

innermost®

PRESS RELEASE

AUG 2016

innermost silent auction for **Macmillan**

Sept 20th to 24th 2016



Ten Innermost products up for auction during LDF

Coinciding with this year's London Design Festival Innermost will be hosting a silent auction with all proceeds going to Macmillan Cancer Support.

During the London design week Innermost will display their latest and greatest lighting and furniture designs in their recently refurbished showroom in the Oxo Tower on the Southbank. Ten of these designs will be up for auction with all the funds raised being paid to Macmillan to fund vital cancer services for people affected by cancer, from specialist cancer nurses to grants for cancer patients with money problems.

To take part it's simple - visit Innermost's showroom during LDF to see the products, ask for a Bid Sheet, fill in your bids and contact details and leave it with a member of staff. Don't worry if you can't make it to London, bids can also be made via the Innermost website during the same time. Innermost will announce the highest bidders for each item on 26th September 2016.

Macmillan's fundraising manager Julie Holland said: "Sadly the number of people being diagnosed with cancer is increasing every year and that means Macmillan's support for people living with cancer is in more demand than ever. No one should have to face cancer alone and events like Innermost's help us be there for people affected by cancer and their families when they need us most."

Russell Cameron, Innermost co-founder added “We are delighted to be involved with Macmillan and to offer some of our best known and newest designs up for auction. The work Macmillan do is invaluable, but to fund a Macmillan nurse for a day costs them £204 and they rely solely on donations, so every penny we raise from this auction is going to help someone in need.”

Silent Auction: Tuesday 20th to Friday 23rd 11am to 6pm, Saturday 24th 11am to 4pm and online.

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

info@innermost.net

UK/ Europe Office & Showroom

2.02 & 2.04 Oxo Tower Wharf, Bargehouse Street,
South Bank, London SE1 9PH

Tel + 44 (0)20 7620 1808

Asia Sales Office

Unit 02 & 03, 2/F, EW International Tower
No. 120 Texaco Road, Tsuen Wan

Tel + 852 2857 5289

Follow us online and receive the latest news and inspiration:

Facebook www.facebook.com/innermostdesign
Twitter www.twitter.com/InnermostDesign
Instagram www.instagram.com/innermostdesign
Pinterest www.pinterest.com/innermostnet
LinkedIn www.linkedin.com/company/innermost
YouTube www.youtube.com/InnermostDesign
Vimeo www.vimeo.com/innermostdesign
In the Window www.thewindow.com/innermost

**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-

Ruby Chan - Marketing & Business Development Manager - ruby@innermost.net