

**18.03.2016  
INTRODUCING  
ROOMIN**



**[www.roomin.be](http://www.roomin.be)**

## Roomin is an online interior design platform that aims to become the number one reference in interior design inspiration and information.

### Who are we and what do we want to achieve?

We want to become the **reference** for people looking for inspiration for personal or professional reasons; the **directory** for people, places, products and brands within the world of deco and design; and the **place-to-be** for talent within the industry to profile themselves.

Roomin doesn't stop at inspiration - it wants to give people the necessary tools and information to create their dream home. All inspiration presented on the platform is linked to specific products, brands and people, so that visitors can take action to apply these inspirations to their own home. Roomin is a curated platform, which guarantees the quality of all imagery and information found on the platform. There's no need to browse through heaps of boring or ugly images, because everything is selected with care. Everything is an insider tip coming from interesting personalities.

### How we want our visitors to feel:

**Excited** – With everything we do, share or communicate, we want to give people butterflies. We want to create the feeling of endless opportunity and have visitors return for their daily addictive shot of inspiration.

**Empowered** – Our visitors have to believe they can do it, too. They need to be able to take our advice, tips and information and take action to go to work (whether it is by buying a certain product, restyling on their own or calling in the help of one of our INsiders).

### We don't want our visitors to feel:

**Overwhelmed** – By curating what we do, share or communicate, we make sure that everything is valuable and meets our quality standards. There's no room for messy over-information which leads to stress.

**Frustrated** – We keep an eye on reality: by focusing on real interiors and not on extravagantly luxurious or aspirational design, we don't limit ourselves to inspiring the happy few, but we have something for everyone, no matter their budget.

# A

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### Our team

**Stephanie Duval:** Longtime lifestyle, design and fashion journalist and blogger, Stephanie Duval is co-founder of the Roomin platform and curates the content as its editor-in-chief.

**Nele Pieters:** With a strong background in marketing and a well-developed nose for creative strategy, Nele Pieters is co-founder of the Roomin platform and is in charge of its commercial strategy.

**The INsiders:** The contributors and collaborators of Roomin all have a background in storytelling and are passionate about goodlooking interiors. They love 'smart living', and they love 'real life' - nothing airbrushed or fake. They apply their skills to share real interiors for real people.

*Our lovely insiders so far are Julie Donckers (London), Sophie Peelman (Antwerp), Ineke Tack (Ghent), Margot van der Krogt (Amsterdam), Isabelle Van Orshaegen (Antwerp), Lori Vandyck (Bruges), Hannelore Veelaert (Antwerp), Sofie Vertongen (Antwerp), Julie Wijckmans (Antwerp) and Laura Willems (Brussels).*

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**Roomin is an online interior design platform that aims to inspire everyone interested in the subject, but above all it aims to inspire Sofie.**

**B**

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**Who is Sofie?**

To describe our target audience, we've created Sofie as a persona – the typical person who will turn to Roomin for interior design inspiration.

Sofie does it all. She's a young professional who tries to balance a fulfilling career with her family. Time is precious and sparse, so in everything that she does, Sofie chooses quality she can depend on.

She spends a lot of time behind the computer and with a smartphone or tablet in hand, so she is familiar with the online social networks. That doesn't stop her from unplugging from time to time and spending quality time on her own or with her loved ones.

After having lived in a rental apartment for a while, Sofie is now ready to buy her own place or she has recently moved, and she enjoys (re)decorating her home. Sofie and her partner both work hard, so their home is a very important place for them to connect and relax with their children.

Sofie is very aware of her own style, but she is open to new ideas and frequently looks for inspiration. She is prepared to invest in a few items that are a 100% match with her style and needs.

**This is why Sofie will love ROOMIN:**

***ROOMIN is online*** – Sofie still loves the feeling of reading a magazine, but is frequently disappointed by the limitations of the medium. She has gotten used to an internet that is an endless source of inspiration accessible (and refreshed) day and night.

***ROOMIN is curated*** – Sofie also likes how blogs and social media weed out the best of the best in their niches and present it in a aesthetic manner. She likes Pinterest but sometimes dreads having to sift through hundreds of pictures to find the ones that apply to her.

***ROOMIN is helpful*** – Sofie likes getting inspired, but wishes she could do more than that. When she sees something she likes, she would love to know exactly where to buy it or how to achieve the same style in her own home.





Amsterdam – The Loft



NYC – The Apartment by The Line



Copenhagen – The Apartment

## Roomin goes offline

*Enter the ROOM, become an INsider*

### Why are we going offline?

When people start redecorating their home, they like to get inspired in a variety of ways. They may start their research online, but at some point they would love to have an inspiring experience offline, too.

Browsing interior design shops may be one way of finding this inspiration, but from our own experience we've learned that it can be hard to link these commercial surroundings to our 'real' home. We often find that the realness and coziness that could inspire us the most, are missing from what we find in stores and showrooms.

Frustrated with what is available and inspired by international examples (The Apartment by The Line in New York, The Loft in Amsterdam, The Apartment in Denmark,...) we decided Roomin would have an offline counterpart to remedy this situation. Our room in Antwerp will bring its visitors 'real' inspiration, and it will guide them to the right brands and products to achieve the same result in their homes.

Visitors will feel as if they are entering a real apartment, lived in by an inspiring personality they'd love to take advice from. Giving in to their guilty pleasure – voyeurism – they will discover the story behind this intriguing personality by exploring the way she lives.

### How we will make our visitors become INsiders:

**Inspire** – Roomin Antwerp will gather several beautiful brands in one inspiring home. We will create an atmosphere that will highlight the products and provide a meaningful context to the brands' stories.

**Connect** – Please don't call our apartment a 'pop-up shop', because the experience of exploring it will have nothing to do with 'selling.' Our storyteller on the spot will answer questions, share the story behind the concept and help visitors connect with the partner brands.

**Advise** – Our apartment will be open to visitors for three months only, but it will be an action-packed time. Several workshops and get-togethers will be organised to introduce visitors to our partner brands in exciting and original ways.

# C

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**Our first temporary apartment will be situated in the center of Antwerp and will open its doors from April 1 until June 19, 2016 – from every Thursday to Sunday.**

**Roomin is a new way of marketing; connecting brands to their audience via storytelling and experiences.**

**D**

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**Who is behind Roomin?**

Roomin is the innovative experiment in 'new marketing' conceived by Belgian creative strategy agency RPPRT.

RPPRT is short for 'rapport' /ra'pɔ:/ "A close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well."

It's also what Nele Pieters and Stephanie Duval called their consultancy company. They consult on all matters of marketing, strategy, branding, communication and content - all of which are interlinked, in their opinion. Their goal is to establish a good rapport between companies and their audiences, and they do it by telling the right story at the right place and the right time.



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# Hello

Roomin is an online interior design platform that aims to become the number one reference in interior design inspiration and information.

We are a community of INsiders. Join us!

Fill in your e-mailaddress to become an INsider

DISCOVER

DISCOVER WITH  
FACEBOOK

DISCOVER WITH  
TWITTER

Already have an account? [Log in](#)



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*Roomin.be launching March 26, 2016.  
Roomin coming to Antwerp April 1, 2016.*

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