



FOR IMMEDIATE RELEASE
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**NEARLY 250 AMERICAN INTERIOR DESIGNERS GATHER
IN LONDON FOR A PREMIER DESIGN EVENT**

**Design Destination London is presented by Design Centre, Chelsea Harbour,
Grosvenor Estate/Pimlico Road and The Wells Companies**

LONDON, UK – Nearly 250 American designers converge on London for the inaugural Design Destination London event, a groundbreaking gathering that brings together American designers and British and American makers. Taking place January 19-21, the event is presented and underwritten by Design Centre, Chelsea Harbour, Grosvenor Estate/Pimlico Road and The Wells Companies alongside showroom sponsors. Together, a curated and rich itinerary of excursions, showroom visits, dinners and more have been crafted for the American audience. Veranda, an esteemed design magazine, is the exclusive media partner, extending the event’s reach.

Last year’s Wells Abbott London event, spearheaded by Lauren Hudson, CEO of The Wells Companies, served as the foundation for this year’s event. Known for the distinctive British aesthetic of her Wells Abbott showrooms, Lauren worked with her British brand partners and Design Centre, Chelsea Harbour and Grosvenor Estate/Pimlico Road to curate experiences that allowed designers to engage directly with British makers.

This year, the event has more than doubled in attendance highlighting the increasing desire among leading American designers to engage and seek deeper connections with British and American makers and the artisanal products they specify for projects. For the British brand sponsors, the US interior design market represent a significant growth opportunity, and brands recognize the importance of sharing their heritage stories.

“We are breaking new ground and paving the way for American designers to build deeper connections with bespoke brands and the products they specify for projects,” said Lauren Hudson, CEO of The Wells Companies. “Our goal is to bring designers and makers together to experience the beauty and innovation of handcrafted products, share stories, provide inspiration and best practices.”

“Design Centre, Chelsea Harbour is the only one of its kind in Europe and has long been a catalyst of creative connections; now Design Destination London is proof positive of our growing ties with the US,” said Claire German, CEO of Design Centre, Chelsea Harbour. “A remarkable celebration of inspiration and creativity, it fosters transatlantic collaborations, building relationships, sharing knowledge and sparking conversations.”

“The Grosvenor Estate and The Pimlico Road are very excited to collaborate with The Wells Companies and Design Destination London to warmly welcome the American interior designers to Belgravia this January,” said Jane Macdiarmid, Belgravia Retail Director. “We are looking forward to showcasing new developments within the area as well as our incredible tenants, designers and brands located in this beautiful neighborhood of London. The Pimlico Road is highly revered for its British design heritage and houses an exemplary collection of interior design related businesses. We are thrilled to continue developing our international relationships with these prominent figures in the world of interior design visiting us from America.”

“At Veranda, we celebrate the transformative power of design and the creative voices shaping our world,” said Steele Marcoux, Editor-in-Chief of VERANDA. “Sponsoring Design Destination London allows us to connect with designers and foster a global dialogue about beauty, craftsmanship, and innovation. Together, we’re inspiring a future rooted in timeless design.”

Design Destination London is poised to become a cornerstone event in the international design calendar. More information can be found on the event website [here](#).

Design Destination London Host Sponsors are Classic Cloth, Collier Webb, Cox London, de Gournay, de Le Cuona, Fermoie, George Spencer Designs, Hector Finch, Jamb, Max Rollitt, Nina Campbell, Porta Romana, Rose Cumming, and Vanderhurd

Design Destination London Participating Sponsors are Edward Bulmer Natural Paint, GP&J Baker, PINCH, Plain English Cupboardmakers, Pukka Print, Robert Kime, The Rug Company, Tissus d’Helene and Tom Faulkner.

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About Design Centre, Chelsea Harbour

Design Centre, Chelsea Harbour in London is the world’s premier destination for design and decoration. Home to 130+ showrooms and more than 600 international brands, it is the largest of its kind in Europe. Its unique sense of community, commitment to creative excellence and specialist expertise make it the first port of call for professional designers and architects sourcing for prestigious residential and commercial projects. Nowhere else

will you find such a high concentration of design's biggest names shaping interiors today – all at one address.

www.dcch.co.uk

About Grosvenor Estate/Pimlico Road

Pimlico Road is a globally celebrated destination for exquisite furniture, antiques, interiors and luxury fabrics making it a priority for designers across the world to visit. A key district within the Grosvenor Estate in Belgravia, the Pimlico Road is a meeting place for world-class craftspeople, artisans, curators and makers. A truly unique area resulting in a creative neighborhood that tells a story of style, inspiration and exceptional craft

www.belgravia1dn.com/pimlico-road

About The Wells Companies

Established in 2017 by Lauren Hudson, The Wells Companies includes Wells Textiles, Wells Abbott, Wells Design, Wells Warehouse and Cottage Textiles. Wells Textiles features textile and wallcovering brands Rose Cumming and Classic Cloth, acquired by Lauren in 2019. Wells Abbott exclusively represents and distributes boutique textile, wallcovering, trim, lighting, furniture, fireplace, and rug brands sold to the trade with locations in Chicago, Dallas, Houston and New York City. Wells Design is a full-service interior design firm. Wells Warehouse is a 30,000 square foot facility that provides full-service management, administration and fulfillment services to textile and wallcovering partners. Cottage Textiles is a direct-to-consumer website featuring luxury textiles and wallcoverings that have been retired from production and inventory from some of the best textile and wallcovering brands in the world.

www.thewellscompanies.com; www.wellstextiles.com; www.wellsabbott.com;
www.cottagetextiles.com

About Veranda

As *the* authority on extraordinary design, VERANDA delivers the very best in decorating, outdoor living luxury travel, and lifestyle content, with ideas, tips and tricks from leading designers around the world to make your home feel as good as it looks. Whether you're looking for ways to liven up your living room or need help choosing the perfect paint color, you'll find your solution here.

By delivering style, home, garden, entertaining, art and travel content through a sophisticated, authoritative lens, VERANDA invites a community of engaged readers to celebrate the joy in design and decorating, as well as the very best in gracious living.

www.veranda.com

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