



new i.d

— LONDON —

THE DESIGNER  
COLLECTION

Featuring Kelly Hoppen London furniture and accessories

“  
*First impressions are everything. An appealing and beautiful show home is important, as first impressions mean a lot.*”

**KELLY HOPPEN**  
NEW i.dENTITY MAGAZINE, 2013

## About

The Designer Collection from New i.d Interiors features selected furniture and accessories from the Kelly Hoppen London range. The collection comprises two packages, Indulgence and Opulence, that includes the design, delivery and installation of the furniture, soft furnishings and accessories. Every installation is project managed by one of New i.d's talented interior designers.

Kelly Hoppen is not only an exceptionally talented interior designer, but thanks to her numerous television appearances, including being a 'dragon' on BBC2's Dragon's Den, has become a household name. Being at the forefront of British interior design for almost 40 years, Kelly naturally recognises and appreciates the importance of quality interiors and the difference furnishings can make in an investment property or any living space.

Kelly's love for interior design began when she was just 16 years old and was asked to design a friend's kitchen. Since then, her career has gone from strength to strength, seeing her design interiors for many high-profile clients.

New i.d's association with Kelly Hoppen dates back to June 2013 when she shared her expertise and creative intuition on what makes a great show home interior in their in-house magazine.

"First impressions are everything. An appealing and beautiful show home is important, as first impressions mean a lot..." said Ms Hoppen.

New i.d Interiors' exclusive alliance with Kelly Hoppen London promises to deliver show home, investment property or private interior design that is unique, beautiful and irresistibly appealing.

CEO of New i.d Interiors, Daniel Caplan stated "We are excited and very proud that Kelly Hoppen London has allowed us to feature their furniture in our new Designer Collection. We have identified a gap in the market for a much higher quality one-stop furniture collection and are anticipating the new range to prove very successful, particularly in having such a strong brand association with Kelly Hoppen London."







## Indulgence

### RECEPTION

- 1 Three Seater Sofa
- 1 Armchair
- 1 Coffee Table
- 1 Occasional Table
- 1 Dining Table
- 4 Dining Chairs
- 1 Sideboard

### MASTER BEDROOM

- 1 5'0 Bed
- 1 Headboard
- 1 Upholstered Base
- 2 Bedside Tables

### BEDROOM TWO

- 1 4ft 6 Bed
- 1 Headboard
- 1 Upholstered Base
- 2 Bedside Tables



## Indulgence Plus

### RECEPTION

- 1 Three Seater Sofa
- 1 Armchair
- 4 Scatter Cushions
- 1 Coffee Table
- 1 Occasional Table
- 1 Table Lamp
- 1 Dining Table
- 4 Dining Chairs
- 1 Sideboard
- 1 Rug
- 1 Mirror
- 2 Prints

### HALLWAY

- 1 Mirror

### MASTER BEDROOM

- 1 5'0 bed
- 1 Headboard
- 1 Upholstered Base
- 2 Bedside Tables
- 2 Table Lamps
- 2 Scatter Cushions
- 1 Duvet
- 4 Pillows
- 1 Mattress Protector
- 1 Fitted Sheet
- 1 Duvet Cover
- 2 Pairs of Pillow Cases
- 1 Throw
- 1 Mirror
- 2 Prints

### EN SUITE BATHROOM

- 2 Hand Towels
- 2 Bath Towels
- 1 Toilet Roll & Brush Holder

### BEDROOM TWO

- 1 4ft 6 bed
- 1 Headboard
- 1 Upholstered Base
- 2 Bedside Tables
- 2 Table Lamps
- 2 Scatter Cushions
- 1 Duvet
- 4 Pillows
- 1 Mattress Protector
- 1 Fitted Sheet

- 1 Duvet Cover
- 2 Pairs of Pillow Cases
- 1 Throw
- 1 Mirror
- 2 Prints

### BATHROOM

- 2 Hand Towels
- 2 Bath Towels
- 1 Toilet Roll & Brush Holder

### DRESSING OUT

A selection of accessories from Kelly Hoppen London

Inventories are subject to change as the design is based on the size and layout of your property.

Prices include delivery and installation within the M25. Deliveries outside the M25 will incur a surcharge

### PRICING

#### Indulgence:

**1 Bedroom** £9,995 + vat  
**2 Bedroom** £11,995 + vat

#### Indulgence Plus:

**1 bedroom** £15,495 + vat  
**2 Bedroom** £19,495 + vat





“  
*Kelly Hoppen’s use of the  
neutral colour palette  
and geometry creates a  
sense of style and luxury  
that is perfect for any  
interior.*”

Daniel Caplan  
CEO, New i.d Interiors







Opulence



## Opulence

### RECEPTION

- 1 Three Seater Sofa
- 1 Armchair
- 1 Coffee Table
- 1 Occasional Table
- 1 Dining Table
- 4 Dining Chairs
- 1 Sideboard

### MASTER BEDROOM

- 1 5'0 Bed
- 1 Headboard
- 1 Upholstered Base
- 2 Bedside Tables

### BEDROOM TWO

- 1 4ft 6 Bed
- 1 Headboard
- 1 Upholstered Base
- 2 Bedside Tables

## Opulence Plus

### RECEPTION

- 1 Three Seater Sofa
- 1 Armchair
- 4 Scatter Cushions
- 1 Coffee Table
- 1 Occasional Table
- 1 Table Lamp
- 1 Dining Table
- 4 Dining Chairs
- 1 Sideboard
- 1 Rug
- 1 Mirror
- 2 Prints

