

NaughtOne Opens New Global Flagship Showroom

The Old Trading House is designed to help specifiers express their creativity



London, UK, September 17 -- Global contract furniture brand, NaughtOne, today opens the doors to its new flagship London showroom, The Old Trading House. Located on Northburgh Street in the heart of Clerkenwell, the opening follows a major renovation of the 4,349 square-foot, two-floor space.

A powerful showcase of NaughtOne's sector-spanning portfolio and an inspiring workspace for specifiers, this handsome Victorian warehouse building houses the brand's biggest ever showroom. It upends convention by including not only a floor dedicated to showing products in typical commercial settings, but also a CMF workshop and product lending library which are designed specifically for client use. Specifiers from the architect and design community can see, feel and try NaughtOne's distinctive portfolio first hand whilst also exploring the diverse specification and finish choices in their own workspace.

Managing Director, Nadean McNaught explains:

"The Old Trading House is designed to be a space that specifiers visit because they know it will help them find solutions to their design problems. That's why in addition to a large showroom, we've designed in a studio for creatives. They can find inspiration from the settings, then explore the colour, material and finish solutions that work for their project."

Global Sales Director, Chris Hagan, added:

"I'm particularly excited about the opportunities to use the space for seminars and workshops that educate and inform our clients. Today, a showroom is so much more than a space to show products - it's somewhere for people to meet, work, talk, create, play and socialise. We can't wait to welcome the design community to our new home that we hope will become a home for them too."

The Old Trading House follows the opening of NaughtOne's new global headquarters in its home county, Yorkshire, in January. Both spaces were designed by a team led by NaughtOne Creative Director, Stephen Floyd. Stephen says:

"Design is a really personal industry - you work with people that you trust and like. NaughtOne's old showroom in Baker's Yard was known for its welcome, so we wanted to keep that essence. We built a coffee bar where guests can touchdown, get comfy and talk about what they want to get from the visit. We used dramatic focus lighting like a gallery, but accented that with decorative lamps. The colour palette is sophisticated and mature but we've cut it with bright pops of colour. All these choices challenge conventional ideas about what offices and other commercial spaces should be and they create a feeling of belonging - a warmth that is more like home. That's the essence of NaughtOne."

See more at: <https://www.naughtone.com/the-old-trading-house>

To book your private tour of The Old Trading House, simply email london@naughtone.com

For further information and imagery, please contact Gina Stringer at gina@standtallpr.co.uk

About NaughtOne

NaughtOne is a British designer and manufacturer of furniture for commercial spaces. We believe that designs should be simple, purposeful and useful – and that choice of colour, fabric and finish should come as standard. We make it possible for specifiers to express their creativity, tailoring our products for the client, setting and use.

The business has grown considerably over the past two decades, now employing nearly 100 people in the UK, Europe, Asia and the USA. NaughtOne is a part of the MillerKnoll collective of brands.

For further information visit www.naughtone.com

<https://news.millerknoll.com/2024-09-17-Naughtone-Opens-New-Global-Flagship-Showroom>