

FOR IMMEDIATE RELEASE
November 15, 2012

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Seyie Design Launches Interior Branding Services To Cater To The Needs of Businesses In A Design-Conscious Time

With consumers being more design conscious than ever, Seyie Design launches Interior Branding Services to help companies communicate the essence of their brand identity through the design of their physical environment.

Los Angeles, CA - Interior Branding is a tool to communicate the essence of a company's brand identity through the design of the physical environment – whether it is a retail space, a day or medical spa, a restaurant or an office. It includes both the tangible, such as the interior design & visual aesthetic, to the intangible, such as the ambiance and mood. Seyie Design recently added this to their list of services.

A well-branded physical space is a very important asset to influence a consumer. When a client enters a store or spa, they are engaged at every touch point and develop an emotional connection with the brand. This is a powerful opportunity to create a memorable impression.

"People today have become very design conscious," says Seyie Putsure of Seyie Design. "When you make the investment in your physical space, you elevate your products and services to must-haves in the minds of your customers." Interior branding as a business strategy isn't new. For years, luxury fashion companies such as Chanel, Gucci and Louis Vuitton have used design and atmosphere in their stores to convey their own brand identity, differentiate themselves from competitors, and appeal to their target market. Smart companies invest in design to gain customer loyalty and ultimately, higher profits.

Seyie Putsure has over 10 years of experience in high fashion and interior design. She began her career as an executive with Chanel and Dolce & Gabbana in New York City. She founded Seyie Design to bring **fashion, function and interior branding** to residences and to beauty, fashion and lifestyle clients. For more information, log on to www.seyiedesign.com or contact seyie@seyiedesign.com.

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