

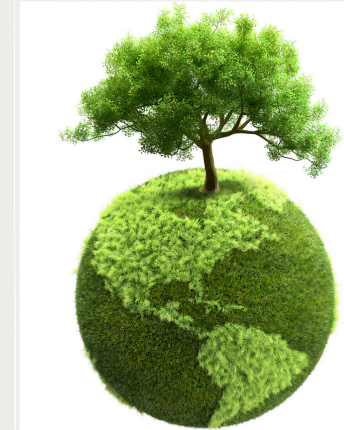
# FROM STORED STOCK TO SHOW HOME

*A sustainability-led upcycling  
guide for developers*

REDUCE WASTE  
REUSE STRATEGICALLY  
DELIVER BUYER-READY INTERIORS

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# WHAT “UPCYCLING” MEAN?

“Upcycling” here means reviewing furniture from your existing show home/sales suite inventory, identifying what’s worth reusing, refreshing or reworking pieces where appropriate, and integrating them into a professionally designed scheme. The furnishing budget is then used to add the key new items and styling layers that complete a cohesive, buyer-ready look.

# WHY REUSE NOW?

Your existing furniture in storage — whether from a previous show home, sales suite, or phased launch — is an asset. How you manage that stock can strengthen your project's sustainability story and help you focus your furnishing budget where it will elevate the scheme most: the key additions, styling layers, and hero items that bring the whole interior together.

When a show home closes, furniture typically follows one of three routes:

- It goes back into storage
- It gets disposed of (often through waste contractors and onward to landfill or energy-from-waste)
- It gets reused (the best-case scenario — when planned and professionally curated)

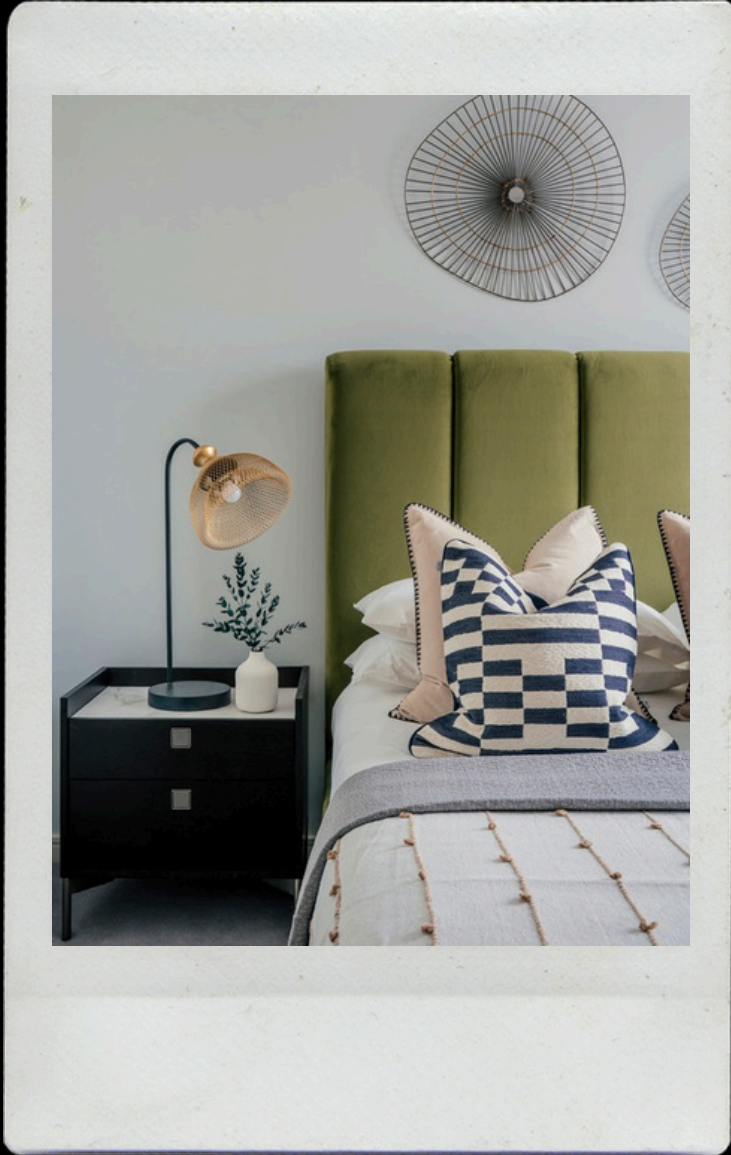
Across the UK, nearly 22 million small items of furniture are thrown away each year<sup>1</sup>. WRAP's research also estimates that around 42% of all bulky waste is furniture, equating to around 670,000 tonnes in the UK<sup>2</sup>. For developers running multiple sites and rotating show home schemes, the environmental and operational impact of this cycle can compound quickly.



