

**The  
business  
of design**

 BUYDESIGN

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 BUYDESIGN®

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**BuyDesign will help you  
drive efficiency, boost  
productivity and save  
time and costs as  
your trusted external  
design and product  
development resource.**

[www.buydesign.com](http://www.buydesign.com)



# The business of design

“  
**BuyDesign is a digital platform that transforms the way designers, retailers, brands and manufacturers connect and collaborate.**  
 ”

**Good design drives business success because engaging designers fosters creative thinking, regardless of company size.**

Having spent 30 years in the industry, I know that many brilliant ideas are never presented to the right person, buyer, brand or manufacturer. BuyDesign makes it easier to find the correct audience for designers' work and brings their best original ideas out into the spotlight.

Our mission is to support buyers and designers, both commercially and creatively, in the development of original ideas in a transparent and secure relationship.



**Theo Williams, Founder of BuyDesign**

Save time and costs, drive efficiency and productivity. BuyDesign will support you as your external design and development resource.

**BuyDesign improves the efficiency of the product development process by connecting stakeholders and ensuring greater transparency and traceability.**

International designers

International manufacturers

International brands

International retailers



**BUYDESIGN®**

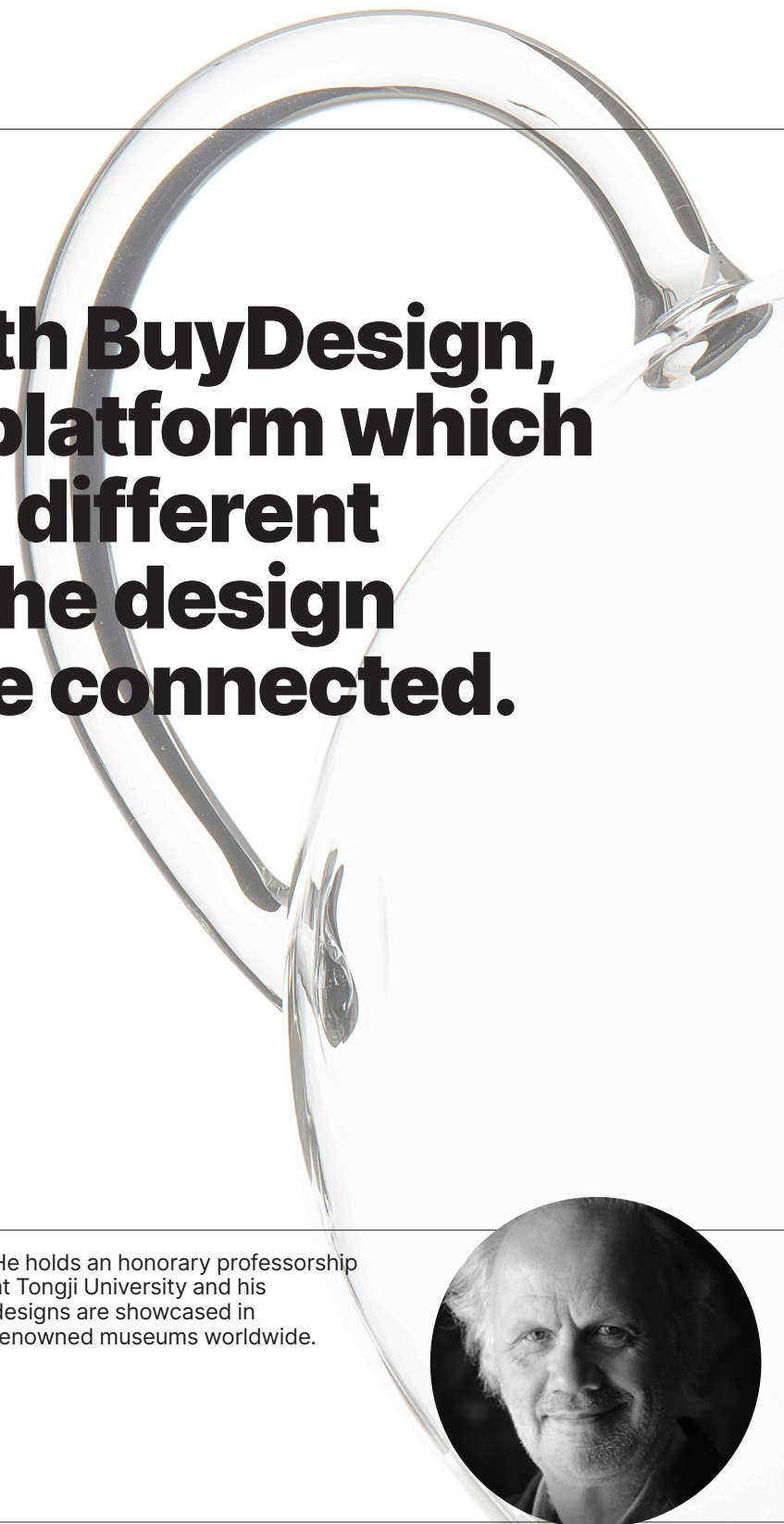
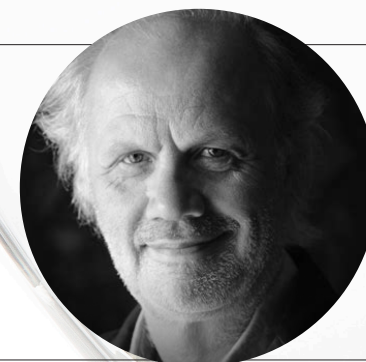
**“ Finally, with BuyDesign, there is a platform which allows the different actors of the design world to be connected. ”**

