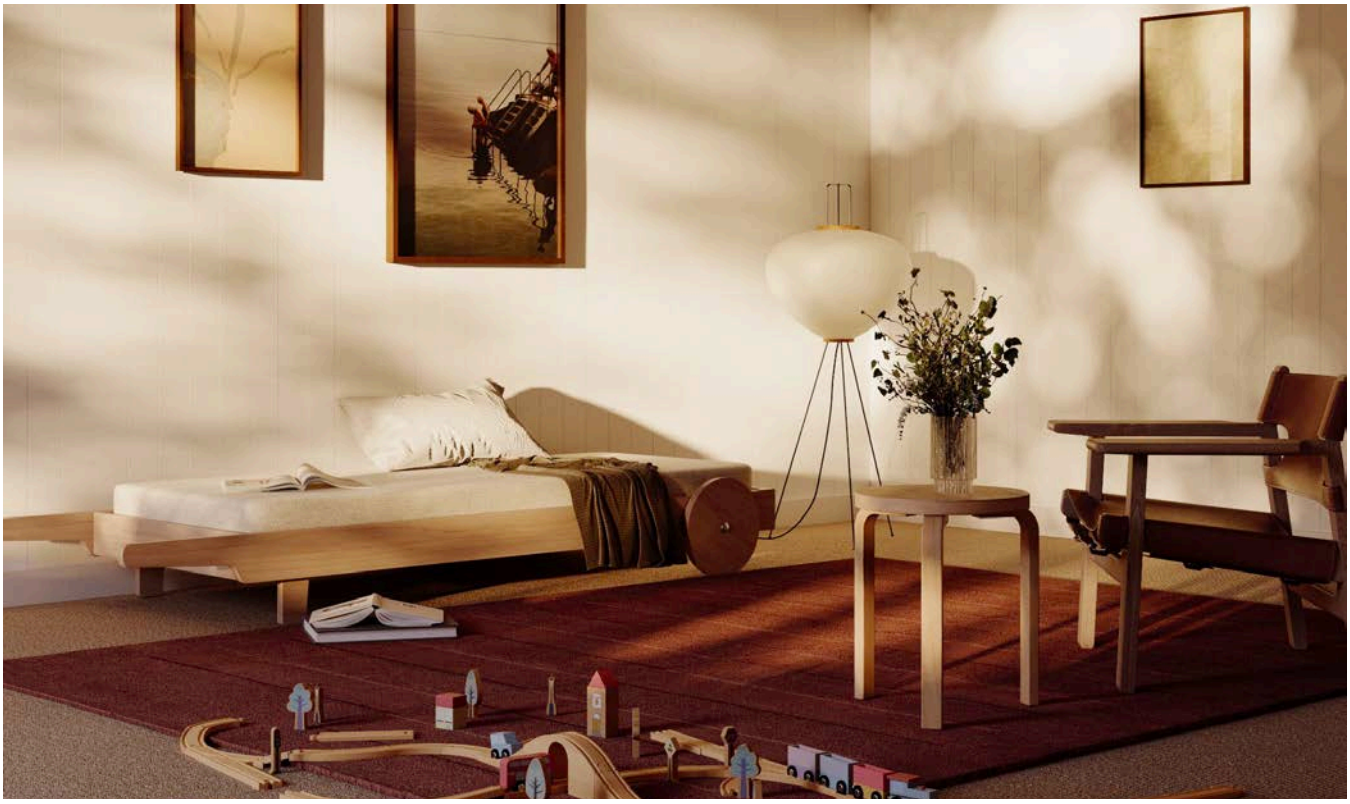
SLOWE *LIVING*

SLOWE Living® at Shoreditch Design Week 2026

Independent British furniture brand SLOWE Living® presents its adaptable furniture collection alongside new work spanning interiors, hospitality and a collaboration with New Balance.



