
HELLO AND WELCOME!

I'm Michaella Prince, and Popfox is my interior design studio - my pride & joy! I'm based in Perthshire, but I do travel more widely across central Scotland, too.

I first developed a passion for interiors when my husband and I bought our first home and completely renovated it, before selling it for profit and successfully repeating the process. Upon embarking on an interior design qualification during Lockdown, I established Popfox Interiors in December 2020. I've now helped lots of busy families transform their lives by transforming their homes! It's both a pleasure and a privilege to complete every project.





MAKING IT —
HAPPEN

POPFOX INTERIORS

DESIGNING COSY, HAPPY AND
INVITING INTERIORS.

My Popfox mission is a simple one: to help you design and style the dream home that you and your family so deserve. Having very much listened to your needs and desires for your dream space, I work with you to define your preferred style, am attentive to your budget, and am skilled at configuring spaces to get the best out of every room.

WHAT SETS POPFOX APART

A COSY
HOME CAN
TRANSFORM
YOUR LIFE

Popfox offers a friendly and fast interior design service for busy families, at an affordable price. As a working mum myself, I understand that life is hectic, demands are plentiful and budgets can be tight - that's why my business model is specifically focused on creating time-efficient, cost-effective designs that will make daily life easier...as well as adding the WOW factor to your home!

Once clients have received Popfox specialist help, they often go on to create the room of their dreams within a matter of weeks, as they then have all the knowledge & sources they need from me to make this happen. No more endless scrolling or shop returns that just waste time & energy!

Building very positive relationships with clients is at the heart of what I do, and many return time & again for help with their next project - or recommend me to loved ones and neighbours!

The Popfox aesthetic is a distinctive one, mixing colour and pattern, and drawing upon client objects which tell a story wherever possible, so that each finished room is cosy, cohesive and reflective of those who will enjoy the space for years to come.



— POPFOX
DESIGN
PACKAGES

HOME CONSULTATION

Perfect for discussing layout, paint shades, or a few finishing touches for 1-2 spaces.

— £195 FOR 2 HOURS

— ADDITIONAL HOURS AT £65 PER HOUR
— ALSO AVAILABLE, UPON REQUEST

— NO TRAVEL EXPENSES APPLY WITHIN 10
— MILES OF PERTH CITY CENTRE. MILEAGE IS
£1/MILE THEREAFTER.

FIRST

We'll have a chat over the phone to discuss your needs & set a date. I'll send you over helpful style and colour palette PDFs along with my fee invoice, to secure your booking.

You'll send over videos / pictures of your space(s) and write a priority list in advance. You can also send over inspirational images.

I'll then get to work analysing your images / thinking of how best to assist you on the day, including doing some prior research & sourcing, or thinking through room configurations, or producing a quick visuals board, depending on your key priorities (one hour's preparation in total)



THE BIG DAY!

On the day, I'll arrive at your home armed with lots of ideas, sample bags, my laptop and measuring tape (as well as some sweet treats!), and we can get down to creative business!

During the course of the consultation, I'll pass on any useful samples and product links to you, and will also create a summary report to assist you, as you complete your exciting transformation. I'll also order any relevant trade goods for you, splitting my trade discounts with you 50/50.

Once you've gained valuable ideas and knowledge from our interior design consultation, you can proceed with confidence and a clearer vision - and I'm on-hand for 3 weeks to answer any further questions.

POPFOX
DESIGN
PACKAGES

HIRE A DESIGNER FOR A DAY

Perfect if you have a whole list of questions about numerous rooms, or if you want to fully co-design a room with me in just one day.

£395 FOR 5 HOURS

NO TRAVEL EXPENSES APPLY WITHIN 10 MILES OF PERTH CITY CENTRE. MILEAGE IS £1/MILE THEREAFTER.

FIRST

We'll chat on the phone about your needs, and get your consultation date in the diary! I'll send you over helpful style and colour palette PDFs along with my fee invoice, to secure your booking.

You can then send through videos / photos of your rooms, plus any inspirational photos, and you will also be asked to compose a priority list of all the things you would like to discuss on the day, so that we optimise our time together. I'll undertake 2.5 hours of helpful planning and preparation in advance.



THE BIG DAY!

I'll arrive at your home armed with ideas, samples, my laptop, a tape measure & some sweet treats, and we can get down to creative business! We can work through a whole series of questions you have, or focus upon co-designing one room.

During the course of this day-long consultation, I'll pass on any useful samples and product links to you, and will also create a summary report to assist you with your exciting transformation! I'll then invoice you for the 50% balance of my fee, and can order trade goods for you, sharing my discount with you 50/50..

You'll now have confidence and a clearer vision, but I'll also be on-hand for a further 3 weeks.

— POPFOX
DESIGN
PACKAGES

ACCESSORIES SOURCING

*Perfect if you have a furnished room
but need me to select all the
accessories to make it feel like home.*

— £295 PER ROOM

— AVAILABLE VIRTUALLY OR IN-PERSON

— 10 MILES' TRAVEL FROM PERTH CITY
CENTRE IS INCLUDED. EXTRA TRAVEL
EXPENSES OF £1/MILE APPLY IF YOU LIVE
FURTHER AWAY AND WOULD LIKE AN
IN-PERSON VISIT.

