



40th ANNIVERSARY

PRESS RELEASE

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Kelly Hoppen MBE collaborates with Focus SB

Kelly Hoppen MBE collaborates with Focus SB on a debut collection of designer electrical wiring accessories for the UK and China luxury hospitality and residential markets.

This exciting collaboration which saw formal contracts between leading British electrical accessories manufacturer Focus SB and multi-award winning designer Kelly Hoppen signed in June 2018; following several meetings to discuss the potential of a partnership with the award winning designer, will see the launch of an eye-catching, cutting-edge collection of 'wall jewellery' in the first quarter of 2020.

This will be the first collection of electrical wiring accessories designed by Kelly Hoppen, who is one of the most sought after interior designers in the world, in collaboration with leading, innovative British manufacturer, Focus SB. The idea for the proposed collaboration came about as a result of a team brainstorming session between Focus SB's managing director, Gary Stevens, and the company's highly experienced new product development team. Stevens suggested that the thinking should be stripped back to basics, and instead of coming up with a plate finish in line with what the team thought everyone else might be doing, should focus on the company's target market and take the lead from design trend influencers dictating the future of modern interiors.

The team carefully considered the main target audience for a new collection in terms of the finish and aesthetics that Focus SB is synonymous with, along with high calibre interior designers involved with prestigious projects in the UK and overseas. Kelly Hoppen emerged as the obvious choice, not just because of her high public profile, or the fact that she is undoubtedly a trendsetter and pioneer of the neutral, minimalist approach to interior design but also because, in synergy with Focus SB, Hoppen has a growing business and huge presence in the Chinese market.

It's clear to the product development team at Focus SB that Kelly recognises the importance of the link between interior design and product design, having developed an impressive portfolio of design collaborations with companies such as Brintons

carpet manufacturer, Chesneys luxury fireplaces and Crosswater bathrooms, with a dedicated team of product designers to support her. This makes Kelly Hoppen the perfect partner for Focus SB and over the coming months you can expect to see an innovative collection of fresh new plate styles come to life; the likes of which have never been seen before by the luxury electrical accessories manufacturing industry.

Gary Stevens, Focus SB's managing director says: "We are all very excited about this collaboration and from the moment I first met with Kelly it was like a breath of fresh air and she was bursting with new ideas for what is a relatively conservative and mature product sector. We are delighted with the designs, they are fresh and elegant and we look forward to bringing them to life with UK and China product launches in early 2020."

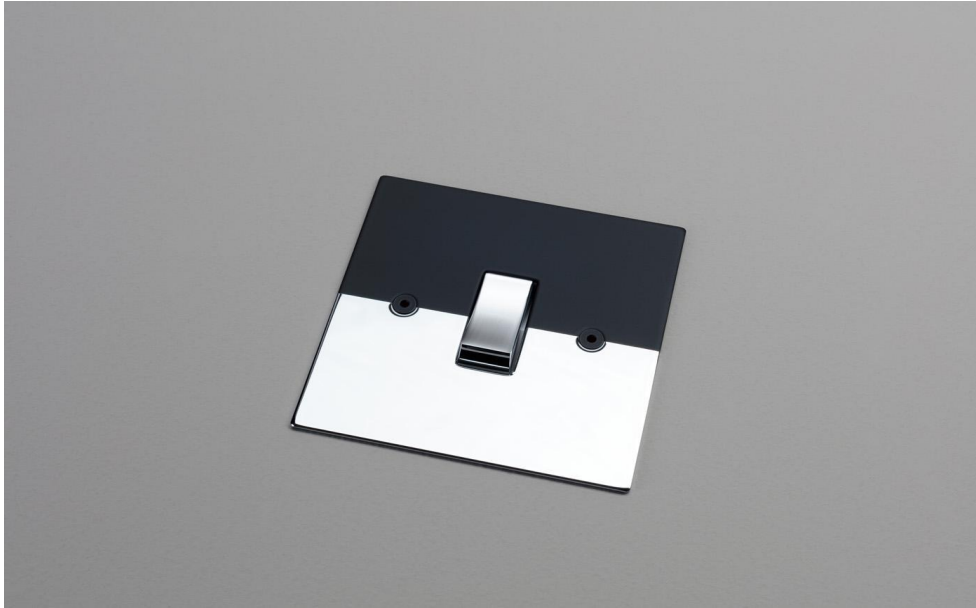
Kelly Hoppen MBE comments: "Interior fittings such as light switches and plug sockets are often not considered until the end of a project, but these details can add an extra touch and shouldn't be overlooked. The world of electrical wiring accessories is generally very conservative, but I wanted to create something that would very much be part of the overall design, introducing jewellery-like details and alternative finishes. This collaboration with Focus SB introduces a new aesthetic to electrical fittings in a way we haven't previously seen."

