

Media Contact:

Aimee Grove

(415) 706-1906; press@nousdecor.com

NEWS RELEASE**nousDECOR® Introduces Video Home Tours from Acclaimed, Celebrity Designer Mark Cutler; Exclusive Peek at Luxe Homes with Tips on Recreating the Looks for Less**

New home decorating site also launching DIY feature to find and share DIY décor projects

SAN FRANCISCO (May 14, 2014) – nousDECOR®, the first comprehensive, community-curated interior design and décor site, today announced the launch of a new weekly video series of exclusive home tours from acclaimed celebrity designer Mark Cutler.

Cutler, who serves as Chief Designer for nousDECOR as well as Principal of [Mark Cutler Design](#), Inc. (a *Robb Report* top 40 U.S. design firm), will offer consumers a chance to go “behind the curtain” of exclusive luxury homes he has designed, providing insights on his inspiration and techniques behind each space. The tours – which debut on the nousDECOR blog today – will focus on providing viewers with helpful tips on how to recreate similar looks themselves and/or how to adopt similar techniques to create their own personalized space with a similar theme, for example, “Reinventing a Masculine Look” or “Creating a Modern Retro Look.” In addition, Mark will give specific details on how to customize ordinary or mass retail items such as desks, chairs or curtains and remake them into a room’s statement piece. Each week nousDECOR will post a new tour; the first tour, viewable [here](#), spotlights the home office of a female technology entrepreneur and philanthropist.

“These tours are designed to be fun, educational and most of all, inspiring, for people who want to learn more about interior design and get in on some of the ‘inside secrets’ from professionals they can use to recreate a beautiful space of their own that fits their personality and dreams,” explained Cutler, who works with many Hollywood A-list celebrities in his private practice as well as serving as Chief Designer for nousDECOR. “It’s fantastic that we at nousDECOR can open this world of interior design up to everyone who has an interest and desire in home décor and in improving their lives through smart design.” (For more on Mark Cutler’s design philosophy, see this [interview](#).)

nousDECOR Adds DIY Feature

Beginning this week, nousDECOR users can specifically search for DIY home décor items on the site when creating moodboards (a collection of items with links that help translate a look). When you click on the found item – for example, a restored vintage lamp ([see example here](#)) – instead of being taken to a checkout page on a retailer’s website, you will see detailed instructions or even a tutorial video on how to create that item. Users can also upload DIY projects of their own with instructions for others on the site to recreate.

According to nousDECOR CEO and Founder Heather Gillette, nousDECOR’s new DIY feature enables users to lower the overall price of their moodboard not just by using the “Same Look Different Price” tool, but also by seeing which items they can make for themselves.

“Both the new DIY feature and the new home tours with Mark Cutler reinforce our mission at nousDECOR to bring the transformative power of beautiful, personalized design to a wider audience,” said Gillette. “We all believe in the high-low styling approach to achieving a unique and personalized décor look and helping anyone achieve that in their own home regardless of budget, time or expertise.”

About nousDECOR

nousDECOR® (www.nousdecor.com) is the first online destination that brings together in one place everything you need to decorate a space, regardless of budget, time or expertise. Unlike other home décor sites or remodeling apps, nousDECOR provides much more than beautiful images and links to products, but also all the resources and tools you need to translate dream designs into reality. From intelligent search tools that enable users to search for décor items by dimension, color and category, to recommendations of “Same Look Different Price” décor items, to tools for creating moodboards using found and existing images and products, nousDECOR offers a start-to-finish interior design solution that mimics the way we decorate our homes in the real world. In addition, the site offers a host of exclusive expert content from celebrity designer Mark Cutler, as well as an active community of design enthusiasts and other design professionals to seek out for advice, inspiration and collaboration. For more information about the company or access to press assets like photos or industry stats, please visit our press room: nousdecor.com/press.

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