15–17 September 2026 | Shoreditch, London | Stand S22

Architects · Interior Designers · Specifiers · Hospitality · Residential · Commercial · Bespoke Projects

This September, SLOWE Living® joins Shoreditch Design Week, presenting an evolving collection of British-made furniture built around a simple idea: make fewer things, better.

Founded in London by industrial designer Oliver Murphy, SLOWE is an independent furniture and lifestyle brand challenging an industry built around making, selling and replacing more.

Its furniture is designed in London and made in England in limited production batches, with an emphasis on adaptability, repairability and longevity.

At Shoreditch Design Week, visitors will be able to experience the SLOWE Sofa Bed alongside the brand's wider approach to furniture, materials and living.

Furniture designed to stay

At the centre of the exhibition is SLOWE's original Sofa Bed: a generous everyday sofa that transforms into a full UK double bed without the complicated metal mechanisms traditionally hidden inside sofa beds.

Its construction is deliberately simple and understandable. The timber frame can be disassembled, upholstery removed and individual cushions, foam and components repaired or replaced over time.

It also means the furniture can be taken apart when moving home, carried through difficult spaces and reassembled somewhere new.

Rather than designing furniture simply for the moment it is bought, SLOWE asks a different question: how do you design something to stay useful for decades?

Buy once. Repair when needed. Keep for longer.

Designed for changing spaces

Shoreditch Design Week also marks the next stage of SLOWE's work with architects, interior designers and specifiers across residential, hospitality and commercial spaces.

The same principles behind SLOWE furniture for the home become particularly relevant within spaces where furniture needs to work harder.

Adaptable construction, removable upholstery and replaceable components allow pieces to be maintained and refreshed rather than automatically replaced, while SLOWE's British manufacturing network enables the brand to work directly with designers and studios around materials, dimensions and project-specific requirements.

From private homes and residential developments to serviced apartments, hotels, hospitality and workplace environments, the principle remains the same:

fewer, better pieces designed to earn their place and stay there.

New Balance x SLOWE Living: resting after motion

Alongside Shoreditch Design Week, SLOWE will also collaborate with New Balance on Set Pace, a performance-led experience initiated by creative agency GENERATION.works around The Big Half in London.

The collaboration explores a different side of performance: preparation, recovery, ritual and the importance of knowing when to pause.

SLOWE seating will create a gathering and recovery space within the activation, extending the brand's idea of furniture as Tools for Relaxation into the world of running and performance.

For SLOWE, rest isn't the opposite of movement. It's part of it.

The collaboration reflects a wider philosophy that has shaped the brand from the beginning: Finding Comfort in Less. Comfort not simply as physical softness, but having enough space, enough time and the confidence to understand what we actually need.

It is an approach partly informed by Murphy's time living and working in Copenhagen and Tokyo, where an appreciation for compact spaces, multifunctional objects and the rituals of everyday life subsequently influenced the creation of SLOWE.

"Shoreditch Design Week is an opportunity to show SLOWE as more than a collection of furniture. We're interested in how objects can adapt as our homes and lives change, how they can be repaired rather than replaced, and ultimately how the things around us can help us live a little better. Whether that's a sofa in someone's home, furniture specified for a hotel or creating somewhere to recover after a run with New Balance, the underlying idea is the same: make less, make it useful and make it last."

– Oliver Murphy, Founder & Designer, SLOWE Living®

Tools for Relaxation

SLOWE began with furniture, but its definition of comfort has always extended further.

Through furniture, music, culture, interiors and collaborations, the brand explores the spaces and rituals that allow us to slow down in an increasingly fast-moving world.

Find comfort in less.

Tools for Relaxation.

About SLOWE Living®

SLOWE Living® is an independent British furniture and lifestyle brand founded in London by industrial designer Oliver Murphy.

SLOWE creates adaptable, repairable furniture designed in London and made in England in limited production batches.

Its hero Sofa Bed combines sofa, daybed and full double bed functionality within a simple, mechanism-free design intended to be maintained, repaired and kept for years.

