don't want to go about my business like that. I feel it's really all about getting to know the clients and delivering what they want. I tell clients all the time that it's a law, a relationship that we work on together because they have to trust me with their space. I have to get to know them as individuals, I have to get to know their characters or personalities. That's the only way that I can successfully pull together a design for them that they will love. ”





This jaw-dropping e-design render was made in minutes on Foyr Neo.

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Her Long Game

In future, she would want to see her business grow into a full studio. Right now, she has two assistants in her team, but eventually she would like a full team to help manage larger scale projects, where she has senior designers that she can pass on some of her workload to.

Her Goals:



To help clients realise their vision for a space



To grow her team



To own a design studio



To build up on her e-design business



Her E-design Journey

Kristine's e-design journey was primarily triggered by the pandemic, because no one could go out, meet people and get any work done. So she decided to offer design virtually, because she realised she had technology like **Foyr** that would allow her to be able to do it successfully.

Why She Pivoted:



Technology was the future



The pandemic meant virtual services only



She wanted to do more in a shorter amount of time






Her Trigger for Change

“

When I first discovered **Foyr**, I realised I would be able to take up e-design confidently. That was my trigger for change. When I started making renderings, a lot of people were mind blown by the quality and did not believe they were not real photographs! Where I live in Ontario, Interior Designers don't yet offer 3D renderings as a part of their regular deliverable / presentation packets. It is always more 2D, aligning on colour pallets and conceptual designs. But because Foyr was so straightforward and easy to use, and I enjoyed using it so much that I started offering 3D renderings as a part of my regular package and as a pinnacle piece of my presentations to help my clients visualise their space to the utmost accuracy (even to clients who couldn't invest much, or didn't have the money to pay for walkthroughs and renderings). I just love the excitement I see on their faces to see their spaces come to life, and that makes it all worth it. It makes every single client interested from the get-go and jump to get started on the project.

”



This jaw-dropping e-design render was made in minutes on Foyr Neo.

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On Championing a Smooth Transition

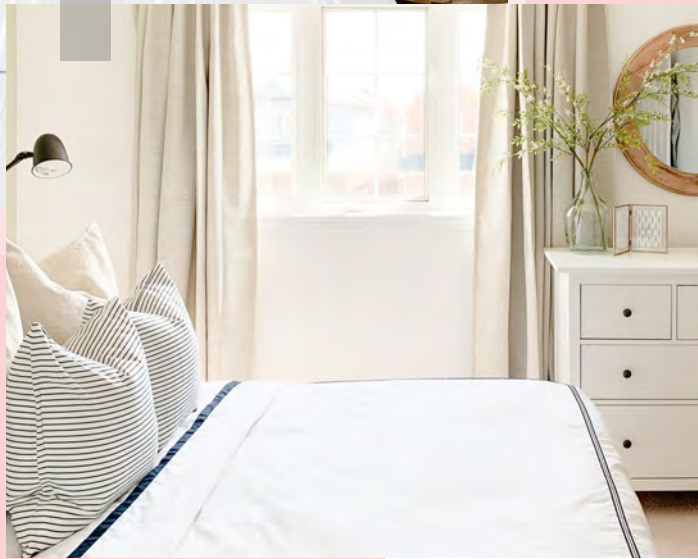
The transition wasn't hard for Kristine primarily because of **Foyr Neo**, and so much other technology that one has access to today. Foyr allowed her to create colour palettes, mood boards, shopping lists all in one program. So when she does a presentation for a client, it's pretty much like just sending them everything in a single PDF format, where they have her concept designs, they have her shopping lists and everything they need accessible to them.

“

One biggest hardship or learning curve that I had to go about navigating was not being able to access (touch and feel) a lot of the materials for real. Not being able to see the pieces in person sometimes became a setback because some items look a certain way online, but when installed in real-life they don't quite add up. So that sometimes led to exchanges and reordering and readjusting the original designs.

”





These breathtaking e-design renders were made in minutes on Foyr Neo.

