LOZI

MODULAR BEDROOM FURNITURE

Press Pack

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PRESS RELEASE

Lozi makes bespoke cabinetry more easily available with new customisable bedroom collection for London Design Festival.

East London craft and design studio's system of fitted and standalone pieces combines the personalisation and space efficiency of made-to-measure joinery with the convenience of ready-made furniture.

London, UK (June 2026) On **15 September 2026**, plywood specialist Lozi will unveil a new way to furnish a bedroom: a modular concept that lets customers choose a layout to fit their space, without the cost or wait of commissioning and installing custom-made units.

The collection, hand-crafted entirely in Lozi's Hackney Road workshop, distills its founder Soroush Pourhashemi's 14 years of experience of making bespoke cabinetry and his expertise in designing for small spaces into a curated selection of eight pieces for the bedroom – making its signature design language widely available for the first time.

The system responds to the growing need among Lozi's clients for versatile bedroom spaces in which people can comfortably both sleep and work – a shift that began with the change in working patterns during the pandemic. The modular units (including wardrobes, bedside tables and a murphy bed) can be adapted and combined to create a range of configurations without costly and time-consuming bespoke design work. The complementary standalone pieces (a bed, chest of drawers and desk) draw on Lozi's signature minimal yet warm design language.

Each piece fuses clean, considered forms with refined surfaces, demonstrating Lozi's mastery of the craft of plywood. Four classic surfaces (maple, oak, cherry and walnut), showcase the inherent tactility and marking of the wood.
The units are available online or in the showroom, and hand made to order in Lozi's Work/Shop on Hackney Road in East London. Prices start from £1080, which includes delivery and installation within Lozi's London catchment area.

Lozi's founder Soroush Pourhashemi said
"At Lozi we believe the furniture we surround ourselves with should be more than either beautiful or practical – it should be personal. Since the pandemic, more and more people have needed to make their bedrooms multifunctional – reconfiguring them so they can be used for sleep, work, storage and hobbies. Until now, creating this customised space has required expensive and time-consuming bespoke design. The driving force behind our new Bedroom Collection is to make that well designed, versatile bedroom more accessible."

This collection of 8 pieces comprises:
- Three wardrobe designs that can be combined to fit any space: A unit with double doors, a unit with a single door and a curved end unit.
- A fold-down Murphy bed with optional bedside table storage cabinets, which can be combined with the wardrobes to create versatile spare room set-ups.
- A desk unit that can be a stand alone piece or added into a wardrobe or Murphy bed set up.
- A chest of drawers with integrated vanity.
- An update on Lozi's best selling curved bed frame, now with optional bedside tables and headboard.

Press previews will be held on the **15th September 2026** in the Lozi showroom.

For more information, visit www.lozidesigns.com or connect with Lozi on social media @lozi_designs

ABOUT LOZI

We believe the furniture we surround ourselves with should be more than either beautiful or practical - it should be personal.

Established in 2012 by Soroush Pourhashemi, Lozi creates refined bespoke plywood furniture, driven by a commitment to innovation and a desire to make spaces personal through carefully considered design. Known for our minimal yet warm signature aesthetic language that fuses clean lines with tactile finishes, we specialize in transforming spaces with furniture that merges digital expertise with artisanal woodworking.

Through both our fully bespoke design service and made-to-order stand alone pieces, we highlight the craftsmanship of plywood and ensure every piece fosters a special connection between people and their homes.

CONTACT

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Download Images Here

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NOTES TO EDITORS

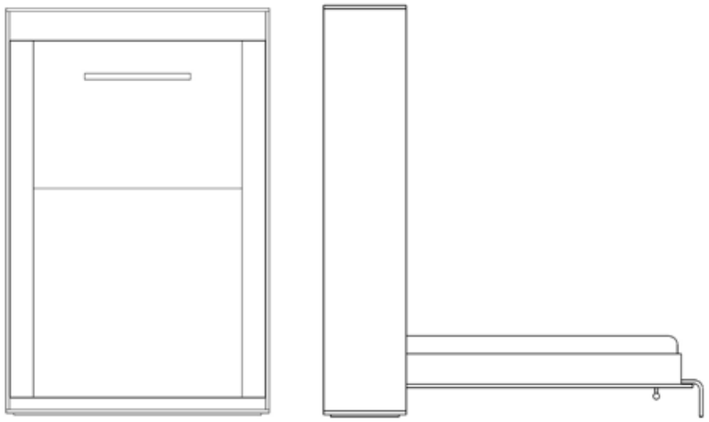
Press previews will be held on the **15th of September** in the Lozi showroom.

