

DAVATI

issue five

september 2020

home edition





editors notes

Welcome back dolls! It's September and we're so excited for Issue 05!

A huge thank you to everyone who read, shared and liked Issue 04, it was our best rated so far and we're so pleased that the parent edition appealed to so many of our lovely readers. We can't believe how quickly time is going, but take some chill time to sit back and relax with our latest home issue.

There is everything from home decor tips, the best accounts to follow, estate agent advice and some juicy interviews! Thank you once again for your love and support, we really appreciate it!

Enjoy - and remember to tag us on socials!

@davatipr, #davatimag

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home decor must haves on page 030

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— influencer world —

authentic content

Now this month our Influencer world section is actually aimed towards brands! Millions of brands promote products all day every day, in the UK and US influencer marketing is now the most common form of marketing, but how can you make sure the post feels authentic, not staged - it's known that when audiences don't believe content - they don't buy the product, so we've got some tips for you!

So, you've found the perfect social media influencer to promote your brand. They've been testing your products and that first post is about to drop. It's understandable to want to micromanage what's being said about your company, even create the caption yourself, but we're here to tell you **that's not a good idea.**

Studies show that female YouTubers, BuzzFeed found that "a common refrain among viewers is that advertising in videos is reasonable as long as it's not too overt." That means **lackluster product shots and pre-written scripts are out.**

"Authentic content does better on likes, engagement and most importantly, sales"

The whole reason businesses are moving toward influencer content instead of straightforward celebrity endorsements or expensive ad campaigns is that **audiences appreciate authenticity.**

Studies show 63 percent of millennials (respondents 13-24) said they would try a product or brand recommended by a YouTube personality, versus only 48 percent who said the same about a TV or movie star. That means **influencer content counts more for younger demographics.**

Influencers have loyal followings, the followers feel involved in their lives, and get to know their personalities, so it's important for an audience to feel like the influencer believes in the brand and isn't doing it simply for a paycheck - natural shots, ditting captions and sticking to your own style and house tone are all really important factors.

Authentic content does better on likes, engagement and most importantly, sales. So although as a brand you may have lots of features to list or talk about - just get the job done, diver traffic to your page or website and let the influencer do their job - at making this look natural!



Jess is an ambassador for hair company **@lullabellz** and even uses their products in non-promo posts. This shows her audience that the brand is honest and good quality and that she would use it without being sponsored for the post.





behind the scenes

uploading times

Deciding a time to post is probably up there with one of the most important factors in relation to engagement. The right day, time, can make a world of difference and it's vital to know your own algorithms.

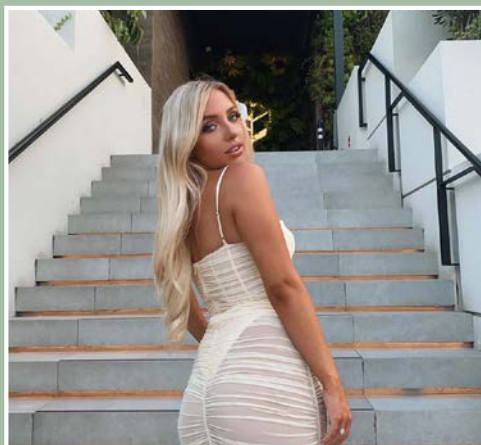
Typically speaking in our experience the best times for posting aren't what you'd think. Brands often ask for a Friday or Saturday evening post time - however most people are out themselves and won't see the post until the next day, bringing engagement figures down - our recommended times are Monday - Wednesday, 7pm - 9pm, the golden slot is Sunday 7pm - 9pm.

Most people are on social media, they're engaging and also this is the best time slot for online shopping!

If you're unsure on when to post, insights help incredibly. You can check the engagement rate on past posts, and see when your followers are most interactive, this is available on the instagram app and it's an invaluable resource!

Top tips...

Tailor your upload times to your audience. Check your engagement and see when your followers like the most of your posts, then you have a starting point on when your posts will do the best!



Davati's own **@millieoberts** made the most of her Marbs holiday and ensured a constant stream of photos. This, as well as uploading at the right times meant she was bagging over 1k likes per post. This really paid off as the trend continued even when she got home!

INCENSUEL

CANDLES

INCENSUEL Candles was established in 2020 with one mission: to bring high-quality, trendy, artistic, home-decor style candles to you. Living in a modern aesthetic, we decided to bring back some Greek Mythology inspired sculptures into a candle form, not only as decorative piece for your home- but also a scented candle to light and create a comfortable atmosphere. We pride ourselves in using both Cruelty-free and Vegan friendly ingredients, as well as giving you the choice of Colour, Scents and Sizes. Visit our website today for more at

www.incensuel.com,
contact incensuel@gmail.com

Instagram @incensuel



INCENSUEL
CANDLES

this issues

best content

This month's best content goes to the beautiful Olivia - she's currently living it up in Mykonos and the dreamy content shot there is giving us major holiday envy.

Olivia has over **11k followers** on Instagram and we're loving this beach-chic look with a personalized hat!

Head over to Olivia's instagram for more fab content.

follow olivia for
all the neutral
outfit inspo!

 @itsolivialevelt



crushing on these sandals, what a vibe!