**Aldo Cibic**



Aldo Cibic, founder of Cibicworkshop, is an influential Italian designer known for co-founding Memphis. His projects have been exhibited at Venice Architecture Biennale and his work focuses on community and place design.

He holds an honorary professorship at Tongji University and his designs are showcased in renowned museums worldwide.

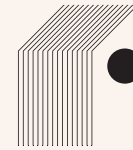


**BuyDesign provides you with the tools and support to optimise your collaborations, ensuring that your innovative ideas are effectively brought to the marketplace.**



**We are challenging the process of connecting, creating and making. Our platform streamlines this process and enhances collaboration, allowing you to be more focused and more efficient.**

**Creating opportunities to connect, collaborate and create for brands, retailers and manufacturers.**



## Connect

Discover the right designer for you.

Discover and connect with international designers and their original ideas. Create mood boards within your studio with original product ideas from designers.

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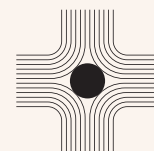


## Create

Create briefs and receive pitches.

Brief individual or multiple designers at once or create open-call briefs to all. Receive direct pitches to your online studio and review with your teams.

2

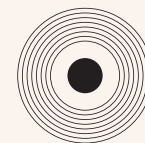


## Collaborate

Collaborate with designers in your online studio.

Access all necessary tools directly. BuyDesign is your design hub - manage designers, products, boards, briefs, pitches and contracts all in one place.

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## Trust

Upload your T&Cs and sign online.

In your online studio, you can upload, save and sign multiple agreements between you and the designer. Negotiations can occur via chat and messaging. You cannot see any other business activity.

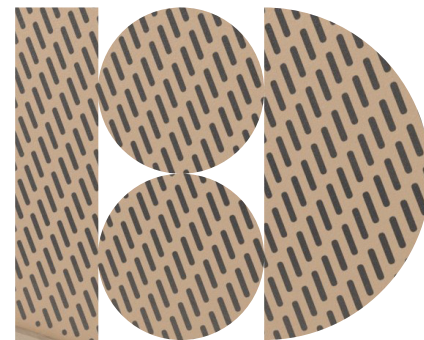
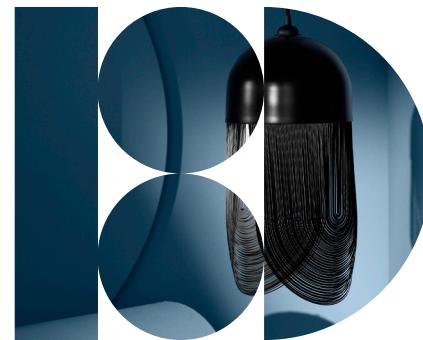
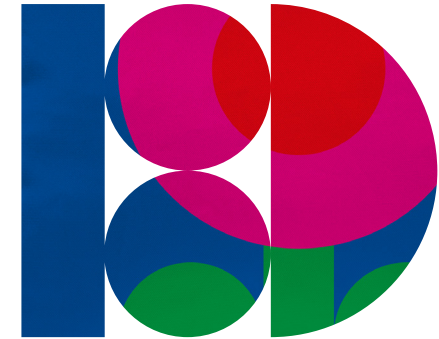
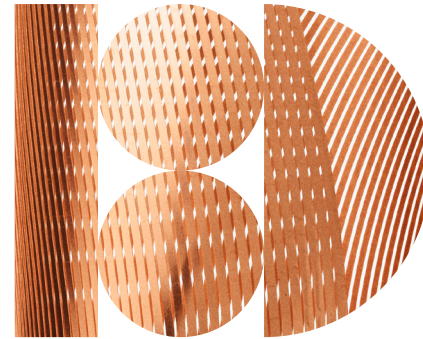
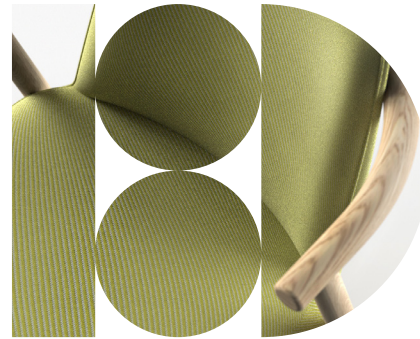
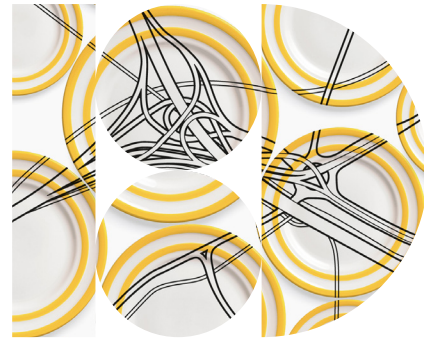
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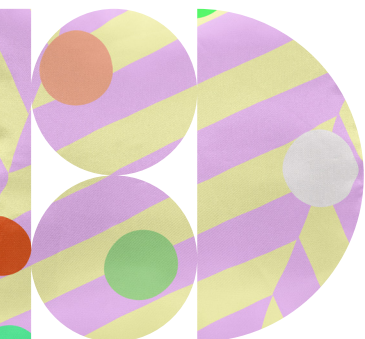
BuyDesign's philosophy is a simple one: good design is about

