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IM DESIGN CONCEPTS

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Innermost Unveils New Brixton Spot Pendants: An Architectural Design, Inspired by Octagonal Turrets

New Product Introduction: Brixton Spot Pendant — architecturally designed spot pendants in three sizes, inspired by the octagonal turrets that appear on Victorian architecture in London. These octagonal forms were previously found on medieval castles, to convey an impression of wealth and power. **Brixton Wall Lights** are also available and **Chandeliers** will join the **Brixton** family early this year.

Design: James Bartlett, Product Designer, Innermost

Manufacturer: Innermost, London. Distributed throughout the U.S. and Mexico *exclusively* by IM Design Concepts, Old Lyme, CT.

Product Applications: Brixton Spot Pendants produce direct downward and subtle ambient/accent interior lighting. Available in a variety of sizes, the range is well suited to distinguished design applications in restaurants, hotels, and building lobbies; casino interiors; medical and professional office facilities; merchandise showrooms; up-market retail boutiques; museums and galleries; condominiums, apartments, and other discriminating residential installations.

Product Description: Each **Brixton Spot Pendants** comprises an octagonally shaped cylinder with slots around the bottom edge allowing light to shine through and create captivating reflections.

Brixton Spot 11 is 4.5-inches high and uses a 5-watt LED; **Brixton Spot 20** is 8-inches high, **Brixton Spot 50** 19-inches high; both use 8-watt LEDs. All are 1.75-inches in diameter.



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Construction & Finishes: **Brixton Spot Pendants** are manufactured from extruded aluminum and are available in three finish options: gloss white, anodized copper, and graphite. Ceiling rose options include white, copper and black. Gloss white models suspend by a matte white PVC cable; Copper and Graphite models with matte black PVC cables.

About Innermost

Established in London in 1999 by co-founders Steve Jones and Russell Cameron to pursue a shared dream of unique but diverse furniture and lighting brand. They have worked with designers from across the globe to embrace a vivid diversity while striving to be 'as British as London itself.' Today, Innermost exists in the coming together of diverse elements, purveying taste and quality with a non-conformist attitude.

Contact Information: Literature, specifications, and pricing for the **Brixton Spot Pendants** and other innovative, contemporary designs are available from IM Design Concepts, 57 Saunders Hollow Road, Old Lyme, CT 06371. Telephone: 1-888-899-IMDC [4632]. Email: info@imdesignconcepts.com. To view the vast directory of local representatives, visit IM Design Concepts online at www.imdesignconcepts.com.

About IM Design Concepts

Using a philosophy of "*Promoting the finest in great design*" IM Design Concepts has brought together a team of professionals with over 25 years of experience importing the highest quality contemporary lighting from Innermost, EOQ Design and Parizia Volpato to the United States. Known for superior customer service, IM Design Concepts is dedicated to serving interior designers, architects, contractors and retailers across North America.

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A Brief History of BEADS

Inspired by her surroundings, Winnie Lui has always been infatuated by new and vintage toys and the small details people overlook in everyday objects that are beautiful but seem unimportant.

In 1997, working with Innermost, Winnie designed then incorporated an imaginative bead-like jewelry accessory into an impressive chandelier made out of white toys and other everyday objects. Innermost subsequently introduced a limited edition of her White Chandelier Series.

The bead-like ornament in the White Chandelier captivated Innermost so much that they worked with Winnie to enlarge it and ultimately it was introduced to the market as the **BEADS** pendant.