Girl crush!

Alongside Olivia we have Davati's very own Amanda Harrington.

She is always looking glam as hell, and we are crushing on all of Amanda's holiday looks!

We can't tell whats cuter, Amandas outfit or the view?!

follow amanda
if looking glam is
your thing!

 @missamandaharrington



Whether your big time on insta or just building your fan base, we don't discriminate! Keep a look out in our next issue because it could be you on this page!

this issues

best influencer

This month's influencer of the month award goes to the queen, Lauren Johnson.

Her aesthetically pleasing feed is a dream and her artistic content is what we're living for right now!

She has over **300k followers** on instagram and features everything from product shots, fashion fits and lush scenery - were huge fans and definitely recommend a follow!

follow megan to
make your insta
feed more editorial!

 @discodaydream



Laurens posts look like art!

who else can look this good at this angle?



We can only dream of looking this cool!

wait a red hot minute!



Self-Portrait,
Woven Puff Sleeve
Dress £270



Red Croc Cross Body Bag,
Pretty Little Thing, £18



Red Underwire
High Leg Bikini,
Shein, £7.99



Metal Red Tinted
Lens, Shein, £5



Oran Sandal,
Hermes, £495



Yves Saint Laurent,
Vernis À Lèvres
Water Stain, £29



Bottega Veneta, The Pouch
micro leather clutch, £465

It's officially Summer, it's officially bright and after months of sitting in joggers during lockdown - we're all about a backlog of statement outfits! What better colour to wear than red! New designers in Paris, Milan and London are going wild for the colour in all different kinds of palette shades so here's some of our easy to wear favourites!



Arizona Love, Woven
Bandana Sandals, £270



Frilly Sleeve Top,
Zara, £25.99

Comme Pocket,
Leather logo tote,
£330



Ramona Red Strappy
Sandals, Topshop, £31



Red Cami Dress
Slipover, Zaful, £11



Nike, Air Force 1 07 Trainers
White Chile Red Glacier Ice,
£89.99





photo credit @katerumson
design by @cbrandoningram



Up-cycled vintage furniture

Available to up-cycle your own furniture at request

Please contact me for prices or queries:

Facebook group: Rhondas Attic

Link: <https://www.facebook.com/groups/872679169911329>



steal her style



@milieeroberts

Shirt: @topshop
Shoes: @modeinflux



@fayerreddish

Blazer Dress: @prettylittlething
Belt: @asos
Shoes: @simmishoes



@graciepiscopo

Dress: @whitefoxboutique



@jamienskidd

Dress: @shopbirdandco



@aimazin

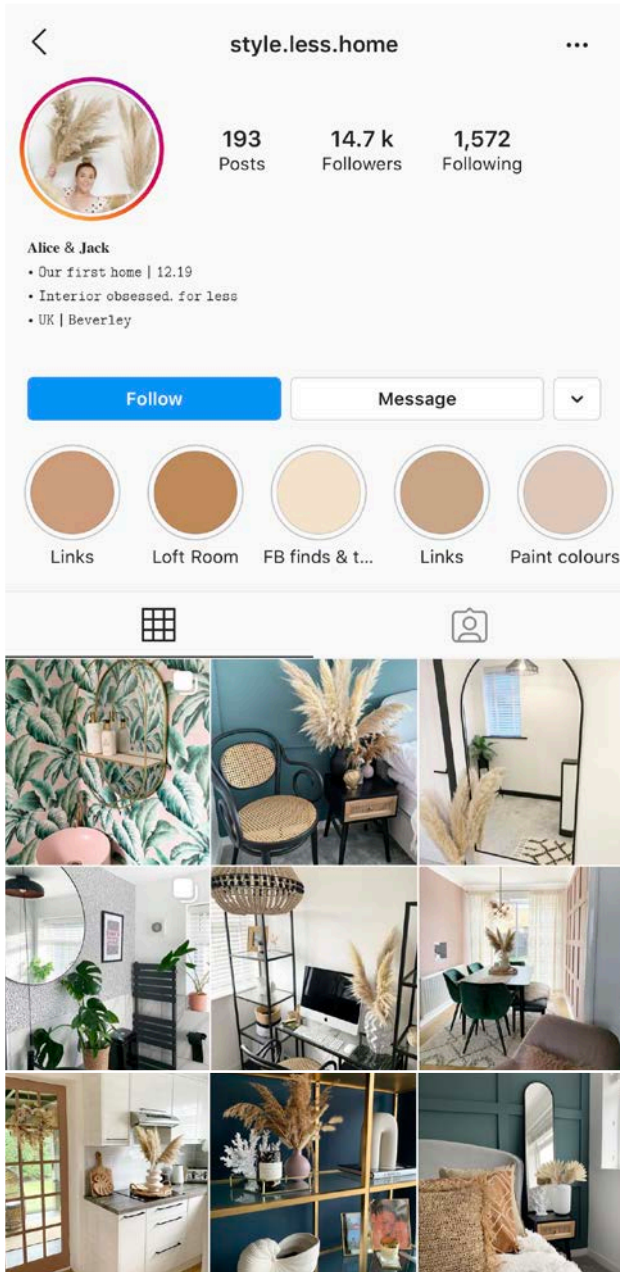
Dress: @ratandboa



@hollywalkex

Shirt: @newlook

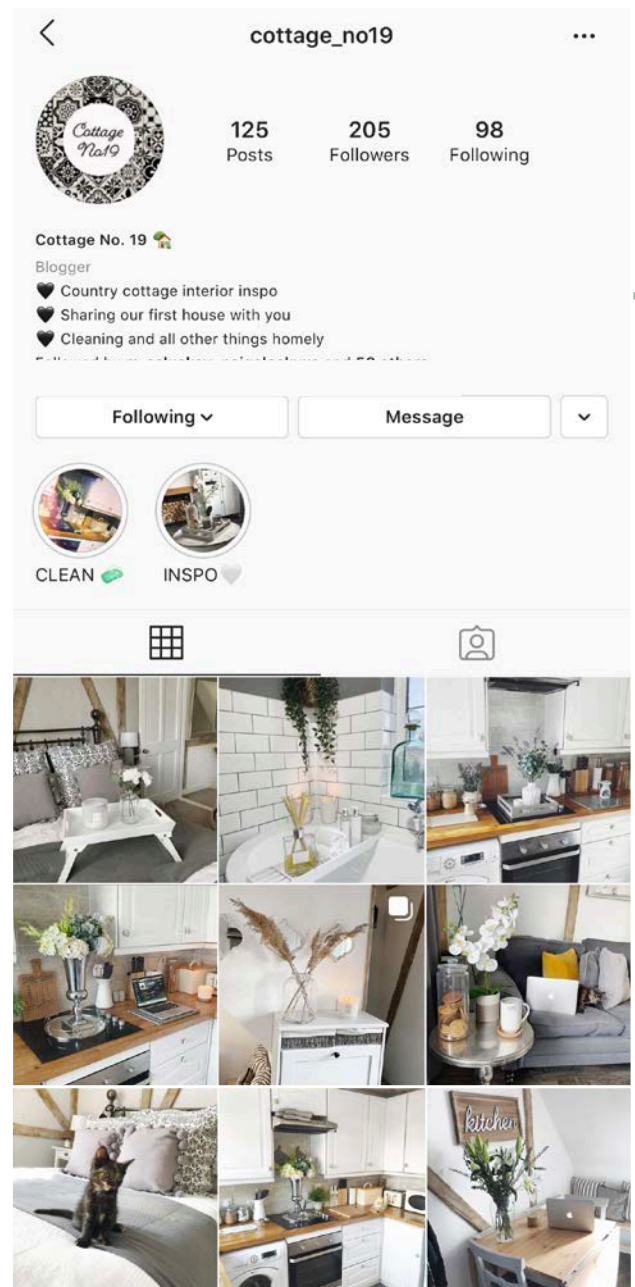
ones to watch

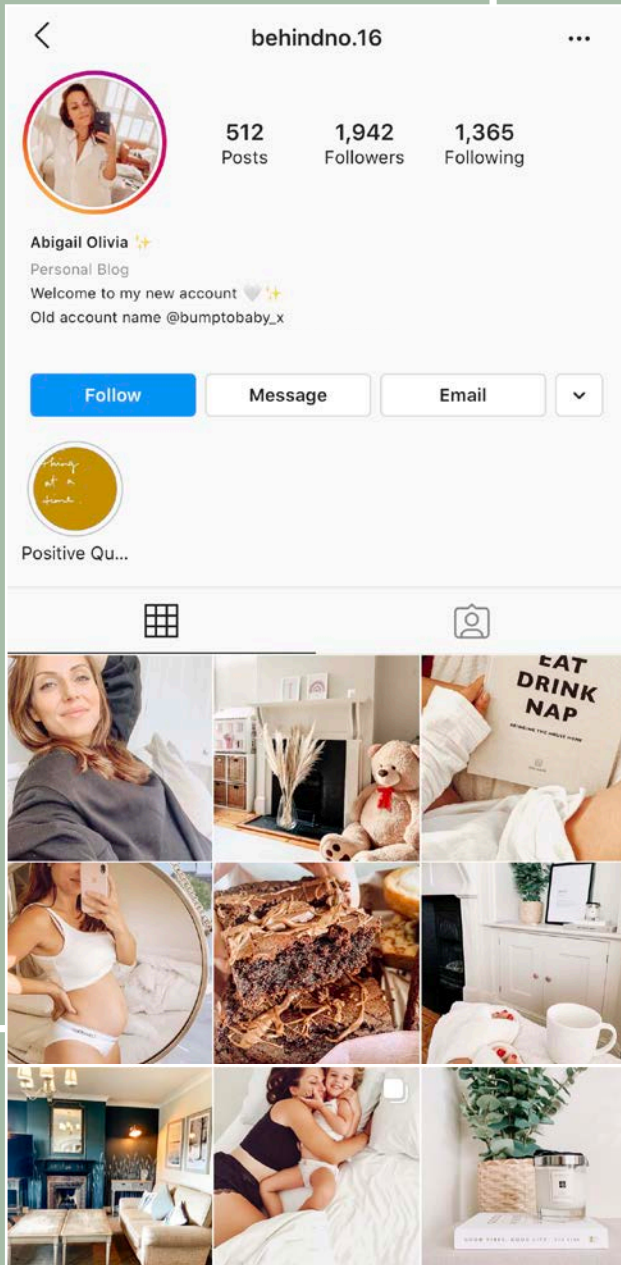


This home account is just absolute goals. With over **14k followers** this account is definitely on the rise! Everything about this home is so unique, and quirkiness is around every corner. If you are a lover of chic style give this page a follow!

