

A Blue Bricks Case Study

Louise Wynne



Owner of Wildkind Interiors

**BECOMING THE GO-TO INTERIOR
DESIGNER IN PROPERTY**

- **STARTING POINT:**
Strong business, low visibility.
- **RESULT:**
Recognised industry designer,
new clients and partnerships.



Louise Wynne & Wildkind Interiors

Louise Wynne joined us with a growing interior design business, WildKind Interiors.

An accredited interior designer, Louise already had the qualifications, credibility, and a deep understanding of buyer psychology.

She knew how to design properties in a way that appealed directly to their target market.

The challenge was making that clear to the wider industry.



THE PROBLEM

Interior design is a crowded market with a low barrier to entry.

Anyone with a well-decorated property can position themselves as a designer, which makes it difficult for true specialists to stand out.

At the same time, interior design is often seen as a “nice to have” rather than an essential part of a successful development or serviced accommodation business.

Louise’s ability to design with a clear commercial outcome in mind was not being fully recognised.

NEXT PAGE

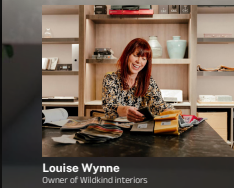
What We Did



WHAT WE DID

COLOUR PSYCHOLOGY IN INTERIOR DESIGN

HOW TO INCREASE YOUR RENTAL AND SALES VALUES AS A PROPERTY INVESTOR



Louise Wynne
Owner of Wildkind Interiors

For property developers looking to maximise the appeal of their rental properties (and properties for sale), understanding and leveraging colour psychology can be a game-changer.

Sceptical? Read on, and I promise to enlighten you. If nothing else, you'll discover why reaching for the grey paint pot could have a negative impact on your bottom line.

The Science Behind Colour and Emotion

"So, colour is emotion, is it? What a load of mumbo jumbo, you might be thinking. I get it — it does sound like something an overly enthusiastic interior designer might say to encourage you to ditch the magnolia and be a little bolder.

Well, yes it is! And here's why it's so...

Colour impacts emotion through a connection in the brain. When wavelengths of light hit

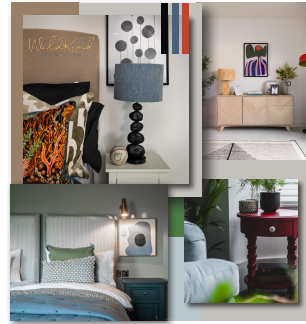
our eyes, they send signals to the brain. And (this is where it gets really interesting) those signals are sent to a part of the brain called the hypothalamus, which is responsible for regulating — yes you guessed it — emotion.

This direct connection between colour perception and emotional processing explains why different hues (pure colours) can evoke such strong and immediate feelings. But that's not all! When we feel something, it influences how we behave, so you, as an investor, can influence how your buyers, guests, or tenants behave in a space. Wow, the power really is in your hands!

You want them to feel goooooood when they walk through that door. Feeling good means they're more likely to buy, more likely to enjoy staying, and more likely to spend. And colour used correctly will absolutely help you achieve that!

bluebricksmagazine.com

bluebricksmagazine.com



A series of interiors designed by Louise

The Importance of Client Avatars in Design

Before diving into colour schemes, it's crucial to consider your target audience, whether you're selling or renting.

Creating a detailed client avatar can guide design decisions and ensure the space appeals to the intended tenants or guests. It's so important to get out of your head and into the head of your target audience.

I can't stress this enough — the single biggest mistake I see investors and developers make is that they get so caught up in their own likes and dislikes, they forget they're not selling to themselves!

Consider factors such as:
- Age range
- Profession or lifestyle
- Family status
- Cultural background
- Personal interests and hobbies



For example, a property aimed at young professionals might benefit from a more vibrant, contemporary colour scheme, while a family-oriented space might opt for a warmer, more nurturing palette.

Angela Wright's Scientifically Proven Colour Theory

A few years ago, I trained with one of today's leading colour psychology experts, who trained with Angela Wright — one of the original leading colour psychologists. Lucky me, eh?

Angela Wright's colour theory (which has been scientifically proven) provides insight into how different people respond to colour. Wright created four colour personalities, each aligned with a season:

The Spring Personality
Characteristics: Warm, clear, light
Personality: Lively, friendly, youthful
Colours: Warm yellows, coral, aqua



The Summer Personality
Characteristics: Cool, muted, soft
Personality: Elegant, graceful, subtle
Colours: Soft blues, lavender, rose pink



The Autumn Personality
Characteristics: Warm, muted, deep
Personality: Natural, earthy, substantial
Colours: Terracotta, olive green, mustard



The Winter Personality
Characteristics: Cool, clear, bright
Personality: Dramatic, sophisticated, efficient
Colours: Pure white, royal blue, magenta



Understanding these colour personalities can help in creating spaces that resonate with different types of individuals. For instance, a contemporary property in a bustling urban area might lean towards a winter palette to appeal to city professionals, while a countryside retreat might benefit from an autumn scheme to enhance its natural surroundings.

