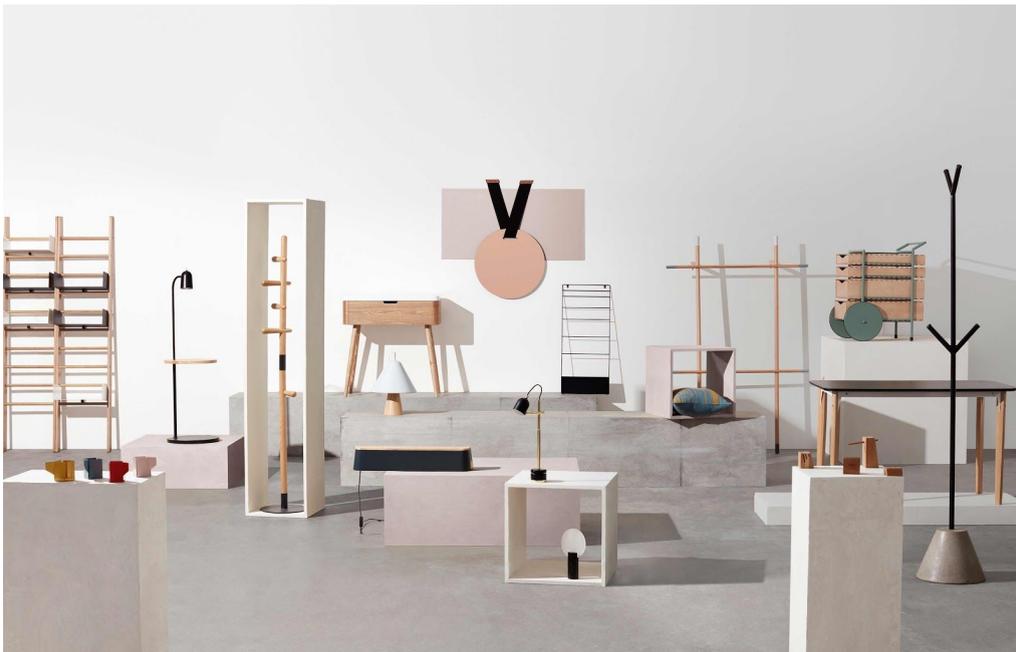


## MADE.COM launches TalentLAB Phase Two

**2nd May 2018.** MADE.COM has launched the second phase of TalentLAB; an innovative initiative that aims to democratise design. For the first time, consumers will have a say in exactly what goes into production, and can be proud to support new, emerging design talent.

The platform now offers design-savvy public access to an unrivalled boutique of new and unique designs. Consumers, or backers, now have the chance to pledge a small, refundable deposit of between £5 and £30 to register their interest in seeing a product get made. MADE.COM has committed to producing and selling the products with the most pledges.

In return for their pledge, backers will receive privileged pricing of up to 30% off the final retail price, and the opportunity to own the design before it's official launch on the MADE.COM site.



The products now live for pledging are a selection from those crowd-sourced since the platform's launch in September 2017. TalentLAB allows anyone with an idea the chance to get their design produced and sold on MADE.COM.

*"MADE is excited to present the first TalentLAB shortlist, and open the pledging process for consumers to begin backing their favourites. Not only will this allow customers to be in control of what MADE produces, but it allows them to jump on board with MADE's support of grassroots design talent"* Ruth Wassermann, Design Director.

## COLLECTION 1

The first TalentLAB collection features young design talent from across the world, including the UK, France, Germany, Denmark and Australia. Consumers can choose to back products of all sizes, ranging from smaller accessories and lighting to dressing tables and shelving.

**UNO Cushion**

Charlotte Lindsey, UK

**Add Storage Ladder**Alvaro Diaz Hernandez,  
Spain**Medal Mirror**

Juan Soriano, Spain

**Lightstand Floor Lamp**Ivana Blaskova,  
Netherlands**Cafe Light Tealight Holders**

Russell Jarvis, UK

**Yilly Coat Stand**

Etain Ho, UK/Hong Kong

**A Place For Everything Stationary Set**

Steven Brookes, UK

**Swappi Cart**Omayra Maymo,  
Denmark**Studio Table Desk**

Jonathan Blayney, UK



**JO Clothes Hanger**  
Michael Gottscheck,  
Germany



**Leliana Dressing Table**  
Naomi Cheney, UK



**Library Shelving Unit**  
Penghao Shan,  
Germany/China



**Ellieday Table Lamp**  
Elitsa Boneva, UK



**Wedge Coat Stand**  
Matt Pearson, Australia



**Elina Wall Shelf Light**  
Romain Deberle, France



**Lune Table Lamp LED**  
Notaroberto Boldrini,  
Switzerland



**Chapeau Table Lamp**  
Simone Alberto Gerbino,  
UK

*High Res Images available to download [here](#)*

*For more information, please visit <https://www.made.com/talentlab/> or contact [press@made.com](mailto:press@made.com).*