



DESIGN BY AMANDA

PORT *folio*

- INTERIOR DESIGN
- PROJECT MANAGEMENT

- MERCHANDISING
- PERSONAL STYLING



WELCOME 01

At Design by Amanda, we believe that exceptional design is far more than aesthetics; it is the art of shaping environments that enhance the way you live, work, and experience the world around you. Every space tells a story. Our role is to ensure that story is intentional, refined, and deeply personal.

Founded in Johannesburg, Design by Amanda was built on a passion for thoughtful detail, timeless elegance, and seamless execution. We approach each project with a commitment to understanding our clients and their lifestyle, aspirations, and practical needs; so that the final result is not only beautiful, but meaningful and functional.

From concept development to final installation, we offer a considered and structured design journey. Our process is collaborative, transparent, and meticulously managed, ensuring that creativity is supported by precision. Whether we are transforming a private residence or overseeing a full-scale renovation, our focus remains the same: to deliver spaces that feel curated, cohesive, and effortlessly sophisticated.

We do not simply decorate interiors; we craft environments that elevate everyday living.

It is an honour to be entrusted with our clients' spaces, and we approach that responsibility with professionalism, care, and unwavering attention to detail.

We invite you to explore our portfolio and discover how Design by Amanda brings vision to life.



AMANDA ⁰² *Fagri*

Amanda Fagri is the founder and Creative Director of Design by Amanda, bringing over 10 years of creative industry experience to every project she undertakes. Throughout her career, she has completed hundreds of residential, commercial, and retail projects, spanning interior design, project design and management, store design and merchandising, events, product design, and personal styling.

Amanda thrives in possibility. Where others see a blank canvas, she sees vision, potential, and transformation. Her strength lies in her ability to listen carefully, understand each client's unique needs, and translate ideas into refined, functional, and beautifully executed spaces.

Detail-oriented, hardworking, and deeply committed to quality over quantity, Amanda approaches every project with professionalism, transparency, and care. She believes that exceptional design is not only about aesthetics, but about creating spaces that serve, inspire, and endure.

Supported by a trusted team of contractors and suppliers, Amanda leads each project from concept to completion; ensuring a seamless process and, above all, happy and satisfied clients.

About *DBA*

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Design by Amanda is a Johannesburg-based interior design studio founded and led by Creative Director, Amanda Fagri. Established with a commitment to quality and excellence, the studio has grown into a trusted name for delivering refined and well-executed design solutions across South Africa and beyond. With over a decade of industry experience, Design by Amanda has completed hundreds of residential, commercial, and retail projects. Our work ranges from intimate interior transformations to large-scale renovations and full-scope project management.

