

# SWATCHPOP!

f /swatchpop/

t @swatchpop1

ig @swatchpop

p /swatchpop/



SwatchPop! is revolutionizing the way we decorate our homes. Co-founders Jessica McRae and Kristen Yonson launched SwatchPop! in 2014 with the everyday design lover in mind: people who scour Pinterest and Houzz searching for ideas and inspiration but are left feeling overwhelmed. Like many, they often found themselves stuck while seeking out fresh and innovative ideas for their homes.



After texting a designer friend to solve her home decorating dilemmas, Jessica was inspired to launch a collaborative forum where others could get quick and personal design advice. With top tier backgrounds in marketing and technology, respectively, Jessica and Kristen joined forces to create their own interior design revolution that hinges upon smart tech, affordability, inclusion and design expertise. They put their dreams to action and SwatchPop! was born.

SwatchPop! is an online interior design destination encompassing ideas, inspiration, how-to tutorials and shopping links that is fast, selective and personal. Jessica and Kristen wanted to make a design model they would actually use so they created SwatchPop! to be affordable and a la carte.

Through SwatchPop!'s interactive, virtual process, women and men looking to breathe new life into their spaces are paired with professional designers whose expertise matches their needs and style. All of the designers have been hand-selected based on expertise, reliability and their portfolio.

As the client, you set the project scope and budget. After you complete a fun, fast online profile that pinpoints your aesthetic, you'll tackle your project. Your redesign can cover anything from an entire home to the key corner of a room. Then, your personalized design is emailed to you within three to five business days. The finished plan is fast and a fraction of the cost of traditional design services.

Implementing your designer's suggestions is easy: beautiful pictures, clearly written advice, and links to purchase elements are all included. Customized design has never been so simple or affordable. Interior design does not have to be overwhelming or intimidating and SwatchPop! gives customers the chance to fall in love with their homes again and again by bringing their style to life!