Please refer to us as **Lozi**, not Lozi Designs.
Please attribute all quotes, statements and descriptions to either Lozi or Soroush Pourhashemi.

Photography credit: Andras Bartok

With many thanks to Piglet in Bed for the bedding and Klei for the ceramics seen in imagery.

Murphy Bed



Fold down Murphy bed

Small Double / Double / King
H: 230cm / D: 46cm
Soft open/close mechanism & pull out legs
Seamless veneer finish

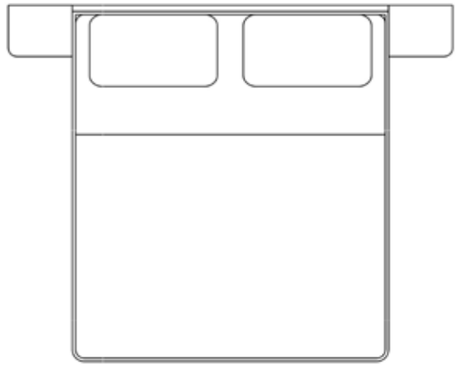
From £3,540

Bedside Units

One size - W: 40cm / H: 230cm / D: 46cm
Left hand side / Right hand side
Inside: Adjustable shelving inside upper cupboard, alcove, three lower drawers, middle drawer with bedside feature.

£1080 each

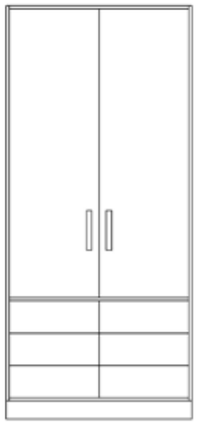
Bed



Small Double / Double / King / Superking
Storage drawer at base
Optional Headboard
Optional bedside tables

From £1,560

Wardrobes



Double Wardrobe

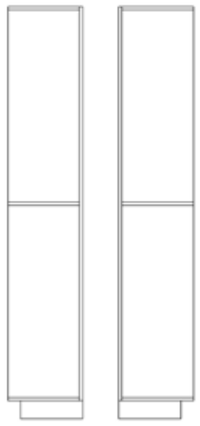
W:80 to 120cm / H: 230cm / D: 59cm
Inside: Adjustable clothing hanging rail and shelving, with three lower soft close drawers

From £1,740

Single Wardrobe

W: 40 to 60cm / H: 230cm / D:59cm
Handle on left or right side
Inside: Adjustable clothing hanging rail and shelving, with three soft close drawers

From £1,080

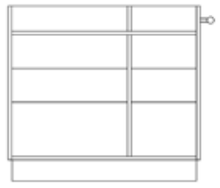


Curved Wardrobe End

One Size - W: 40cm / H: 230cm / D:59cm
Left hand side / Right hand side
Inside: Adjustable shelving

From £1,560

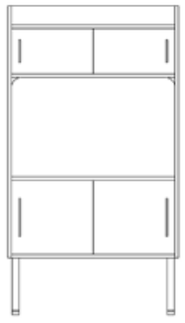
Chest of Drawers



W: 80 to 120cm / H: 91cm / D:46cm
Vanity table with mirror
Six soft close drawers
Removeable hanging dowel on side

From £1,260

Desk



W: 80 to 120cm/ H:163cm / D:29cm
Fold down desk
Two storage cupboards with sliding doors