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## Sources:

1. (NLWA) North London Waste Authority: 22 million damaged furniture items and 11,000 bust bicycles thrown away each year
2. WRAP (Waste & Resources Action Programme), Furniture – Bulky Waste Summary

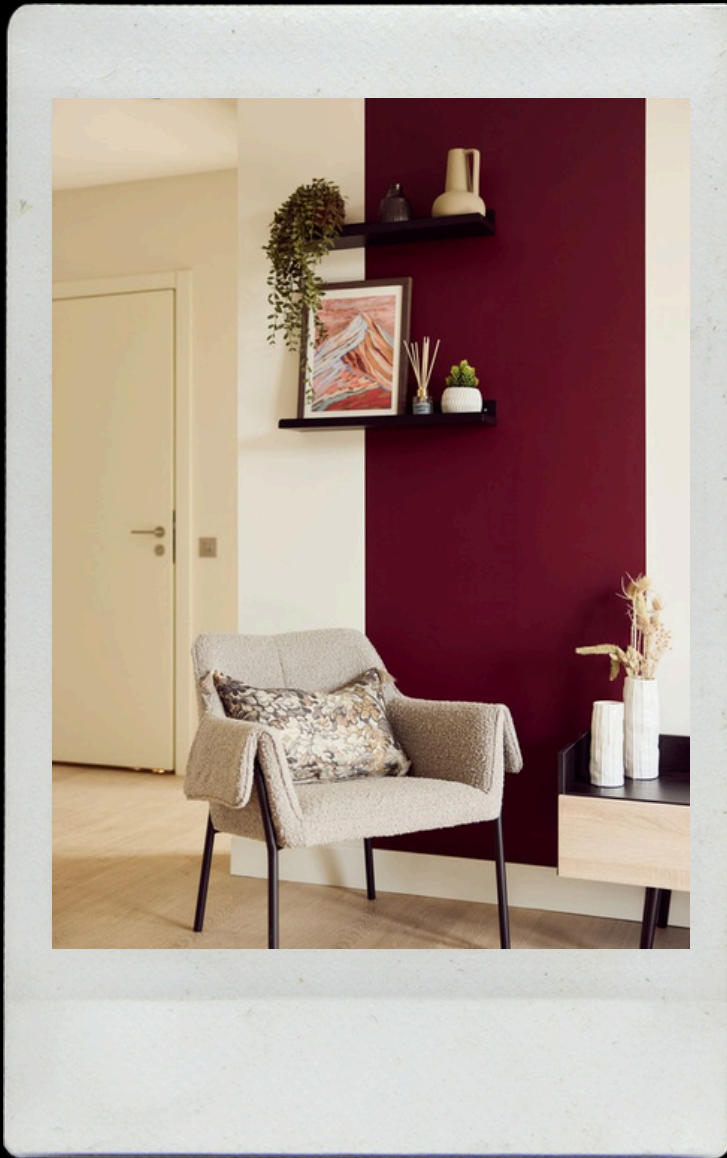


# THE DISPOSAL REALITY

Disposal is rarely “just removal.” It usually involves multiple stages : clearance, loading, haulage, tipping/gate fees, and compliance handling. All of which sit within contractor costs and site programmes.

