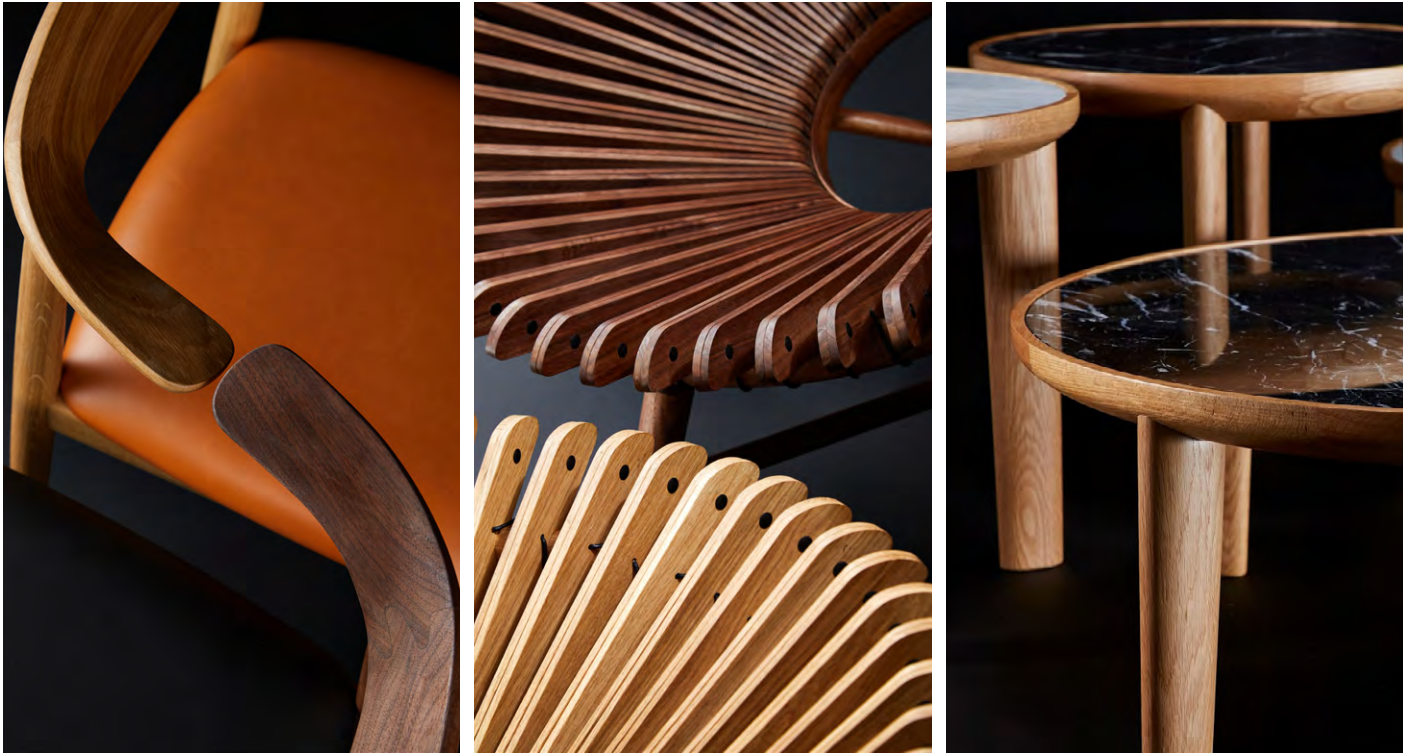


The Conran Shop Announces Commercial Market Distribution Through CE International From May 2023



Beginning 1st May, the respected British furniture merchant CE International will oversee the distribution of The Conran Shop's exclusive in-house designs to the UK commercial market. The offering will include the countless seating, table, cabinetry, sleep, lighting, and outdoor furniture designs that make up The Conran Shop's considered contemporary edit.

A trusted British name in the industry, CE International already manufactures a selection of The Conran Shop's customisable sofas, including the Chiltern and the Hepburn. Back in the 1970s, its founder Roger Lewis fell in love with contemporary design under the mentorship of none other than The Conran Shop founder and design magnate Sir Terence Conran.

Now, CE International will launch The Conran Shop brand and distribute its curated product collections to a broader audience, propelling the legacy of British design and craftsmanship while creating opportunities for the next generation of designers and makers, including the likes of Daniel Schofield, Magnus Long and Matthew Hilton. With production at its base in Frome, Somerset, CE International will embrace a fully circular and sustainable operation, including a furniture-as-a-service model, crafting pieces that stand the tests of time. Additionally, The Conran Shop's extensive lifestyle catalogue will also be available upon request.

The Conran Shop CEO Peter Jenkins comments, "We are thrilled to partner with CE International to expand the B2B side of our business. It's a strategic alliance to achieve mutually beneficial goals of delivering a best-in-class offering and service to the commercial market. We already have a robust and trusted manufacturing relationship with CE International, and I look forward to building on this while backing a circular sustainable production model."

Marc Richard, CE International CEO, notes, "We are honoured to be able to represent the beautiful range of furniture created and curated by The Conran Shop. As The Conran Shop steps into the next 50 years, we are proud to partner with such a prestigious brand. We look forward to caring for our clients in the commercial market and promoting The Conran Shop to a wider audience."

About The Conran Shop

Founded by Sir Terence Conran in 1973, The Conran Shop has established itself as one of the world's leading lifestyle retailers, curating how we live today. As the home of iconic designs and future classics, The Conran Shop offers an eclectic, hand-selected edit of furniture, lighting, and home accessories, championing the most respected designers and emerging talents, with prime retail locations across London, Paris, Japan, and South Korea.

Website: conranshop.com

Instagram: [instagram.com/theconranshopofficial](https://www.instagram.com/theconranshopofficial)

More Information

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About CE International

For the past 30 years, CE International has designed and manufactured contemporary furniture for commercial and domestic interiors with unrivalled attention to detail. From the curvature of a sofa to the smooth finish of a chair's wooden leg, the company takes immense pride in every aspect of the production process.