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FOR IMMEDIATE RELEASE

Urban lifestyle event sees the introduction of slot-together furniture for both homes and businesses

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The inspiration behind Wayfarer Furniture's range of shelving, tables and seating came from the experiences of the founder, Harris Chapman, constantly moving from flat to flat whilst at university. The simple idea of designing and making furniture that could be 're-flat-packed' using a combination of slots and connectors meant that moving home would be much less of a hassle and would help reduce the need for disposing of furniture, a common occurrence in city life. This practicality has become increasingly popular with the rise of retail businesses that opt for a transient real-world presence to complement their online stores.

Harris Chapman, founder of Wayfarer Furniture, explains this growing area of interest in his products, "When we launched our business we were targeting customers who connected with similar experiences brought on by moving home, however, we were surprised to find a number of visitors to our first trade show were actually fellow exhibitors who saw the easy to transport nature of our furniture a benefit to their style of business."

To reflect the demands of this niche, Wayfarer Furniture has launched a new system called 'Coda' at this year's Milk & Sugar urban lifestyle event in London. The system comprises of connecting panels with pedestal shelving, hooks and holders to create an easy to configure, assemble and personalise display solution. "Although the Coda panel system was inspired by the needs of retailers looking to display their products in innovative ways, the system could also work well at home," states Chapman, "the system could be used as a multi-functional coat stand or room divider." As part of this development into commercial furniture, Wayfarer plans to offer a design service to help businesses create their retail spaces.

Wayfarer Furniture will also be exhibiting their new updated Tempo collection and will be offering their Prima stool as seating for a pop-up cocktail bar at Milk & Sugar, running as part of The London Coffee Festival, at Old Truman Brewery, London 3rd-6th April. More information about the collections and to find out where to buy can be found on Wayfarer Furniture's website at www.wyfr.co.uk.

ENDS

Notes to Editor:

Harris Chapman graduated from studying design at Loughborough University in 2012 and has since then joined the Prince's Trust enterprise programme to help launch his business. Taking part in Leicester City Council's Creative Enterprise Hub has also aided the development of the business, a reflection of the national drive to create more design-led start-ups.

Harris Chapman's approach to business is centred on creating ethical, environmentally-friendly and user-friendly high-quality products and services that meet demands brought on by changes in the way people live and work today.

For images and to download this release please visit www.wyfr.co.uk. To interview Harris Chapman please email info@wyfr.co.uk