(AND WHY IT MATTERS OPERATIONALLY)





# THE DISPOSAL REALITY (AND WHY IT MATTERS OPERATIONALLY)

Disposing of furniture adds to the cost. Since 1 April 2025 the standard rate of landfill tax is £126.15 per tonne and the lower rate of landfill tax is £4.05 per tonne<sup>3</sup>.


Waste tipping costs can also vary depending on location, quantity, and type. Charges for skip hire can typically range anywhere from £120-200 for small skips to up to £500+ for maximum skips (all depending on location and material type)<sup>4</sup>.

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Sources:

3. Office for Budget Responsibility (OBR), Landfill tax – Tax by tax, spend by spend

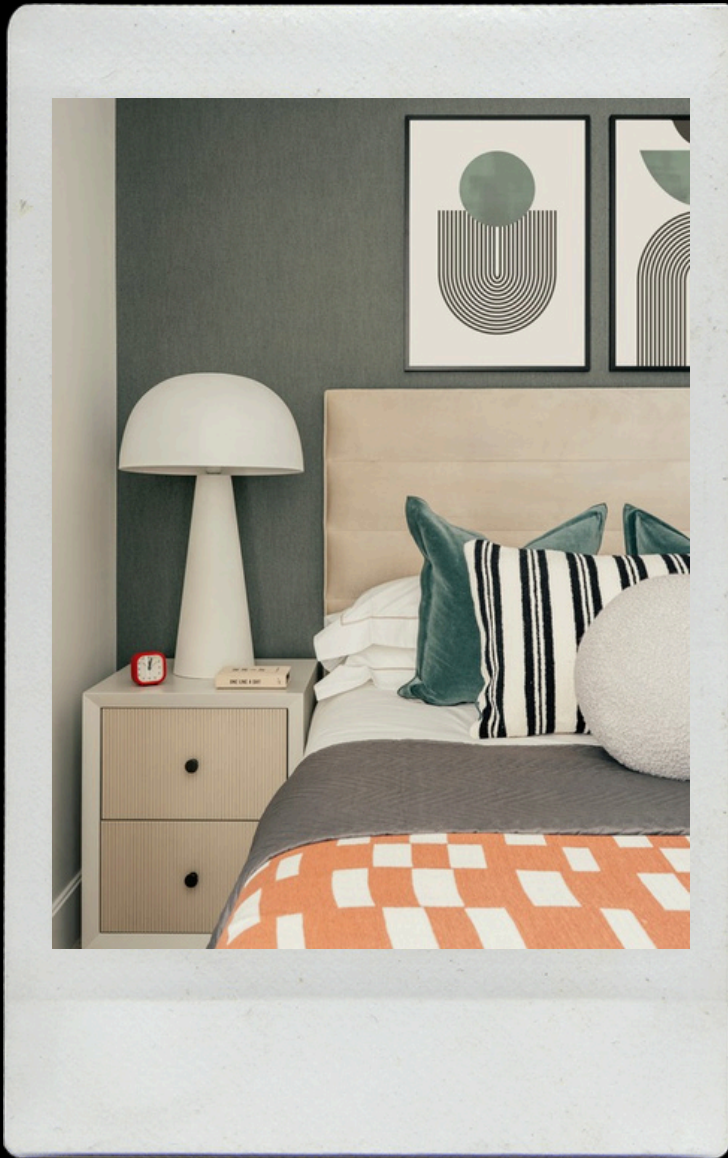
4. (The Waste Group) How Much Are Skips? Your Complete UK Price Guide



For developers managing multiple sites, these costs quickly compound, particularly during show home refresh cycles or bulk furniture replacements.

*“If unused furniture is removed, it will either be put away in storage or routed into disposal pathways — both carry operational and environmental costs. Unless it is reused in a different setting, where a designer’s vision gives it a new lease of life.”*


*- Mansi Mehra, Director, InStyle Direct*



## WHAT IS THE OPPORTUNITY?

Reuse means working with what you already have ‘strategically’. It’s not about cutting corners, and it’s not a “casual swap-in.” The aim is to edit, refresh and reintegrate the right pieces, then use the furnishing budget to elevate and complete the overall scheme.

