For Immediate Release
GRAND OPENING LAUNCH ON 29th May 2013

Singapore – Officially opening in May 2013, The Design Store by Lifestorey is the second outlet from Lifestorey since its first store opening in 1999. A total concept store with everything from **dinnerware** to **lightings** to **sofas**, it offers unique items to give your home that **distinct designer** look.

Proudly housing items from all over **Europe** and **US** with **direct prices**, the 8,000sqft showroom is filled with lively furnishing accessories and furniture. Including big name brands like **Muuto**, **Diesel**, **Skitsch**, **Bloomingville**, **Donna Wilson**, **Gubi**, **Jonathan Adler**, **Haans Lifestyle** and **Ferm**, it aims to offer the local market stylish home furnishing products at **reasonable prices**.

Jean Wee, Group Design Director, was also looking to fill a gap in the local furnishing scene with items from **independent designers**. "While travelling around Europe, I had the wonderful opportunity to meet these enterprising designers who look after the whole process from design to production and even sales, on their own or with a small 2-3 man team." Literally named **"cottage industry"** due to its nature of operating from home as opposed to being factory-based, it is a burgeoning industry in Europe with potential for growth. The designs are not mass-produced and usually **handmade**, thus while only available in small quantities, they are **unique** and **personal**. Brands like eponymous **Mariska Meijers** or **Ella Doran**, and **Woouf**, are just some of the independent designers that are represented **exclusively** in Singapore at The Design Store.

"They produce items based on their **passion**, for instance, Mariska is a graphic artist who developed her projects into cushions. I think it is inspiring that regardless of any discipline one is in, you can use those ideas to formulate a product for end consumers", Jean says.

Hoping to surprise customers who come into the store, it is a place that people can spend hours **exploring**, **touching**, **sitting**, and come away feeling **refreshed** and **brimming with ideas**. "I don't want people to just come into our store looking for a plate, and then buy a plate. I want them to come looking for a plate, and then discover plates with hand-painted cat whiskers, or plates with a baby's face. It would be gratifying if their **choices multiplied**, and their perspective **broadened**" says **Lawrence Yong**, Business Development Manager at The Design Store by Lifestorey, and who also put together the showroom from scratch.

Bringing together a **wealth of styles** in a kaleidoscopic fashion, the showroom proudly displays the colourful, the cheerful, and the expressive. Lively shapes, fruity pastel tones and romantic details that take on a modern look. **Dream-like motifs** featuring vegetables and fruit, drawings, embroidery and paintings are juxtaposed with graphically stylised **patterns**.

Industrial or **raw designs** are given a fresh interpretation, how a product was created is of interest and considered part of its charm and an expression of **personality**. Pottery exhibiting fingerprints, **asymmetrical** glassware and exposed welding seams typical of a trend that **eschews perfection** are complemented by natural materials like **wood** or coarse knit woollens.

Signature pieces from key brand **Diesel** translated its **rock 'n' roll** fashion outlook into furniture with **studded belts** looped around stools or used as a hanger for round mirrors, or coffee tables emblazoned with **photo negatives** of DJ turntables. **Muuto**, another **key brand**, melds their **Nordic** sensibility with classic design, striking a balance between the elegant and the **rustic**. **Award-winning** Items like their **wood lamp**, split table or **nerd chair** choose recycled raw materials and reworked classic pieces, showcasing desires for quality and durability.

Hand-sewn vegetable shaped plushies and pastel painted **plates of faces** from **Donna Wilson** add a touch of whimsy, while **Forestier** lights made of cloth and shaped like **lanterns** illuminate from the ceilings; **Stripes** and **Vichy checks** adorn surfaces, perforation patterns, silhouettes, and little flowers exude a tongue-in-cheek **charm**, and all combine into a fantastical mixture of **creativity**.

On the **forefront** of design, **The Design Store by Lifestorey** aims to **inspire** the modern homeowner when all things that are **beautiful** are put into place.

Brands include: Muuto, Diesel, Skitsch, Donna Wilson, Jonathan Adler, Forestier, Bloomingville, Mariska Meijers, Woouf, G Plan, Gubi, Ella Doran, BTC, Yastik, Now's Home, and many more.

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Some items on display in-store:

Muuto

Around Coffee Table

Four Vase

Nerd chairs

Split Dining Table

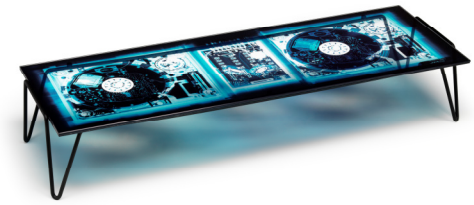
Stacked Bookcase

Wood Lamp

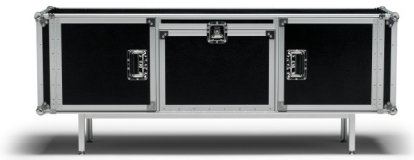
Cosy Table Lamp

Crushed Bowl

Diesel



Xyradio Coffee Table



Fightcase

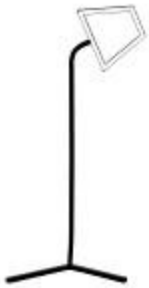
Rock Chairs

Eggstud Mirror

Chubby Chic armchair

Barstud Stool

Skitsch



2LED floor lamp

Aka Chair

Bookshelf

Frolla Armchair

TakeOff chair

Sack Sofa

Donna Wilson

Grace Plate

Mog Plate

Rock the boat cup

Squirrel Fox

Fox Cushion

Suki Mushroom

Woouf (beanbags)

Analogic

Chorus

Cupcake

Lens

Woufall

Picasso

Sneaker

Mariska Meijiers

Jungle Fever Silk Linen

In Bloom Silk Linen

Abstract Neon II Side Table

Micro Ikat Silk Linen

Jungle Fever Yellow

Jungle Fever Turquoise

Jonathan Adler

Utopia Mugs

Phone Dock

Uppers Jar

Daschund Butter Dish

Honeycomb cushion

Needle cushion