

LOFT x Grado Pop-Up and Birthday Party: Where Style Meets Craftsmanship

London, UK – May 7, 2024 – LOFT, the premier online destination for stylish furniture and home decor, is delighted to announce its collaboration with Grado, the esteemed furniture manufacturer, for an exclusive pop-up event and birthday celebration to mark Clerkenwell Design Week. The event will take place in Clerkenwell from May 20th – 24th, at The Green, EC1R 0DU.

As LOFT celebrates its 21st Birthday this May, it welcomes Grado, known for its exceptional craftsmanship and timeless designs, to join in the festivities. The LOFT x Grado Pop-Up and Birthday Party promise an inspiring fusion of contemporary style and artisanal excellence.

Guests will have the opportunity to explore a curated selection of elegant furniture pieces from Grado and LOFT. From sleek sofas to sophisticated lighting solutions, attendees can immerse themselves in the world of modern design and impeccable craftsmanship.

Visitors will have the opportunity to engage in enlightening conversations during the "LOFT in Conversation" speaker sessions. Taking place from Tuesday 21st – Thursday 23rd May, these sessions, designed to inspire and inform, will feature industry experts, designers, and thought leaders discussing various topics related to interior design, AI, the circular economy and the intersection of style and craftsmanship.

The "LOFT in Conversation" sessions promise to provide valuable insights and foster meaningful dialogue among attendees. Join us for an enriching experience that celebrates creativity, innovation, and the shared passion for design.

"We're thrilled to partner with Grado for this special event," said Benjamin Hall, LOFT Founder. "At LOFT, we're passionate about offering our customers the finest in contemporary design, and Grado's commitment to quality and craftsmanship aligns perfectly with our values. Together, we look forward to celebrating our shared dedication to excellence with our community."

Admission to the LOFT x Grado Pop-Up and Birthday Party is free, and all are welcome to attend. Guests will have the opportunity to connect with fellow design enthusiasts, interact with industry professionals, and discover the latest trends in modern living.

Join us on May 23rd, 2024, from 4pm – 10pm at LOFT's Clerkenwell Design Week pop up at The Green, EC1R 0DU for LOFT's 21st Birthday Party, an evening of style, innovation, and celebration. Don't miss your chance to experience the perfect blend of contemporary design and artisanal craftsmanship at the LOFT x Grado Pop-Up and Birthday Celebration.

For more information about the event, please visit <https://www.loft.co.uk/blogs/news/loft-x-grado-pop-up-and-birthday-party>

Media Contact: Elizabeth Jackson, Brand & ESG Director
| [LOFT.co.uk](https://www.loft.co.uk) | Elizabeth.Jackson@loft.co.uk

[About LOFT.co.uk] LOFT is the leading online destination for stylish furniture and home decor, offering property professionals a curated selection of high-quality products that blend functionality with contemporary design. With a passion for creating inviting living spaces, LOFT provides customers with the tools to express their personal style and elevate their resident's homes. For more information, visit www.loft.co.uk

[About Grado] Grado is a renowned furniture manufacturer known for its exceptional craftsmanship and timeless designs. Grado's furniture collections embody a perfect balance of elegance, comfort, and durability. From sophisticated sofas to exquisite dining sets, Grado's pieces are designed to enhance any interior space with style and sophistication. For more information, visit www.gradocontract.com

