The design duo  
BRAND PORTFOLIO
Millions of Australians have fallen in love with Alisa and Lysandra. After a successful career in the police force, South Australia’s crime fighting duo hung up their handcuffs for the pursuit of their dream, which kick-started with their appearance and winning success on the reality TV show ‘The Block’.

Hailed as the Design Duo, Alisa and Lysandra Fraser have become the go-to experts for interior transformations, working as interior designers on bespoke properties and collaborating with high profile brands and clients. Their humble beginnings along with their natural entrepreneurial flair have seen them enjoy online success through their store, their exclusive designs, and their ever-growing social media communities.

Beyond their thriving careers, Alisa and Lysandra enjoy busy parenthood that is perfectly balanced with their exciting entrepreneurial lifestyle. Their motivation and determination helps them stay on top of their game, whilst maintaining an ethos of creativity, aspiration and continuous reinvention, which is also evident in their design style.
Alisa and Lysandra first appeared on our screens in Channel 9's The Block – Sky High in 2013. During their time on the show they proved very early on that they were a forced to be reckoned with.

Having won half of the room reveals and challenges, it soon became clear to the judges that they had a natural design flair, with them all agreeing the duo should pursue a career in Interior Design.

Alisa and Lysandra were the series winners, taking out top prize on auction day and profiting a tidy $395K.

In addition to being a hit with viewers, the judges were also impressed with their design savvy, dubbing them “the Kitchen and Bathroom Queens”.

In 2014, Alisa and Lysandra were asked to come back to star in The Block – Fans vs Faves. True to their style, they brought back their design flair and naturally entertaining personalities. The duo were runners up, winning over $600K in prize money.
Alisa is described as the more fiery of the two, with a no nonsense approach to all aspects of her life. She has been married for 6 years and has a beautiful 4 year old son and has just welcomed her new baby boy, born in January 2016.

Alisa believes that if you love what you do then you don’t work a single day in your life. Along with staying fit and healthy Alisa loves spending time in the outdoors and believes it’s important to look after yourself on the outside so you feel just as great on the inside.

Living an entrepreneurial lifestyle and keeping busy every minute of her working day, Alisa appreciates the difficulties that women face daily, with juggling motherhood and careers, but says she wouldn’t swap it for the world.

Her motivation, passion and determination helps her stay on top of her game and continually evolve as an interior designer.
Lysandra is often described as the more relaxed of the pair, with a general view of wanting to go with the flow.

Lysandra has 2 gorgeous young boys, aged 4 and 5 years, that keep her extremely busy with school runs, play dates and general day-to-day errands.

During the week 2 things are guaranteed, school drop-offs and a gym session of some sort. She believes that exercise in the morning ensures that she can tackle anything that the day may throw at you.

Lysandra's favourite part about being an Interior Designer is how her job allows her to make a difference in people's lives. As past clients have said "I hated coming home every day and now I can't wait to walk through the front door of my new home".

She believes that success isn't what others can see, but how you feel. It's living your truth and doing what makes you truly happy. That's success.
COLLABORATIONS

**FORTY WINKS**
EXCLUSIVE BEDROOM SUITE/NATIONAL TV CAMPAIGN

We partnered with Forty Winks to design an exclusive Australian-made bedroom suite. Our Scandinavian inspired four-piece bedroom suite combines timber, rose gold and fabric to create a contemporary and sophisticated look and feel. We have also collaborated with Forty Winks on our Bedroom Design Series videos on YouTube.

**STEEL BLUE**
AMBASSADORS/NATIONAL TV CAMPAIGN

Alisa and Lysandra have joined forces with Steel Blue as ambassadors in their fight against breast cancer, through the Ladies Boots range. These pink and purple boots have raised over $750,000, helping Breast Cancer Care WA create education initiatives, with $10 from every pair of boots sold going to support this wonderful cause.