Discover the collection.

Pinstripe - The Pinstripe plate style exudes chic minimalism and provides an added dimension to each interior. Featuring clean metallic parallel lines set against a matte backdrop, this subtle juxtaposition of colour, shape and texture perfectly embodies the timeless luxury of Kelly Hoppen's signature design aesthetic.



Fifty Fifty – Fifty Fifty sits in the collection as a subtly bright interior statement. Simple yet bold, the Fifty Fifty combines two alternating colour blocks which display harmonious contrast. The Fifty Fifty stands alone as a diverse design staple which can be integrated into multiple interiors.



Dot - The Dot plate style brings an air of subtle luxury to the collection. By combining this modern device with details inspired by timeless jewellery, the Dot provides perfect balance and is ready to be featured in any household, whether it be a space which is old in spirit or modern in design.



Corner – Clean and simple in shape and design, the Corner plate design incorporates contrast and texture. The geometric detail in the bottom right hand corner, to which this plate style seeks its name, explores the sumptuous architecture of triangles which can bring an elevated level of detail into any space.



Plank - Whilst this plate style only exhibits a singular shade at any one time, the magic of the Plank design lies in its shadow details. Featuring a labyrinth of sleek lines, this clean cut plate style embodies the modernity of Kelly Hoppen's design aesthetic - it just so happens to be her favourite!



The Kelly Hoppen by Focus SB collection will be available from selected distributors, enquiries sales@focus-sb.co.uk.

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For further information please email Suzi Baker marketing & communications at press@focus-sb.co.uk. General product and company information please contact marketing assistant, Nikki Leach at press@focus-sb.co.uk or on 01424 858060.

Notes to editors: product images are available on request.

About Focus SB Ltd:

Focus SB® is an award winning innovative British manufacturer renowned for the design, development and specialist hand finishing of high quality standard and bespoke electrical wiring accessories, combining traditional methods with the latest technology; specified for royal palaces, luxury hotels, high end residential, heritage buildings, marine and private jet interiors for discerning customers in the UK, China, UAE and all over the world.

The company's specialist capabilities include:

- Electrical accessory design, development and testing
- Bespoke metal plate design and manufacture
- Specialist metal finishing
- Complex supply chain project management

Focus SB commenced trading in April 2001 and was the result of a merger between Sussex Brassware Ltd (which commenced trading in 1979) and Focus Electrical Ltd (which commenced trading in 1996). In 2004, Focus SB acquired general engineering business, CH Turner & Sons Ltd and brought plate manufacturing in-house. Focus SB exports to China, Taiwan, Macau, Hong Kong, Malaysia, Bahrain, Brunei, Ghana, Jordan, Kuwait, Malta, Nigeria, Oman, Qatar and Saudi Arabia.

Unique to Focus SB:

- One of a few manufacturers able to match its rocker and toggle switches to its plate finishes.
- Electrophoretic lacquering of polished brass plates providing durability and hard wearing finish, ensuring products keep their appearance over time.
- The only UK electrical accessory manufacturer with total control of its manufacturing process in-house.
- First and only British electrical accessory manufacturer licensed to manufacture and export wiring accessories to China (Oct 2017).

Product innovations:

- The only truly flush-mounted electrical plate for the UK market, the Focus SB Smoothie®, designed in collaboration with the architects and designers SHH (2014).
- The only fully certified 2 way and centre-off retractive toggle grid switch suitable for use with mains voltage and ELV in the UK (2017).
- Product range developed for China export (2017)
- Latching push button switch (2019)

Key projects:

- Hampton Court Palace
- Royal Lancaster London
- MGM Cotai (Macau)
- Corinthia Hotel London
- The Gleneagles Hotel
- The Londoner Macau
- Pudong Airport Satellite Terminal (Shanghai)
- Savoy Hotel London

Accreditations and certifications:

