Clarion Retail announces new collaboration for 2023



Created with the industry, Home Interiors Show will make its debut alongside January Furniture Show

Clarion Retail has revealed details of a new offering for the interiors, accessories, and lighting industry, ***Home Interiors Show***. Produced in collaboration with key brands from the industry, the show will make its debut at the January Furniture Show held at the NEC Birmingham, followed by the first full inaugural event to take place in September 2023 at London - Olympia.

Born out of a collective desire to see a wider representation of exhibitors and buyers at industry events, improved ROI and a fresh event experience, Home Interiors Show has been co-created with key UK brands including Gallery Direct, Pacific Lifestyle, Riva Home, där Lighting Limited, CIMC home, Hill Interiors and Libra.

Peter Delaney – Managing Director, Gallery Direct, commented: *"Our peers have felt frustrated that the UK home interiors sector does not offer an all-encompassing trade*

show for our valued clients. We need a new, on-trend format, that we believe Clarion can deliver, in a cost-effective and creative manner. We know our audience is time hungry, so want to be part of a single show format in both January and September, the busiest buying windows. We feel the new Home Interiors Show is the answer that will tick all the boxes."

Andrew Hutchison - Director, Pacific Lifestyle, added: "*We exhibit at a lot of events but do not feel like the quality or quantity of buyers is always there, for our business. We feel it would be more beneficial for companies like ourselves to attend two key national events under one organiser, for improved communication and cost benefits. The proposition with the Home Interiors Show offers a solution that's in our peak selling times and will take place in key locations across the UK.*"

This new UK show will be dedicated to the interiors, accessories, and lighting industry. There will be a curated selection of exhibiting brands with exclusive product launches and an expected 10,000 new and trend-led products from across the UK and Europe. A VIP Programme will facilitate business opportunities and a trends installation, in partnership with The Better Trends Company, will produce exclusive design and decor forecasts. Expert talks and interactive content will provide buyers with the latest insights, advice, and inspiration.

Hall 2 at the January Furniture Show, 22-25 January 2023, will be the first taster of the new event, serving the central and northern buying community. While the September show in London, taking place alongside Top Drawer, 10-12 September 2023, will be ideally placed to capture the high concentration of Southern buyers, which dedicated research has shown do not travel to events outside of the Capital.

Insight has highlighted the key time for lighting companies to launch new products is September, and so having a dedicated show that captures this peak buying window was key in shaping the Autumn proposition. The show will provide a new home for all lighting companies both in the UK and internationally.
Zoë Bonser, Clarion Retail Portfolio Director, said: "We are excited to be launching this vibrant new event series for the industry, and to be doing so from such a unique position in collaboration with key leaders from the industry. Over the past few months, we have gathered and analysed customer insight, listened to the industry's pain points and responded to their needs. We are delighted to be creating something fresh and new, that is more in line with what the retail community wants for the future and that also puts the buyer at the heart of the experience, to give them exactly what they need."

Clarion is known for its high-quality events and the Home Interiors Show will be no exception. It will be where trends meet design, quality, and inspiration, bringing together a wide range of manufacturers, retailers, designers, and makers, to showcase the very latest interior and exterior accessories.

Trends is the buzzword for the show. This vibrant aspirational marketplace will not only be packed with the latest product lines but also feature retail theatre experiences and expert trend advice, making it a must-visit event for the buying community of; independent retailers, department stores, multiples, online retailers, interior designers, architects, hotel and hospitality buyers, contract and furniture buyers.

Exhibitors will be offered an exclusive turn-key solution, created to be a cost-effective, sustainable, and stress-free way to bring their business and products to the show.

For more information visit https://thefurnitureshows.com/

High-resolution press pictures can be downloaded here.

For more information about exhibiting, contact retailmarketing@clarionevents.

For press passes to the show, interview requests, additional image requests or for any further media information please contact the ITSPR team on:

Kate Bates, PR Director, kate@itspr.co.uk / 0044 787 6803947
Waj Hussain, Account Director, waj@itspr.co.uk / 0044 77 6705 3532

About Clarion Events

Clarion Events, founded in 1947, is one of world's leading event organisers with over 1600 employees in 50 offices globally, delivering market-leading products across the electronics, gaming, energy, security and defence, public safety, and technology sectors. Clarion was acquired by The Blackstone Group in September 2017.

Clarion Retail has a portfolio of leading retail trade events; providing opportunities for its audience to source, learn and network through shows including January Furniture Show, Top Drawer and Home & Gift, as well as the digital platform, REVEAL. Dedication in delivering world class events and insight across high value sectors in both mature and emerging geographies is our promise.