



WHITEHEAD
UNIQUELY BEAUTIFUL

News Release

Whitehead020

Rule Britannia – Buy British with Whitehead Designs

Buying British doesn't mean you have to compromise when it comes to style, with Whitehead Designs proudly flying the flag for craftsmanship on home soil.

Family owned and run Whitehead Designs, based in Long Eaton, Nottinghamshire, produces a range of luxury upholstered furniture including sofas, occasional chairs and bedroom furniture. It prides itself on creating beautifully unique pieces that are hand made in England from start to finish, using sustainably sourced materials where possible too.

Despite the shift to more international waters when it comes to interior design, such as the recent Scandinavian trend or the popularity of incorporating Asian influences, there is no denying the overall move in consumerism back to British manufacturing. With the increasing costs of production overseas, craftsmanship is gradually returning to Britain in a variety of sectors, not only as a money-saving option but also as an understanding of the desire of ethically and environmentally aware shoppers to buy British products.

When you consider the world of British interiors, your first thought is likely to be the typical English country house that is a fantastic representation of the rich fabrics, classic shapes and elegant detailing associated with British design. However, despite the popularity of traditional styles, modern design is increasingly common when it comes to home interiors, with British designers able to compete on a global scale when it comes to creativity.

Whitehead Designs has all bases covered, with a comprehensive range of styles to suit a variety of design tastes, as well as the bespoke nature of its work allowing flexibility and individuality throughout the whole process, from the selection of fabric to the finishing touches of its products such as finials and castors.

Compared to overseas production, Whitehead Designs is able to ensure unrivalled standards of quality and craftsmanship, through a strict quality control inspection at six stages during manufacture. Each piece is traditionally upholstered by a skilled craftsman, resulting in the highest quality finish possible that will provide you with lifelong satisfaction that is virtually impossible to ensure when outsourcing production.

At the heart of Whitehead Designs is passion, with a reputation built on over three decades of exemplary customer service and unparalleled quality. Its location in the heart of England is an ideal base, enabling them to build close relationships with interior designers, to help create a completely British package when it comes to designing a living space.

So if you're after a quintessentially British piece of handmade furniture, you can rest assured that Whitehead Designs will help you to achieve the ideal look from here in the United Kingdom.

All Whitehead products are made to order and take six to eight weeks to produce from receipt of fabric. For more information, visit www.whiteheaddesigns.com or call 0115 972 5056.

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For more information, contact Laura or Lisa at Gough Bailey Wright on 01527 279555, laura@gough.co.uk or lisa@gough.co.uk.