



THE DESIGNER ROOMS
DECOR TO INSPIRE

THE DESIGNER ROOMS





CORE VALUES



CREATIVE PRODUCT DESIGN



EXPERT INTERIOR DESIGN



CONSISTENT BRANDING



COMPETITIVE PRICING



KNOWLEDGEABLE &
EXPERIENCED SALES ASSOCIATES



SKILLED & EXPERIENCED
CUSTOMER SERVICE AGENTS



BRAND

The Designer Rooms is a family business built on the premise of bringing high quality designer furniture to our customers at affordable pricing. With a unique approach as well as a highly experienced and skilled team in the UK ensuring brand consistency across all showrooms and marketing channels.

THE DESIGNER ROOMS

The Designer Rooms primary logo

Known to many across the United Kingdom. Our primary logo used on our store fronts and marketing material.



The Designer Rooms Brand Mark

The DR brand mark is also widely recognised in the UK. The brand mark is used where the primary logo is not suitable.



CAMPBELL & CO
LIVE IN LUXURY

Campbell & Co

High end, luxury Branding for product ranges designed by UK product designers



S E N S U M

Sensum Scents

An up and coming , must have home accessory. Sensum Mist Diffusers and Fragrances. All Fragrances are produced in the UK.

HIGH QUALITY DOESN'T MEAN HIGH PRICES



GROWTH

Established in 2010, The Designer Rooms opened their first showroom in the coastal town of Ayr in the West of Scotland. Opening a further six stores over the next nine years, with the latest addition being in Silverburn shopping centre. The Centre is Glasgow's largest out of town shopping centre. Catering for a target population from across Scotland. The Designer Rooms is going from strength to strength and is on target for turning over in excess of \$10 million (USD) in 2019.

The Designer Rooms showrooms are located in strategic locations across the west of Scotland.

- Ayr
- Irvine
- Kilmarnock
- Silverburn
- Coatbridge
- Wishaw



Irvine Showroom, West Coast of Scotland, UK.
Opened March 2018.



Silverburn Shopping Centre Glasgow Scotland, UK.
Opened March 2019.



SHOWROOMS

Each DR showroom is designed & merchandised by our expert UK team and must always maintain a high end and consistent DR standard. From layout and room settings to wall coverings and point of sale. Drawing on many years of experience and catering perfectly to a UK customer base. Every showroom showcases different products and room settings, however, always follow a similar structure. This shows the furniture in an ideal home setting, which helps the customer visualise it in their home.



THE DESIGNER ROOMS SCENT

A UNIQUE FRAGRANCE DEVELOPED IN THE UK BY SENSUM SCENTS

All showrooms are noticeably defined by the emanating fragrance of Sensum's "Persian Spice" scent. Developed specifically for The Designer Rooms showrooms and now available to purchase in store as part of the Sensum scents product line.



PRODUCT RANGE

Each product range is hand picked by The Designer Rooms UK team. Product lines are updated regularly and new collections frequently added to ensure a modern and inspiring retail experience.



LIVING



DINING



BEDROOM



OCCASIONAL



ACCESSORIES



LIGHTING



DIFFUSERS
/SCENTS



WALL ART
/MIRRORS

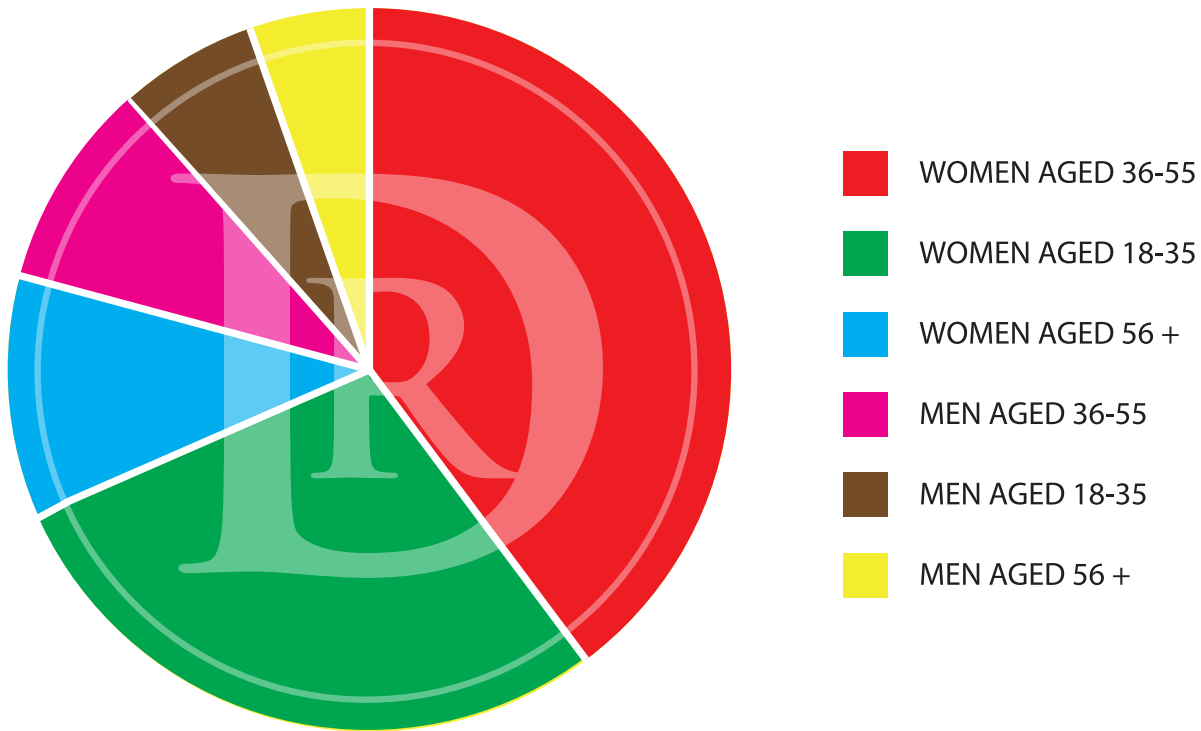


SOFT
FURNISHINGS

DECOR TO INSPIRE



DEMOGRAPHIC



“High Quality Doesn’t Mean High Prices”

is our basic principle, as we provide designer style furniture to suit all tastes and budgets. We offer a wide variety of all furniture, e.g. sofas and dining sets, to finishing touches, e.g. lamps and mirrors - this means that everyone can add that “Designer Rooms touch” to their home.

ONLINE PRESENCE

Working continuously everyday to drive our customers to our stores and websites though social media and online advertising. We have organically built a following of tens of thousands of followers across our brands social media accounts.

Where to find us online.

THEDESIGNERROOMS.COM

THEDESIGNERROOMS.CO.UK

SENSUMSCENTS.COM

SENSUMSCENTS.CO.UK

CAMPBELLANDCO.COM

DRCAREERS.CO.UK

Social Media

FACEBOOK.COM/SENSUM-SCENTS

FACEBOOK.COM/THEDESIGNERROOMS

INSTAGRAM.COM/THEDESIGNERROOMS



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