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15–17 September 2026
East London

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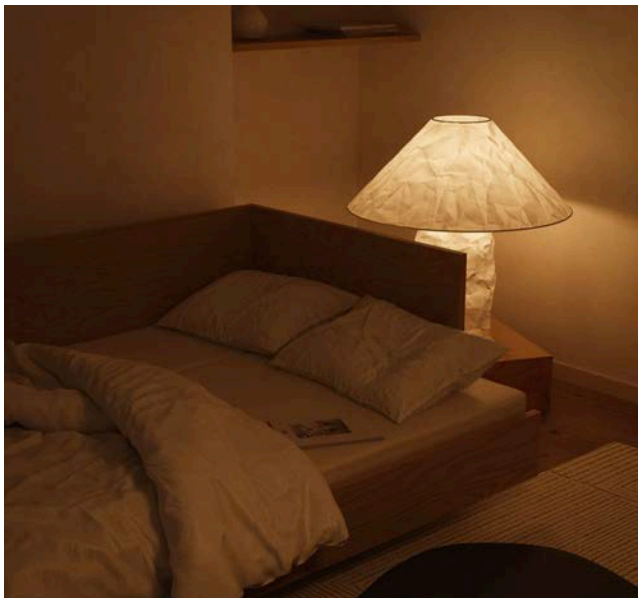

THE ART OF DOING LESS
Why is rest so hard to find?
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FIND COMFORT IN LESS

