

# THE DESIGN MUSEUM SHOP FACTSHEET



**THE DESIGN MUSEUM SHOP'S MISSION IS TO SELL A RANGE OF MERCHANDISE THAT HELPS EVERYONE UNDERSTAND THE VALUE OF DESIGN**

## PRODUCTS

The Design Museum Shop sells products designed and created by the world's most well-known and well-regarded designers.

You will always find products relating to exhibitions, but also a range of items for design fans, students, the home and some things that are just for fun.

## ENVIRONMENT

All of the shop's excess packaging and waste is recycled or re-purposed. Design Museum shop bags are made from 100% recycled materials and all products we produce ourselves such as T-shirts, posters and stationery are from sustainable sources and manufactured in the UK. As we import items from all over the world, we look for suppliers with eco-friendly business practices and we minimise air-freighted deliveries as much as possible.

We understand that there is always more we can do and are constantly assessing how to improve our services while reducing our own environmental impact.

## TARGET AUDIENCE

These are the most popular consumers at the museum Shop:  
Tourists and visitors to London  
Design exhibition regulars  
Design professionals  
Children and families

## BEST SELLERS:

These are our best selling products under/around £10.00



Casagami House £7.50



Designer Mug £10



Air Vase £11

Further information about the Design Museum Shop is available online:  
[designmuseumshop.com](http://designmuseumshop.com)