Maker&Son defy BREXIT uncertainty and expand into the US

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Luxury furniture brand co-founded by 3rd Generation Conran goes from strength to strength

After only 18 months of operation in the UK and Australia, Maker&Son is now expanding into the US and launching a flagship showroom in Tribeca in New York. This milestone move for the company is in response to the growing global demand for Maker&Son's extraordinarily comfortable sofas made by hand entirely from natural materials.

"We launched in February 2018 and, in 18 months, generated over $3.5m in sales and proved that, by focusing on comfort and the innovative use of digital technology that we can sell luxury furniture without the need for physical retail premises. We've developed a unique mobile showroom that brings one of our sofas to a customer's door for them to try out. It's proved to be hugely popular, people absolutely love the convenience of it. 50% of our sales come without a customer sitting on a piece of our furniture though. We've now proved the concept internationally the UK, Ireland, Melbourne, Sydney and New York, so U.S expansion was the natural next step for us." said Alex Willcock, CEO and Founder of Maker&Son.

Alex co-founded Maker&Son with his son Felix Conran, grandson of Sir Terence. Felix, who has headed up product development is relocating to the US to run the business from New York.

Conran said: "We have partnered with one of the biggest luxury furniture manufacturers in the US who are equally committed to the use of ethical, natural materials, great design and, of course, unprecedented comfort. We are so excited about our expansion into the US, the potential is absolutely huge"

"Our customers love knowing the furniture they buy from us has been engineered to last a lifetime. There's a growing community of people all over the world that want to buy once and invest in pieces that will be with them forever. It feels really great to be at the forefront of changing the way luxury furniture is made and sold" said Conran

This development comes after Maker&Son:

- Commenced manufacturing and selling in Australia within just 2 months of UK launch
- Developed a distinctive digital marketing campaign that has attracted over 2.5 million views
- Introduced a unique mobile showroom capable of 70%+ sales conversion

To learn more about Maker&Son, visit makerandson.com or visit https://www.instagram.com/makerandson/.

Maker&Son: We live in a world of over-production and consumption. Product ranges are vast, offering endless choice. Landfill sites overflow with products engineered to be replaced. Our seas are full of plastic. It is time to do things differently.

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Maker&Son

T. +44 800 024 6100
E. nadia@makerandson.com
W. https://www.makerandson.com

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