

Decorate Your Home, From Home

Text: Juliette Lovemore
Images © NetDécor



Founded in 2011, NetDécor offers homeowners a modern solution to keeping their homes stylish - the company has proudly become the premier online décor store in South Africa. Founder of NetDécor, Miranda Reeder found inspiration for the company from her own experience of being a busy, professional person, unable to traipse around shops looking for the perfect home accessories. "Today we operate in a 24/7 world and because of that, we like to be open when our customer wants to shop and not be dictated by the usual opening and closing hours of a store," she says. "Shopping can now be hassle free, and we even offer free delivery for all orders over R1,500 within South Africa."

NetDécor offers a wide range of unique home accessories, from furniture, lighting,

and ceramics, to garden furnishings. At the click of a mouse, NetDécor delivers direct to your doorstep whether you are local, or in the United States, Germany, or Sweden. Making a huge difference in the lives of trade professionals, interior decorators, designers, and homeowners, the professionalism, quality, and impeccable service of the company are all summed up in the line, "You Click and We Deliver!"

Sourcing inspiration both locally and internationally, the website is carefully and meticulously curated to offer a variety of items that are elegant, functional, distinctive, and stylish.

The philosophy of the company, which is based on professional craftsmanship, authenticity, and supreme quality, has resulted in NetDécor garnering a number

of prestigious awards since its inception. The company received the *Best of Houzz 2014 Customer Satisfaction Award*, as well as picking up nominations in the 2014 and 2015 Ecommerce Awards for *Best Online Store*.

The most recent feat of NetDécor was exhibiting at the respected 100% Design in London in September 2016, the largest and longest running design trade event for industry professionals in the United Kingdom.

"I am old school and believe in the motto, 'The customer is king', and so every customer is important to me," concludes Reeder. "We always go out of our way to deliver the best products and service."

For more information, please visit www.netdecor.co.za. ■