



The business of design

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

A strategic product design agency dedicated to helping you create and develop new ideas

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.



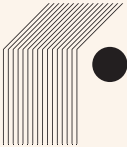
Theo Williams, Founder of BuyDesign

Our mission is to support businesses and designers, both commercially and creatively, in developing original ideas in a transparent and secure relationship.



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.

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



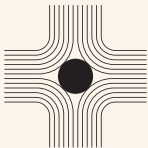
Extensive network

You can leverage our international network of partners and over 400 vetted product, furniture, lighting and textiles designers for you to accelerate time to market, reduce costs, and enhance efficiency.



Original Ideas

Discover original ideas from our international designers, or create briefs to receive direct proposals and pitches from the right partners to achieve your project goals.



Management Support

Receive strategic consultation and guidance to manage your project from industry professionals with over 30 years of experience in design sector..

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“
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.
”

What the
experts say

“
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.



BuyDesign operates as an agent with a creative management fee to streamline the process.

How it works & Pricing

Management fees are tailored to your specific needs, whether by project, brief, or further development. Once we have defined your creative challenge, we will propose a cost to meet your needs.

Connect

Let's schedule a call to discuss your needs and project requirements. We'll also review our management fee structure to ensure seamless account and creative management.

Create

After defining your creative challenge, we'll help create your brief, select the best designers or partners, launch your brief, and present the proposals for discussion.

Collaborate

Once a proposal is selected, we can provide ongoing support to streamline the process from concept to execution. You can work directly with us or the designer.

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At BuyDesign, we leverage our international roster of 400+ vetted designers and our extensive network of brands, retailers, and manufacturers to support you in streamlining the creative process from idea to execution

Developed by industry professionals

BuyDesign is crafted by industry professionals specifically for the design sector. We understand the nuances of the design business and have created a platform to transform the dynamics between designers and clients, fostering mutually beneficial relationships.

Your external design resource

BuyDesign serves as your external design and development resource, simplifying the commissioning process and breaking down barriers. With a deep understanding of brand strategy and product direction, we help you save time and costs while enhancing efficiency and productivity.

Vetted partners

With over 30 years of experience, we have carefully selected and vetted professional designers and partners. Rely on us for original designs and collaboration with top designers in furniture, lighting, patterns, and industrial design from 27 countries.

Privacy on BuyDesign

Your privacy is our priority. On BuyDesign, businesses cannot view each other’s activities, and designers cannot see each other’s work. Your interactions are directly with us and the designers.

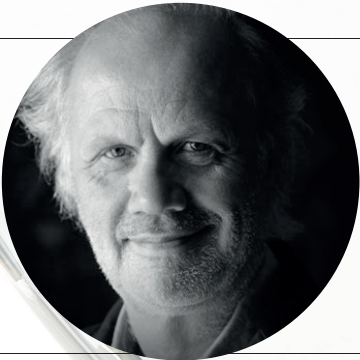
“ Finally, with BuyDesign, there is a platform which allows the different actors of the design world to be connected.

Aldo Cibic

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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.

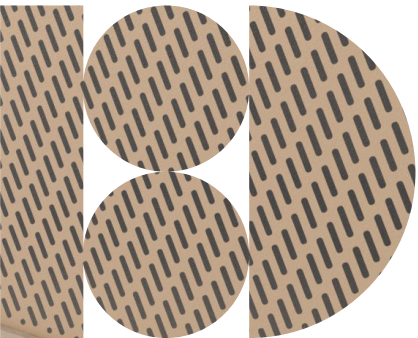
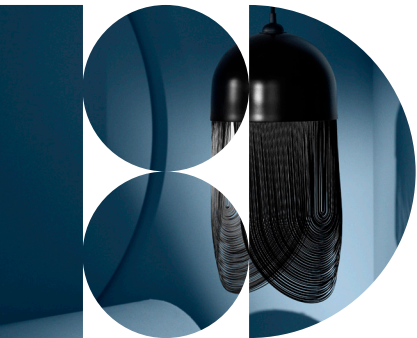
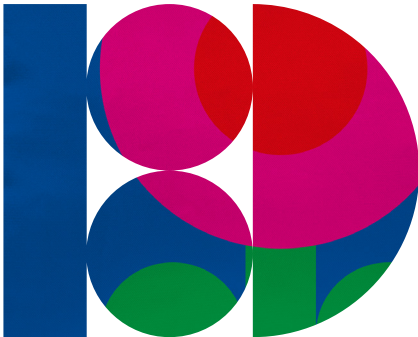
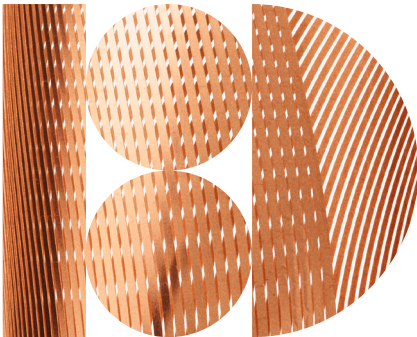
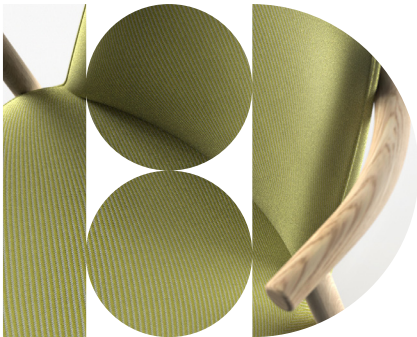
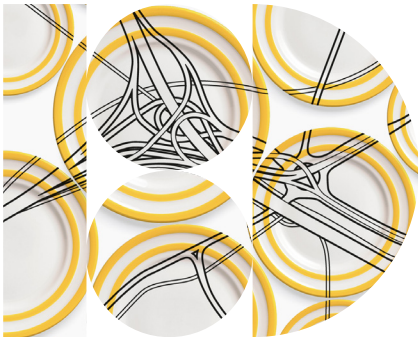
He holds an honorary professorship at Tongji University and his designs are showcased in renowned museums worldwide.



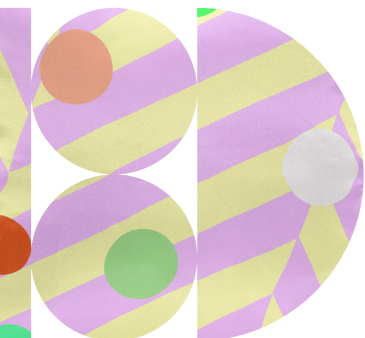
BuyDesign's
philosophy is
a simple one:
good design
is about

Our philosophy

GOOD
PEOPLE



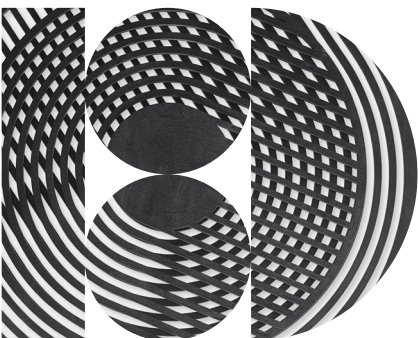
GOOD
BUSINESS



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

”
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.

One example of
a success story

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

What the
businesses say

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

Closing the loop

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

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

“**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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**You're
in good
company**

**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.**

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

www.buydesign.com



The business of design
