



STORAGE SOLUTIONS FOR MODERN DAY LIVING.

Designer-Makers Lozi launch their new collection this London Design Fair.

Lozi will be presenting their new plywood furniture collection at London Design Fair, from the 19th to the 22nd of September, as part of their House of Lozi installation, stand 4.01.

Inspired by their favourite bespoke commissions from the past year, this collection expands their current furniture offering. Playing with their signature curved plywood and translucent veneers, Lozi has added alcove storage (from £1000), a sideboard (from £800), wall mounted shelving (from £300), a desk (from £600) and table (from £800) as well as new lighting (£300) and storage boxes (from £250) to their existing range.

Lozi's founder Soroush Pourhashemi is inspired by daily life and its small challenges, from morning routines to life in compact urban interiors. He says *"I like to spend time thinking about how people live and how they interact with their daily spaces. The furniture that surrounds us shapes how we live our lives, from how we sit to work at a computer to what food we can cook and how we sleep. A lot of the products I create have been made to solve a problem someone I know has encountered in everyday life."*

He brings his unique insight, gathered from years of experience working closely with local residential clients, to this collection. Created with small interiors in mind, these new pieces are designed to maximise space and create clever storage solutions that can adapt as their clients move home. Lozi's unique manufacturing techniques - a combination of digital craft and traditional woodworking methods - as well as solid wood detailing and elegant veneers bring a luxurious feel to these plywood pieces.

This furniture collection will be part of their House of Lozi showcase; a bespoke and fully customisable entire show flat, created from their Work/Shop on Hackney Road, East London.

This showcase is the culmination of the makers at Lozi's years of experience and continuous experimentation - an entirely open plan home, nestled in the centre of London Design Fair.

From the kitchen to the bed-frame, bespoke storage to chairs, experience first hand the digital craft and luxury finish Lozi are known for, all styled with the help of local businesses who share their environmental ethos.

Lozi will also be premiering a new material they have been developing over the last 18 months - a surface material that recycles their waste sawdust into strong and waterproof sheeting to be used in interiors, furthering their approach to sustainability which runs through every aspect of the business. Lozi's design practice only uses wood products from FSC accredited sources and, by taking it upon themselves to re-use their own waste, they have ensured the traceability of each piece of material they use - from the forest it was grown in, to the home it will end up in.

Their new collection will be on display at **London Design Fair**, stand **4.01** from the **19th until the 22nd of September at the Old Truman Brewery** in Brick Lane, East London.

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Notes to Editors

High resolution images available upon request.

All products available exclusively via Lozi's online (www.lozidesigns.com/shop) and physical store from **Thursday the 12th of September 2019**.

For more information please contact **Leila Vibert-Stokes, Press and Marketing Manager** for Lozi on +44 (0) 75301 49674 leila@lozidesigns.com

About Lozi

We believe that the furniture we surround ourselves with should be more than either beautiful or practical - it should be personal.

Lozi (n, Persian) – a rhombus. Used in describing traditional woodworking techniques, textile designs and architecture.

Lozi (adj. Zambian) - 'plain'

Lozi was founded in 2012 by Soroush Pourhashemi whose passion for innovation and simplicity underpins our brand ethos. We create modern bespoke furniture from our shop/workshop in Hackney, East London. Our unique combination of digital manufacturing and traditional woodworking methods produces elegant and minimal pieces. Our Designer-Makers continuously develop new techniques to reduce waste ensuring that our furniture production has minimal impact on the environment.

Our [Work/Shop](#) is open for clients to visit – we believe in building a special connection between our customers and their pieces by allowing them to see first-hand the manufacturing process and offering customisation options for every one of our designs.

Our work has been featured in national and international press and we were recently recognised by the Dezeen Awards, with two of our projects long-listed in the Sustainable Design and Small Interiors categories.

Lozi Work/Shop, 278 Hackney Road, London E2 7SJ

Website - www.lozidesigns.com

Social Media Links

Instagram	@lozi_designs	https://www.instagram.com/lozi_designs/
Twitter	@Lozi_Designs	https://twitter.com/Lozi_Designs
Facebook	@LoziDesigns	https://www.facebook.com/LoziDesigns/



About London Design Fair

Located in the creative heart of East London, the London Design Fair is a four-day industry event that brings together 550 exhibitors from 40 countries, including; independent designers, established brands, international country pavilions, features and exhibitions.

As the most international trade destination during the annual London Design Festival over 29,000 influential; retail buyers, architects, interior designers, press, designers and design-savvy public attend to see and specify the very latest; furniture, lighting, textiles, materials and conceptual installations from around the world.

19th - 22nd September 2019

Old Truman Brewery, 91 Brick Ln, Spitalfields, London E1 6QR

www.londondesignfair.co.uk