



## Meet Bud

[Bud](#) is a go-anywhere do-everything LED lamp. Whether illuminating a night picnic, a romantic rooftop dinner or any stylish interior, this rechargeable portable lamp frees you from the constraints of cables, with a three step dimming function to adjust to any situation.



Designed for Innermost by [Melissa Yip](#), she responded to a brief set to the in-house team with this great design. To create something within the category of portable lighting but with a distinctly 'Innermost' twist.

As a brand that embraces innovation, bold design as well as the absurd, Bud perfectly matches Innermost's criteria of rechargeable, portable but above all fun.

Imitating nature, the globe bulb is shelled by two petal-like forms which appear to simultaneously hold and protect the light. It can be likened to a pearl in a shell, or plant in bloom, two petals hugging the light. The curvaceous design suggesting a form that is still in its infancy, protecting the light source inside.



*The hues are satisfyingly solid and when illuminated the coloured lips of the Bud petals are truly accentuated.*

With the Innermost mantra that "Light is a material" Bud is a form that's illumination changes as you interact with it. With a beautifully simple dimming mechanism that is echoed in the satisfyingly classic form, Bud feels simultaneously familiar and fresh.

Designed to be intuitive, so that the user would not have to search for an on/off switch, Melissa and the team spent some time developing a special mechanism to activate the light by touch.



*Push Bud's bulb to activate and press again to increase the light intensity from 25% to 50% to 100%.*

Allowing the user to interact with Bud's bulb to activate the light and three step dimming function. The tapered cylindrical form encases the translucent globe on top of a thin silicone pad that allows it be pushed to adjust dimming.



Freeing us from cables, Innermost have also strived to ensure Bud produces enough light for the task at hand, hence the three step dimming function; resulting in a design that is as at home in a living area as it is a bedroom, a balcony or on a dining table.

With a vibrant range of colour options and beautiful box packaging, Bud strikes the perfect balance between battery power, light output, longevity and price.

Launching at Euroluce in Milan, Bud will be available in Summer 2019.

**Euroluce | Innermost | Hall 11 | Stand D27**

**Additional details**

Available in 6 colours; ocean, olive, lemon, fluoro, aubergine and ash.

IP 20 (for use in dry locations)

Micro USB Cable (included)

20 hours maximum battery life (5hr battery life at 100%, 10hr at 50%, and 20hr at 25%)

## About Innermost

Innermost is a British design brand with a rebellious approach to lighting and furniture. Founded in London and working with designers from all over the world, Steve Jones and Russell Cameron aimed to create an innovative and diverse brand, making products of the absolute highest quality. Since 1999 the company has followed its initial philosophy, to be 'as British as London itself': a unique mixture of classic English tradition and vibrant global diversity.

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