Furniture selected for show homes is often good quality and high value. When assessed properly and designed into a coherent concept, existing items can become anchor pieces (hero items that set the tone). With the right palette, styling layers, and carefully chosen additions, the result feels current, intentional, and buyer-ready — while reducing waste and improving resource efficiency.

A decorative shelf with a clock, three glasses, and a vase, with a plant on the left and a table with chairs in the foreground.

*“ For developers who are increasingly expected to demonstrate ESG commitments to investors, planners, and buyers, reuse is a credible, visible, and measurable action.” - James Mcneill, Associate Director, InStyle Direct*

# WILL REUSED STOCK LOOK DATED?

It's a valid concern and it usually comes down to how reuse is planned.



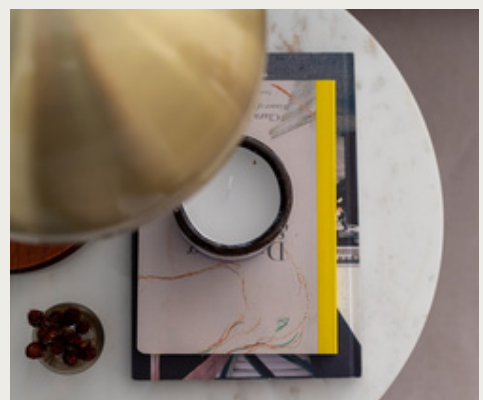
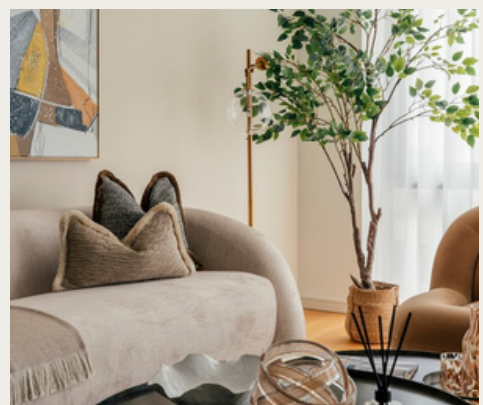
When furniture is reused without a clear design direction, the result can feel inconsistent: clashing styles, no unifying colour palette, poor scale for the layout, and a lack of cohesive “show home” storytelling.



# WILL REUSED STOCK LOOK DATED?

When reuse is curated with a clear design framework, intentional mix, an edited palette, consistent silhouettes, and layered styling, it can look considered, current, and buyer-ready.

Our designers start with the end-buyer profile and build a scheme that feels relevant to today's expectations, even when the inventory comes from mixed stored stock.



# COMMON CONCERNS AND HOW WE SOLVE THEM

CONCERNS	HOW WE SOLVE IT
Mismatch of styles between stored pieces	Inventory audit + edited selection to identify what works together, then a design narrative that unifies the room.
Colour clashes across existing stock	Moodboards + refreshed palette, then carefully chosen new additions to harmonise and modernise the overall look.
Worried it will feel 'second-hand'	Rework decisions where needed (refresh, repair, reupholster) plus layered styling (textiles, lighting, art, accessories) to elevate the finish.
Will it look current/ on-trend?	We define the buyer profile and set a trend direction first. We then design the scheme for a cohesive, modern "show home" feel.
Not sure if the pieces will work together	A structured keep / refresh / replace approach, using anchor (hero) pieces and a clear gap-fill plan for what needs adding.

# WHAT CAN BE REUSED (AND WHAT USUALLY SHOULDN'T)



Not everything in storage makes the cut. With access to floor plans and a detailed inventory list (including dimensions, finishes, colour, and condition), we can quickly identify what is suitable for reuse and what should be refreshed or replaced. Beyond obvious wear, scale and access matter: if a piece cannot fit the space or cannot be moved through corridors and lifts, it cannot be used.