Our philosophy

**GOOD PEOPLE**



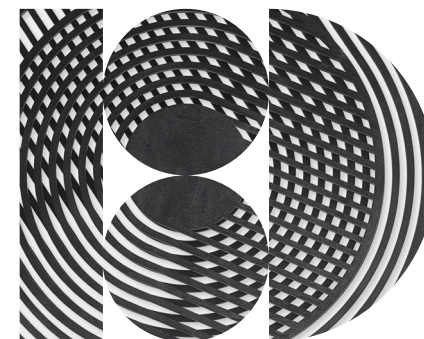
**GOOD BUSINESS**



**GOOD DESIGN**



**AND TRUST**



Get in touch to start the conversation and learn more about how we can help your business grow.

# Why BuyDesign

## Brands & retailers

### The need

A pipeline of innovative and exclusive products to differentiate themselves in an increasingly competitive market.

Access to manufacturing partners that provide quality, innovation and value.

Agility in product offering to respond to rapidly changing customer demands.

### Challenges

Internal design resource comes at a cost and design/style diversification can be a challenge.

Discovering, establishing and managing relationships with external designers can be costly and time consuming.

### Why BuyDesign

With BuyDesign, you have access to a global pool of diverse, professional, talented designers that can be flexed project-by-project.

We provide streamlined and integrated online tools for briefing, negotiating and creating contractual agreements with designers.

## Manufacturers

### The need

It can be difficult to gain access to new markets and customers to enable growth. Manufacturers can also sometimes lack creative input to offer customers market-leading products.

### Challenges

A lack of expertise, resources and contacts can hinder the development of their exclusive designs.

Cultural and geographical barriers can pose challenges; manufacturers are often located in different parts of the world from their customers, making it challenging to identify and communicate with designers and potential new clients.

There are limited opportunities to showcase their value proposition to potential new clients.

### Why BuyDesign

BuyDesign enables manufacturers to connect and showcase their capabilities to a global audience of selected buyers and product development teams from brands and retailers.

We provide direct access to a global pool of selected designers and the ability to develop their design products through a simple, secure and time-efficient process.

“  
**BuyDesign is a platform that can change the dynamics of the relationship between designers and clients to their mutual benefit.**

**Deyan Sudjic OBE**

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Deyan Sudjic is a British writer and broadcaster, specialising in the fields of design and architecture. He was formerly the Director of the Design Museum.

## Designers

### The need

Connection, visibility and transparency with key personnel within businesses.

### Challenges

Directly approaching businesses is time-consuming. There is a risk that original designs shared outside of a secure environment may result in them being copied.

### Why BuyDesign

BuyDesign enables designers to reach, showcase and pitch their original ideas to a global audience of interested retailers, brands and manufacturers.

The platform allows registered designers to respond directly to briefs or open calls with design proposals, fostering secure and transparent creative and contractual relationships.



We have three options to help you use BuyDesign

# How we can help

## You manage

You can join now to discover vetted international design talent and their ideas, create bespoke briefs and collaborate seamlessly in your own personal online studio.

# 1

## We manage

Leverage our support. Just tell us what you need for hassle-free account and creative management. Increase your speed to market, cut costs and boost efficiency.

