



Georgina Brown

Writing portfolio

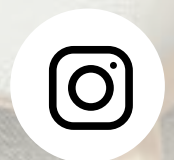
Interior design, environmental
& financial



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BIOGRAPHY

Georgina Brown is a seasoned writer, author and editor, specialising in professional writing, editing, and marketing services.

She is a freelancer producing relevant and engaging copy for a wide range of applications, including articles, blogs, emails, and social media. She also has experience optimising website content, books, and periodicals.

Her clientele is incredibly diverse, encompassing publishing specialists, global B2B and B2C editorial providers, educators, and professionals from various industries.

Her expertise spans across interior design, travel, sports and leisure, home, beauty, health, finance, and environmental sectors.

Her comprehensive services include:

- **Content Writing:** providing customised content for multiple platforms - offering educational and informative articles/blogs.
- **Social Media Refresh:** Elevate your social media presence with fresh and compelling content to engage your audience.
- **Media Campaign Launches:** Develop successful media campaigns to promote your brand or product effectively.
- **Website audit and proofreading:** Ensure that your written materials are refined, relevant, and error-free.
- **Copy Editing:** Enhance the clarity, coherence, and effectiveness of your written promotional content.



In addition to her core services, she maintains a network of talented designers, photographers, video producers, artists, and web developers who can provide additional creative solutions for your projects.

If you have a project in mind or require assistance with any of her services, please do get in touch. She looks forward to discussing how her expertise can contribute to the growth of your business.

BROWSE THROUGH HER PORTFOLIO BELOW:

Portfolio: interior design, environmental & financial

REFLECTING COMPANY ETHOS IN COMMERCIAL INTERIOR DESIGN



Photo: KHOOGJ

The use of space is pivotal. Viewing the interior as a 3D space and considering the length, width and height allows for design potential to be maximised. Tiered areas, statement ceiling features and balanced spaces, that aren't too chaotic or equally minimalist, all play into this outlook.

Thoughtfully planning the movement through an interior can add a new dimension to the commercial space. Furniture placement and walkways form the horizontal lines, whereas windows, artwork and hanging decorations fulfil the vertical. The addition of dynamic lines formed by staircases and structural supports adds yet another dimension and can be played with to change the way a space is viewed.

Colour psychology should always be a factor when selecting an interior colour scheme. Whereas the relaxed, calming effects of blue and green shades may work with a spa or office space, a restaurant or hotel interior may want to provide a more energetic vibe. Orange has been claimed to increase appetite and so lends itself to the hospitality sector. Equally, the warmth and security of brown tones can provide a more rustic feel. Often accent colours work well and block-colour artwork can subtly evoke certain emotions yet be adaptable and alter if the premises is wanting to be used for a different purpose.

Something not to be overlooked is the power of lighting and its ability to define a space. Making use of natural light can make the appearance of a space seem larger and more welcoming. Equally, warm artificial light can create cosy, intimate spaces and highlight certain areas in the space. The absence of light can also create depth and allow for spotlighting to highlight items like artwork, artefacts or apparel.

The inclusion of patterns and texture can add another layer to the design. When the right designs and materials are used well an ambience and a sense of continuity can be achieved, even forming a narrative for the business. With so many factors to manipulate, the perfect design can be achieved on several levels and give multipurpose functionality.

RETHINKING RETAIL: DESIGNING FOR A MORE EXPERIENTIAL FUTURE

Living, breathing brands

Retail is changing. Current high streets seem ever evolving to suit the needs of the consumer. Huge retailers are closing their doors unable to stay afloat, new brands are appearing for short periods of time in rental pop-ups and others are adapting to find new ways to draw potential customers in store.

It is evident that brands are moving away from the traditional seller-to-consumer set-up - where customers are mere spectators and brands simply display their products. With new generations seeking the connection with a physical store rather than just the online platform, there is a market for offering a little more alongside the purchasing process.

Experiential retail offers an immersive experience for the customer. It engages them and reaches out to their interests surrounding the products. Suddenly, retail becomes entertainment and consumers become participants in a collective event.



Photo: Heatherwick proposal for Nottingham development incorporates ruins of shopping centre

Memorable retail

Facing strong competition and the desire to stand out against competitors, it's no surprise brands are investing time and money in creating inventive ways to create memorable and shareable moments that will get people talking.

With people keen to spend money on memories rather than just a product, retailers are showing a range of approaches to fulfil that want.

From free exercise classes, art workshops, food & beverages and even parties, shops face the challenge to offer something new that will draw customers in, put them at ease and ultimately make them remember the brand.

