



PRESS RELEASE

Design Guild Mark Trail launches for London Design Festival 2025

This year the [Design Guild Mark](#) is teaming up with London Design Festival for 2025, to launch the inaugural [Design Guild Mark Trail](#) for recipients of the award from the last two years. Visitors to the London Design Festival are invited to follow the Design Guild Mark Trail [Map](#). The purpose of this map is to invite and encourage visitors to follow the Design Guild Mark Trail as they wish, where they can view and appreciate products being showcased that received the award in recent years. There will be outstanding examples of British born design displayed across London, at the opening times of the showrooms they are located in, for all to enjoy.

The Design Guild Mark recognises excellence in British design, specifically in the fields of furniture, lighting, and interior products. Presented by The Furniture Makers' Company, it celebrates innovation, craftsmanship, and functionality in commercial design, in order to raise the profile of high-quality design and promote the value of design to the wider public and industry.

KI, one of the world's largest and respected furniture manufacturing groups and a proud partner with Design Guild Mark, is hosting a drinks reception on Wednesday 17th September at their new Clerkenwell showroom during this year's London Design Festival to celebrate the Design Guild Mark and its recent award winners. KI will host a selection of exclusive Design Guild Mark pieces that won't be shown elsewhere throughout London Design Festival week. Designers of these pieces, as well as other winners of the prestigious award will be present at the drinks event, which offers attendees an opportunity to hear first-hand about their creative process and award-winning designs. Insights into the history of the Design Guild Mark awards, past Jonathan Hindle prize winners and a selection of KI's own workplace, education and hospitality furniture will be on display in the evening.

Alex Crofts, Chair of Design Guild Mark commented *"I am incredibly excited for this design guild mark trail which will showcase many of the products that have received the accolade over the recent years. The enthusiasm for this event has been tremendous and there is no*

more fitting time to kick it off than London Design Festival’, hopefully it will encourage more people to enter for 2026”.

London Design Festival is an annual event that brings together designers, artists, architects, and brands from around the world to showcase innovative work through exhibitions, installations, talks, and events across the city. The festival highlights the importance of design in all aspects of life and supports both emerging and established creatives, making the Design Guild Mark Trail a suitable representation for it.

Designers and products featuring on the Design Guild Mark Trail:

Wallpaper and Fabrics

Judith Coates’ [Bronte British Lambswool Collection](#)

Erica Wakerly’s [Modern Flock Wallpaper](#)

Jane Marks-Yewdal’s [Revolution](#)

Sophie Cappe’s [Re.Wrap](#)

Charlotte Raffo and Joel Weaver’s [Disorder In Stasis](#)

Lighting/Electrical

Edward Barber and Jay Osgerby’s [Hotaru Mini](#)

Jones+Partners’ and Workstories’ [Laines](#)

Chairs and Sofas

Charlie Fowler’s [Ringstead Lounge Chair and Footstool](#)

Claesson Koivisto Rune’s [Maluma](#)

David Colwell’s [Roxi Chair](#)

Gaze Burvill’s [Woodland Seat](#)

Philippe Malouin’s [Element modular sofa](#)

Tables and Stands

Herman Miller's [OE1 Sit-to-Stand Table](#)

Matthew Coules' [Ox Stool / Side Table](#)

Pearson Lloyd's [Teknion Cosi](#)

Tom Rawling's [Mura Sideboard](#)

Leonard Pfeifer's [Oleander Wide Sideboard](#)

Benjamin Stanton's [Highmoor Extending Dining Table](#) for ercol

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For further information contact:

Anna King - anna@informare.co.uk TEL: +44 (0) 7780 956291

Daisy Fenton – daisy@informare.co.uk TEL: +44 (0) 3330483198

Notes to Editor: All images of the products can be found in this [LINK](#)

About the Design Guild Mark:

The programme is different, it is not a competition with a ranking of entries and a single winner; instead, it is given to all designs that demonstrate to the judges that they represent the highest standards of originality and innovation in industrial design.

The Mark is open to designers working in Britain or British designers working abroad and entries for all categories can be for designs intended for domestic, office, hospitality, educational or corporate use, and for interior and exterior environments. Submissions can be for an individual product or a collection of products that are currently in production, that were designed for, and are manufactured by, an industrial design process. There is no restriction on when the design was launched.

The Design Guild Mark is judged by a panel of leading industry professionals. Each member of the panel is from the furniture, lighting, hospitality, commercial, retail, textiles or academic industry.

Recipients of the Mark will benefit from increased industry and consumer awareness, press and social media coverage, with the designers and companies behind them also receiving enhanced brand recognition.

Furniture Makers' Hall

12 Austin Friars EC2N 2HE 020 7256 5558 www.furnituremakers.org.uk
marketing@furnituremakers.org.uk