



Press release

YOO HOME LAUNCHES: NEW INTERIORS BRAND OPENS IN DEDICATED SPACE IN HARRODS, LONDON

London, 12 June 2014:

YOO, one of the world's leading global residential and hotel design companies, today launches its new retail interiors collection, YOO Home. Comprising four eclectic collections curated by the YOO Studio, and featuring original and exclusive pieces, YOO Home opens in a dedicated 4,000 sq ft space in London's iconic store, Harrods. This is the latest addition in the YOO brand, which was founded 15 years ago by entrepreneur John Hitchcox and celebrated designer Philippe Starck, YOO Home marks the latest development for the YOO brand.

The YOO Home collection features the best in contemporary design. Original furniture designed by YOO Home sit alongside a curated selection from iconic design houses including Boffi, Cappellini, Cassina, Droog, Flos, Fritz Hansen, Mooi, Nani Marquina, Poltrona Frau, Zanotta, and show-stopping pieces from Sean Dare, Bethan Grey and Jon Male, Best of British Designers by YOO Home.

YOO Home will offer its entire collection across four key themes: Classic, Nature, Minimal and Culture in a way not normally seen within a retail space. These 'exclusive' and curated collections are presented in a way that will spark the buyer's imagination by drawing on YOO's global design expertise, distinctive warmth and sense of fun, underpinned by an innate sense of how we want to live - ensuring that the 4,000sq ft feels more 'home' than 'shop'.

"At YOO we are on a constant journey of discovery when it comes to improving the quality of people's lives in their homes. Your home is constantly changing and evolving as your life and family evolve – our YOO Home collections recognise that we don't live in the pages of glossy magazines but need warmth and comfort as well as beautiful design. YOO Home also has an element of quirkiness too: there is the sense of a more human aspect to the design that is perhaps missing from the products of many furniture manufacturers out there. After all why should a gorgeous interior be an uncomfortable, unlivable interior?" says John Hitchcox.

YOO Home's debut collection comprises some 160 diverse, co-branded products across beds, seating, storage and lighting, covering all areas of the home - across living, dining and sleeping. The products are from some of the design industry's most

established names and its rising stars, including the likes of Sean Dare, Bethan Gray, John Male and Russell Pinch, as well as YOO's own YOO Studio. Some 60 manufacturers are involved, including respected names Cappellini, Cassina, Fritz Hansen and Poltrona Frau. At least half of the collection will be exclusive to YOO Home, with all of the pieces made to order and available in custom versions.

YOO has long fostered a talent for combining the best of contemporary interior products and brands with a unique global outlook on style to create distinctive spaces for modern lifestyles. Operating in 29 countries, 48 cities, with over 63 projects - YOO has designed and produced many bespoke pieces for its acclaimed international projects. With the launch of YOO Home this innovative style and unique vision is now available for all to buy.

As one of the world's leading residential design offerings - developed through the directional partnering with designers such as Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen and Steve Leung - YOO has consistently offered developers interior design, architecture, marketing and branding services since its inception 15 years ago, to create extraordinary and inspiring living spaces. YOO Home's launch brings to Harrods this culture-defining business expertise to the retail sphere for the first time.

John Hitchcox said: "At YOO Home we're not committed to a single look, but to a carefully developed aesthetic, which results in a curated selection of the best of whatever is out there at the time, giving us the ability to champion innovative work by designers such as Sean Dare, John Male and Bethan Gray and of course we are extremely proud to showcase the work of the YOO Studio for the first time in a retail environment. YOO Home is all about interaction and inclusion, we want to work with our customers so that they can customise our Collections to make the furniture they choose very much their own."

More on the Collections:

"YOO Home aims to have a strong international flavour, informed by our 63 global projects. But, importantly, by being innovative it is also about offering a variety of styles and moods rather than just one, which is something we can do because we're not about promoting a single aesthetic or brand." explains John Hitchcox.

Classic updates traditional pieces with a contemporary edge, the likes of YOO Studio's Classic Bed, a four-poster style without the usual canopy; the Double Babette Sofa by Giorgio Pullici for Fratelli Boffi, with its leather-clad hood; or the Classic Rug by Nani Marquina, a Persian-style centre-piece surrounded by muted colour-blocked panels.

Nature focuses on pieces in more muted tones and natural materials, from the Holland Park Chair by Russell Pinch for Ercol, to the Elephant Table by Wrong for Hay.

YOO Home's collection also speaks for the more directional. The **Minimal** range offers the simplicity of graphic lines and spare detailing, the likes of Dare Studio's Wingback Chair, or the all white, pared back Tray Table by Hay.

Culture's remit is the more strikingly modern and witty, such as the Bulb Chandelier by Rodu Graumans for Droog, with massed bare bulbs, hung from their fixtures' flexes.

YOO STYLER:

YOO Home's space in Harrods also unveils a world-first in the use of technology in furniture retail: dubbed YOO Styler, and developed in conjunction with Dutch tech start-up Floorplanner, this in-store interior design system allows customers to use a table-top touchscreen to see a 2D plan of their homes and then drag scale representations of YOO Home furniture into place. A 3D visualisation of the interior scheme is then produced and projected onto a 5 metre wall in store. Purchase and delivery can be arranged direct from the plan that will even calculate whether furniture pieces are suitable given the restrictions of doorways and stairwells. It is the most user-friendly digital interior design system available to date.

YOO Styler also fits well with YOO's track record as one of the most progressive design companies operating around the world today. YOO co-founder Philippe Starck's many iconic creations can be partly credited with inspiring a newfound popular interest in design, while YOO co-founder and Chairman John Hitchcox introduced the idea of open-plan loft living to an international market as the co-founder of the Manhattan Loft Company. Together with YOO they have pioneered the ideas of place-making branded residences, design hotels and vertical living, operating all over the world.

"I've always believed that interior design and the way we interact with our homes is more an evolution than a revolution," Hitchcox says. "But now, with the launch of YOO Styler, I may be forced to eat my words; I think we will revolutionise the way people design and view the space they live in within a matter of a few years."

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For more information, images and interviews contact:

Hannah Cox/Lizzie Way

Camron PR

Tel: 020 7420 1700

yooHome@camronpr.com

Editors Notes:

The YOO Home collection will be available online this summer, with shipping available to UK destinations only; a planned extension to the global marketplace is likely to follow.

The YOO Studio is unique design house with experience of cutting edge design in over 29 countries. Serving the yoo tribe internationally, the Studio has completed individual residences and hotels as well as bringing to fruition the visions of Creative Directors Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen and Steve Leung. This gives yoo Studio a unique design DNA that could only come from working with the world's leading design visionaries.

Headed by Head of Design Mark Davison and Design Director Mathew Dalby, the studio's experience is enhanced by its diversity of over 20 architects, interior and product designers with big imaginations, providing a choice of looks and styles to suit the lifestyles of today's modern dwellers.

They only source the best quality fittings and furniture from around the world to create interiors that are imaginative, rare and individual - just like you.

Website: www.homebyyoo.com

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