

Feeling the pinch effect

IN SOUTH London, Russell Pinch markets his own award-winning furniture and lighting using seven British manufacturers.

"It makes us very flexible and fast," he says. Demand has risen fivefold in the past three years and 30 per cent goes for export. "People love brand Britain," says Pinch, "here, but also abroad." For more information, visit www.pinchdesign.com



Russell Pinch's sofa (above, £1,730) and, top, a wardrobe (£2,695)

Buy British and get more design for your money, says **Barbara Chandler**

FOR decades, fabulous designers and makers have been pouring out of our top schools and our famous post-graduate college, the Royal College of Art. Students now established in their own sophisticated studios or working successfully with big British companies are offering impressive designs for big and small spaces.

Home-grown designer goods are cheaper than those from abroad, so now is the time to defy the credit crunch and pour confidence into the market with our support for these inspiring creatives.

With the pound behaving badly, UK-made design is not only attractive, it is good value for British people. There is also an eco issue here. Delivering locally means fewer carbon emissions than carting in goods from abroad.

Three-seater sofa (£1,640) designed by Kieron Bakewell for Naughtone



Zaha Hadid designed this solid-brass tap, weighing 20 lbs (about £4,900 plus VAT) for Triflow

But design rather than price is the strongest suit for brand Britain, and many designers are themselves the makers in small-to-medium outfits nationwide.

Take design entrepreneurs Mark Hammond, 28, and Kieron Bakewell, 30 (graduates of Kingston and London Metropolitan respectively). They set up **Naughtone** in Leeds in 2005, specifically to make British products for home and abroad. Now a team of 35 in Yorkshire turns out markedly modernist upholstery and other furniture, which sells very well at Liberty. "Our aim is the lowest manufacturing miles in the country," says Mark, which is good

for budgets and for the environment. Sofa innards have frames from a well-managed forest near Harrogate, with other materials

from within a 20-mile radius. Coverings are 100 per cent wool from the Isle of Bute in Scotland. "We're very flexible as we don't

have to absorb huge transport costs by ordering in bulk," Mark adds.

Sheridan Coakley, the first man to import Philippe Starck in the mid-Eighties, runs the popular **SCP** shops in EC2 and W2. He bought his own Norfolk upholstery factory to make top British modern designs and



Ercol high-back sofa (£2,335)

CONTACTS

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- **Emma Bridgewater:** 020 7371 5489; www.emmabridgewater.com.
- **Edwin Loxley:** 0115 975 8168; www.edwinloxley.co.uk.
- **Ercol:** 01844 271800; www.ercol.com.
- **Esse:** 01282 813235; www.esse.com.
- **Ideal Standard:** 01482 346461; www.ideal-standard.co.uk.
- **Naughtone:** 0113 242 7403; www.naughtone.com.
- **Hambledon Furniture:** 01962 890055; www.thehambledon.com.
- **Samuel Heath:** 0121 772 2303; www.samuel-heath.com.
- **SCP:** 020 7739 1869; www.scp.co.uk.
- **Triflow:** 01708 526361; www.triflowconcepts.co.uk.
- **Wesley-Barrell:** 01993 893100; www.wesley-barrell.co.uk.