# 2

## Special projects

Need help with special projects? Whether it's new categories, markets, strategy, or sourcing, our advisory services go beyond standard platform functionalities. With over 30 years of industry experience and a vast international network, count on us to connect you with trusted designers, manufacturers and brands.

# 3

What the experts say

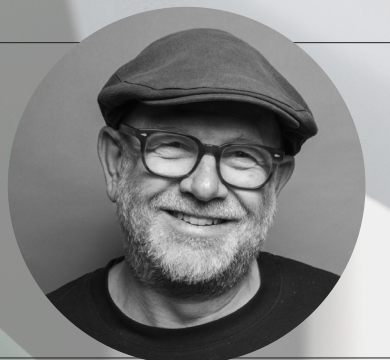
“ Unlike the architectural sector that has set contract terms and stages, the design sector has always had an opaque structure for collaboration that is a drag on the business of design and manufacturing. ”

“ BuyDesign is a brilliant innovation in breaking down these barriers and simplifying the process of commissioning design. ”

Tom Lloyd

”

Tom is co-founder of the London design studio Pearson Lloyd founded by Tom Lloyd and Luke Pearson in 1997.



# Closing the loop

**Creating the perfect partnerships  
by connecting designer,  
manufacturer and retailer.**

**“  
Without BuyDesign this product  
would not have made it to market  
in such an efficient manner.  
”**

Utilising the BuyDesign platform,  
the Anthropologie buying team was  
able to discover and collaborate with  
our designers and manufacturers.

**“Thanks to BuyDesign,  
we have introduced a range  
of fresh and exclusive  
products while championing  
design talent.”**

**Christina Carter, Buyer – Furniture,  
Décor & Textile, Anthropologie**

**“Putting new ideas in front  
of our customers is a critical  
part of driving our business  
forward. BuyDesign has  
enabled us to bring more  
new products to market.”**

**CEO Italsed S.r.l**



Sadie Chair for Anthropologie  
US and UK. Exclusively designed  
and developed with BuyDesign.



**We are being recognised as a platform 'for the industry, by the industry' by our users and experts within the international design community.**



"BuyDesign is building a level playing field for the design industry – that means fair deals for designers, access to a wider spectrum of ideas for design brands and a culture of respect across the board."

**Nigel Coates, Designer and Architect**



"I am honoured to support BuyDesign - the role of designers has significantly changed in the last two decades. It's not just about the product itself but also about preserving skills, craftsmanship and the people involved in its creation."

**Luc Nichetto, Designer**



"BuyDesign democratises the design field for everyone, regardless of age."

**Bo Raahauge and Nicholai Wiig-Hansen, Founders and Owners of Raawii who actively use the BuyDesign platform**



"It takes a lot of the pain out of the business side of the design process."

**Sebastian Bergne, Designer on BuyDesign**



"We are very excited for the possibilities BuyDesign gives Forma&Cemento."

**Marialaura is an Architect, Designer and Creative Director of Forma&Cemento Srl, a business actively using BuyDesign.**

**What the experts say**

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**A professionally managed platform that can support a previously rather serendipitous system.**

**Michael Young**

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Michael Young is an award-winning British designer, founder, and creative director of Michael Young Studio.

Michael Young Studio was founded in 1993 to provide exclusive, quality design services across an eclectic range of markets – from interiors to technology.





“BuyDesign has the potential to be a truly innovative platform created by professionals who know the industry inside out.”

**Daniel Gava, Board Advisor to the Design Industry**



“BuyDesign played a pivotal role as the catalyst behind one of our most innovative branded launches in recent years.”

**Nicola Waller, Head of Category Proposition at John Lewis and Partners**



“The BuyDesign platform connects designers with clients that they might have not been able to work with.”

**Frances Boyd, Designer on BuyDesign**



“**Good design is a crucial factor for good business, not only for leading design brands but also for many traditional large-scale, mid-range, and budget-conscious brands, manufacturers, and retailers.**

**Theo Williams**

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**Privacy is  
important to us.**

**Businesses utilising BuyDesign  
cannot view other businesses  
and designers cannot see  
each others work.**

**BuyDesign is created for  
the industry and by the industry.**

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**Get in touch to start  
the conversation  
and learn more about  
how we can help  
your business grow.**



**Theo Williams**  
Founder  
[theo@buydesign.com](mailto:theo@buydesign.com)

30+ years of designing and creative direction for global retailers and brands, progressing from designing products for Alessi to Technogym. Former Creative Director at Habitat, John Lewis and Kingfisher plc.



**David Barrett**  
Commercial Director  
and Co-Founder  
[david@buydesign.com](mailto:david@buydesign.com)

20+ years experience in the retail sector working for John Lewis and M&S as Category Lead/Senior Buyer.

**[www.buydesign.com](http://www.buydesign.com)**