

Inspiring Conversations with Nicole Perrault



Hi Nicole, it's an honor to have you on the platform. Thanks for taking the time to share your story with us – to start maybe you can share some of your backstories with our readers?

I started in this industry 15 years ago as a merch girl while going to school at night. I had always wanted to be in a creative field but was unsure which way I wanted to go with it.

After working at an interior design retail store, working wholesale in the industry at a leading textile company, and working for multiple interior design firms I figured it was time to go on my own. It just kind of happened. I have always wanted the company to be team-based and team-centric. My girls are my everything and bringing our client's vision to life is what drives us.

We started out with two girls and have grown the company to 20 in three and a half years. We are based in CA and are now branching out in TN and Nevada. We specialize in boutique fitness, commercial, residential, tenant improvements and multi-family. We also have a sister company, of Stagers to cater to our luxury clients that need staging services. We also service multiple real estate brokerages in Orange County, CA.

Would you say it's been a smooth road, and if not what are some of the biggest challenges you've faced along the way?

I think any business owner in any industry can relate to the fact that it's never perfectly smooth. There are always ups and downs but that's the nature of the game. There are so many things that change as you scale, from personnel issues to navigating a challenging design project.

But with the challenges come growth on better systems, stronger communication, and learning new ways. The point is to stay current, aware, and as consistent as possible. With consistency, everyone knows what they can "expect" which helps with execution.

Appreciate you sharing that. What should we know about Haus of Design and Haus of Stagers?

We are a custom design firm and a luxury staging company. We believe in a team setting, that every employee is special in their own way, and brings a unique skill set to the table. We believe in a team setting, and that our clients deserve the best and we strive to always exceed their expectations.

We have a wide range of clients and do not stick to one specific style. The thing that is consistent about HOD is that we eliminate unnecessary lines and clutter regardless of how modern or traditional the client's style is. We like to make the best use of space for function so that they can enjoy the space aesthetically but so that it also works for their lifestyle.

We pride ourselves on organizations and being as clear as possible to eliminate room for error. We hold our client's hands through the process so they aren't uncomfortable as to the next steps of their job.

What was your favorite childhood memory?

I spent a lot of time with my grandmother growing up and we would spend our days shopping, getting our nails done, and dressing up. She loved showing me her jewelry and we would always try on her different things and she would tell me stories about where she wore them and the fancy events she attended. I remember she loved a dirty martini. She was always the life of the party and everyone loved her. She heavily impacted my life and so many others.

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