



design boutique

### mydeco launches design boutique

**June 2008**

**mydeco** is thrilled to announce the arrival of the hottest design source in the world of interiors, with the launch of **design boutique** this June. The new area on [mydeco.com/design-boutique](http://mydeco.com/design-boutique), showcases exclusive and limited edition products from an eclectic collection of renowned designers, many of which, are not available elsewhere online.

**design boutique** provides the ideal platform to bridge the gap between independent designers and interior design savvy mydeco users. The handpicked products benefit from a unique aesthetic look and are available at affordable prices.

Products making their debut on **design boutique** include a quirky teapot and cake stand from Tina Tsang of *Undergrowth*. The collection, aptly named the 'amorous tea set' was recently bought by Sketch restaurant for its famous London tearoom.

**design boutique** will also enable independent designers to gain more exposure by selling their products directly to a much wider market. Designers and products on offer include:

- **Wonder walls** - custom wallpaper
- **Squint Limited** - vibrant textiles
- **Vitamin Living** - unique ceramics
- **Farm** - cut out furniture

#### **About mydeco**

mydeco is a new homewares website where consumers can purchase products from over 620 retailers, make liked-minded friends in a 'community' section, read the latest in interiors trend in a 'magazine' section and design their own '3D' rooms.

Founded by the creators of lastminute.com, the site features the latest in technology innovation to help you find inspiration, create a space, share ideas and shop for your home.

<http://mydeco.com/design-boutique>

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