



STYLE  
CENTRAL  
*Home*

Portfolio

# About Tracey



In 2016 Style Central Home was born organically and formally from the well-respected Style Central Personal Stylist Tracey Fincham. As a five star rated Senior Personal Fashion Stylist for over 25 years, Tracey has studied with the well respected Interior Design Institute Australia where she continues her development in current styles and trends.

Originally from Hope Island on the Gold Coast, Tracey is now based on the beautiful and thriving coast of the Northern Beaches of Mackay in Australia. Serving clients in the Whitsundays region, Tracey also regularly travels throughout Queensland to meet up with city based clients in Brisbane, the Gold Coast and beyond. Virtual bookings nationally and internationally are also available.

Style Central Home operates on a business model that is unique from other interior designers which will save you a lot of money to put back into your home. Tracey invites clients to accept an offer of a complimentary 30 minute initial consultation to discuss design needs, strategy, budget and payment options.

Tracey has an innate ability and passion to connect with people and always makes it all about her client's needs. This enables her to enhance their lives in many ways whether it is in reorganising, culling, colour analysis/selection or personal shopping experiences.





# About Tracey



Tracey Fincham from Style Central Home is well respected nationally as well as in the local community. With her own monthly column in the Mackay & Whitsunday Life Newspaper Tracey shares her styling expertise plus she has been featured in "Woman in Business" in the prestigious Core Life magazine.

<https://readymag.com/DigitalLife/3482612/70/>

<https://www.mackayandwhitsundaylife.com/article/home-is-where-we-are-happy>

## Home Is Where We Are Happy

Meet our new columnist - Interior Designer Tracey Fincham from Style Central Home. Over the coming months, Tracey will be bringing Mackay Life readers tips and advice on all things style - personal, interior and exterior!

Home is Tracey's favourite place to be, she has always been fascinated with interior design, styling, building, renovating, decorating and landscape garden design. She prides herself in making it a place where it reflects your personality and lifestyle as well as being highly functional and practical.

Creating a unique space is Style Central Home's top priority and it is all about how 'you feel' when you are in the space. Tracey has an innate ability and passion to connect with people and always makes it all about her client's needs. This enables her to enhance their lives in many ways whether it is in reorganising, culling, colour analysis/selection or personal shopping experiences.

Style Central Home is a boutique service providing creative and practical direction in interior design, renovating, décor restyling, landscape garden design and project management.

Located in beautiful Mackay, Tracey also services the Whitsundays, Brisbane, and Gold Coast regions. Virtual bookings are available nationally and internationally. The services Tracey provides are affordable to everyone's budget so don't think having an interior designer has to be an expensive exercise, in fact with her business model Tracey guarantees to save you money and time resulting in her fee being fully absorbed. Style Central Home can also assist you in selling the

items you no longer need or want to free up money to put elsewhere.

Tracey will be sharing with our readers her passion and knowledge for interior design each month. You will read about topics such as, the latest trends and innovation, how to restyle on a small budget, landlord friendly ways to make the home you rent feel and look great, creating a sense of calm at home, key points when setting up a successful Airbnb, how to get your home ready for sale to maximise the selling price, landscaping ideas and solutions to name but a few.

We welcome you to write in asking Tracey questions you have and even send in your photos of the space you would like her advice on. Each month Tracey will contact

one lucky reader for an over-the-phone 45-minute consultation then will provide feedback to share with our readers.

Tracey Fincham  
Style Central Home  
Email: [tracey@stylecentral.net.au](mailto:tracey@stylecentral.net.au)

**WIN AN INTERIOR DESIGN CONSULTATION**

To celebrate Tracey coming on board we are running a fabulous competition for someone to win a three-hour interior design consultation plus a full report from the appointment with suggestions and a picture mood board of concept. This prize is valued at \$395 and can be used in either home or business, the choice is yours.

The competition starts on Sunday July 17 running until Sunday July 24.

All you need to do to be eligible is like the Style Central Home page on Facebook, share the competition post and tag friends to win. Visit Style Central Home on Facebook from Sunday July 17 to enter.




## CORE LIFE

### WOMEN IN BUSINESS

**READ MY PROFILE IN THIS ISSUE OF CORE LIFE MAGAZINE**



# Services

## Consultation

In home or commercial space appointment in person or virtually is available for 2.5-3 hours. Your first appointment includes a full consultation, suggestions and strategy for improvements not limited to certain areas you may require. Tracey will assess the entire internal and external space, including advice on landscaping and street appeal. With a focus on priority zones, Tracey will discuss strategies to suit your time frame and budget.

A full summary report is emailed to you following the consultation with links to all suggestions made so you have it as a reference point.

At Style Central Home we pride ourselves on providing you with great value for your time and money.

## Personal Shopping Experience

Personal shopping experiences available in person or virtually.