The cleanest cottage on Instagram! We're loving the country cottage interior inspo, with authentic beams, endless plants and the cutest courtyard ever this is our go to for a clean and cosy interior. She is always hunting out decor bargains so worth a follow!

There are cleaning tips and tricks, and highstreet home decor steals! One of our faves!



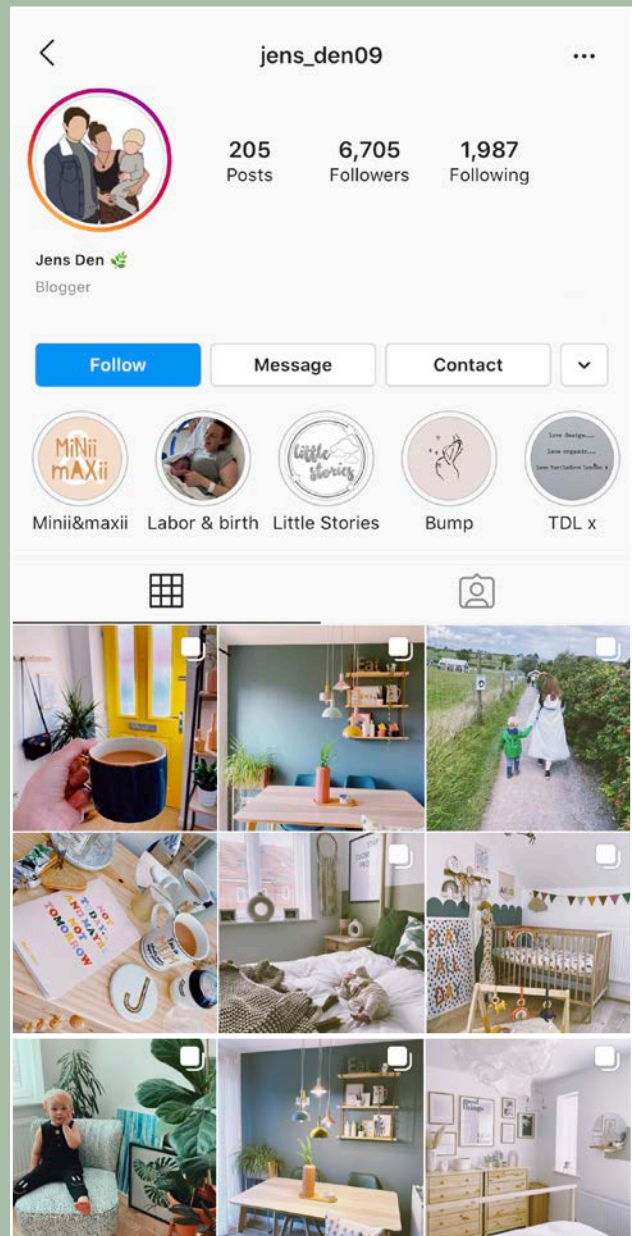


Behind Number 16 follows the journey of The Woolward's in their beautiful home in Chelmsford, think kitchen goals, the ultimate hosting garden and some beautiful on trend styling in the home!

The account is pampas obsessed just like us and we can't wait to see more content from this lovely account! With already over **1800 followers** on instagram this is one to watch!

Jens Den has over **6k followers** and it's no wonder! We love everything she posts. From home interior, life updates and tips and tricks. We love watching her stories and learning more about her!

It's a blog-style and we are loving it! We see big things for this account!



We are always on the lookout for up and coming influencers. If you are growing your following then it could be your instagram you see here in our next issue!



hinch haul

Now we couldn't do a home edition issue without the Queen of home influencing - Mrs Hinch.

Sophie Hinchcliffe from Essex shot to fame in 2018 and now has a rocketing **3.6 million followers** on her home account **@mrshinchhome**.

She became renowned for her cleaning tip, tricks and sassy music to match. Now mother to lovely Ronnie - she still offers fans an insight into her life and lots of fab products and cleaning hacks.

Mrs Hinch is a brands dream, whenever products are placed on her page they are a sure sell out - and here are some of her must have cleaning items, which are sometimes hard to get your hands on as they're so in demand!



