

Q&A

## NouvelleView steadies nerves during high-profile moves

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*Image seen on NouvelleView's Facebook*

By JEN KING

Moving can be daunting even for high-net-worth individuals, but bespoke moving specialist NouvelleView has mastered the "artistry and finesse" of the process.

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With priceless art and valuable possessions in tow, NouvelleView has moved high-profile individuals to all corners of the world with the expertise and quality of service expected by the affluents it assists. NouvelleView's business model is based on handling "idiosyncratic requirements" that are often urgent and specializes in planning, organizing and personalizing every move through white-glove service.

"To the majority of our clients, we serve the role of moving therapists," said Juliana Terian and Pamela Muller, founders of **NouvelleView**, New York. "When we do a move, we immerse ourselves into the family during the project.

"Moving [not for us] is very daunting," they said. "Reassurance and quelling nervousness is an integral part of the service. We get to know our clients and care about them.

"Not just making sure the orange sofa makes it to the living room and the brown chair makes it to the den. That they are excited about the project or more importantly thrilled with the result."

In this Q&A, Juliana Terian and Pamela Muller discuss why moving can be stressful even for affluents, the benefits of using NouvelleView's bespoke moving and estate sales service and why discretion is an important attribute for their business.



*Juliana Terian and Pamela Muller of Nouvelle View*

Here is the dialogue:

How did this idea come to be and why is there a need for such a service for affluent?

Our business started with a favor. Juliana Terian was moving from her home in East Hampton, NY. Pamela Muller offered to help her and devised an intricate set of color-coding and other systems to maximize the move organization.

Juliana was impressed and thought it would make a great business. The move was scheduled for Sept. 11, 2001 and the partners have an indelible memory of watching the towers go down and the last item moved was the TV.

NouvelleView came about because one of the partners, Juliana Terian, sold her large coop in The Dakota in January 2007 and had to move out by the end of the year. Pamela had helped her move in the past and took it on as a project. It was a seemingly impossible task but it was successfully executed. Thus, it became the first of many jobs for NouvelleView.

As with Juliana, there is a demand for our services on many levels. For the upper class many houses, valuable art and antiques, little time or inclination for the potential client to get involved in the many details and logistics.

For affluent professionals two working partners with demanding jobs, heavy travel schedules and little time to execute a move. For single, newly married or divorced the luxury of having someone else take over. A neutral party if you will.

How has your professional backgrounds equipped you for your roles at NouvelleView?

Ms. Muller: [I have a] background in fine arts through working at Sotheby's. Thirty plus years as a real estate executive and asset manager whose primary functions were to expedite, streamline and problem solve on a daily basis.

Ms. Terian: Being in the art and architecture fields, detail, precision and beauty are second nature to me. As such, our clients are enveloped in that sensibility the NouvelleView world.

Our lifestyles in general mirror those of our target clients. We understand what needs to be done, and how it has to be done.

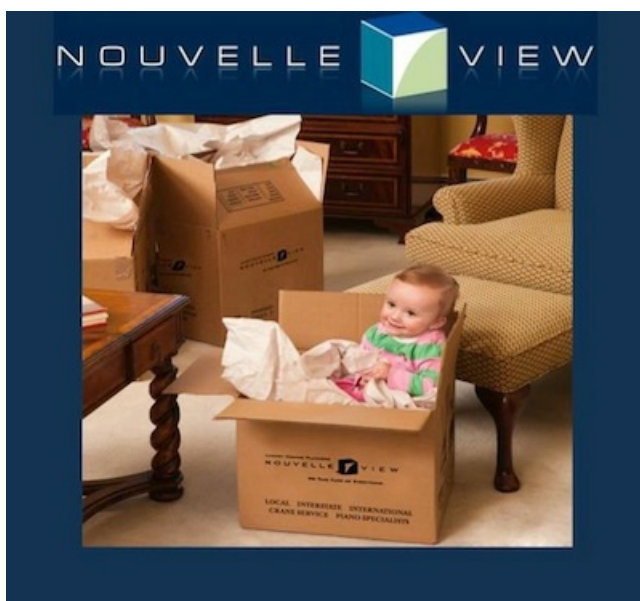
How do you ensure consumers that their personal items and belongings are in safe hands?

We only work with proven vendors and because of our past experiences with them, we are confident they will do a highly skilled job

Why is discretion an integral part of NouvelleView's business model?

We have worked for some very famous people, and also those who high-net-worth make them visible in society. Discretion is key.

