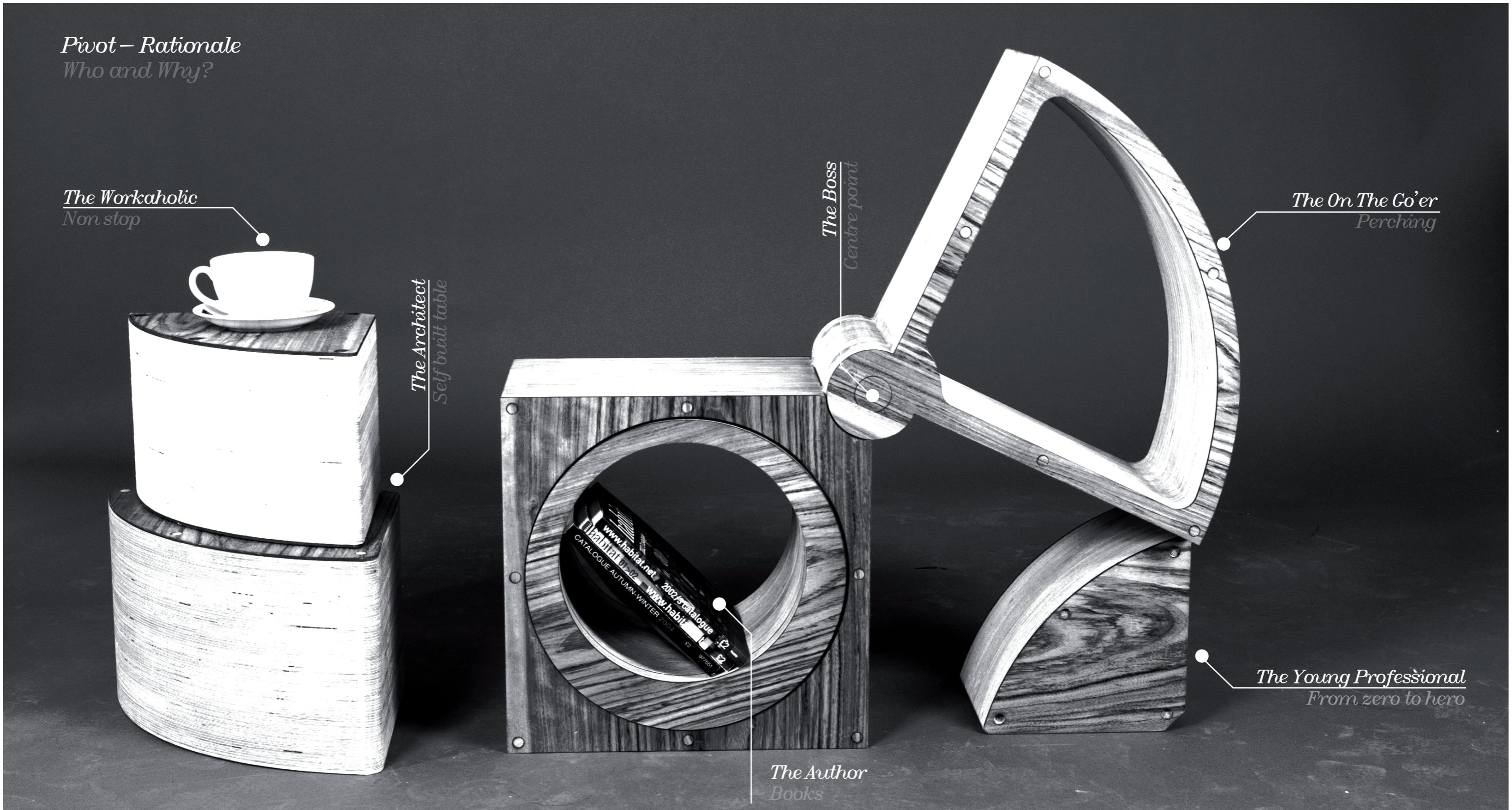


Pivot – Rationale
Who and Why?



Who?

Pivot is not designed for a specific type of person but more so a specific type of lifestyle. The lifestyle consists of those who possibly work from home, be it an affluent young professional such as Lesmes or a company director, with the likely consumers having a large expendible income. The way in which the product links to this affluent market is through the choice of, and truth to materials right the way from the design and manufacturing stages.

The multiple functionality of Pivot allows for creativity to excel by the consumer, allowing them to adapt/ reconfigure the product to their own requirements.

Why?

High value furniture pieces are often seen as works of art or bespoke pieces. This is all well and good however why not have a furniture piece that is still bespoke to the user but determined to be bespoke by themselves. Consumers of Pivot have infinite options to create something completely unique to their lifestyle requirements from the array of pieces that are included.

Pivot is aiming to move the boundaries of multifunctional furniture, not by redesigning the wheel but simply by attracting an identified market and designing accordingly.