Her stunning home is muted greys - and she wants people to wake up feeling happier

Daily cleaning:

- Harpic Active Fresh in Mountain Pine, £1
- Bloo foam aroma fragranced powder, £2
- Flash bathroom spray, £1
- Stardrops 4-in-1 Pine Disinfectant Spray, 79p
- 1001 Carpet Fresh £2.50
- Cif Stainless Steel spray, £3
- Feather duster (aka Dave) and cloth duster
- Mr Sheen multi-surface polish, £1.35
- Zoflora, £5
- Flash Ultra Power multi-surface, 90p

Weekly cleaning:

- Flash bathroom spray, £1.50
- Astonish Mould and Mildew Blaster, £1
- Viakal, £1.80
- Astonish Specialist Hob and Cooktop cleaner and sponge, £2.99
- Duck Fresh Discs, £1.79
- Tumble drier sheets, £1.25
- Soda crystals and Stardrops white vinegar
- Steam microwave cleaner
- Astonish Power Clean toilet bowl tablets, £1.49
- Flash bathroom vintage edition, £2.60
- Dettol all-in-one disinfectant spray, £1.80
- Cif cream with micro crystals, £1
- Brush sprayed with diluted Lenor mixture

Laundry:

- Lenor fabric softener in 'Spring Awakening', £1.80
- Lenor Unstoppables 'in-wash scent booster', £6
- Ariel Gel, £5.50
- Astonish Oxy Active Plus fabric stain remover, £6.44
- Ace for Colours stain remover and colour brightener, £2

Wipes:

- Eveready hard floor wipes, £7.99
- Cif floor wipes, £1.50
- iba nourishing leather wipes
- Cif power and shine multi-purpose, £1.70
- Green Shield stainless steel wipes, 99p

Miscellaneous:

- Dr Beckmann Carpet Stain Remover, £3
- The Pink Stuff, £1
- Spontex Microfibre kitchen kit, £2.50
- SonicScrubber (aka Stewart), £16.99
- Vera mop, £25.47



She regularly posts videos of her large cleaning hauls



Her books are full of great tips and positivity

home accounts

davati favourites

Here at Davati instagram home accounts are our new thing, we spend hours and hours looking for inspos, content ideas and trend watch on the latest home aesthetics! Home design is bigger than ever and everyone has their own little spin on what makes the perfect home! It was hard to narrow down but we selected our all time favourite home accounts to provide you the best and most original home inspo there is, whether you're into traditional, old school, bright, beige or modern - there's something for everyone.





@number_4_on_the_park

september 2020



@casaoldcom



@gypsytanhome



@little_edwardian_semi



sainte co

brand tell all

Can you tell us a little bit about @sainte.co and how it was founded?

Sainte.co was founded by two sisters during COVID-19 as one of us had been furloughed. It started in our small flat in London - as a creative outlet. We had always wanted to create products which empowered women, celebrated femininity, beauty in all shapes and sizes. We have always been creative, and this is our passion project. That had grown into a business, which truly shocked us. But, also grateful as not only can we keep making our products. But, share it through Sainte.co and it is something we want to grow by not only just making candles but into an interior design house in the future.

What is the hardest thing about running your company?

One of the hardest parts of running our business - has been trying to keep

up with demand, being innovative and trying to create unique products for our customers. Sainte.co started with two of us and now we have four friends running it in total. Setting up our business was one of the hardest things we have experienced - there

are so many steps and regulatory bodies we needed to get approval from. But, right now our focus is to deliver unique products to our customers -we worked closely with some of our loyal customers to release our new body shapes. Which is



exclusive to Sainte.co, We love our business so much, but it can be challenging sometimes. But, as we are so passionate, we do not mind the late hours, just need a lot of coffee to function.

What is the best thing about your company?

We love creating custom orders for our customers - from design, packaging, and handwritten notes. It takes about 1-2 weeks to get everything right, but we love making such a beautiful piece for them. Our gold gilded products take about 30 - 40 mins to create by hand - which many other companies do not offer. We love to create unique handmade products making it special to all our customers. We do not sell in mass like many other businesses do - our focus is how can we make each order special to each customer? What can we do to make it more special - from packaging to our customer service. We love talking to our customers on a day-to-day basis. And building such a loyal Sainte.co community.

We love the sculptures, what was your inspiration for this?

We love our candles, but we wanted a permanent piece of art for our customers home. We experimented with a lot of materials and we finally

perfected our forever collection range. Our customers really wanted something which will last longer than any candles - and this is how the idea of sculptures were born.

In terms of home aesthetics what is your favorite?

This is a tough question - we don't really have a go to style or aesthetic. We love to keep things simple with unique pieces in our home from vintage markets and stores - but at the same time love adding bright colours which reflect our personality.

What advice would you give to someone starting their own company?

The biggest advice we would give - is not compare your business to anyone else in the market. Work with passion and keep your customers at the heart of your business. Try planning ahead and do your research - starting a business might look easy but there is so much planning and approval you need to get to set-up your business online. You do not need to be an expert, but I highly recommend getting in touch with regulators,

trading standards to ensure your product is viable to sell online. Ensure all your paperwork is in order when you start.

What does the future hold for Sainte Co?

We have many plans for Sainte.co especially with Christmas around the corner! We are releasing another set of exclusive body shapes in the next few weeks, we have more designs in the pipeline which isn't body torso and we are experimenting more with other statement pieces for our customers home.





@theonebespoke

home renovations

In this day and age one of the best ways to secure your dream home is obviously a 'do upper' - which means purchasing a house that needs A LOT of modernising or remodelling in order to turn it in to the perfect home for you.

We love seeing the dramatic transformation and the hard work that goes into it. The end results are brilliant and here are some of our faves!



