

PRESS RELEASE

MADE.COM

STEUART PADWICK'S NEW COLLECTION IS MADE BY POPULAR DEMAND



London, October 1, 2010: Designer Steuart Padwick's new Boundary Collection is an excellent example of why buyers are flocking to [Made.com's web site](#). Customers looking for high quality, cutting edge design at affordable prices can log on and cast a 'Love it' or 'Loathe it' vote to help decide which must-have contemporary furniture designs make it into production.

The Boundary Collection was voted into production by Made.com web site visitors in exactly this way. It provides elegant storage solutions comprising a sideboard, desk and storage cabinet. These are exquisitely crafted pieces of furniture that feature a gorgeous splash of colour, crafted from solid and veneered oak with a semi matt lacquer finish.

Steuart started out as a furniture designer in 1979 with the aim of designing products and furniture that can be used in everyday life. He worked closely with The Conran Shop in the 90's as a buyer, sourcing products from the USA and Europe to India, China and Australia.

"It is very difficult to get your work out there and into production," commented Steuart, "That's why Made.com is so exciting. They have pioneered a new online retail model that brings original designs to market faster and cheaper than via traditional routes."

Made.com's collaboration with Steuart Padwick consists of the following original designs:

The sideboard is L 155 cm x H 60 cm x D 50 cm and it is available in both a warm grey and walnut colour. High Street price: ~~£2,245~~ Made.com prices:

Warm Grey Sideboard	£375
Walnut Sideboard	£399



The storage unit dimensions are H 117cm x W 53cm x D 50cm, available to match the sideboard in either warm grey or walnut. High Street price ~~£1149~~

Made.com price:

Walnut Storage Unit	£375
Warm Grey Storage Unit	£399



The new white Stroller desk matches the Boundary collection perfectly.

Dimensions are H74 cm x W140 cm x D70 cm.

High Street price ~~£1,495~~

Made.com price:

Stroller Desk **£299**



About Made.com

Made.com cuts out the middle man to drastically reduce the prices of designer furniture. It works by showcasing furniture designs on the web site and asking people to vote for their favorites. The crowd sourced designs go into production and the people who voted can go on to buy at a discount as a thank you for their part in the selection process. Orders are then placed direct with a manufacturer for mass production in container quantities. Once completed, the orders are shipped to the UK and their progress is traceable in real time on the web site. The upside of this business model is no unsold inventory and no wastage as the factory only manufactures the exact number of items ordered.

The company is the brainchild of 28 year-old serial entrepreneur Ning Li who co-founded the firm with Julien Callède and Chloe Macintosh. Previously Ning was co-founder of a Paris-based company that proved the feasibility of the business model. After selling his half of the company in 2009 and embarking on a world tour, he met Brent Hoberman, founder and Chairman of mydeco and together they decided to bring the concept to the UK market with the backing of PROfounders Capital and investment from serial entrepreneurs Marc Simoncini and John Hunt.

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