

Claire Price

House/EDIT



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House/EDIT
the interiors insiders

After working as an interior architect in the high-energy hubs of Italy and London, Claire Price moved back home to set up a design studio in the coastal town of Sligo.

Being based in rural Ireland, Claire and her business partner Elaine Regan were constantly strategising on how to reach a wider audience and this inspired them to create House/EDIT, an online shoppable interiors platform.

The interior design and lifestyle digital platform, launched in September 2016, provides content and expert advice on the latest trends while allowing shoppers to buy items they see immediately. Targeted at working professionals in Ireland who are looking for interiors inspiration and shoppable homewares, House/EDIT is uniquely run by interior design professionals, ensuring that readers are getting real expert advice.

The House/EDIT brand immediately gained national traction and just six months after launching, Claire and Elaine created 'Insiders Secrets' — a series of intimate interior design and style masterclasses, which were a huge success, attracting large crowds — including a number of famous faces.

Claire is busy juggling studio work alongside the website, something she wants to continue as she believes actively designing helps her give up-to-date advice for those with interior dilemmas.

The ACORNS entrepreneurs, who are all on the same journey, have given Claire the strength and inspiration to help House/EDIT reach its potential.

House/EDIT's revenue streams revolve mainly around advertorial content, partnerships, media events and affiliate marketing.

In the future, House/EDIT plans to expand by collaborating with designers in both Ireland and the UK and continuing to host interior roadshows nationwide.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.