

LEE BROOM

LONDON DESIGN FESTIVAL 2025

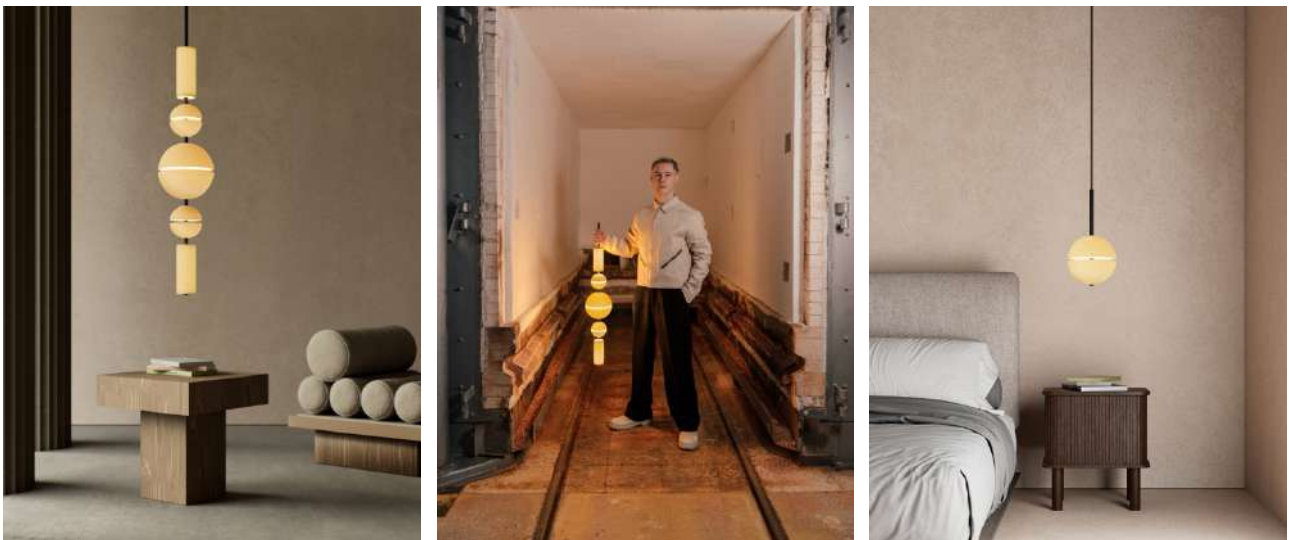
TRIO OF DESIGN

THREE PRESENTATIONS AT THE LEE BROOM SHOREDITCH SHOWROOM



For London Design Festival 2025, Lee Broom invites visitors into a unique showcase of his groundbreaking work from the past year. Set across the three store fronts which form the Shoreditch flagship showroom, the three specially curated spaces will bring together all of Broom's 2025 launches and collaborations under one roof.

CASCADE BY LEE BROOM FOR LLADRÓ



The presentation will feature Broom's collaboration with Spanish porcelain house Lladró: a striking lighting collection titled *Cascade*, which debuted at Euroluca during Salone del Mobile in Milan. Inspired by

traditional paper lanterns and handcrafted at Lladró's factory in Valencia, *Cascade* uses translucent porcelain to create pendant and portable lamps that glow with warmth and delicacy. The pieces can be arranged in modular vertical compositions, allowing users to build their own cascading light installations.

OVERTURE BY LEE BROOM FOR CALICO



Overture is Broom's 2025 collaboration with Calico Wallpaper, first unveiled during New York Design Week. Presented for the first time in the UK, in the heart of Shoreditch in the Lee Broom Showroom, *Overture* will be reimagined for the London audience while retaining its powerful theatricality, innovation, and sculptural narrative. *Overture* marks Broom's first foray into wallpaper and is deeply rooted in his personal history drawing from his early years in theatre and a longstanding fascination with sculptural form, curtain-making, and performative environments.

CHANT PORTABLE TABLE LAMP



Broom will also showcase *Chant*, his first portable lighting design, which was introduced during 3daysofdesign in Copenhagen. A sculptural piece made from handblown glass and available in clear or frosted finishes, *Chant* takes inspiration from 1970s architectural glass blocks and echoes the aesthetic of Broom's previous *Chant* chandelier. With its weather-resistant construction, dimmable settings, and 40-hour battery life, the lamp is designed for seamless use both indoors and outdoors.

In celebration of its London launch and the London Design Festival, the Chant Portable Table Lamp will be available to purchase in-store at a special price of £225 (including VAT). This represents a 20% discount for the duration of the festival, offering visitors the opportunity to take home one of Lee Broom's latest designs at an exclusive launch price.

The exhibition also celebrates a number of special edition finishes and milestones. To mark the 10-year anniversary of the iconic Crescent collection, a bold Blackened Brass edition is introduced, reimagining the classic form with a contemporary edge. The Orion collection is now available in Brushed Antique Brass, while the Hail and Vesper pieces launch in Brushed Bronze.

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The full installation will be on view to the public during London Design Festival, 16 – 21 September 2025, at Lee Broom, 91, 93 and 95 Rivington Street, Shoreditch, London, EC2A 3AY

Press Day – Tuesday 16th September, 10am – 4pm

Wednesday 17th - Friday 19th September, 10am – 6pm

Saturday 20th – Sunday 21st September, 10am – 5pm

Ends.

PRESS CONTACTS

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ABOUT LEE BROOM

Lee Broom is one of the UK's leading product designers and a globally recognised design brand. Since founding his studio in 2007 Lee Broom has created over 100 lighting, furniture and accessories, all designed by Lee himself and retailed around the world. Merging craft, materiality and innovation, all products are Made in Britain by hand at the Lee Broom factory in East London. Known for his conceptual and dynamic exhibitions, Lee Broom has established a reputation for creating surreal, experiential presentations that constantly surprise and engage. The brand's signature blend of classicism and modernity has earned over 40 prestigious awards, including British Designer of the Year and The Queen's Award for Enterprise, presented by Her Majesty The Queen at Buckingham Palace.

