

HAMPTON DESIGN

KITCHENS • BATHS • INTERIORS

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Hampton Design is a boutique interior design studio in Bridgehampton, New York. The firm was launching a new showroom and wanted to position the lead designers at the firm as experts in interior design, specifically kitchen and bath design. The new showroom displayed new trends in design and offered a unique platform to introduce homeowners, real estate brokers, architects and builders to Hampton Design's style and new trends.

WordHampton issued a press release to the local and regional media announcing the new showroom with an exclusive invite to the opening event. Targeted media pitches offered insight into market trends positioning the designers as leaders in the industry. An email template was created for a monthly newsletter distributed to a list of former, current and potential clients and partners sharing news within the firm, trends in design and new products on the market.

Several media visited the new showroom sharing photos of the new space and interviewing the designers. Interviews with media outlets including The New York Times, Hamptons Magazine, The New York Post and Luxury Living were coordinated resulting in positive media placements quoting the designers on new trends and products. Email newsletters were well received soliciting feedback from current clients and leads on new clients.

In addition, WordHampton has successfully represented Telemark Construction, James D'Auria Architects, Sand Dollar Construction, Hamptons Cottages & Gardens Idea House, Pristine Pools, Erica Broberg architect and LMS Design.