INTERIOR DESIGNER VS DECORATOR

Beyond aesthetics

A key difference between the two roles is the depth to which the space is considered. Interior designers consider human behaviour and how the space will operate. The process of design looks beyond mere aesthetics and thinks of functionality. Whether the client needs adapted acoustics, adjusted lighting, larger zones for meeting areas, or snug hideaways for escapism, are all factors that will impact the overall design and format of a space. Although decorators often transform areas, it is usually through the use of decorative items and surface level changes.



Working together

Aside from the differences in responsibilities, another element which separates decorators and designers are the people they work with throughout the process. Whereas decorators will usually meet with the clients or developers directly, after the structural planning has already been finalised, designers will work with architects and developers beforehand – to help design the way space is used and divided. Often interior designers will shape a property from the inside out and make suggestions to the architect on how to improve the space. Advice can range from where windows should be placed to enhance the use of natural lighting, to raising ceiling heights to better fit the flow of the rooms, or adjusting where electrical fittings are placed dependent on furniture positioning etc.

CARBON MARKET GLOSSARY



Glossary

NET ZERO

(n.)

Net zero describes a balance between the amount of greenhouse gases (GHG) produced and the amount that are removed from the atmosphere. Achieving **net zero** relies on multiple approaches - reducing emissions through measures such as transitioning to renewable energy sources and improving energy efficiency, or implementing carbon capture and storage technologies. Unavoidable emissions may be offset by purchasing carbon credits from projects that reduce emissions, such as reforestation or carbon removal. It is vital for **net zero** to be achieved in order to avoid the worst impacts of climate change due to human activity.



Glossary

CER

(n.)

Certified Emission Reduction (CER) is a type of carbon offset generated by Clean Development Mechanism (CDM) projects governed by the United Nations' Kyoto Protocol, which will be discontinued later in this decade. CDM projects are based in low or middle-income nations and are implemented to reduce GHG emissions and promote sustainability. One **CER** represents one metric ton of carbon dioxide equivalent (CO₂e) that has either been avoided or reduced compared to business-as-usual by a CDM project. **CERs** are bought and sold in a number of carbon markets and provide a means for companies to meet their emission reduction targets.

HOW ARE WE TACKLING CLIMATE CHANGE?

There is no escaping the urgency of action against climate change.

It has long been a pressing issue, addressed at global summits and discussed by policymakers, media and governments. The implications of inaction are grave and long-lasting; therefore, a response is imperative. The measures taken have varied globally, but all responses work towards a common goal: to combat the climate crisis.

Climate Change Recognition

At the turn of the 20th century, climate change was commonly perceived as an “esoteric study into a theoretical scientific phenomenon”, so the challenge was always to attract the full attention it required.

Although the first international summit took place in 1972, which produced the United Nations Environmental Programme (UNEP), climate change remained in the background – only featured in the footnotes.

As concerns grew and scientists warned about the effects of greenhouse gases, the topic became more widely discussed. Several climate-focused conferences took place in the years that followed, but it was most significantly addressed at the 1992 Rio Earth Summit, which paved the way for leaders from around the world to discuss climate change and take action.

At the Rio summit, the United Nations Framework Convention on Climate Change (UNFCCC) was created. The main aim of the treaty was to address human-induced climate change and prevent further damaging actions. This treaty has been signed by 197 countries.

Reducing Output

Many countries have implemented additional national legislation to support climate change. The European Union has enforced a cap-and-trade system (referred to as the EU Emissions Trading System) for carbon emissions – setting a gradually declining limit on the volume of carbon emissions that covered industries can produce.

The system sets a steadily rising price on carbon emissions, which encourages companies to invest in low-carbon technologies to reduce their carbon output. Companies that cut their emissions can sell their unused allowances.

UNDERSTANDING INFLATION-ADJUSTED RETURNS

The Hidden Impact of Inflation

Inflation, the gradual rise in the prices of services and goods, can significantly **impact investments** over time. It can stealthily decrease the real value of investments if not carefully monitored. With its erosive potential, it is important to **protect yourself** against inflation.

When inflation rises, the purchasing power of your money diminishes. Your money will no longer stretch as far as it did before. For example, if the rate of inflation is 7%, typically, prices of goods are 7% higher than that time the previous year. If you had spent £100 on something, you'd now spend £107 and so on.

For investors, this means the worth of their investment won't be as great in the real world as it had been. While the cost of everything else has risen, their purchasing power has lessened.

However, when the inflation rate falls, this doesn't always mean product and service prices will follow. Inflation can fall because prices are not increasing as rapidly as in previous years. The prices may still be growing, but just not as quickly.



However, hiding beneath these surface-level numbers is a silent wealth eroder: inflation.