# WHAT CAN BE REUSED (AND WHAT USUALLY SHOULDN'T)

## WHAT FITS FOR REUSE

- Solid, durable casegoods (e.g., well-made tables, sideboards, consoles).
- Easy-to-reupholster items (e.g., dining chairs, occasional chairs, benches).
- Mirrors and transferable decorative pieces that add light and scale.
- Accent pieces, used sparingly to create focal points.
- Oven: clean inside and outside
- Quality bedframes with strong structure and a neutral profile.
- Bedside tables and wardrobes in good condition

## ENSURING REUSE READINESS (WHAT WE CHECK)

- Size, proportion, and fit with the floor plan.
- Structural condition and surface quality.
- Style compatibility for moodboards and overall direction.
- Installation readiness (assembly status and turnaround needs).
- Logistics (access, lifts, corridors, handling requirements).
- Buyer profile and the level of finish expected.

## WHAT'S BETTER TO REPLACE OR UPGRADE

- Mattresses (hygiene and buyer expectations).
- Worn sofas that have lost structure or comfort.
- Dated or mismatched lighting.
- Accessories and colour schemes that conflict with the new design direction.
- Items that are poor quality, damaged, or not fit for repeated show home use.

### KINDLY NOTE

*The more information shared upfront: dimensions, finishes, fabrics, and assembly status, the faster and more accurate the assessment. Where applicable, we also check suitability against show home expectations and relevant safety/compliance considerations, particularly for soft furnishings and high-use items.*

# THE DESIGN METHOD

**HOW “MIX-AND-MATCH” BECOMES INTENTIONAL**

Our designers work directly with the developer and their stock list from the very start. We build a scheme that accounts for what exists, identifies what needs to change, and determines where the budget creates the most visual impact.

Developers do not need to worry about whether pieces will work in harmony or end up looking dated. That is precisely what our design expertise is for.

# STEP BY STEP HOW WE BUILD A REUSE SCHEME



01

## DEFINE THE BRIEF

WE UNDERSTAND THE BUYER PROFILE, TARGET PRICE POINT, SHOW HOME GOALS, AND SALES TIMELINE.



02

## REVIEW THE INVENTORY

WE ASSESS THE STOCK LIST AND, WHERE POSSIBLE, THE PHYSICAL PIECES FOR SCALE, CONDITION, STYLE, AND SUITABILITY. SIZE AND PROPORTIONS MATTER.



03

## SET THE DESIGN DIRECTION

WE CHOOSE A UNIFYING PALETTE AND MATERIAL DIRECTION THAT THE WHOLE SCHEME WILL BE BUILT AROUND. THIS BECOMES THE FRAMEWORK THAT MAKES MIXED STOCK FEEL COHERENT.



04

## CHOOSING HERO ITEMS

WE IDENTIFY 1-3 HERO PIECES PER ROOM THAT SET THE TONE (THESE MAY COME FROM THE EXISTING INVENTORY OR BE PROCURED NEW). NOTE: HERO (ANCHOR) PIECES ARE THE KEY ITEMS BUYERS NOTICE FIRST, LIKE THE SOFA, BED, OR DINING SET. THEY SET THE TONE FOR THE WHOLE ROOM.



05

## FILL THE GAPS

WE SOURCE NEW ITEMS TO COMPLETE THE SCHEME, TARGETING THE PIECES THAT HAVE THE GREATEST IMPACT ON THE BUYER'S FIRST IMPRESSION.



06

## STYLE FOR NARRATIVE

INSTALLATION IS FOLLOWED BY STYLING, WHICH MEANS LAYERING TEXTILES, ACCESSORIES, LIGHTING, AND ART TO CREATE A SHOWROOM STORY AND NOT JUST FURNITURE PLACEMENT.

# THE PROCESS

## HOW DELIVERY DIFFERS FROM STANDARD SHOW HOME FURNISHING

STEP 1

### INITIAL CONSULTATION

We confirm objectives (sustainability goals, brand narrative, buyer profile), target completion date, and unit requirements for the show home or sales suite.

STEP 2

### INVENTORY EVALUATION

We assess the existing furniture, inspecting every item for damage, quality, and potential.