@berkshire.build

september 2020





creative roles

with @mollylouisegibbs

This month we are so excited to sit down with your very own Molly Gibbs! Molly is a graphic designer, and a fab one at that! She also runs a home-inspo account so it was a no brainer to speak to her this issue!

We wanted to get all the goss, including how to get in to the industry and her top tips!

mollygibbsdesigns.cargo.site @mollygibbsdesigns

How did you become a designer?

I have loved design since i was young. When I was in primary school I loved art and painting. Then when I got to secondary school I enjoyed DT classes so much.

Then at sixth form there was a Graphic Design course that was run by an actual graphic designer. She inspired me so much and helped me develop so many of my skills. It was those 2 years I realised Graphic Design is what I want to do!

She recommended me to go to Ravensbourne University and it was the best decision I ever made! The university is amazing and I met so many great people.

What's your favourite thing about the role?

I think the ability to make things that help. Graphic Design is made to answer questions and help explain things that you can't with words.

It is such a broad subject and there are so many things to do. But I think the freedom you have and the ability to put my own mark on things is the best.

What's the hardest thing about the design industry?

You find that the work that pays more allows you to be less creative, and the more creative you are allowed to be the less you get paid.

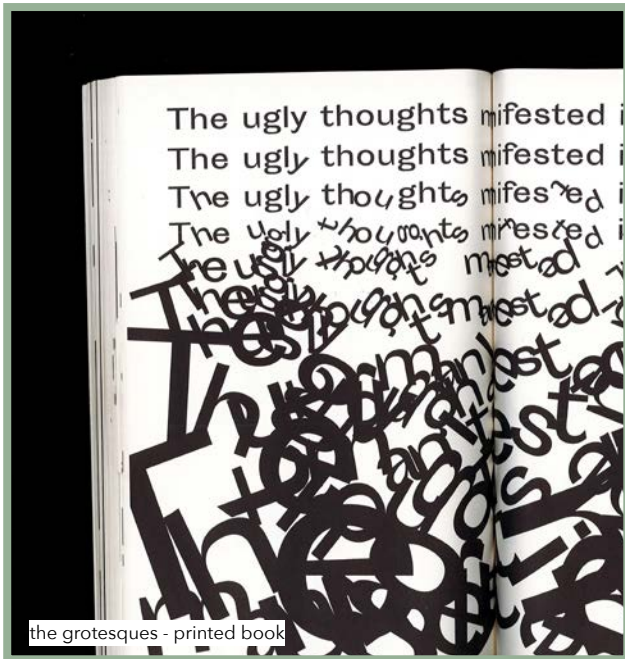
At University they will tell you to take every opportunity you can, paid or un-paid, but that can prove hard when you have bills to pay and a life to live! I think finding a balance and not getting pushed around in the industry is really difficult.

It is hard to stand up for yourself and your rights, as just because you do a creative job doesn't mean you don't have a right to be paid a fair amount!



What do you think is more important when first getting into design, qualifications or experience?

A mixture of both. Jobs want people with previous experience but also won't hire people without. I think a really important thing to remember when studying graphic design is you have to treat it like it's real life and not an education. Any brief you get you have to think like you are doing it for an actual person. Also doing stuff in your free time or making up your own briefs.



the grotesques - printed book

Then when you apply for jobs, although you don't have actual experience your portfolio will show you are more than capable of doing the things they are asking for!

I got my first graphic design job whilst still at uni. It was hard as I had to prove myself as an established designer even though I was yet to have my degree. But I think you have to really believe in yourself and your skills and sell yourself!

Who would be your dream company to work for?

I don't think there is a dream company I would want to work for. I love my studio as we work with such a broad range of clients, from the Premier League to Barclays. But then I have done more creative freelance jobs for the Tate. Anything that allows me creative freedom to express myself is a job I love. But also one that helps me express other people and what they want.

I like a mixture of everything to keep me on my toes!



austerity - posters for exhibition

What advice would you give to designers starting out?

Believe in yourself and your talent. No one is going to believe in you more than yourself. I think if you're just starting out get to know what you specialise in. Is it print or digital, maybe it's illustration or maybe it's web design! If you don't know then that's fine too. Once you dip your toes in it you begin to learn what you like and don't like. You can learn that through trial and error or uni.

Don't get down in comparing yourself to other designers or if you didn't get the job. What is meant to be will be and life will work out for you!



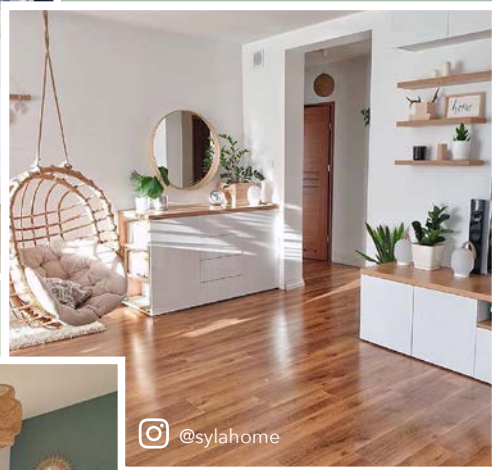
data - interactive card game

this years top

— interior aesthetics —

Modern

Modern is a broad design term that typically refers to a home with clean, crisp lines, a simple colour palette and the use of materials that can include metal, glass and steel.