Simple? Well, it's not so simple, but I only have a few hundred words to convey my message. In reality, there are tens of thousands of different tints, tones, and shades, each with its own psychological qualities. For example, dark navy blue is a stimulating colour, whereas sky blue is much more soothing. So, as with everything (isn't outsourcing the best!), it might be wise to get a professional to work with you — though this is a great place to start.

Oh, and the grey thing? Well, true grey, made from only black and white, is the only colour that has no positive psychological qualities. Let that sink in! Imagine the potential damage you're doing by showing people around your 50 shades of grey apartment (shocked face emoji). So, if you are hell-bent on using grey, make sure it's a warm grey (with added colour for warmth, like red or yellow), such as Dulux's imaginatively named 'Warm Grey', Little Greene's 'Perennial Grey', or the famous 'Elephant's Breath' from the paint brand decorators love to hate, Farrow & Ball.

A Handy List to Leverage Colour Psychology in Your Rental Properties

Create a welcoming entrance: Use warm, inviting colours like soft greens or heather tones in entryways to create a positive first impression.

Promote relaxation in bedrooms: Opt for pale blues or gentle greens to create a restful atmosphere conducive to sleep. Use colour to define spaces: In open-plan layouts, use colour to subtly delineate different functional areas without needing physical barriers. Add energy to communal spaces: Incorporate more vibrant colours in living areas to create a sense of energy and encourage social interaction.

Balance neutrals with accents: While neutral palettes are safe, strategic use of colour accents can add personality and emotional depth to a space.

Let's Get Emotional

In summary, by thoughtfully applying colour psychology principles, you can create spaces that not only look the business but also resonate emotionally with potential tenants or guests. This emotional connection can be a powerful factor in driving rental income and creating satisfied, long-term occupants. Ka-ching!

If I can help you with any of your interior design needs or if you'd like a few tips on maximising your sales or rental values, contact me using the details below.




- Secured Louise a regular double-page feature in Blue Bricks Magazine, reaching 10,000+ readers
- Positioned her as a thought leader by allowing her to explain the commercial impact of her work
- Introduced her to key contacts who became both clients and referral partners
- Secured speaking opportunities at events, allowing her to present directly to investors and developers
- Filmed one of her projects alongside a client testimonial and distributed it across our platform
- Created opportunities for her to present live case studies to rooms of established property investors

CLICK TO WATCH

Collaboration project with CJ21 Properties and Wildkind Interiors



Collaboration in the Property Industry

 Blue Bricks Magazine

[WATCH NOW](#)



Horses & Houses Networking event

Louise presenting in front of hundreds of landlords and investors at our quarterly event

Blue Bricks Magazine Networking Event

Louise featuring as our key note speaker for our monthly members event

Blue Bricks
Property
Networking Event -
Leeds - October
2025



October 27, 2025 6:30 PM
Valiant Suite, 6-7 Park Place, Leeds LS1 2RU

£19.99 Non-member

[Buy Now](#)

£0 Member

[Login or Subscribe](#)
to access Member pricing

THE RESULT

Louise is now widely recognised as a go-to interior designer within the property investment space.

Her positioning alongside established names in the industry has strengthened her

credibility and clearly differentiated her from competitors.

Through increased visibility and targeted introductions, she has built:



Stronger relationships



Secured new clients



Created opportunities that would have been difficult to access independently.



Clients now approach Louise directly, rather than her needing to push for new work.

ACHIEVE THE SAME RESULTS

Book Your Discover Session

The return on this partnership has significantly exceeded her initial investment.

WORDS FROM LOUISE

“

I've been working with Blue Bricks for four years now, and it's been a great move for my business.

It's not just about being seen, it's about being seen by the right people.

The audience is made up of serious investors and property professionals, which has led to better

conversations and more meaningful opportunities.

Through the exposure and the network, I've been able to connect with the right clients and build relationships that have real value.

If you know the Blue Bricks community, this won't come as a surprise.

”

NEXT PAGE

Achieve The Same Results



ACHIEVE THE SAME RESULTS AS LOUISE

BOOK YOUR DISCOVERY CALL