### HALLWAY

- 1 Mirror

### MASTER BEDROOM

- 1 5'0 bed
- 1 Headboard
- 1 Upholstered Bed Base
- 2 Bedside Tables
- 2 Table Lamps
- 3 Scatter Cushions
- 1 Duvet
- 4 Pillows
- 1 Mattress Protector
- 1 Fitted Sheet
- 1 Duvet Cover
- 2 Pairs of Pillow Cases
- 1 Throw
- 1 Mirror
- 2 Prints

### EN SUITE BATHROOM

- 2 Hand Towels
- 2 Bath Towels
- 1 Toilet Roll & Brush Holder

### BEDROOM TWO

- 1 4ft 6 bed
- 1 Headboard
- 1 Upholstered Base
- 2 Bedside Tables
- 2 Table Lamps
- 3 Scatter Cushions
- 1 Duvet
- 4 Pillows
- 1 Mattress Protector
- 1 Fitted Sheet



- 1 Duvet Covers
- 2 Pairs of Pillow Cases
- 1 Throw
- 1 Mirror
- 2 Prints

### BATHROOM

- 2 Hand Towels
- 2 Bath Towels
- 1 Toilet Roll & Brush Holder

### KITCHEN

- 1 Kitchen Pack
- 1 Toaster
- 1 Kettle
- 1 Iron

- 1 Ironing board
- 1 Vacuum Cleaner

### DRESSING OUT

A selection of accessories from Kelly Hoppen London

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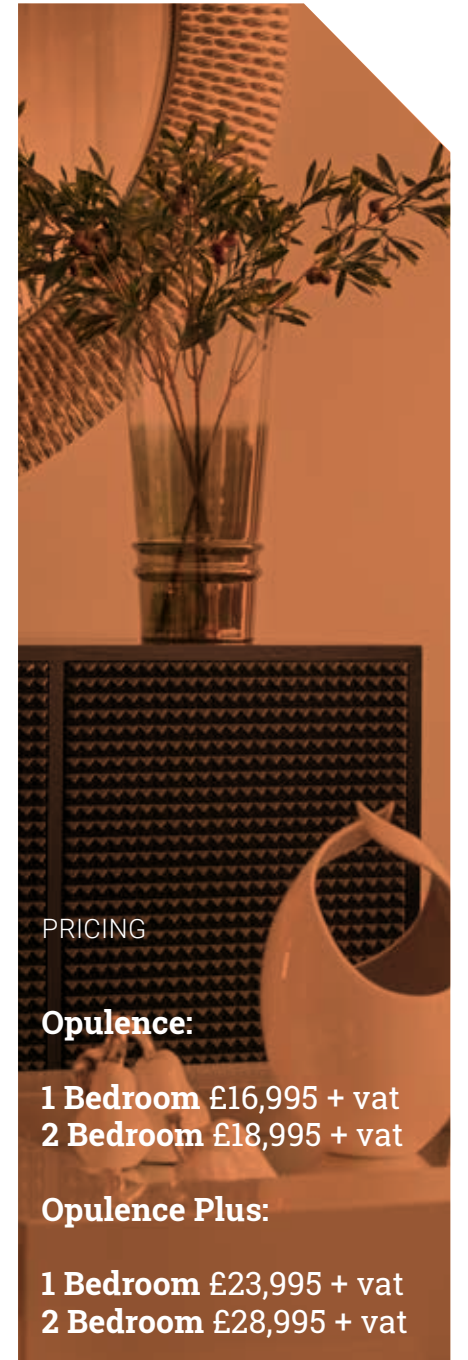
### PRICING

#### Opulence:

- 1 Bedroom** £16,995 + vat
- 2 Bedroom** £18,995 + vat

#### Opulence Plus:

- 1 Bedroom** £23,995 + vat
- 2 Bedroom** £28,995 + vat



## Kitchen Pack

Our kitchen pack includes all the essential items to dress the kitchen area.

6 Dinner Plates	6 Wine Glasses	1 Kitchen Utensil Set
6 Side Plates	6 Tumblers	1 Chopping Board
6 Soup Bowls	1 Salt and Pepper Mill	1 Knife Block Set
6 Mugs	1 Chrome Bin	1 Colander
6 Knives	1 Corkscrew	1 Dish Drainer
6 Forks	1 Can Opener	3 Tea Towels
6 Dessert Spoons	1 Saucepan Set	1 Kitchen Roll Holder
6 Tea Spoons	1 Frying Pan	

## Additional Services

We also offer a range of additional services to our customers, including:

- Blinds
- Curtains
- Flooring
- Full Project Management

## Other Furniture Collections

We offer a range of contemporary furniture collections for landlords and investors.

## Interior Design Service

Our bespoke service provides full interior design solutions for show homes, investment property and private clients. Our expert team is always on hand to discuss your requirements on 020 8200 5556 or visit [www.new-id.co.uk](http://www.new-id.co.uk).

## The New i.d Service Charter

New i.d Interiors have been designing and furnishing residential properties in London and throughout the UK for the last 20 years. We pride ourselves on the high level of service we deliver to our clients, which has prompted us to set out a clear customer charter.

We will:

- Be honest and open in all our communications.
- Ensure all our marketing material is clear and representative of the products on offer.
- Provide clear and simple quotations.
- Offer a 12 month warranty on all items we supply.
- Notify you of any amendments to your order.
- In the event of an item being damaged upon delivery, offer a replacement item within 14 days wherever possible.
- Ensure our fitting teams are polite, courteous and clean up after installation.
- Turn up when we arrange to.
- Respond to any communications without delay.
- Listen to you if you have any concerns.
- In the unlikely event that you wish to raise a complaint, allocate a senior member of our team who will ensure your issues are dealt with in person.

We value our customers' feedback, if you have any comments please do let us know.






## **New i.d. Interiors**

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