

INTRODUCING DESIGNLIFE APP

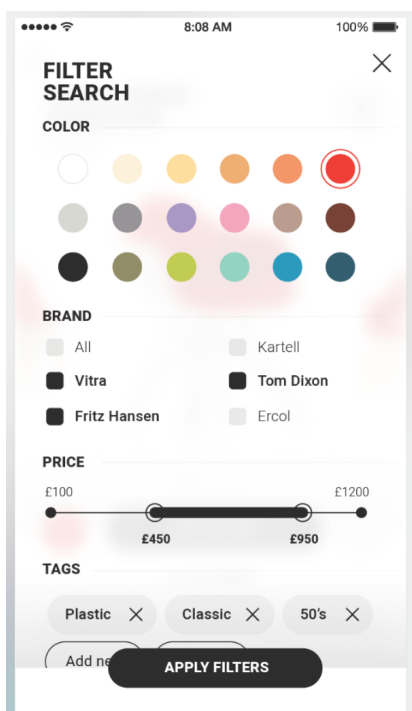
New app launches that uses smart image recognition technology to help source furniture, accessories, fabrics and lighting inspired by your everyday.

ABOUT THE APP

How many times have you found yourself in a beautiful bar, lounge, restaurant or home admiring the beautiful furniture and wondering how you can find out where it's from? How many designers have wasted hours sending photos of wallpapers, fabrics and accessories to a database of contacts looking for the right supplier? When you want to find out the name of a song you like you can use Shazam. New photo-recognition and shopping app Designlife App is bringing that convenience to the interior design world. Whether you are a designer, stylist or end user, the Designlife App will help you find the supplier of a piece of furniture, fabric or wall-covering, and can even find similar alternatives at different price points.

WHEN DOES IT LAUNCH?

The app launched in April 2019 and is available for Apple devices to download for free from any app store



SO HOW DOES IT WORK?

Designlife App makes sourcing and identifying design products simple:

- The first step is easy, just take a photograph of the design you want to identify or match using the app on your phone.
- The app will then identify the design using its vast database of products and brands.
- If it can't identify the product exactly, it will offer alternatives.
- Users can then shop the identified or alternative items directly inside the app.
- Users can also search for alternatives at different price points and create mood boards within the app that can be shared with collaborators and clients before any purchases are made.

The app will also help users identify and shop using trends. The DesignLife team and users of the app will help to build a picture of what is going to be popular – based on industry news and trade shows – and what those trends look like in terms of products.

WHO'S BEHIND IT?

DesignLife App is the brainchild of co-founders Jane Moriarty and Justin Kandiah. Jane is the interior designer and entrepreneurial powerhouse behind DesignLife TV, online magazine and associates, while business partner Justin Kandiah is managing director of renowned fabric brand JAB Anstoetz UK. (See editor's notes for more about Jane and Justin's expertise)

"Justin and I were in his showroom at Chelsea Harbour and somehow got onto the topic of all the enquiries they get every day to identify wallpapers and fabrics. Designers and stylists have to send an email around every showroom to see if someone recognises it and we just thought there has to be a better, more efficient way to do this, so we thought of the idea to develop a photo-recognition app. We also realised that photo-comparison would be useful if a loved fabric was discontinued, the identifying label had come off the back or if you want to find a less costly alternative with a similar style." — JANE MORIARTY, CO-FOUNDER



"When discussing how difficult it is for people to source fabrics, with so many brands and companies available to choose from, we noted that currently there was really only the option to send a picture or description of what you wanted to the showrooms. This is exceptionally hit and miss and we thought it would be so beneficial to everyone if there was an app that could source products for you, and that was the birth of DesignLife App!" — JUSTIN KANDIAH, CO-FOUNDER

ABOUT JANE AND JUSTIN

Jane Moriarty is a serial design entrepreneur and is passionate about bringing antiquated design industry experiences into the 21st century, with a focus on connecting high-end brands and more inaccessible products to the everyday customer.

With a rich history as an interior designer and founder of Designlife TV (a news, film, features and marketing platform for the design industry), Jane brings years of personal experience to this new venture, with a deep knowledge of the design procurement and curation process, and the missed opportunities to connect with everyday shoppers that the app is designed to address. Jane organises regular dinners at beautiful venues around London where she connects interior designers to highly-skilled suppliers and manufacturers. She helps the two sides of the industry connect in a way that benefits everyone.

Having held managerial roles at high-end interior design brands de Le Cuona, Boiler & Company, Creation Baumann, and as current managing director of renowned decoration and upholstery supplier JAB Anstoetz UK, Justin's understanding of the needs, wants and conversations between clients, designers and suppliers has been key to the development of Designlife App and in creating user experiences that suit each different type of customer's requirements.

DOWNLOAD THE APP HERE

FOR HIGH-RES IMAGERY, INTERVIEWS OR FURTHER INFORMATION, PLEASE CONTACT JESS AT DESIGNLIFE@THEDOERS.CO.UK