From £1,200

Finishes

Maple

Oak

Cherry

Walnut

DRAWING IDEAS
ENZO MARI'S 30 PROJECTS
BY HANS ULRICH OBRIST
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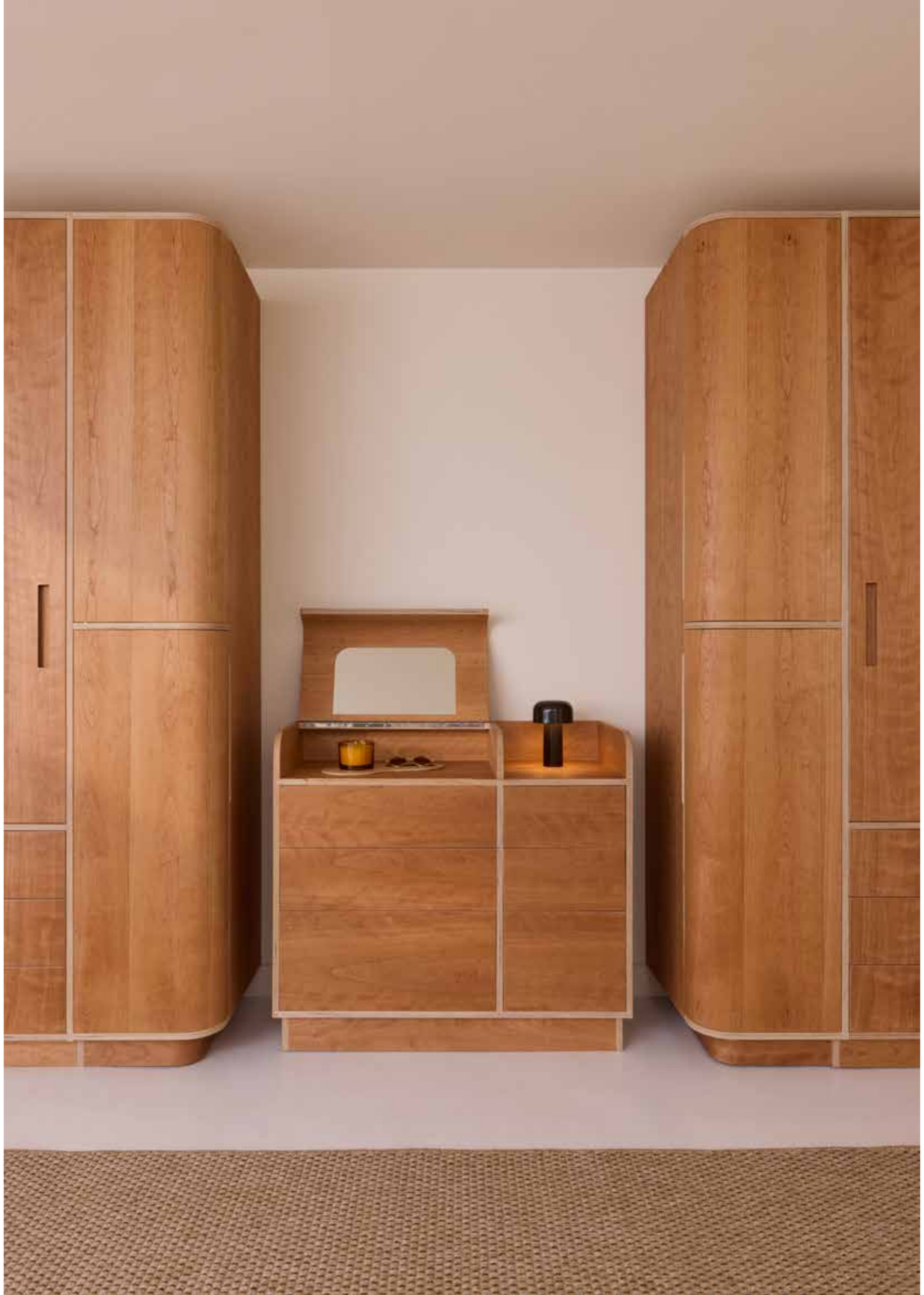

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