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On Eliminating Contenders

“

I honestly went through a lot of programs, to test them out and see what works for me. But I didn't really entertain any other contenders when I found **Foyr Neo**. When I took the free trial, I realised the software had everything I needed in one place, and that was enough for me to eliminate the search altogether.

”

On Finding The Diamond In the Rough

Foyr Neo was particularly fast, easy to learn, while also being robust in features in comparison to all the other softwares she experienced. She also loved the exhaustive catalogue filled with over 60K modern products to help fuel her imagination and design twice as fast.



The Game-changing Differentiator

Simply the speed.

Her Top 3 Reasons for Choosing Foyr Neo:



Lighting fast



Easy to learn



Extensive catalog & modern products





This jaw-dropping e-design render was made in minutes on Foyr Neo.

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Her E-design Toolkit

Other than the critical and obvious ones like good wifi, communication tools and a robust e-design software, Kristine knew the importance of having a smooth business process because e-design operates pretty differently in comparison to full-scale projects. On the software and technology front, she definitely knew she wanted tools that were easy for her and her team to use, quick, and which would also cut down costs to increase profits.

Her E-design Toolkit:

NEO

Foyr Neo



Good WiFi



Glitch-free communication tools



A smooth business process



Her E-design Process

The first step in Kristine's process is to make her clients fill out a design questionnaire and also meet with them personally (albeit virtually) for an in-depth consultation, so that she can fully understand what they want and need out of their new space. She is thorough in picking up the personality of her clients, along with preferences, styles and technicalities of the space. She collects pictures and measurements from them so that she can render their space accurately. She then creates a mood board, a color palette, some inspirational pieces, things that they might want to include in their space so they can review all those elements together and make sure they are envisioning the same outcome for the space. Once the client agrees with her on the look and feel, she goes ahead and renders their rooms on **Foyr Neo** so they can see what their space would look like once the entire project is finished! Once the final design is agreed upon, Kristine hands over a presentation with their newly designed space/s along with a listing (and shopping links) of all of the items for their new space. It is then up to them to complete the space on their own.

Her E-design System:



Design Questionnaire



Consultation



Collection of Measurements
& Photographs



Mood Boards



Colour Palette



Inspirational Pieces



Renders



Walkthroughs



Presentation



Shopping List

Her E-design Package

Kristine currently just has one e-design package consisting of a virtual consultation, 2-3 concept designs per room, photorealistic renders, a shopping list, and a virtual styling consultation.

Marketing her E-design Services

She markets her e-design services on her website and instagram page.

Her E-design Package:



Virtual consultation



Concept designs



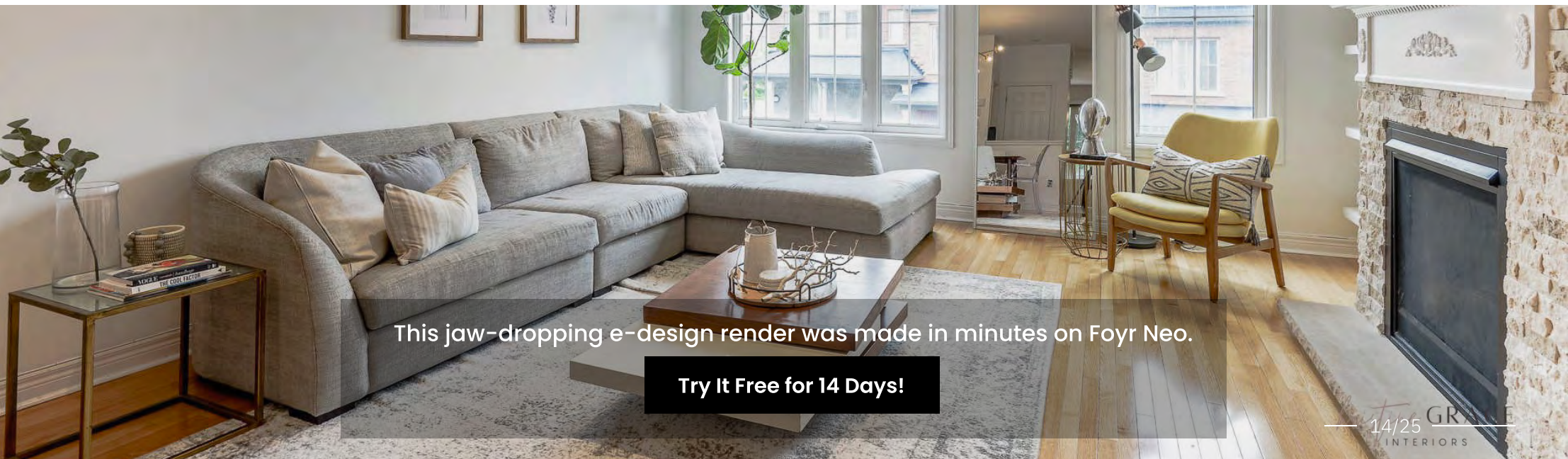
3D Renders



Shopping List



Virtual Styling Consultation



This jaw-dropping e-design render was made in minutes on Foyr Neo.

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Her Most Memorable E-design Project Made on Foyr Neo

My most favourite e-design project was this master bathroom project I recently did. The client was on board from the get-go with the design concepts I presented. Very minimal changes were made. The client was able to follow directions well and everything went smooth sailing. Virtual consults went great with vendors because my vendors were readily available for appointments with my clients to virtually show samples. I recommended my contractors because I was able to advise him properly. The client took more of the lead on the construction end with my advice. We had no issues with the contractors, they did an amazing job and completed the job just as we had expected. The renders from **Foyr Neo** also really helped as a blueprint for the client to move forward in tackling the design on their own with my guidance.

- **Was it a full house or room?**

Master bathroom





These breathtaking e-design renders were made in minutes on Foyr Neo.

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- **What was the client's background and location? And how much of a part did they play in making it a success?**

The client was working from home and located within the GTA in Ontario, Canada. They are a middle-aged working family. They played a huge role in the success of the project. Virtual design or e-design is a 40/60 percent relationship, where the homeowners play an essential role in carrying out the design on their own. They followed directions well and were very receptive to suggestions and directions and were very open minded which made the process a lot easier and fun!

- **How did you land this client?**





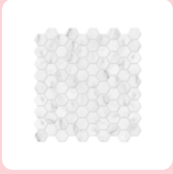
- **What was the \$ value of the project?**







\$25K


Your e-design shopping guide for the project:







ITEM		QTY
 <div data-bbox="411 656 785 696">Glass Bottle Vase</div>	bouclair.com	1
 <div data-bbox="411 933 851 973">Notion Rectified Mist</div>	factorytiledepot.ca	1
 <div data-bbox="411 1204 1282 1244">Honed Bianco Venatino Hexagon Mosaic</div>	factorytiledepot.ca	1

ITEM		QTY
 <p>JQK Black Towel Hook, Coat Robe Clothes Hook for Bathroom Kitchen Garage Wall.</p>	amazon.ca	1
 <p>TÖRSLEV Rug, flatwoven, stripe white/black, 2'7"x4'11" (80x150 cm) - IKEA</p>	ikea.com	1
 <p>Artificial Eucalyptus Stem</p>	bouclair.com	1
 <p>Winston Porter Cutts Stylish Widespread Bathroom Faucet</p>	wayfair.ca	2

