



"I have learned over the years that when one's mind is made up, this diminishes fear."  
– Rosa Parks





## SUCCESS STORY

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## Kim Williams

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#### **KIM WILLIAMS – TOP BUSINESS WOMAN & INTERIOR CREATIVE**

Kim Williams – is a well-respected local interior creative of the full-service Cape Town based interior designer, that works across décor, design and interior architecture. Kim started to renovate her own properties during her early twenties, with the aim to increase their resell value, and sell them to make good profit. However, it was in Kim's 40s that she truly found her life's calling, after becoming ill and relocating back to Cape Town she found her match.

Kim fell in love once again with her 1st love - creating gorgeous, well-functioning and happy spaces – that also makes others feel really good about living in them. She does this by making use of her own innovation on fresh design concepts, married with a winning methodology – the Pure Design Innovation ID that takes an intense look and extracts what people want and need in their interior spaces. Kim developed this Blueprint to guarantee focus on client – what they want, while matching this up to their personal style and needs. Kim has uniquely married this process successfully with her creative talents and practical skills, that include the intelligent use of space, unique design talent and her years of valuable experience.

Kim completed her certification as an Interior stylist with the London institute of Design. She graduated from her NHBRC technical exam for professionals and is registered with the NHBRC. Kim's background also includes her working as a change management consultant in the corporate world for 21 years, during this time she acquired valuable business skills and great insights on human behaviour and the corporate work culture, workspaces and later opened her own consulting business for 12 years. Kim holds several qualifications in business management, human behaviour, marketing and communications to name a few.

Kim believes that the value of experiencing an over-all sense of well-being, when being in a well-designed space far offset the cost. However, Kim has seen that the highest return on her client's investment in her services generated from increasing the property value of her clients' properties.

Kim's clients enjoy her passion and love for quirky, fresh and on trend, yet classic interior design space solutions – her easy, energetic and sparkly personality is all in it to create her client's dream space that exceed their best imagination. This brings her real happiness.

Currently Kim Williams portfolio adds up to hundred in Million Rands in interior project value, and extends but is not limited to, over 6 properties bought renovated retail value of 13 million. She has worked across several building and construction projects, alongside developers and architects of more than 17 residential properties, 2 small apartment blocks that holds 19 and 17 units respectively – all adding to 33,2 Million Rand in new buildings, and apartment blocks to the value of 64 Million Rands.

Kim currently works across high-end interior design and décor projects; she is also designing the interior for a major renovation in Bloubergstrand. Kim works closely with architects and is also involved in a new building project of an estate, she is managing the development and the design, as well as all interior décor aspects on this project.