

**PRESS RELEASE  
DEC 2015**

# **THE SAMPLE SALE**



## **SAVE THE DATE LONDON'S FIRST MULTI-BRAND FURNITURE AND PRODUCT SAMPLE SALE ARRIVES MARCH 2016**

4-6 March 2016  
Victoria House, Bloomsbury Square, London, WC1B 4DA

The Sample Sale is an exciting and inspiring new event that will open its doors to discerning and design-conscious shoppers for three days only, from 4 to 6 March 2016. It will be London's first multi-brand product sample sale, curated by the team behind the critically-acclaimed global design show, designjunction.

The Sample Sale show promises to transform Victoria House in central London into the shopping event of the year, with the world's leading contemporary furniture, lighting and accessories brands offering exclusive items at great prices. Sale stock will include ex-display models, design classics, limited edition pieces, prototypes and discontinued lines, all available at discounted prices with as much as 70% off store prices on selected items.

Brands including Tom Dixon, Moroso, Decode, Very Good and Proper, Vitamin Living and Modus will take part in The Sample Sale, clearing their warehouses and showrooms to get ready for summer 2016. They join a line-up of more than 20 world-renowned brands presenting their products at the sale. Each brand will offer a different daily 'star buy' on Friday, Saturday and Sunday, available on a first-come, first served basis.

Deborah Spencer, director of The Sample Sale and designjunction, said: "With the growing number of sample sales across the fashion industry and brands looking at new ways to retail product, The Sample Sale provides the perfect platform to clear ex-display stock at prices that are far more accessible for design-savvy shoppers."

Keep up to date as new brands are added to the line-up at The Sample Sale website – [www.thesamplesale.co.uk](http://www.thesamplesale.co.uk)  
The Sample Sale takes place Friday 4th to Sunday 6th March 2016 (open 12pm to 9pm daily).  
Venue address: Victoria House, Bloomsbury Square, London WC1B 4DA.

## **PRESS CONTACTS**

All media enquiries should be directed to the designjunction team at Caro Communications

- Lizzie Colville, Senior Account Manager
- Lucy Price, Account Manager
- Luke Neve, Account Executive

E: [designjunction@carocommunications.com](mailto:designjunction@carocommunications.com)

T: 020 7713 9388

## **NOTES TO EDITOR**

Standard entry tickets will be available on the door, priced at £10.00.

Sign up to The Sample Sale newsletter before 30th January 2016 for half-price tickets to the show.

[www.thesamplesale.co.uk](http://www.thesamplesale.co.uk)

## **ABOUT DESIGNJUNCTION**

designjunction is a leading exhibition for contemporary interior design and culture, held annually in London, Milan and New York. The flagship show takes place in London as part of the London Design Festival each September – where more than 200 contemporary brands present their new collections to an international audience of architects, interior designers, retailers and media.

[www.thedesignjunction.co.uk](http://www.thedesignjunction.co.uk)