ITEM		QTY
 <p data-bbox="411 392 875 487">Aria Vent Inc. Aria Lite 4 inch X10 inch Black</p>	<p data-bbox="1455 423 1698 458">homedepot.ca</p>	<p data-bbox="1904 395 1993 487">1</p>
 <p data-bbox="411 635 1163 791">Modern Matte Black Wall Mounted Rain Shower System with 12" Round Rainfall...</p>	<p data-bbox="1446 697 1707 732">ca.homary.com</p>	<p data-bbox="1904 668 1993 760">1</p>
 <p data-bbox="411 939 1152 1034">SaniteModar Square Shower Drain 6 inch with ABS Shower Drain Base</p>	<p data-bbox="1484 975 1670 1010">amazon.ca</p>	<p data-bbox="1904 946 1993 1038">1</p>
 <p data-bbox="411 1234 1079 1329">Joss & Main Darcelle 2 - Light Dimmable Armed Sconce</p>	<p data-bbox="1490 1270 1663 1305">wayfair.ca</p>	<p data-bbox="1904 1241 1993 1333">1</p>

ITEM		QTY
 <p data-bbox="411 392 1130 496">Birch Lane Aadhya 3 - Light Lantern Cylinder Chandelier</p>	<p data-bbox="1490 423 1661 458">wayfair.ca</p>	<p data-bbox="1904 395 1993 487">1</p>
 <p data-bbox="411 678 1190 722">Eiffel Tower With Flowers Digital Print</p>	<p data-bbox="1501 683 1650 718">etsy.com</p>	<p data-bbox="1904 656 1993 748">1</p>
 <p data-bbox="411 973 1070 1017">Blue Doors In Paris Photograph</p>	<p data-bbox="1501 973 1650 1008">etsy.com</p>	<p data-bbox="1904 947 1993 1039">1</p>
 <p data-bbox="411 1260 1002 1355">RYNDAL Photo Frame Photo Frames Home Decor</p>	<p data-bbox="1517 1291 1634 1326">jysk.ca</p>	<p data-bbox="1904 1263 1993 1355">2</p>

ITEM	QTY
 <div> Max Stoneplus Dolomite Polished Factory Tile Depot </div>	<div>factorytiledepot.ca</div> <div>1</div>
 <div> White Waffle Vase </div>	<div>bouclair.com</div> <div>1</div>
 <div> Blue Doors In Paris Photograph </div>	<div>bouclair.co</div> <div>1</div>
 <div> GERZWY Bathroom Hardware Set 2 Piece Black Towel Ring and Toilet Paper Holder </div>	<div>amazon.ca</div> <div>1</div>

ITEM		QTY
 <p>RENIST Wall Mounted Bathroom Faucet</p>	<p>wayfair.ca</p>	<p>1</p>
 <p>LENNON Floating Wall Shelf (60 x 26 cm) - Shelves & Storage Units</p>	<p>jysk.ca</p>	<p>1</p>
 <p>Refresh your home for less. Shop stylish decor & furniture</p>	<p>amazon.ca</p>	<p>1</p>
 <p>Orren Ellis Higgenbotham 59" x 32" Freestanding Soaking Acrylic Bathtub</p>	<p>wayfair.ca</p>	<p>1</p>

- **What was the timeline / turnaround time for the project?**

The timeline to create the design concepts took about a month, the ordering process was another 3 weeks and the full demo took 4 weeks to complete. There were about 2 full revisions when it came down to choosing tiles as when clients went to go and see the tiles it had not turned out to what they expected. Also some styling decor pieces were revised. So the total turnaround time was about 3 months.

- **Did you create a design with products available on popular furniture websites (e.g. Wayfair) or did you include custom furniture?**

We ordered most products from popular websites, but also did a custom vanity with a local vendor that the contractor had recommended.



- **Do you have a process where you follow-up on execution or you step back once you've sent in your deliverables / packet?**

I do provide a follow up on my e-design projects. We have a virtual meeting after to go over the final look and if the client chooses, for an extra charge, I come in and do touch ups on staging and take pictures of the space, which the client opted for. As for returns and exchanges on items, clients are responsible on their part to do that.



This jaw-dropping e-design render was made in minutes on Foyr Neo.

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- **How much of a role did Foyr Neo play in helping you be successful in this project?**

Foyr Neo played a huge role in the success of this project, and all others. It is mission critical to my business. It's a pinnacle piece of my design process to create a design vision for any client. My business would surely collapse if I didn't have Foyr Neo to create these amazing concepts and designs.

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