STEP 3

### CREATIVE CONCEPTING

Designers create mood boards and design proposals, demonstrating how old items can be utilised within the new design.

STEP 4

### PROCUREMENT AND REWORK

New items are sourced and any rework is aligned with the new scheme.

STEP 5

### LOGISTICS, INSTALLATION AND MARKET-READINESS

We coordinate collection from storage, delivery sequencing and access logistics, including assembly status, van sizing, and corridor and lift clearance, followed by full installation and styling to create a cohesive, market-ready show home.

**NOTE : A furnishing budget is still required. Reuse is part of a planned scheme, not a casual swap-in.**

# CASE STUDY FULTON & FIFTH


Our work at Fulton & Fifth is a perfect example of how a professionally curated reuse scheme looks in practice for buyer-ready appeal.

Located in the heart of Wembley, Northwest London, the design brief demanded a reflection of the location's cultural richness, diversity, and vibrancy. It required speaking to a buyer demographic that values individuality and personality in their home.

The design direction leaned into the current shift away from strict minimalism toward a more personal, layered aesthetic by mixing colours, eras, and styles in a way that feels curated. Our Head of Design, Severina, created a space that blends sophistication and functionality, creating a stylish and inviting home.

[READ MORE](#)





*“Mixing colours, eras, and design styles worked very well and it's a defining current trend, shifting away from strict, uniform, or 'Instagram-perfect' minimalism toward a more personal, 'lived-in' aesthetic. We aimed to truly emphasise comfort, character, and expressing individuality.”*

*- Severina Oborotova, Co-Head of Design, InStyle Direct*

# FULTON & FIFTH RE-USED VS NEW LOUNGE



**LEGEND:**  RE-USED ITEMS  NEWLY SOURCED

# FULTON & FIFTH RE-USED VS NEW STUDY/LOUNGE



**LEGEND:**  RE-USED ITEMS  NEWLY SOURCED

# SUSTAINABILITY OUTCOMES

Reuse has a direct impact on waste and resource management and a considerable environmental impact.

## **DURING OUR PROCESS WE MEASURE**

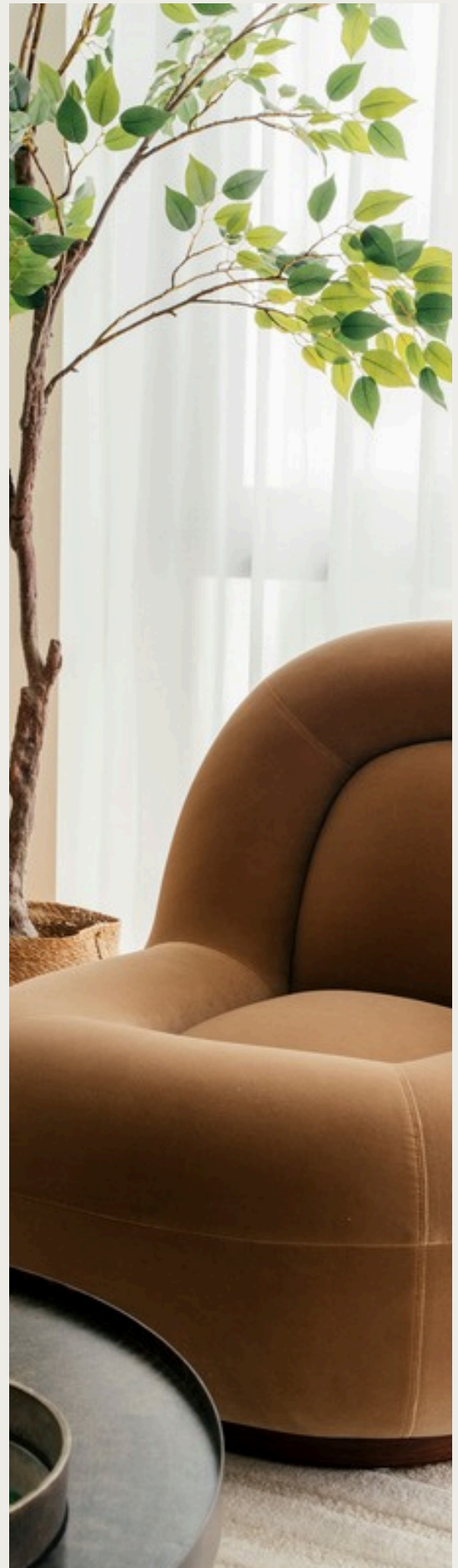
- Numbers of items reused or used in refresh from existing inventory.
- If any item is repaired or reupholstered to make it usable again.
- Get a rough estimate of the volume of furniture diverted from storage disposal or landfill.

