

innermost®

PRESS RELEASE

AUG 2016

innermost ten

Sept 20th to 24th 2016



Look for the Snowdrop!

Coinciding with this year's London Design Festival Innermost are celebrating ten years of calling the Oxo Tower their home and to mark both occasions they are hosting the Innermost Ten event during LDF 2016 this September.

Innermost Ten is a total of ten events held during London Design Week at Innermost's newly refurbished showroom and bar in the Oxo Tower Wharf on the Southbank in London. Most of these events will be open to the public, some will be trade or invite only.

As well as the showroom being open to the public displaying their 2016 collection, you can also take part in a silent auction with ten of Innermost's designs up for sale to the highest bidder! All proceeds from the auction will going to Macmillan.org. Products will include Innermost's Yoyleight and Parasol table lights and Circus and Jeeves pendants.

Walking all over London for a design festival is thirsty work so Innermost want to help by giving away free drinks at certain times throughout the week. Follow them on Instagram for more details about their pop-up drinks. #innermostbar

Plus all visitors (of appropriate age) to Innermost's Oxo Tower showroom during the week maybe lucky enough to win a coveted bottle of the limited edition Innermost gin - with the oh so serious name Ginnermost! #ginnermost

And if that all wasn't enough there will also be some awesome lighting and furniture to see with other events and product installation details to follow.

Open Studio: Tuesday 20th to Friday 23rd 11am to 6pm, Saturday 24th 11am to 4pm

Silent Auction: Tuesday to Saturday as above and on-line

Pop-Up Drinks: Follow us on Instagram to get more details, from 20th to 23rd

VIP Evening: Wednesday 21st September 7pm to 11pm (invitation only)

About Innermost

Innermost is a British design brand that stands for concept, quality and wit. Started in London and working with designers from all over the world, founders Steve Jones and Russell Cameron aimed to create a unique lighting and furniture brand. Since 1999 the company has followed its initial philosophy – to be ‘as British as London itself’ – that is to be very British and yet very diverse.

www.innermost.net

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About London Design Festival

The London Design Festival is a celebration of design in London. First staged in 2003, the London Design Festival is one of the world's most important annual design events. The Festival programme is made up of over 400 events and exhibitions staged by hundreds of Partner organisations across the design spectrum and from around the world.

www.londondesignfestival.com

THE
ICON
DESIGN
TRAIL
2016

Icon Design Trail

The Icon Design Trail is a highly influential guide, bringing you cutting edge, forward-thinking design at the cusp of its inception during the London Design Festival (LDF). This year the Icon Design Trail will celebrate its 12th anniversary with 100,000 copies of the guide available throughout the festival. A copy can be picked up at Innermost Ten x LDF event at the OXO Tower.

www.icondesigntrail.com

**WE ARE
MACMILLAN.
CANCER SUPPORT**

About Macmillan

Macmillan fund vital cancer services for people affected by cancer, from specialist cancer nurses to grants for cancer patients with money problems. In 2015, Macmillan reached 594,024 cancer patients through their Nurses. In addition to these patients, Macmillan Nurses also help many more carers, family members and friends. A Macmillan Nurse costs £204 per day and on average they help 159 cancer patients across a whole year.

To access support from Macmillan visit their website or call 0808 808 00 00.

www.macmillan.org.uk

Tel 0300 1000 200

For further information about this or the latest Innermost developments to be launched during 2016, please contact-
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