In 2022, inflation spiked to levels not seen for decades, with the **global headline number at 8.7%**. As a result, central banks worldwide initiated a series of forceful interest rate hikes to try and rein it in. The International Monetary Fund expects global inflation to decline in 2023 compared to last year, yet many still have expectations of another upward rise.

Inflation can stem from **various sources**, exerting a range of different effects on investments. It disguises the actual value of assets and threatens purchasing power. Therefore, taking a closer look at the domain of inflation-adjusted returns and asking important questions is crucial.

What are the best investments in times of high inflation?

- During inflation, how do gold and silver measure up against conventional assets such as stocks and bonds?
- Can precious metals serve as a vital hedge against the insidious impact of inflation on investments?

AN INVESTORS GUIDE TO BUYING GOLD



Gold as an investment strategy

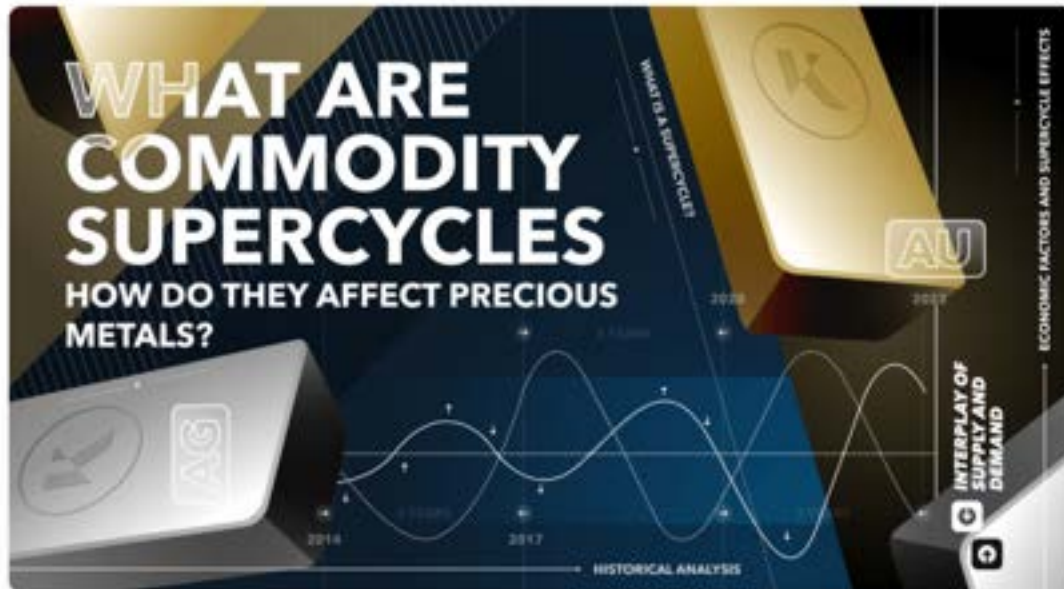
Gold has long been revered as a haven asset to hedge against inflation. However, as with any investment, it comes with its own set of advantages and disadvantages. So, why [invest in gold?](#)

Investing in gold can offer diversity in an investment portfolio. It is seen to reduce overall portfolio risk when other assets are performing poorly. Gold bars are relatively easy to purchase and sell within a "solid market", often making them attractive investments.

While gold does not typically pay dividends or a yield like stocks or bonds, investors often take advantage of the metal through its price appreciation. Unlike most other gold investment options, Kinesis offers [a monthly yield on physical gold and silver](#) holdings, which are safely stored in a global vaulting network.

It's important to consider whether buying gold bars is right for you - whether it fits well into your investment portfolio, depends on many factors. That said, it is no surprise investors still see gold as an attractive investment option with its reputation as a commodity that's endured over millennia.

WHAT ARE COMMODITY SUPERCYCLES



Commodity supercycles have been moving through history in cyclical patterns [since the nineteenth century](#).

These long-term movements in commodity prices are affected by a multitude of factors such as: economic growth, rapid industrial developments and post-war economic reconstruction.

We'll study the relationship between precious metals and the interesting phenomenon of commodity supercycles and examine the cause. How do these supercycles affect the market? And why do they have such a profound influence on the [prices of gold and silver](#)?

It is important to examine the historical context of precious metals within these periods of increased demand. Throughout history, gold and silver have followed the flow of commodity supercycles, their prices influenced by the tides of economic and market forces.

For example, a major supercycle for [gold](#) began its rise in 2001, when [gold prices stood around \\$250](#) per ounce. By 2011, it had grown to more than \$1,800 an ounce. In the space of ten years, the price had risen around 620%. This reflects the influence of the supercycle driven by China's rapid economic growth and its elevation to the [World Trade Organisation](#).