## **WHEN REUSE IS NOT VIABLE**

Not every piece can or should be reused. Where stock is unsuitable for reinstatement (due to condition, size, or safety), we choose careful and responsible disposal pathways over landfill.

## **FURNISHING FOR A BETTER FUTURE**

At InStyle Direct, we have established relationships with charitable organisations and donation programmes for formerly used furniture. Where a developer's items cannot be integrated into a scheme, we can explore whether donation is appropriate, giving furniture a meaningful second life rather than a disposal route. We regularly collaborate with Furnishing Futures, a charity that furnishes homes for women and children placed in empty social housing after escaping domestic abuse, using good-quality items that might otherwise go to landfill.



# WHAT THIS MEANS FOR YOU AS A DEVELOPER

As a developer, sustainability-led reuse helps reduce landfill waste and makes resource use more efficient, while still delivering a buyer-ready show home standard. It also strengthens the sustainability story behind your sales campaign and stakeholder reporting, with a credible, visible action that can be communicated from the first buyer touchpoint.

## **QUICK AND CLEAR DECISIONS**

When part of your existing inventory is already available, scoping can be more straightforward. Suitable items are identified early, gaps are mapped clearly, and decisions become easier to lock in from the start, without compromising the overall scheme.

## **A STRONGER SUSTAINABILITY STORY**

Buyers, investors, and stakeholders increasingly expect evidence of practical sustainability, not just statements. A curated reuse approach allows you to demonstrate action through the show home itself, with clear examples of what was reused, what was refreshed, and what was added to complete the design.

## **SUPPORTING BUYER PERCEPTION AND BRAND POSITIONING**

A professionally designed reuse scheme looks intentional and cohesive, not improvised. By combining selected existing pieces with the right new additions and styling layers, the finished interior supports buyer perception, aligns with your brand positioning, and presents the home in a way that feels current and market-ready.



The background of the image is a dimly lit, elegant interior. A large, round, wooden-framed mirror is mounted on the wall, reflecting a framed abstract painting. In the foreground, a white console table with a vertical slat design holds a vase of white roses, a small black vase with dried flowers, and two perfume bottles. The overall aesthetic is modern and sophisticated.

# WHY PARTNER WITH US

InStyle Direct partners with developers to deliver buyer-ready show homes and sales suites, combining design expertise with a practical, delivery-led approach. We understand the commercial pressures of a sales programme, the expectations of today's buyers, and the operational realities of furnishing multiple sites at pace.

From concept to installation and final styling, our team manages the full process, ensuring every scheme feels cohesive, intentional, and aligned with the target buyer profile.

# HOW WE CAN HELP

We provide end-to-end developer support for reuse-led show home and sales suite furnishing, including:

