



The Framework for Understanding Luxury Interior Design Clients with Kate O'Hara

These are the six criteria that matter to your clients, broken down by level (entry-level, mid-level, and elite). Use this framework to understand what matters most to your client:

	Entry-Level Client	Mid-Level Client	Elite-Level Client
<i>Greatest Scarcity</i>	<i>Money</i>	<i>A Mix of Money & Time</i>	<i>Time</i>
IDENTITY	Seeks validation and wants something familiar/aspirational. Risk-averse.	Wants a personalized version of a recognized style, molded to their lifestyle. Value-conscious.	Wants something unique, special, and custom-led. Prioritizes wants over cost.
EXPERTISE	Looking for an approachable, local professional with good reviews.	Looking for a local/regional industry authority with a recognized name and strong portfolio.	Looking for a national/international design leader with major publications and word-of-mouth referrals from peers.
STYLE	Familiar, safe, on-trend. Wants reassurance that they are making a "good" choice.	A customized aesthetic that reflects their specific lifestyle needs and tastes.	A unique, original, and often bold design. Cares more about the aesthetic/art than trends.
EXCLUSIVITY	The luxury service itself is the exclusive element. Can be intimidated by "to-the-trade."	Appreciates some unique pieces but still balances cost and access.	Paramount. Wants one-of-a-kind items and experiences that are not widely available.
TRUST	Transactional Trust: Will you stick to the budget, timeline, and contract?	Personal Trust: Adds discretion and respect for their privacy and home.	Implicit Trust: Discretion and privacy are paramount. Trusts your vision and process completely.
EXPERIENCE	Educational: A clear, step-by-step process. Can be a challenging decision-maker.	Personalized: A more in-depth relationship over a longer project. Expects you to know them.	Bespoke/Spa-Like: A seamless, enjoyable, and fully-managed experience tailored to their preferences.