- ISO 9001:2015 BSI certified
- Accredited partner of the Society of British and International Interior Designers (SBID)
- Members of the Made in Britain Campaign 2016
- Members of China-Britain Business Council's Outbound Programme (CBBC) 2017
- CCC (China Compulsory Certificate) approved, CQC (China Quality Certification Centre) compliant
- Disability Confident Committed (2017)

Intellectual Property:

- Focus SB® registered 6th May 2014
- Focus SB Smoothie® registered 24th June 2014
- Pogo Pin Earth (Patent Pending)



Kelly Hoppen MBE

With over 40 years' experience at the forefront of the design industry, Kelly Hoppen is one of the most celebrated and sought after interior designers in the world. It was her relentless passion for design, at 16 1/2 years-old, which kick started her iconic career. Her first commission, to design a family friend's kitchen, has led to multiple awards and numerous publishers and businesses continuously seeking her unparalleled expertise.

Kelly's globally renowned and ever-evolving style is underpinned by a subtle coordinated fusion of East meets West; clean lines and neutral tones, blended with charming warmth and sumptuous opulence. Kelly has put her stamp on the homes, yachts and jets of private clients as well as commercial projects including hotels, bars, restaurants, offices, super yachts and apartment block developments of magnitude with private function floors. With thousands of projects spanning the last four decades, Kelly's portfolio boasts a diverse selection of projects and provides "ideation" for brands and hotels across the world. She has launched anything from one of the most sought after and exclusive addresses in China on Shenzhen Bay to the most impressive cruise ship to date - Celebrity Cruises EDGE. In 2020 she will launch Celebrity Apex and will continue to redefine sea travel.

To celebrate her extraordinary career, Kelly released her ninth book, *House of Hoppen* - a 40-year retrospective - in October 2016 and a collection of over 100 pieces of furniture with Resource Decor which is available in numerous retailers worldwide including Andrew Martin in London.

Kelly is honoured to be the recipient of copious design awards and the proudest point in her career to date came in 2009, when she was made an MBE for her services to interior design. Recognised for the passion of inspiring women in business, she has also been honoured with WIE (Women: Inspiration & Enterprise) Inspirational Award.

In recent years, Kelly's career has expanded into TV and film, as she appeared in a cameo role in the *Absolutely Fabulous* movie alongside Jennifer Saunders and Joanna Lumley. In 2013, she became an investor on BBC Two's hit show *Dragon's Den*, has since appeared in BBC Two's *The Great Interior Design Challenge* as a judge on the show and most recently appeared as a guest judge in *Interior Design Masters* on BBC Two and Netflix. In 2019 she launched her first podcast series, *The Kelly Hoppen Show*, where she interviewed a range of successful women about their career and life journeys.

Kelly is extremely passionate about making her design ethos accessible to the masses, and in 2014 she launched e-commerce store, kellyhoppen.com. The hugely popular, affordable luxury store features a range of

self-designed home products including accessories, bed linen, cushions, candles, furniture, towels, robes, and lights, all carrying Kelly's iconic style. She also has a successful range of home products and jewellery with QVC.

The Kelly Hoppen brand, keeping true to its core values of high quality, simplicity and timeless elegance, has partnered with selected brands including Hakwood (wooden tiles), Sonder Living (furniture and artwork), Richloom (commercial fabrics), Apaisar (baths) Chesneys (fireplace) and Brintons (commercial carpets). In 2020, Kelly will release new partnership collections with Focus SB (electrical fittings) Pavoni (leather), Loloey (rugs) and Hudson Lights. In September 2018, Kelly launched a Disney collaboration in celebration of Mickey Mouse's 90th anniversary releasing a range of wallpaper with Graham & Brown, a rug collection with Essie Carpets, Mickey sculptures with Leblon Delienne and a bed linen range with QVC.

In previous years, Kelly has also collaborated with a number of diverse brands including Samsung, Ryvita, L'Occitane, Polypipe, Hotpoint, Wedgwood, Charbonnel et Walker Chocolates and many more.

A dedicated supporter of numerous good causes, and the championing and nurturing of young entrepreneurs, Kelly is an ambassador for the Prince's Trust and sits on their committee. She is also a proud ambassador for the Government's GREAT campaign, avid campaigner for anti-bullying, and supporter of the Diana Awards and a connector for BAFTA. In 2017 and 2018, Kelly collaborated with Tess Daly to launch their limited edition TRUST candle, in aid of the Prince's Trust.

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