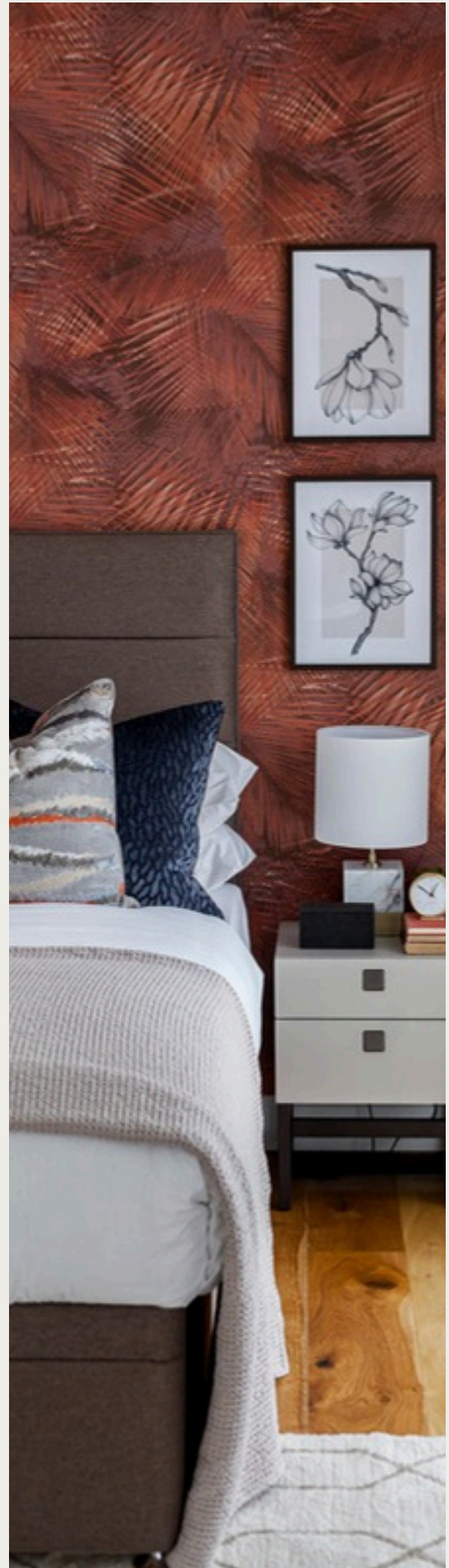
- Inventory review and suitability grading (keep, refresh, replace)
- Design concept and moodboards built around your existing stock and buyer profile
- Rework coordination (refresh, repair, reupholstery where required)
- Procurement of additions to complete the scheme (hero items, lighting, soft furnishings, accessories)
- Logistics planning (collection from storage, access checks, sequencing, and delivery)
- Installation and styling to deliver a cohesive, buyer-ready finish

## OUR SUSTAINABILITY FOCUS

We approach sustainability through practical action across every project, with a focus on reducing waste and making smarter use of existing resources. In reuse-led schemes, we assess what can be retained, what can be refreshed, and what should be replaced responsibly, then use the furnishing budget to elevate and complete the overall design.

## OUR APPROACH PRIORITISES

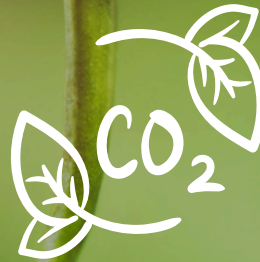
- Strategic reuse and rework where stock is suitable (including refresh, repair, or reupholstery where needed).
- Landfill avoidance where feasible, prioritising reuse, recycling, and donation routes.
- Responsible clearance pathways where items are unsuitable due to condition, safety, or scale.
- Charity and community support, exploring donation options where appropriate to extend the life of usable furniture



# LEADING WITH SUSTAINABILITY



Landfill policy



2 tonnes of CO<sub>2</sub> emissions are reduced by recycling



On our journey to become carbon neutral



261 trees saved by recycling



17.7 tonnes of material (cardboard and paper) recycled



406,775 litres of water saved



33% less emissions by using a 93% Euro-compliant, hybrid or electric fleet



#### HEAD OFFICE

STUDIO 13, THE COURTYARD  
100 VILLIERS ROAD,  
LONDON NW2 5PJ  
TEL: +44(0) 20 8964 1966

## CONTACT INFORMATION

Book a free consultation or share your inventory list for an initial assessment, and we will advise how your existing furniture can be strategically repurposed and integrated into a buyer-ready show home scheme.

#### HAMMERSMITH SHOWROOM

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CHANCELLORS ROAD,  
FULHAM REACH  
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#### CHELSEA SHOWROOM

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LONDON  
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#### NINE ELMS SHOWROOM

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SW8 2LF  
TEL: +44 (0) 20 3282 3700  
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