

ONLINE FURNITURE COLLECTION WELCOMES ITS FIRST BRITISH DESIGNER

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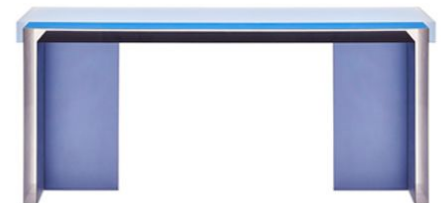
THE INVISIBLE COLLECTION BEGAN WITH TWO FRIENDS WHO SAW A NEED FOR A WEBSITE THAT OFFERED SOME OF THE MOST EXCLUSIVE ITEMS FROM THE BEST NAMES IN FRENCH DESIGN IN ONE MARKETPLACE.



The Invisible Collection has added its first British interior designer, **Sophie Ashby**, to its list of revered international designers and architects who contribute to its selection of furniture and household accessories.

The Invisible Collection is a website that provides people a way to online shop the private collections of Europe's interior designers and architects. The website began with two friends, Anna Zaoui and Isabelle Dubern, who saw there was a need for a website that offered some of the most exclusive items from the best names in French design in one marketplace. From there, Zaoui and Dubern expanded to include designers from other European countries to make their company international.

A few noteworthy designers who contribute to the **Invisible Collection** are India Mahdavi, a French architect, industrial designer, graphic designer and furniture designer, Hubert Le Gall, a French designer, sculptor, scenographer and painter, and Federica Tondato, an Italian architect and interior designer. The addition of **Ashby**, the creative director of **Studio Ashby**, to the list of designers has widened the scope of the **Invisible Collection** to include pieces by British designers.



Studio Ashby's first furniture collection in collaboration with the **Invisible Collection** consists of 17 pieces. The collection was designed for private residential projects in the United Kingdom, including a riverside penthouse on the Southbank, a holiday home on the coast in the new forest and a family home in Holland Park.

The collection draws inspiration from art, nature and the places **Ashby** has traveled to and experienced. From the works of Yves Klein to Jean Arp, and the Japanese Kyoto gardens of Holland Park to the colors of the Karoo, **Ashby's** nomadic upbringing and love for travel, combined with her artistic sensibility, grant a unique personality to her designs.



Ashby's different experiences have each fed her understanding of design, its power and its possibility — from the vast nature of the south African landscape to the small rooms of a Victorian house in the city, and the urban intensity of New York to the rural charm of the English countryside.

