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Press Release

For immediate release

**Tom  
Dixon.**

## **LDF 2025: TOM DIXON UNVEILS REFRESHED SHOP AND NEW COLLECTIONS**



*Tom Dixon with the new JACK Portable (SS26).*

Tom Dixon will unveil his newly transformed King's Cross shop alongside the launch of the AW25 collection for London Design Festival.

From 13–21 September 2025, visitors are invited to slow down and immerse themselves in the newly refreshed King's Cross flagship store at the heart of Coal Drops Yard. Marking a significant new chapter in the brand's evolution, the London store becomes the stage for **Transformative Luminescence**—a celebration of innovation in lighting, interiors, and materiality.



*WHIRL Surface and Cone Floor Light.*

Following previews in Milan and Copenhagen, the AW25 collection will be presented in full for the first time in London. Exclusive previews of select pieces from the upcoming SS26 range will also be on display during London Design Festival. The spotlight will be on:

- **WHIRL**, inspired by the Op Art movement, creates hypnotic reflections and optical illusions through its mirrored spiral form.
- **SOFT** produces a warm and diffused glow. These large-scale pendants are inspired by the near-spherical surface of a partially formed celestial body.
- **PRESS FROSTED**, a new finish in the best-selling PRESS series, transforms clear glass into a soft, translucent matte texture for a more ambient effect.
- **MELT** marks its 10th anniversary with new finishes and formats. Highlights include **MELT Bronze**, which deepens the palette with a rich, metallic hue, and **MELT Dichroic**, a light filter that channels the spectral effects of dichroic filters. The **MELT Portable** range also expands, now available in a vibrant new **Fluoro** finish.
- **New Textiles** expand the accessories offering with a richly tactile collection designed to elevate interior comfort through materiality and colour. The range includes **RIDGE Cushions**, **THREAD Cushions and Throws**, and **BAND Throws**.
- **SPIN** evolves with fresh tones across the collection: **SPIN MINI** is now available in Black, Blue, and Putty, while **SPIN LARGE** returns in classic Black and a new Putty finish—offering greater versatility in this kinetic, sculptural centrepiece.

All new AW25 collections will be available for the public to purchase in stores and online from September.



*PRESS FROSTED Surface Lights and Sphere Pendants.*



*MELT Bronze Pendants and Portable Large.*



*New SPIN Collection.*



*RIDGE Cushions.*

To mark the occasion, a launch party will take place on the evening of Wednesday 17 September at the Coal Drops Yard shop. More details will be announced shortly.



## Reasons to visit the Tom Dixon shop during LDF

1. **Discover the New Look of the Tom Dixon Flagship Shop** – brand new enhanced shopping experience.
2. **Experience the New Collections in Person:** including new lighting, furniture and accessories.
3. **Expert Product Advice Service:** Receive expert advice from Tom Dixon's team with hundreds of fabrics and colour choices available.
4. **Daily Aperitivos:** Enjoy complimentary drinks daily while exploring the shop.
5. **Prize Giveaways:** Participate in prize giveaways throughout the festival.
6. **Talks and Events:** Attend engaging talks and events hosted at the shop.
7. **Complimentary Gift Wrapping:** Available with all purchases.
8. **Enjoy complimentary drinks** in the outdoor area in front of the shop.
9. **Enjoy delicious food at Coal Office restaurant**, located above our flagship.

Tom will be available for 1-1 press appointments. To book your appointment and for more information, please contact the Tom Dixon Press Office: [press@tomdixon.net](mailto:press@tomdixon.net)

## Notes to Editors

### About Tom Dixon

Established in 2002, Tom Dixon is a British luxury design brand which is represented in 90 countries. Specialising in furniture, lighting and accessories, Tom Dixon has hubs in London, Milan, Hong Kong, New York, Tokyo, Hangzhou, Beijing and Shanghai. With an aesthetic that is intrinsically inspired by the brand's British roots, the products are internationally recognised and appreciated for their pioneering use of materials and techniques.

Founder and eponymous Creative Director Tom Dixon is a restless innovator who rose to prominence in the mid-1980s as a maverick, untrained designer with a line in welded salvage furniture. While working with the Italian giant Cappellini he designed the widely acclaimed 'S' Chair. In the late 90s Tom became Creative Director at Habitat and rejuvenated the brand while maintaining Terence Conran's vision of enriching everyday life through simple, modern design. In 2001, Tom was awarded an OBE by Her Majesty the Queen for his services to British design. In 2014 he was awarded 'Designer of The Year' at Maison & Objet, Paris. In 2019, he received a silver medal for Best Garden at the RHS Chelsea Flower Show and in the same year, was awarded the prestigious London Design Medal at the British Land Celebration of Design Awards. Tom is one of the industry's most feted British designers and is internationally heralded as a significantly original talent.

Best-selling products such as Beat, Melt, S-Chair and Wingback are instantly recognisable and have been acquired by the world's most famous museums including the Victoria & Albert Museum, London; MOMA, New York; and the Centre Pompidou, Paris. Latest additions to the brand's range, such as the Fat chair, Spring lights and Swirl accessories are quickly gaining momentum and reiterate Tom's status and significance in the design world.

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