Scandinavian

Scandinavian design pays homage to the simplicity of life demonstrated in Nordic countries. Scandinavian furniture design often feels like a work of art, although it is simple and understated. There's functionality in the furniture along with some interesting lines, many of which have a sculptural influence.

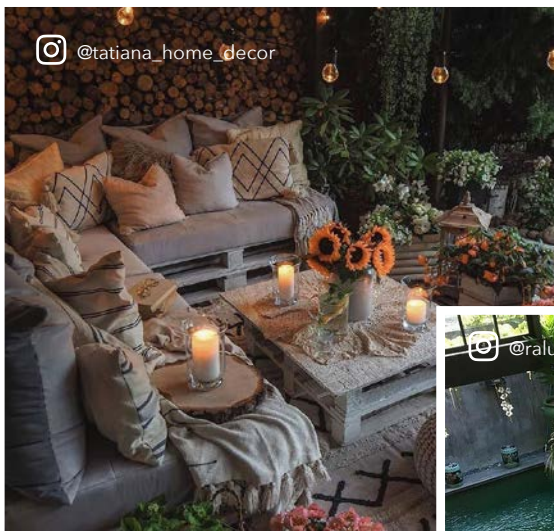
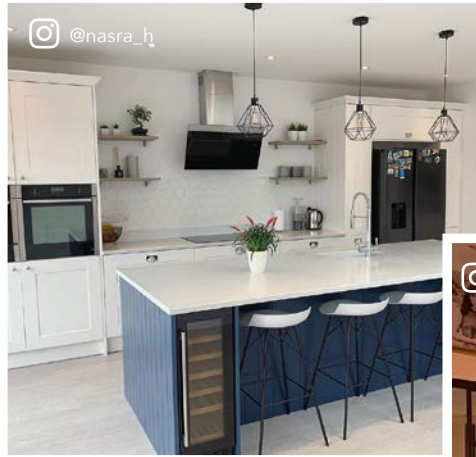
Other common characteristics include all-white colour palettes and the incorporation of natural elements like form-pressed wood, bright plastics, and enamelled aluminium, steel and wide plank flooring. If there are pops of colour it often comes from the use of art, natural fibre throws or furs, or a single piece of furniture.



Industrial

Industrial style as the name implies, draws inspiration from a warehouse or an urban loft.

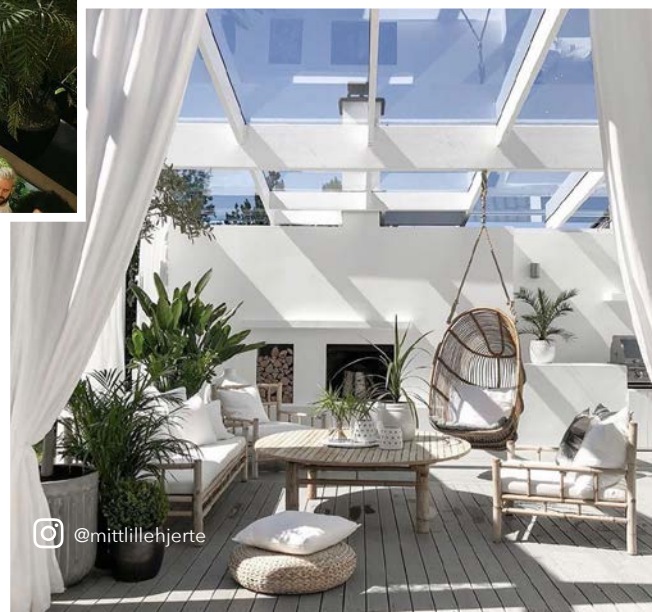
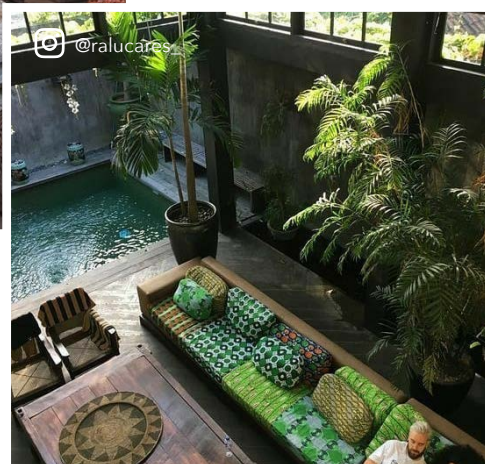
There's a sense of unfinished rawness in many of the elements, and it's not uncommon to see exposed brick, ductwork and wood. An iconic home with an industrial design theme would be a renovated loft from a former industrial building.



Organic

Anything made from natural materials can be considered organic, but an emerging design trend called "organic interiors" goes beyond simply using natural elements.

Organic design makes green living a lifestyle and style choice. Truly organic interiors meet the needs of the style-savvy eco-conscious.

