CREATIVE LIVING STAGING



BEFORE

CASE STUDY 03 · YARRA ROAD

A tired period house, dressed to welcome.

A whole-house stage in Cleethorpes, from empty, dated rooms to ready to photograph — designed by operators, not just designers.

SERVICE	PROPERTY	TURNAROUND
Full renovation & stage	6-bedroom period house, Cleethorpes	6 weeks

THE BRIEF

Period features, fresh floors — and nothing in it.

Damien Cheeseman of DC Properties brought us a 6-bedroom period house on Yarra Road, Cleethorpes. New carpets and wood-effect floors were down, but every room stood empty under bare bulbs, with basins in the bedrooms and a dated cream kitchen.

The ask: a full renovation, decoration and stage. In six weeks we renovated and staged the whole house in navy, rust and warm white with gold accents — ready to photograph.

AT A GLANCE

Service
Full renovation & stage

Scope
New kitchen, bathroom refresh, feature walls, full furnish

Layout
6 bedrooms · lounge, dining room, kitchen, garden

Turnaround
6 weeks, empty to photo-ready



BEFORE Lounge, empty and grey



AFTER Navy velvet, rug and fireplace on show

GROUND FLOOR

Space to cook, eat and play together.

A finished kitchen with patterned floor tiles, a long dining table for the whole group, a pool table by the bay, and a navy lounge at the front.



BEFORE Kitchen, dated cream units



AFTER Navy and white units, patterned tiles



BEFORE Dining room



AFTER Dining room



AFTER Pool table



AFTER Shower room

Made for groups
One long table for everyone, plus a pool table for downtime.

One colour story
Navy velvet, rust accents and gold run room to room.

Ready to use
Kitchen floor laid and dressed with matching white appliances.

THE TWIN ROOMS

Bare carpet to hotel-ready twins.

Twin layouts flex for friends, families and colleagues. Each room gets its own colour, upholstered headboards, bedside lamps and framed prints.





BEFORE AFTER Bay-window twin: warm white walls, rust headboards, blinds to the bay





BEFORE AFTER Two-window twin: rust chimney breast, navy headboards, wall TV

THE DOUBLES & THE BATHROOM

Every room its own colour, one house style.

Rust and navy feature walls set each double apart. The main bathroom was stripped back to the boards, then finished with a patterned floor, jungle wallpaper and a blue vanity unit.



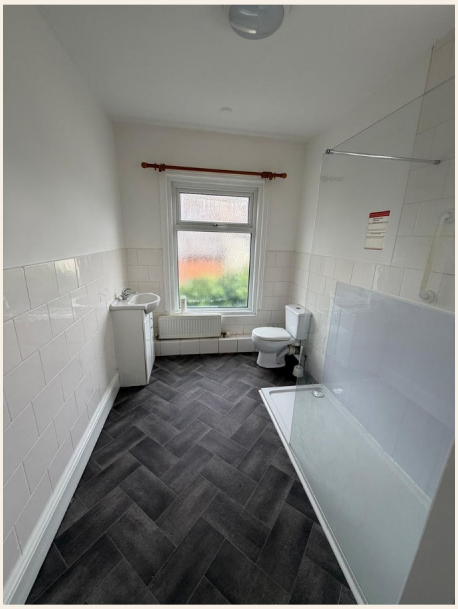


BEFORE AFTER Rust double





AFTER Navy double, bed and dressing wall



BEFORE As found



DURING Strip-out



AFTER Finished

Main bathroom: as found, stripped back, finished

HOTEL-STANDARD BEDS

Upholstered headboards, white linen, layered cushions.

NAVY AND RUST RUN THROUGH

Throws, cushions and prints repeat house-wide.

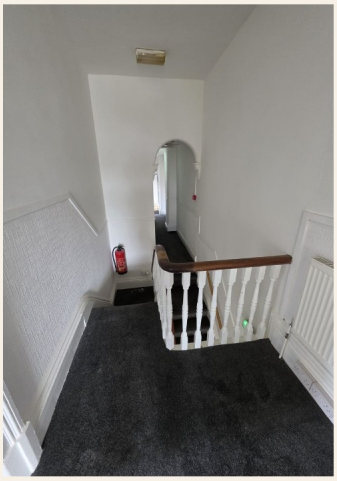
BUILT TO TURN OVER

Easy-clean surfaces and replaceable soft goods.

ARRIVAL & FINISHING TOUCHES

The first ten seconds count.

Art on the stairs, a mirror and greenery on the landing, a print of the street itself — then a covered dining terrace out back, lit for evenings.



BEFORE Stairs



AFTER Stairs



AFTER Landing



AFTER Street print





WHY CLP STAGING

Designed by operators, not just designers.

CLP Staging grew out of Creative Living Property's own serviced accommodation. Every choice here — layout, finishes, what to keep — comes from running homes like this, not just styling them.

Tell Us About Your Property

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