

Progressive  
**housewares**

Progressive  
**gifts & home**

SPECIAL PUBLICATION



home

12-14 JANUARY 2014

THE DEFINITIVE HOMEWARES  
AND ACCESSORIES EVENT

The exhibitor is "Ferm Living - Stand F29"

## Sebastian Conran

*Sebastian Conran has 'design in the blood' having spent his career combining the useful with the beautiful, creating products that not only look elegant but work better to give people pleasure. Recognised as a trusted source of good design throughout the world, Sebastian has an ingenious approach to every design challenge that comes his way, and a track record of creating original designs that not only win press acclaim and awards but sales too.*

"We are delighted to be unveiling the entire Universal Expert collection at Home for the first time in the UK," Sebastian confirms. "Our Universal Expert brand has already successfully launched across the world in the USA, the Far East and Europe but has yet to be seen in the UK." (All the products are designed by Sebastian and his team in their design studio/workshops in Olympia, barely a mile from the show). Continues Sebastian, "They have all been designed for practical,

design aware people who care about their homes and the tools they use for a living. Everything in the collection is designed to work just that bit better and last both in terms of the materials selected and their aesthetic."

Often found in the workshop trying out new ideas, Sebastian admits he loves making things. In working with the Universal Expert design team, he has taken a 'hands on' approach, and is personally involved in all the development stages of designs in the collection and uses all the products in the collection in his own home. "If it's not good enough for me then it certainly not good enough for our customers," he states.

Products in the collections comprise the key kitchen and homewares categories, and include cooking and



**Above: Sebastian Conran.**  
**Below: Tabletop is part of the Universal Expert Collection. Some 200 new, innovative products will be unveiled at Home.**

preparation, kitchen electricals, dining, tabletop, entertaining, useful home utilities and storage.

He says that 'Sebastian Conran at Home' is exactly the right phrase. "The show is London's real, international design exhibition, showing accessible and outstanding products for real people - not a cultural elite - to buy and enjoy in their own homes. Design-led exhibitors are selected for their world class ranges."



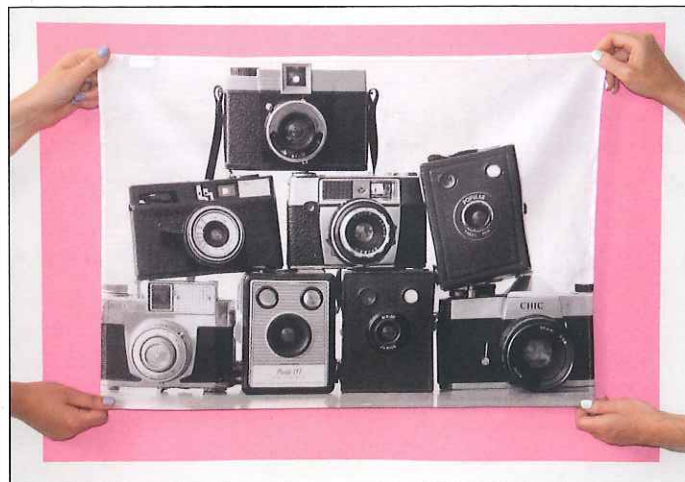
## Sebastian Conran On... Design

"Everything we have in our homes has been designed. The quality of thought, materials and manufacture defines how satisfying an experience we get from interacting with them. But other issues, such as their usefulness, usability and sustainability must also be considered in their creation to ensure that they fully enhance our experience of life in the broader sense."



## Ella Doran

*British designer/entrepreneur Ella Doran has been running her own East-London based business since graduating from college in the early 90s. She creates seasonal collections of home accessories, stationery products and gifts, and also works to commission for commercial, charitable and private clients. Her main focus is on creating photography-based images and patterns, pioneering their application on functional everyday products when digital printing technologies were first developed.*



"At Home 2014, I will be exhibiting an expanded range of products and designs from my two series Bikes of Hackney and Pop Art goes Design, the most exciting of which will be some bespoke furniture pieces," explains Ella. "Although the Home show in London is still in its infancy, the international buyer clientele is already catching on, so it is a show not to be missed. I love that it is in London and that established brands and new talent showcase alongside each other."

Adds Ella, "As I have been exhibiting at Home since it first started in 2011, it will be interesting to see how the show continues to develop its own character."

**Above left: Ella Doran.**  
**Above right: Bike Wheel cushions from the Bikes of Hackney collection by Ella Doran.**  
**Left: A tea towel in Ella Doran's striking Cameras collection.**