



## ***Home Beautiful* Launches Australian First:**

### **Original home knock-down and complete dream home rebuild and decorate**

#### **Real life first-of-its-kind content series**

*Monday 10 July, 2017:* Australia's most established and fastest growing homemaker brand, *Home Beautiful*, today announced the launch of a first-of-its kind renovation project and cross-platform content series: *House to Home Beautiful*.

In partnership with boutique building and design company Thomas Archer Homes, *House to Home Beautiful* will showcase the real life, live challenges, financial dilemmas and design choices as one Australian couple knock down and build the family home of their dreams - literally from the ground up.

Wendy Moore, Editor-In-Chief, Home Beautiful, comments: "It is the great Australian dream to own your own home – and, even more so, one that is perfectly designed for you and your family.

"Whilst we can easily become interested in home 'flips' – renovating over a short period of time for profit – real value is found in the emotion and genuine care in building a family home that you love and which will last for years.

"For the first time, *House to Home Beautiful* will showcase the incredible passion and detail required through every chapter of a real life renovation journey with a captivating insight into the realities of creating an inspired, stylish yet relaxed Australian family home."

Over a period of just three months, Melbourne power couple Aimee and Frank Tarulli will build a two-storey haven where they can comfortably raise their kids, little two-year-old Rosie and four-year-old Leo. Aimee Tarulli is a highly regarded interior stylist, Frank is an experienced builder. Aimee and Frank will front a dedicated web-series and

content portfolio in which they share their renovation journey together with Home Beautiful Editor-In-Chief, Wendy Moore. Wendy is regarded as one of Australia's foremost experts in style and design, having helmed the *Home Beautiful* brand for over a decade. She is also a judge on Channel 7's hugely successful renovation show, *House Rules*.

Curated content will be produced throughout the entire renovation journey including print, experiential, social media and new website pillar including moodboards, galleries and listicles. Digital content will include Facebook Live, 360° camera views, time-lapse videos and e-commerce links, accompanying the video diaries and webseries. Practical, actionable editorial will range from considering loan or refinancing options, creating realistic timelines, savvy compromises between design and budget, to accommodating existing furnishings or selecting finishes. All key build stages will be revealed as they happen – from demolition of the original house, to wall plastering, stairs and kitchen installation, bathroom and kitchen fittings, flooring, brickwork, lighting and beyond.

Wendy Moore adds: "The home is so much more than just a roof and four walls: it is at the core of our sense of belonging, and so investing in it, making it more perfect for us, is what makes us who we are.

"*House to Home Beautiful* is new twist in the homes space – with a practical yet inspiring step-by-step guide to transforming bricks and mortar into an inviting family haven."

Launch brand partners include: LG, Blum, Austral Bricks, Hebel, Schweigen, Somfy, Phoenix Tapware, Carpet Court, Qudos and King Furniture. At the culmination of the complete renovation, brand partners will have access to the *House to Home Beautiful* home for information seminars, product launches and content creation opportunities. All campaign partners will also benefit from advanced social targeting on Facebook via an exclusive publisher partnership with Quantum, Axiom and Experian data – offering in-depth segmentation, reducing waste and driving audience engagement.

In addition to extensive promotion across all *Home Beautiful* touchpoints – including to the brand's 1 million Facebook fans – *House to Home Beautiful* will be promoted across Pacific's stable of brands and via TVCs on the Channel 7's *House Rules* program.

*House to Home Beautiful* launches today, Monday July 10, on the building site of the dream home project.

*Ends.*

<https://www.homebeautiful.com.au/article/h2hb/introducing-house-to-home-beautiful>

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