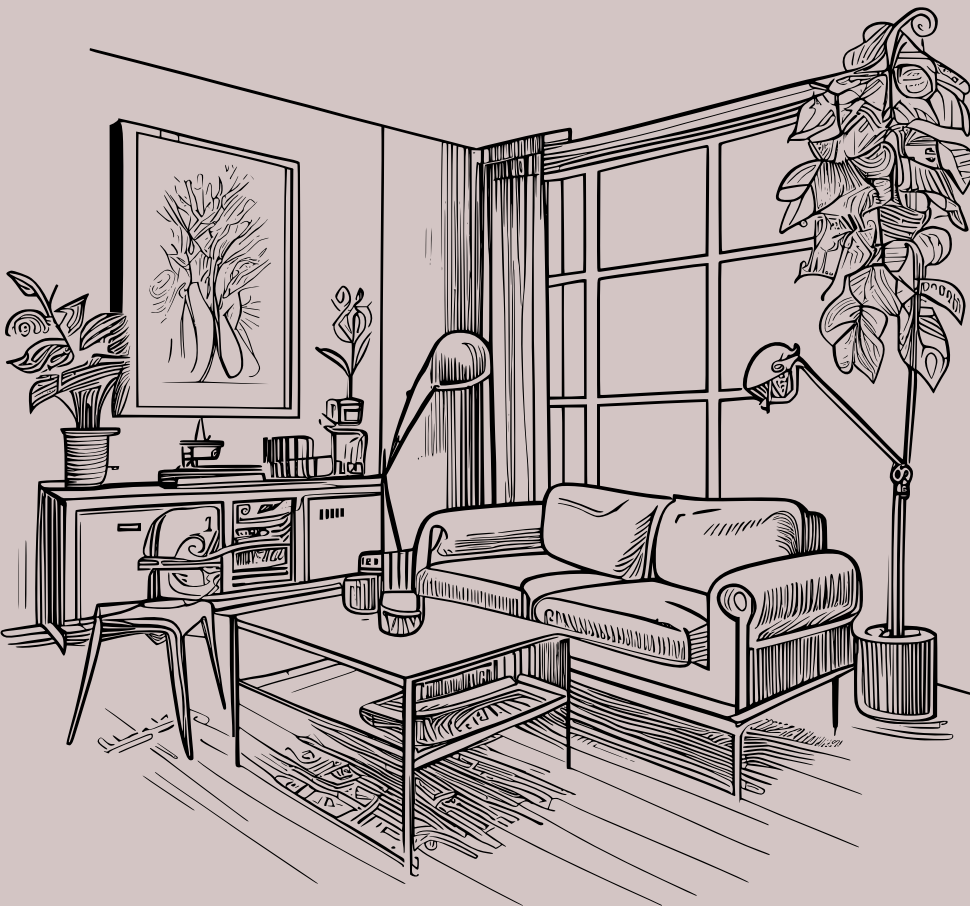
While proudly based in Johannesburg and Pretoria, our services extend beyond Gauteng. We regularly travel for our clients and have successfully completed projects in Cape Town, Port Elizabeth, Namibia, and other locations, maintaining the same level of care, structure, and attention to detail regardless of geography.

Supported by a trusted network of contractors, suppliers, and skilled professionals, we approach every project with professionalism, precision, and a dedication to delivering exceptional results.

DESIGN *Philosophy*

We are built on professionalism, creativity, and a strong commitment to client satisfaction. As a design studio, we aim to be reliable partners throughout the design journey by maintaining clear communication, structured planning, and seamless project execution. We believe in delivering more than design concepts; we deliver thoughtfully managed solutions that are aligned with our clients' lifestyles, business needs, and long-term goals. Every project is approached with care, intention, and attention to detail. At the heart of our company is the desire to create spaces that clients are proud to live, work, and grow in.

WE BELIEVE IN BRINGING DESIGN TO LIFE!





INTERIOR DESIGN SERVICES

We provide comprehensive interior design solutions for residential and commercial spaces, transforming ideas into refined, functional environments. From concept development and space planning to sourcing and final installation, each project is carefully managed and tailored to the client's needs. Our focus on detail, quality, and thoughtful design ensures spaces that are both beautiful and practical.



PERSONAL STYLING AND SHOPPING SERVICES

Our personal styling and shopping services help clients develop a confident and authentic sense of style. Through wardrobe refinement and carefully selected purchases, we create cohesive looks that suit individual lifestyles, personalities, and preferences. The result is a polished, practical wardrobe that feels effortless and uniquely personal.



WINDOW DRESSING AND MERCHANDISING SERVICES

We design engaging retail displays and merchandising solutions that enhance visual impact and strengthen brand identity. From window displays to full store layouts, our work is tailored to attract customers and showcase products effectively while creating a cohesive and memorable retail environment. We even do staff training!



PROJECT MANAGEMENT SERVICES

Our project management service ensures that design concepts are executed smoothly and professionally. We coordinate contractors and suppliers, oversee installations, and manage timelines to ensure every detail meets the highest standard. Our hands-on approach and clear communication provide a structured and stress-free experience.

INTERIOR DESIGN *Projects*































































Window Dressing *Projects*





















WINDOW DRESSING PROJECTS



































Contact Us

Every project tells a story.

From the first conversation to the final finishing touches, we believe the design journey should feel collaborative, inspiring, and deeply rewarding. Our goal has always been to create spaces that feel as good as they look; places where people can truly live, work, and feel at home.

To every client who has trusted us with their spaces, we are sincerely grateful. Your support and collaboration make this work possible.

Thank you for taking the time to explore our portfolio.
We hope our work inspires you as much as it inspires us.



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