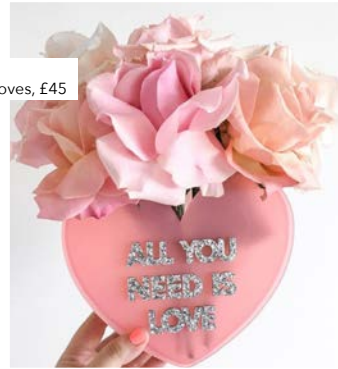




Large Truffle Goddess Sculpture, @sainte.co, £25



Large Cloud Mirror, @coralandcloudco, £40



Love Vase, @lovestarloves, £45

home decor must haves

Home decor is bigger than ever, less definitely isn't more and subtle isn't necessarily best!

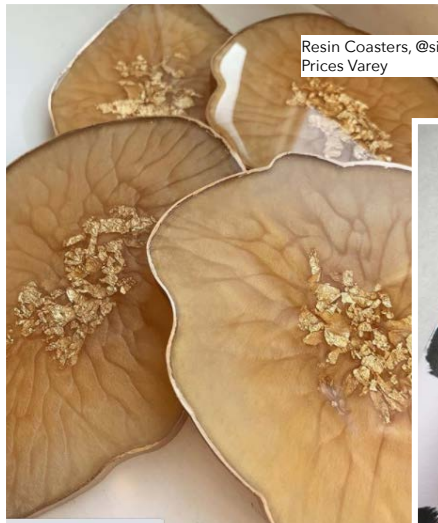
We hunted high and low for this seasons must have - there's a piece to fit every style of home! So what's your fave?



Male and Female Candle Set, @incensuel, £24.99



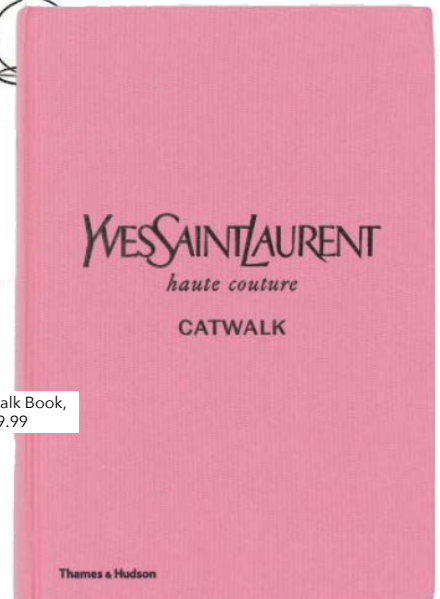
Black Iron Geometric Vases, Juicy Home, £21



Resin Coasters, @siiren_design, Prices Vary



Leopard Print Wallpaper, @wild_hearts_wonder, Prices Vary



YSL Catwalk Book, H&M, £49.99

Anissa Kermiche Love Handles Vase,
Farfetch, £347



All Black Shelves,
@hangingshelves_,
Three for £20

Ball Vase, @goscandi,
Prices Vary



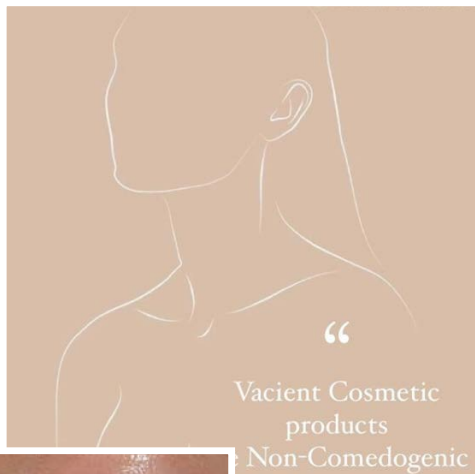
3 Tier Boho Tassel, @ropes.andtassels,
POR



Dry Flower Bouquets,
@whitemossco_, £40

vacient cosmetics

where skincare meets makeup



This cosmetic line is perfect for practically anyone! The products are all:

Paraben Free

Sweat Resistant

Mask Friendly

Not tested on animals

Hala Certified

Hypo-allergenic

Non Comedogenic

Think make up - that protects your skin! Whether you like to have coverage at the gym, look flawless while sunbathing or simply have sensitive skin this line is perfect for you.

Vacient Cosmetics Specialise in high quality products that have been formulated to be kind on the skin and also treat the skin when wearing.

Vacient products offer a complete lifestyle beauty solution and are suitable for wearing to the gym in sun, while dancing, socialising, doing sports, and working.

Vacient products provide you with the desired look and coverage without causing any skin issues

Stay tuned to [@vacientcosmetics_](#) for the official launch coming soon!





photo credit @katerumson
design by @chelsealaureninteriors

how to

— *social media market* —

Pinterest is way more than "just" a social network. It's a visual search engine and productivity tool, too. It's the ultimate tool for home looks, home decor and general inspo, but there's also ways that influencers and brands can use this as a business tool.

1 Create boards with keywords in your title

2 Use the description to spread your ideas

3 Create vertical images to maximize your real estate

4 Build relevant links back to your website or blog

5 Embed pins on your blog

6 Share your pins and boards on other social media channels

7 Use a "Pinterest for business" account for analytics

8 Rich pins

9 Have a 'pinnable' image on every post that you publish

10 Build authority on your topic by curating boards with great relevant content

11 Build interest with a tips board

12 Create collaborative boards



DAVATI DIARY



Subscriptions

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In the next issue

Stay tuned for our next issue which will be all things fashion and style! We are stepping into autumn with a skip in our stride... stay tuned!



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