Do you have a fear that the biggest mistake you will make is purchasing the furniture and décor pieces in your home? Unfortunately, money can be wasted unintentionally by the lack of knowledge and experience, it is a proven science, an exciting balancing act of colour, texture and proportion and it is a lot of fun doing it with someone with the know how right beside you. Plus with Style Central you will be sure to save money along the way.





# Services



## Selling or Buying Property

If you have decided to get your property ready for sale, we have services for all budgets and offer solutions unique to Style Central home, where we work with what you currently have so whilst selling you can still have some familiarity around you. This is a more cost-effective way to prepare your home for sale where certain items can be removed, stored and other items stay and can even be used in other areas you would have not considered. Additional items can then be added to enhance your property so the potential client will find it irresistible to not purchase. We are also able to do pre inspections on property to guide you on renovations that may be required so you will make an informed decision whether to purchase or not.

## Exteriors & Landscape Design

Style Central Home is not limited to interior spaces, we love designing & creating exterior spaces that will be a stunning cohesive fusion from inside to outside as our homes are all about lifestyle. Do you feel your outdoor space or landscaping is too high maintenance or a waste of space yet not sure what to do. Would you love to build a pool yet not sure how to design it in with your outdoor space and landscaping?

During our consultation we provide you with expert advise on your whole property not just your actual dwelling. This way when you are ready to tackle those areas, we are right there beside you to create a space to enjoy for years to come plus it will add significant value to your property when it comes to resale.



# Services

## Additional Services

Style Central Home offers additional services to take the stress out of any restyling transition whether it be cleaning, selling your unwanted household or business items, managing the sales on different platforms, sourcing items from reputable online providers and assisting you in making confident decisions together as a team.

Whether it be part or full project management, let us take the stress out of co-ordinating everything in a methodical and practical way to minimise errors. We liaise and meet with tradesman and Real Estate directly on your behalf plus assist in conveying your ideas. Services also include applying for any permits and approvals you may require to expedite the process to avoid delays. Have full peace of mind if you are not able to be onsite yourself and know we can video call to include you in discussions and decision making along the way.



# Project 1

## 1930's Whitsundays Cottage

A stunning transformation of a 1930's Cottage in The beautiful Whitsundays. This is one of many projects on the Whitsundays with a property investor who is renovating & furnishing them beautifully to rent out on AirBnb or permanent rentals.

STYLE  
CENTRAL  
*Home*



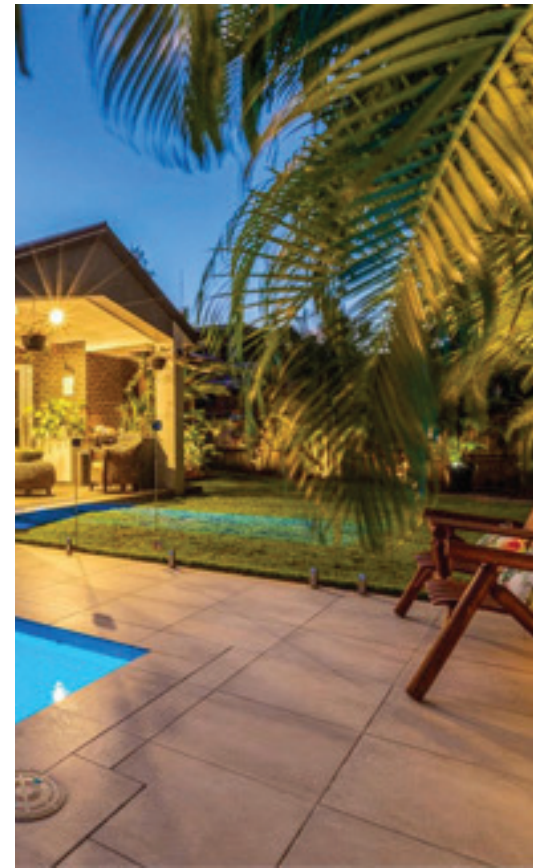


# Project 2

## Gold Coast Project Home

A project home in Hope Island on the Gold Coast transformed from 'Drab to Fab' utilising a colour palette of rich blues, antique golds and neutrals to create a space which oozes with class. A custom built concrete pool completes this tropical oasis.

STYLE  
CENTRAL  
Home





# Project 3

## Airlie Beach Bar

STYLE  
CENTRAL  
*Home*

The Breeze Bar is an iconic bar in Airlie Beach on the beautiful Whitsundays. During the Covid pandemic a lot of business's didn't survive although this one luckily did. This project was completed on a small budget yet the impact has been huge. With the addition of a baby grand piano the owners, visitors and locals are just thrilled.





# Before & After





# Tropical Luxe

This gorgeous space in Hope Island on the Gold Coast has been transformed into a fusion of tropical luxe with a biophilic influence to create a vibrant and inviting living area.



To this

From this



# Repurposed Space

This is another space in the Hope Island project on the Gold Coast. The room had been previously used as a child's room although the new owner wanted a home office that looked out onto a lush tropical courtyard and on a return visit it grew beautifully.

