



MARTYN WHITE DIGITAL

LONDON · DUBAI · NEW YORK

Digital presence for design-led and
luxury brands.

CREDENTIALS 2026

ABOUT

One person. Senior, hands-on, *accountable.*

Martyn White Digital is a one-person consultancy for design-led and luxury brands. You brief me, I do the work, and I answer for the result.

A decade in design journalism

Editor of martynwhite.co

No team or account layer between you and the work

London and Dubai, with New York visited regularly

WHO I WORK WITH

Brands that care about *craft*.

Architecture practices

Projects told properly, with the people, places and decisions behind them.

Interior designers

Studios whose work is personal, detailed and best seen up close.

Product & furniture

Makers and brands where materials and making are the story.

Art galleries

Programmes, artists and openings presented with an editor's eye.

Five disciplines, one point of contact.

Social media

Strategy, content and community on Instagram, LinkedIn and Pinterest.

SEO

Site structure and project pages that rank for the searches your clients make.

Digital marketing

Campaigns, newsletters and paid media around launches and fairs.

AI visibility

Making sure ChatGPT, Perplexity and AI Overviews describe you accurately.

Content capture

Short-form video and stills of your studio, workshop and projects, shot and edited for social.

WAYS TO WORK TOGETHER

Start small, or bring me in *properly*.

Audit

£1,200 + VAT
A one-off review of your channels, site and AI visibility, with a prioritised plan.

Content Partnership

From £1,800 + VAT a month
AED 12,000 in the Gulf.
Ongoing social, content and reporting.

Capture days

£750 + VAT half day
£1,200 + VAT full day
Short-form video and stills, shot and edited by me.

Fractional

From £2,800 + VAT a month
A senior digital lead working inside your team.

WHY A PERSON, NOT A PLATFORM

AI can make content. It can't be in the *room*.

WHERE AI HELPS

Research before a brief

Keeping copy consistent with your brand voice

Reporting, scheduling and admin

Checking how AI tools describe your brand

WHERE I COME IN

In the room. At the fairs, launches and studio visits where the story starts

Knowing the people. Editors, curators and specifiers built up over years

Judgement. What to say about your work, and what never to say

Real footage. Your work as it really is, never generated

Accountability. The person you brief is the person who answers for it

RESULTS

Growth that comes from the *work*, not the spend.

LUMI

26,632

Monthly reach by month three,
up from 5,529

CABBONET

6,469

Instagram followers, up from
2,865 since February 2026

SHH

14,042

LinkedIn followers, up from
4,223 since 2021

JOHN CULLEN

55,587

Instagram followers, up from
39,487 since 2023

PAST PARTNERSHIPS

A track record across the *industry*.

ROUNDHOUSE

29,190

Followers, up from 21,338
(August 2021 to August 2024)

CRUCIAL TRADING

23,085

Followers, up from 15,300
during 2021

CHESNEYS

2,173

LinkedIn followers, up from 720
(May 2022 to August 2025)

FAMEED KHALIQUE

10,531

Followers, up from 8,186 in ten
months of 2021

TRUSTED BY

John Cullen Lighting

SHH

Cameron Design House

Philip Gorrivan Design

LUMI

Cabbonet

Kaizen Furniture Makers

Chesneys

Past partnerships also include Roundhouse, Crucial Trading and Fameed Khalique.

ON THE GROUND

Where I'll be this season.

Venice

Biennale and galleries

London

Frieze, PAD and
Decorex

Dubai

Dubai Design Week and
Alserkal Avenue

Dallas

Kips Bay Decorator
Show House and Dallas
Design Week

Miami

Art Basel, Design Miami
and the Miami Design
District

If you are showing at any of these, I can cover it in person. Editorial coverage on martynwhite.co is never for sale.

IN THEIR WORDS

“Martyn has seamlessly integrated into our team, truly understanding our brand identity and becoming an essential part of our marketing efforts.”

Rachel Berner

Marketing Manager, John Cullen Lighting

“He was particularly effective in building our following and reaching out to design professionals on our behalf, and I would strongly recommend him to other luxury brands.”

Paul Chesney

Chesneys

HOW IT WORKS

Four steps, reviewed every *month*.

01 Discover

Your brand, audience, competitors and how AI tools currently describe you.

02 Strategy

A clear plan: channels, themes, priorities and what success looks like.

03 Create & Launch

Content made and published in your voice, with real footage of your work.

04 Report & Refine

Monthly reporting in plain English, and adjustments based on what works.

GET IN TOUCH

Let's build something
considered.

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MARTYNWHITEDIGITAL.COM

Not ready for a brief? Start with a free AI visibility check and see how ChatGPT and Google describe your brand today.