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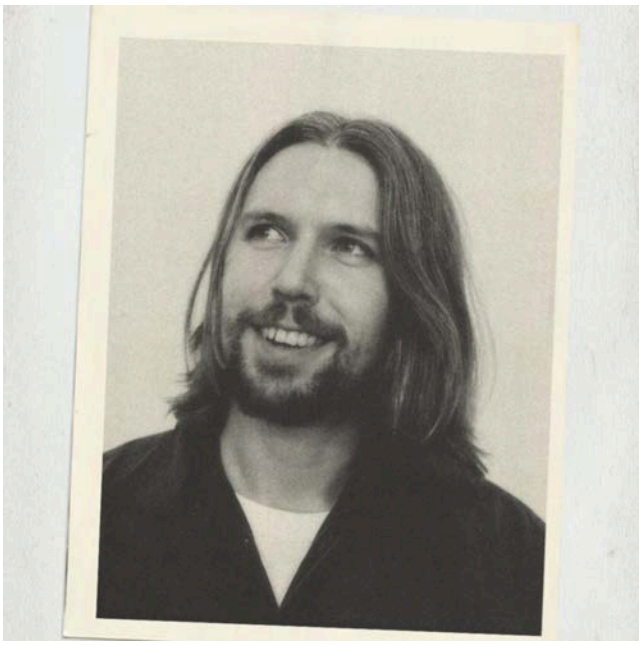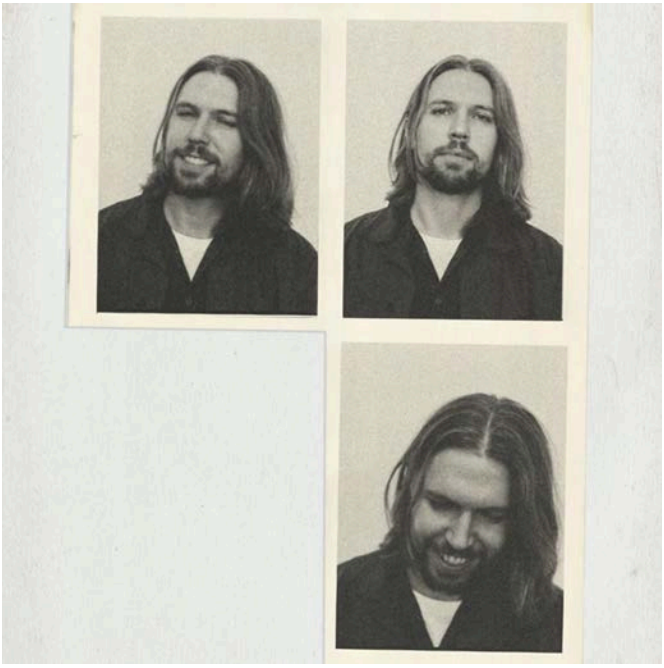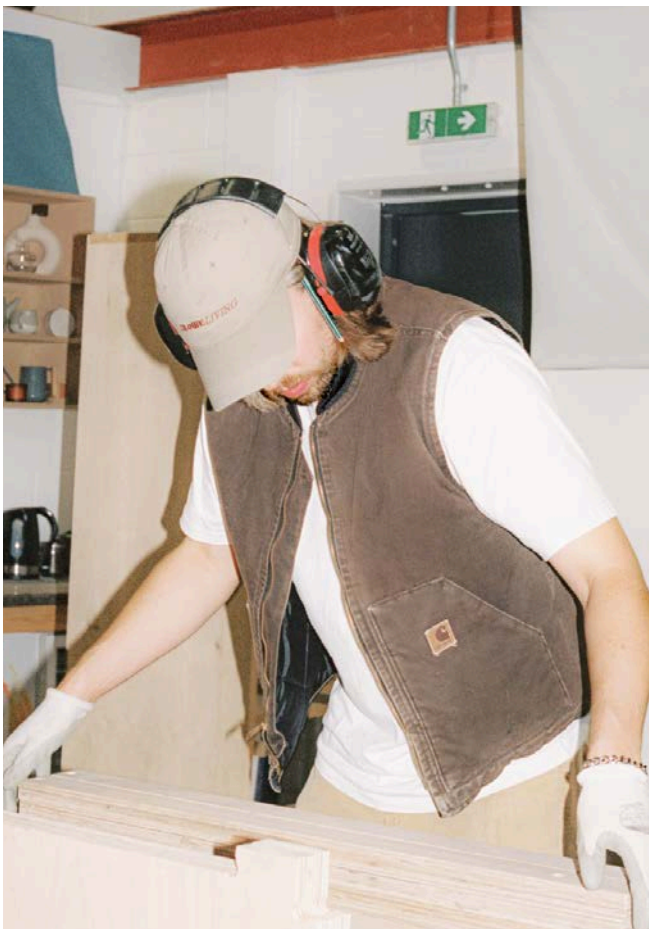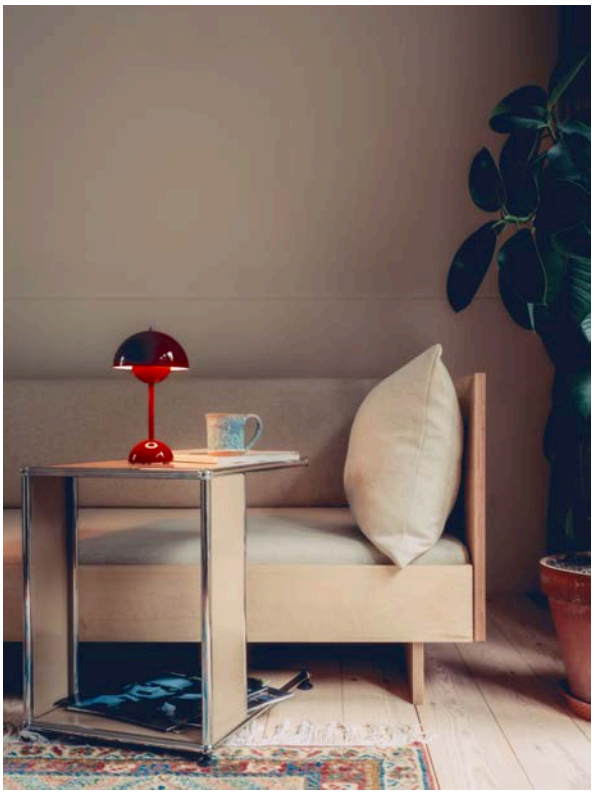
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