

**design centre**  
LONDON

# FOCUS/24

THE ULTIMATE DESIGN AND DECORATION SHOW

16 – 20 SEPTEMBER

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AND INTRODUCING

**FOCUS/24: The Longer View**

23 SEPTEMBER – 11 OCTOBER

*“The best, the best, the best”*

PAOLO MOSCHINO, INTERIOR DESIGNER



*“The Design Centre is a world of wonder and the most useful resource for interior design in Europe”*

CHARLOTTE REY,  
CAMPBELL-REY

BE A PART OF  
**FOCUS/24**  
AND INTRODUCING

**FOCUS/24: The Longer View**  
AT DESIGN CENTRE, CHELSEA HARBOUR

Design Centre, Chelsea Harbour is the world's premier destination for design and decoration

At the heart of design excellence and inspiration, it is the place to **discover world-class talent** and connect with the **best makers, internationally renowned designers and finest luxury interiors brands**

**130 showrooms**  
**600+ international luxury brands**  
**The largest design destination in Europe**

**Unique access to brands that can only be found at Design Centre, Chelsea Harbour**

The number one destination for design professionals, architects and specifiers, sourcing for prestigious residential and commercial projects

# ABOUT FOCUS/24

Focus is one of the most important shows in the international design calendar.

It brings together a global design community connected by creativity – the ultimate opportunity to access the Design Centre’s audience of internationally renowned designers and the professional world of design.

- **New collections** – 600+ brands exhibited
- **New connections** – thousands of UK and international interior designers and specifiers
- **New conversations** – networking with those who are actively sourcing and buying
- **New contacts** – hundreds of media /press visits during the show
- **New learnings** – an exclusive programme of talks, tours, demonstrations, and workshops
- **Longer term exposure** on the Focus/24 microsite and DCCH social media channels
- **Media exposure** across interiors and luxury press in print and online

**This year Focus/24 is being extended by three weeks...**

**FOCUS/24:** principal show 16 – 20 September

**FOCUS/24: The Longer View** 23 September – 11 October, an opportunity to show over an additional three weeks

You are invited to be a part **FOCUS/24**



*“There is a cornucopia of ideas.  
It’s the hub of design in London”*

KIT KEMP, CREATIVE DIRECTOR,  
KIT KEMP DESIGN STUDIO





# HOW YOU CAN TAKE PART IN **FOCUS/24**

16 – 20 SEPTEMBER

AND

## **FOCUS/24: The Longer View**

23 SEPTEMBER – 11 OCTOBER

**Exhibit as a House Guest** alongside handpicked brands in the spectacular and spacious Design Avenue. Within your own space you can **showcase your products to industry professionals who are there to source and buy**

Along with thousands who will attend Focus/24, a wider global audience will have the opportunity to **discover your brand on a dedicated microsite as well as via the Design Centre's vast social media reach and email campaign aimed at a targeted database.**

Focus/24 is **supported by a marketing campaign** covering PR and advertising in key interiors and luxury media brands, in print, online and via social media.

As a Focus/24 House Guest you will have an exclusive first option **to extend use of your space for an additional three weeks** – Focus: The Longer View will ensure your products will be seen from 15 September to 11 October.

*“How lucky we are to have something like this in London, because there's nothing like it in New York or Paris. It's been great!”*

JEROME AVENEEL, CEO OF ELITIS FOR MOORE & GILES – EXHIBITOR



# FOCUS/24: The Longer View

23 SEPTEMBER – 11 OCTOBER

**FOCUS/24: The Longer View** will allow visitors to connect with specially selected House Guests over the three weeks following the main Focus show.

Brands can showcase the creativity of their brand over an extended period of time, and designers and specifiers have the chance to take another look and make new connections beyond the busyness of the main exhibition.



*"It has been a fantastic week for us. Lots of fantastic prospects throughout the interior design industry. There's a great buzz around with lots of other fellow exhibitors, so it's been fantastic"*

**JESSICA NIGHTINGALE-ELLIS, TROWBRIDGE – EXHIBITOR**

*"We see the visibility on social media, and that trickles down to our business partners in Europe and the US, because they see it too. They say how lucky we are to have something like this in London, because there's nothing like it in New York or Paris. It's been great!"*

**JEROME AVENEEL, CEO OF ELITIS FOR MOORE & GILES – EXHIBITOR**

*"It really has that special vibe, and is at the forefront of design"*

**MINNIE KEMP, DESIGN DIRECTOR, KIT KEMP DESIGN STUDIO**

*"One of the things I love about Focus, is how much of a buzz there always is in the air"*

**PIP RICH, GLOBAL EDITOR-IN-CHIEF, LIVINGETC**

# WHAT THEY SAY ABOUT FOCUS

*"There's no place to launch except Focus"*

**LISA SANDERSON, CEO SANDERSON**

*"Doesn't come better"*

**VEERE GRENNEY, INTERIOR DESIGNER**

*"We're not London based so it's the perfect opportunity to showcase the collection to the design world. I've felt very welcomed, and I've enjoyed the whole experience from beginning to end. Now I'm imagining what the next stand will look like..."*