FIRST

We'll chat in advance about the room on the phone, set a date and then I'll invoice you for 50% of my fee to secure this.

You'll receive useful Popfox PDFs that'll make it easy for you to identify your preferred interior palette & style, and you can send images / a short video of the space to me, too. I will ask you about your budget, also.

After this, I will come and visit your space in person, if you live locally (if not, we can have a video call), and we can spend an hour discussing colour palettes, any relevant samples, and which style will best suit both the space & your personality.



IT'S SHOW TIME!

I'll then spend 5 hours sourcing up to 15 finishing touches for your room (within budget), and will present these to you via PDF, in an easy click-through shopping list. I'll also include written advice (or occasionally a visual, if helpful) about where to best position each item, & any styling tips I deem helpful. I'll invoice you for the remaining 50% of my fee at this stage. Revisions can be done for £10 per 15 min sourcing time. I can split my trade discounts 50/50 with you if I order applicable goods on your behalf. I'll provide support via email for 3 weeks thereafter, so you can rest assured that I'll be there for you if you need me. Moreover, I can help to style your room for £65 per hour.

POPFOX
DESIGN
PACKAGES

FULL ROOM DESIGN

Perfect if you have a "blank canvas" room and want me to design it for you, instead of co-designing it with you (see Designer for a Day to compare).

FROM £395 PER ROOM

AVAILABLE VIRTUALLY OR IN-PERSON

NO TRAVEL EXPENSES APPLY WITHIN 10 MILES OF PERTH CITY CENTRE. MILEAGE IS £1/MILE THEREAFTER.

FIRST

We'll chat in advance about the room on the phone, set a date and then I'll invoice you for 50% of my fee to secure this.

You'll receive useful Popfox PDFs that'll make it easy for you to identify your preferred interior palette & style, and you can send images / a short video of the space to me, too. I will ask you about your budget, also.

After this, I will come and visit your space in person, and we can spend an hour discussing colour palettes, furniture options, any relevant samples, and which style will best suit both the space & your personality. I'll measure up, also.

The next step is for me to produce an initial concept board, to check that the room is going in exactly the right direction for you.



LET THE MAGIC HAPPEN!

I'll then spend at least a couple of days sourcing up to 25 lovely items for your room (within budget), and will present these to you via PDF, in an easy click-through shopping list. I'll also include written advice and 2D visuals showing where to position each item, & any styling tips I deem helpful. Having done revisions (max 1 hour included), I'll invoice you for the remaining 50% of my fee.

I can split my trade discounts 50/50 with you if I order applicable goods on your behalf.

I'll provide support via email for 6 weeks thereafter, so you can rest assured that I'll be there for you if you need me. Moreover, I can help to style your room for £65 per hour.

JUST A
FEW OF
MY
HAPPY
CLIENTS:

JULIA, DUNKELD

Michaella is an absolute joy to work with. She created beautiful designs...she added tasteful color and texture, and was amazing at combining a range of items of varying prices, to balance the budget. She has given [our rooms] an expensive feel, without it costing the earth!



CHARLOTTE, STANLEY

Michaella was amazing! She was so friendly and lovely and really listened to what I wanted and needed! I got exactly what I hoped for!!! My son's room looks amazing! Very colourful and still stylish...Thanks so much!



HILARY, PERTH

Michaella's attention to detail is meticulous and her ideas really flow. We have found her service to be rigorous, fresh and affordable.



FREQUENTLY ASKED QUESTIONS

I DON'T REALLY KNOW WHAT MY STYLE PREFERENCES ARE!
DO I HAVE TO KNOW BEFORE OUR CONSULTATION?

Please don't worry! That's why Popfox is here: to help you work it out!

If you like the general Popfox look, then it'll be easy to work with you & help you create a home you love. The experience will be exciting, fun and immensely satisfying.

ARE YOU INSURED?

Yes - all necessary professional indemnity & public liability insurances are in place to let me confidently design and style your home.

DO YOU HAVE ACCESS TO TRADE DISCOUNTS?

I do! I offer a 50% share of my trade discounts to clients who are purchasing paint, fabric, wallpaper or large furniture items through me, if these are selected from one of my many trade partners. You simply place the order through me (full upfront payment for goods & delivery required).

WHAT IF I DON'T LIKE THE DESIGN YOU CREATE FOR ME?

Because I take the time to listen to your needs and thoroughly communicate with you both in advance of, and during, the design process, you needn't worry about this! I can also make a round of revisions (up to 1 hour) if you have selected the full room design package, for peace of mind. I make sure all my clients are very happy with my efforts as your satisfaction is important to me! Remember that you can actually co-design your room with me, if you select the Designer for a Day option, enabling you to have a large say in the direction of your room design while still receiving expert help and suggestions.



GET IN
TOUCH



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