Also, with other clients that are not as famous or high profile, we practice the same discretion. Many of our clients are referrals from former clients and we need to protect those boundaries as well.



*Promotional image for NouvelleView*

What are the advantages of booking a move with NouvelleView?

Easy answer no stress and total peace of mind. Others:

Move organized in streamline fashion with all aspects considered even the ones not anticipated

Proven vendors who can be relied upon to do a highly skilled job

Favorable prices from movers

Expertise of the NouvelleView team

Full out customer service. Taking care of the unexpected, Ability to provide tertiary services as needed.

How has NouvelleView tested your problem solving skills?

Our problem solving skills are tested on each and every job. Several examples:

Working around a client's last minute decision to host a cocktail party on the first floor of their large house during the move NouvelleView orchestrated and coordinated the moving schedule such that the cocktail party was held and the move was completed on time.

Coordinating a last minute move over the Christmas holidays which required fine arts movers and other specialists. Most of the good firms are closed for the holidays. Was able to convince a long term vendor to pack and move items to The Met, Sotheby's and interim storage.

Without naming names, has there ever been a comical or notable moving experience with a well-known affluent?

Most all of our jobs have comical and notable experiences. That's why it's so much fun.

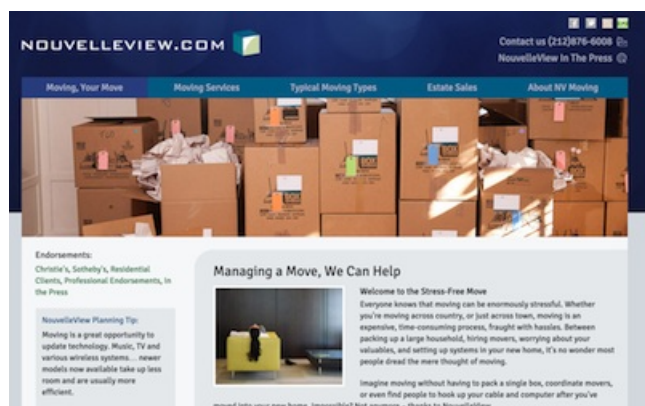
As far as well-known client, our discretion is an important part of our business and we wouldn't feel comfortable even alluding to the jobs.

Personalization is a large aspect of NouvelleView's moving process – how does this ease consumers' nerves as they move?

To the majority of our clients we serve the role of moving therapists. When we do a move, we immerse ourselves into the family during the project.

Moving [not for us] is very daunting. Reassurance and quelling nervousness is an integral part of the service. We get to know our clients and care about them.

Not just making sure the orange sofa makes it to the living room and the brown chair makes it to the den. That they are excited about the project or more importantly thrilled with the result.



*NouvelleView's Web site*

In terms of estate sales, why should an affluent use NouvelleView?

NouvelleView has elevated the estate and moving sales business. Our sales are styled and fully staffed.

Affluents see it as a stress-free way to sell off their unwanted contents without moving and storage costs. Auction houses are often interested in just a few items in a home.

We can sell a broader scope of items and often match or exceed what an auction house can net. With our intelligent pricing and our extensive list of high end buyers, NouvelleView can optimize our client's profits.

In addition, some of our clients choose the option of "Cleaning out for a Cause," donating the proceeds of their sale to a favorite charity.

Where do you hope NouvelleView will be in five years?

About a third of our clientele is from word-of-mouth recommendations. Also we have a significant amount of "repeat customers" who we have moved several times.

As our reputation continues to grow, we anticipate we will as well. Last year we doubled our business. The essence of NouvelleViews's success is skill, integrity, discretion and customer service. We know that will continue to attract customers.

How does NouvelleView market? Do you have partnerships with high-end real estate firms?

We partner with real estate firms throughout the U.S. Other marketing initiatives include, personal relationships [which exponentially grows future clients]; advertising, publicity, sponsoring community and philanthropic events. And, our Estate Sale division is great for visibility and showcasing our skills.

When an individual has a collection or high-priced valuables, how does NouvelleView vet these items before the move?

We work with a select group of fine arts movers as well as experts in fine arts. The movers we use are of "museum" quality and have a proven track record for their skills and expertise.

Finding the right mover is key to the success of a job. The client benefits from our long-term relationship with these movers.

NouvelleView works with these experts in determining the best specs for packing and shipping. The other aspect is that we work with movers to set the packing and shipping specs of each valuable.

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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