How to Brief a Custom Furniture Designer

You do not need a finished design to begin a custom furniture project. You need a clear explanation of what you want the furniture to do. A useful brief combines practical information with visual preferences, giving the designer enough context to explore an appropriate solution.

Explain the problem first

Describe what is missing or inconvenient in the room. You may need more concealed storage, a better working surface or furniture that fits an awkward space. Include who will use it and how often. These details help establish the purpose before attention turns to colours and decorative features.

Gather the room information

Bring photographs from several angles and any available floor plan. Note windows, doors, sockets and features that must stay. Rough measurements are useful for an initial conversation, but they should not be treated as final manufacturing dimensions. Explain any building changes planned alongside the furniture.

Edit your inspiration

Choose a small selection of reference images and say what you like in each one. It may be a timber tone, a door profile or the balance of open shelving. Identify what you dislike as well. This is more informative than asking for a complete room to be copied when its dimensions and function are different.

Set priorities and constraints

Share an indicative budget, desired timing and any non-negotiable requirements. Rank optional features so that the design can adapt if needed. Ask what the next stage will include and which decisions you will be expected to approve. A clear brief does not limit creativity; it gives the design work a useful direction.

Email your photographs, ideas and project priorities to info@fabbro.co.za to begin the conversation.