**SUSI BELLAMY – EXHIBITOR**

*"It's packed with people and there's wonderful things here"*

**DAVID MLINARIC, INTERIOR DESIGNER**

*"There are so many things to see"*

**LAURA GONZALEZ, INTERIOR DESIGNER**

*"Every showroom has something exciting and new"*

**HATTA BYNG, EDITOR, HOUSE & GARDEN**

*"It's absolutely buzzing, more so than ever"*

**GEORGINA CAVE, FOUNDER, CAVE INTERIORS**

*"It's the most incredible collective – a creative hub of talent"*

**ANNA HAINES, INTERIOR DESIGNER**

*"The atmosphere is very energetic"*

**CHARU GANDHI, FOUNDER, ELICYON**

*"We can present our product in a really interesting situation"*

**FREDERICA BIASI, FOUNDER, FREDERICA BIASI STUDIO**

*"I always come away with a huge amount of inspiration and ideas"*

**GILES KIME, EXECUTIVE & INTERIORS EDITOR, COUNTRY LIFE**

# FOCUS/24

## MEET INTERNATIONALLY RENOWNED DESIGNERS INCLUDING

1508 • ALBION NORD • ANITA ROSATO •  
AREEN DESIGN • FIONA BARRATT INTERIORS •  
BERKELEY GROUP • BOS-STUDIO • CHAMPALIMAUD  
DESIGN • COLLETT-ZARZYCKI • CONRAN AND PARTNERS  
• DAVID COLLINS STUDIO • TERENCE DISDALE •  
FIRMDALE HOTELS • FOUR SEASONS HOTELS & RESORTS  
• FRAN HICKMAN • GA DESIGN • GENSLER • HARRODS  
DESIGN STUDIO • HBA RESIDENTIAL • HELEN GREEN  
DESIGN • SUZY HOODLESS • MARTIN HULBERT DESIGN •  
KATHARINE POOLEY • LAMBERT & BROWNE • MADDUX  
CREATIVE • MARTIN BRUDNIZKI DESIGN STUDIO • SHALINI  
MISRA • NATALIA MIYAR ATELIER • PENTREATH & HALL  
• RICHMOND INTERNATIONAL • RUSSELL SAGE DESIGN  
• SOHO HOUSE • STUDIO ASHBY • TAYLOR HOWES •  
TODHUNTER EARLE • TURNER POCOCK • WALDO WORKS  
• WINCH DESIGN

*“The ultimate destination for interior designers  
and architects, like me”*

VINCENT VAN DUYSSEN, ARCHITECT





# FOCUS/24

JOIN DESIGN CENTRE BRANDS  
INCLUDING

- ANDREW MARTIN • ARTE •
- BELLA FIGURA • CECCOTTI COLLEZIONI •
- COLEFAX AND FOWLER • COLE & SON
- DEDAR • DE LE CUONA • FLEXFORM •
- GALLOTTI&RADICE • JULIAN CHICHESTER
- GP & J BAKER • KVADRAT • ORIGINAL BTC
- PHILLIP JEFFRIES • PORADA
- PORTA ROMANA • RALPH LAUREN
- THE RUG COMPANY • SAMUEL HEATH •
- SCHUMACHER • SUMMIT FURNITURE
- SUTHERLAND FURNITURE • THG PARIS •
- TISSUS D'HELENE • TOLLGARD
- ZIMMER + ROHDE • RUBELLI • VAUGHAN
- VISPRING • ZUBER





# BUSINESS-BUILDING OPPORTUNITIES AT FOCUS/24

**Showcase your brands** and products in an iconic space at Europe's number one design destination, during one of the world's most important design events.

**Opportunity to meet - and do business with - high quality audience of design professionals** – designers, specifiers, architects, buyers – who visit Focus/24 with sourcing and buying objectives.

**Access new clients, industry contacts and create new collaborations**

**Media exposure** and benefit from the Design Centre's significant marketing and PR resources:

- 130+ media visits, including editors of home interest and luxury media brands
- Social media reach – over 137k
- Cross channel digital coverage for your brand
- Featured on Focus/24 website
- 40k database – weekly eblasts

**Networking event** - Opportunity to invite up to 12 people to the Focus/24 opening night networking event

**Guided through the process** by in-house production team

# FOCUS/24

## VISITOR PROFILE: HIGH QUALITY, INFLUENTIAL, INTERNATIONAL, SOURCING TO BUY

Focus is one of the most important shows in the international design calendar and attracts a professional audience of scale that is of the highest quality.

Be a part of Focus/24 to meet thousands of Interior designers (including *House & Garden's* Top 100) specifiers and architects – all of whom are actively sourcing to buy.

**85%** UK and Ireland

**15%** International

**57%** Residential

**37%** Hotel/leisure/hospitality/restaurant/bar

**6%** Yachts and aviation

**Over 80%** are owner/directors/CEOs,  
senior designers and decision makers



Lead visitor markets: USA, France, Italy, Ireland, UEA, India, Japan, South Korea, Germany, Belgium, Netherlands, Sweden, Australia, Denmark, Canada

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FOR FURTHER INFORMATION ABOUT BEING  
A PART OF FOCUS /24 PLEASE CONTACT

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