

# DESIGNING ICONIC HOSPITALITY

A BOUTIQUE HOTEL PORTFOLIO BY RACHEL BLINDAUER



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## BOUTIQUE HOTELS SHOULD BE FELT, NOT JUST SEEN

A well-designed hotel doesn't just impress—it immerses. It creates a sensory story your guests remember long after checkout. In an era where experience is everything, design becomes your greatest differentiator.

At Rachel Blindauer Interiors, we transform boutique properties into destinations of distinction—spaces that elevate not only how guests feel, but how your brand performs. Through a blend of timeless luxury, strategic storytelling, and editorial-worthy detail, we help boutique hotels stand out in a saturated market.

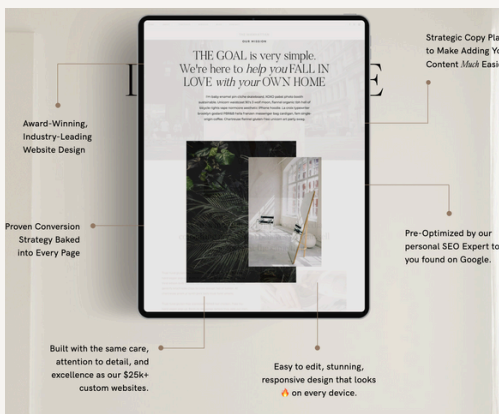


# SIGNATURE SERVICES



## DESIGN & INTERIORS

- Lobby, suite, and amenity space transformations
- Bespoke FF&E selection
- Custom pieces that set your hotel apart



## BRAND EXPERIENCE & VISUAL IDENTITY

- Typography, logos, and color palette refinement
- Design of website, signage, in-room guides, menus, and key cards
- Scent branding and curated soundscapes



## MEDIA-READY MOMENTS

- Signature suites co-branded with Rachel Blindauer
- Limited-edition décor or furnishing lines
- Story-driven design collaborations to attract press & premium clientele

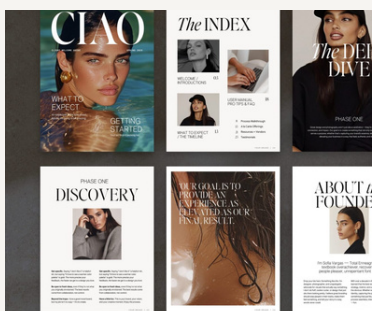
# DESIGN THAT DELIVERS — BUSINESS VALUE

WHAT GOOD DESIGN DOES FOR YOUR BOTTOM LINE



## INCREASES ADR (AVERAGE DAILY RATE)

At 332 Cocoanut, units originally listed at \$400K sold for \$1,126,998—after Rachel transformed the marketing & interiors



## ELEVATES BRAND PERCEPTION

When interiors are unforgettable, they do the advertising for you. A styled suite can drive more bookings than any ad campaign.



## DRIVES LOYALTY

Guests return not just for amenities, but for how your space made them feel, inspired and at home.



## EARNs PR & INFLUENCER COVERAGE

Unique design earns you a seat in travel magazines and viral content.

BTW, I'M RACHEL BLINDAUER:

# *Interior Designer, Graphic Designer + Furniture Designer*



Rachel Blindauer is an award-winning interior and product designer known for crafting spaces that feel as good as they look. With over 15 years of experience, her work blends architectural rigor with an artist's eye—balancing beauty and function with effortless precision.

A graduate of Kansas State University, Rachel also studied at the School of the Art Institute of Chicago, the Academy of Art University, and the Architectural Association in London. She's designed over 1,000 products for leading brands like Williams-Sonoma, served as AVP at Gabby Home, and led projects nationwide—from Nantucket to Sarasota.

Today, through her St. Louis-based studio, Rachel brings elevated design and strategic clarity to residences, boutique hospitality, and development projects across the U.S.





# LET'S BUILD SOMETHING WORTH TALKING ABOUT

LET'S TALK!

WHETHER YOU'RE REIMAGINING A LEGACY PROPERTY OR LAUNCHING SOMETHING ENTIRELY NEW, I'D LOVE TO COLLABORATE. LET'S TRANSFORM YOUR HOTEL INTO A DESTINATION TRAVELERS SEEK OUT—NOT JUST FOR LOCATION, BUT FOR ATMOSPHERE, EMOTION, AND UNFORGETTABLE DESIGN.

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