**SUZUKI**
SHADOWSPORT TV CAMPAIGN

We teamed up with Suzuki to showcase their new limited edition ShadowSport range. We had a ball filming the high energy television campaign, which premiered during *The Block – Fans vs Faves*. 
LITE N’ EASY
AMBASSADORS/NATIONAL TV CAMPAIGN
We partnered with Lite n’ Easy to promote their range of delicious, healthy meals. Our television campaign helped spread the word that Lite n’ Easy makes it easier for busy Australians to eat healthier.

BANK WEST
HOME LOAN RENOVATION CAMPAIGN
We partnered with Bank West to promote their “Australia’s Biggest Home Loan Rate Renovation Campaign” - Offering the lowest rates seen in 3 years. This was via online and print campaigns.

UNITED ARTWORKS
EXCLUSIVE ARTWORK COLLECTION
We recently launched our first exclusive artwork collection in collaboration with industry leader United Artworks. Designed and produced in Australia, this exciting range of contemporary artwork reflects current interior trends and colour forecasts. Due to the huge success of the range, we’re now busy working on our next collection.

GRAFICO
KIDS WALLPAPER COLLECTION
In collaboration with Grafico, we have launched our exciting new collection of children’s wallpaper. Designed and produced exclusively in Australia, the collection is representative of our unique style and Graficos’ expertise as an industry leader.
DIGITAL REACH

OUR SOCIAL MEDIA FOLLOWERS ARE GROWING DAILY, SO THESE FIGURES MAY BE A LITTLE OUTDATED. CORRECT AS AT JANUARY 2016.

260,000+ FACEBOOK FOLLOWERS OF ALISA AND LYSANDRA
286,000+ ENGAGEMENT (FACEBOOK.COM/ALISALYSANDRA)
2.8 MILLION POST REACH

100,000+ INSTAGRAM FOLLOWERS @ALISA_LYSANDRA

25,500+ TWITTER FOLLOWERS (TWITTER.COM/ALISA_LYSANDRA)

NO. 1 GOOGLE SEARCHED CONTESTANT DECEMBER 2014 FOR THE 2014 SEASONS OF THE BLOCK

14,000+ EMAIL SUBSCRIBERS (VIA WWW.ALISAANDLYSANDRA.COM.AU)
We are so grateful to all of our amazing followers for their unwavering support. We try to engage with them as much as possible and respond to as many messages as we can.
In collaboration with Channel 9 and our army of angels, we completely transformed the run-down house of a very deserving family in just 4 days. We were able to create a dream home, where the family and their sick son Freddie can feel safe and comfortable. Our first episode was a huge success, with the premiere rating highest in its target demographic. We’re now busy planning the next installments!
Trailblazing former cops Alisa and Lysandra would like their Block time to be remembered as "having a shot and having fun," says Lysandra. But as she and twin Alisa (opposite, left) shoot for the stars with a new joint business, they stay grounded because of one champion mum, Katie Ekberg discovers.

PHOTOGRAPHY BY MAREE HOMER. STYLING BY JAMELA DUNCAN. PROP STYLING BY HANDE RENSHAW. HAIR BY BRAD MULLINS. MAKE-UP BY MEL BURNI CLE. ALISA WEARS DRESS BY GINGER & SMART, CUFF FROM PANJABAN DIVA, EARRINGS FROM THE FAMILY JEWELS, SHOES BY LIPSTICK. LYSANDRA WEARS TOP AND PANTS BY BIANCA SPENDER, EARRINGS FROM THE FAMILY JEWELS, RING FROM PUNJABAN DIVA, SHOES FROM WITTNER.
MEDIA APPEARANCES

AS SEEN ON...

THE BLOCK
FANS FAVES
THE BLOCK
CLASHHOUSE
A CURRENT
AFFAIR
PUBLIC APPEARANCES
Interior design projects are still our number one passion. We have been fortunate enough to work on some amazing properties across Australia. Take a look inside a few of our favourites...
For design collaborations, interviews, media and public appearance requests or partnership /sponsorship opportunities, please contact us via email at hello@alisaandlysandra.com.au