To this



From this





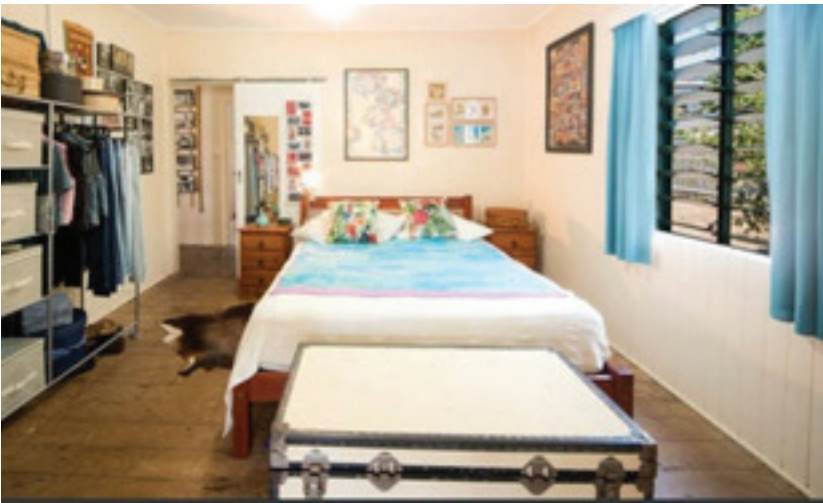
# Bedroom Makeover

This small Bedroom was dark and cluttered. The owners wanted a calm inviting space and more natural light. A skylight was installed above the bed and the doorway was opened wider up to allow more natural light to flow through, yet for versatility we also installed a curtain to divide the room when desired. A custom built in mirrored wardrobe also created visual space. The wall where the tropical feature wall coving is applied was once the only window in the room which we were now able to close off to create this gorgeous room.



To this

From this






# Gallery





# Five Star Reviews




←  **Noelani Sobott**  
2 reviews

★★★★★ 4 months ago

**Services:** Interior decorating, Home decor selection, Room planning, Space planning  
**Positive:** Professionalism, Responsiveness, Value

Tracey is helping us enhance our home that desperately needs a stylish and creative make-over. I feel very confident with her ability to transform our home with the refreshing ideas and inspiration she has already shared with us. Tracey also happens to have a vibrant, warm and infectious personality so is wonderful to work with :-). We feel we are in great hands and can't wait to see her vision brought to life.

←  **Paula Anderson**  
7 reviews

★★★★★ a year ago


I cannot recommend Tracey from Style Central Home enough. I purchased a unit which was small and all my furniture seemed way to large for it. Tracey spent a lot of time in the consultation asking a lot of questions and had great communication throughout offering alternative options to consider. It came in under budget plus she used many of my favourite pieces with the new. I just love it!

 **Carmel Cavanagh**  
1 review

★★★★★ 4 months ago

**Services:** Interior decorating, Home decor selection, Custom art selection, Bedroom design, Bathroom design, Window design, Appliance selection, Cabinetry & hardware design, Kitchen design, Refurbishment, Lighting design, Flooring selection, Interior painting, Living room design  
**Positive:** Professionalism, Responsiveness, Value

Tracey and I have been planning my home renovations since January. Her knowledge of design, fashion, and working in with my wants has been outstanding. Highly recommending her services.

←  **Kate Johnson**  
1 review

★★★★★ a year ago

We have just started working on our home with Tracey from Style Central Home and we could not be happier with her ideas, professionalism and personalised service. Everything she has suggested for our home we have just loved and we're so excited to see the end result. Thank you Tracey for making this such a fun and enjoyable experience and it is an absolute pleasure to have you in our home working on this project with us.

←  **Suzi Gosney**  
3 reviews · 7 photos

★★★★★ a year ago

Tracey is amazing! Her attention to detail from styling our living and formal areas in our new home right down to the finer details of the placing of ornaments and wall hangings created a modern stylish space that is welcoming to guests yet homely! The colour palette she suggested flowed through to our bedrooms and with Tracey's decorating ideas completed our dream home! If you are looking for an interior designer who will take your lifestyle into consideration.....look no further! Highly recommended 😊

 **Wendy Goulding**  
2 reviews

★★★★★ a year ago

Tracey is a very professional, knowledgeable and creative interior designer. She has an ability to design a room from scratch using the right colours to enhance the space and the perfect ornaments and soft furnishings to bring the room together beautifully. She has a real eye for detail. I highly recommend her.

# Get in Touch



Contact Style Central Home now for a complimentary 30 minute initial consultation to discuss your needs, discuss a strategy and to find out how we do things differently to save you money on your project.



1300 701 188

[tracey@stylecentralhome.com.au](mailto:tracey@stylecentralhome.com.au)  
[www.stylecentralhome.au](http://www.stylecentralhome.au)

