



**Vitamin – A Life Less Ordinary Ltd.**

The Old Truman Brewery  
91 Brick Lane  
London E1 6QL  
Telephone +44 20 7053 2136  
Email [info@vitaminliving.com](mailto:info@vitaminliving.com)

[www.vitaminliving.com](http://www.vitaminliving.com)

**Stand number: K35**

**PRODUCT LIST**

**Urban Gnome**

This fine bone china product is the alternative to the traditional garden gnome – it is the “must-have” gnome for the modern, urban consumer. There are two ranges of six gnomes, each standing at 21cm high – the Launch range and the Organic range. The Launch range of Urban Gnomes are: Dragon; Eskimo; Heart; Skull; Wings; Zip. The Organic range of Urban Gnomes are: Ants; Bamboo; Dandelion; Scatter; Undergrowth; Wallpaper. RRP: GBP49.50.

**GnoGlow**

Both ranges of Urban Gnomes are available as lights. The gnomes take energy-saving light bulbs and light up any room in the house. RRP: GBP74.50.

**Tab**

This product comes in two types: Tab A and Tab B. Tab A combines an ashtray with a vase and Tab B combines an ashtray with a plant pot. The vase and plant pot sit on top of the ashtray, concealing it both visually and aromatically. Both the vase and plant pot are also easily lifted off for consumers to make use of the ashtray. RRP: GBP54.50.

**X-Tray**

This playful product is a set of five ceramic pots. The pots can be configured in several ways, including an “X” or “L” shape or in a straight line. The pots can be used to grow small plants, herbs or wheatgrass. Height = 10cm x length arranged in row = 56cm. RRP: GBP69.50.

**I.V.**

This self-watering plant pot’s main feature is a medical drip feed. This unique characteristic allows the plant to be nourished with water and food as it is required. The drip feed provides a striking design focus as well as acting as a reminder to its owner as to when it needs topping up. Height = 27cm x Diameter of base = 45cm. RRP: GBP159.50.

### **T-Light**

This innovative table light allows consumers to extend the life of their cup of tea or coffee. Made from fine bone china, T-Light exudes a soft glow and when hot drinks are placed on the integrated saucer on top, they are kept warm for hours. GBR £64.50

### **Spruce**

This free-standing lamp doubles up as a floor sweeper. The sweeper is integrated into the base of the lamp, allowing consumers to give their homes or a particular dirty spot a quick once-over without the hassle of having to engage in a full cleaning session. The lamp shade is made up an integrated dust mite pattern which becomes darker when the light is switched on. Price on application.

### **Game Shell**

Part of the sports-related lounge-based designs, this is a sleek high gloss container for PlayStation and X-Box controllers. Game Shell is designed to function as a container for controllers which ordinarily would lie around the lounge, cluttering up the room. Designed to hide unsightly controllers and envelop them with a slick, sculptural, pebble-like form, the containers come in black and white high gloss cast acrylic with chrome details and a flocked interior. A stopper can be removed to allow the cable to stay connected to the console or the handset can be stored with its wires and the shell's two parts magnetically sealed. The product has a choice of two stoppers – half moon and stork. The design fits standard and wireless controllers. RRP: GBP69.50.

### **D'ART**

This dartboard is designed to be both played and admired. D'ART comes in three designs: Hedgerow; Camo; and Bunny. The screen-printed felt dartboards are square shaped, measuring 82cm by 82cm, to give enough overspill so stray darts don't ruin the wall. The boards are double-sided with the front keeping the numerals of the traditional game of darts and the back offering a related design with target hotspots. The product comes with a set of three darts, with matching flights, in a felt pouch. Price on application.

### **Powder Seat**

This product allows snowboarders to turn their boards into funky seats. The idea behind the design is that snowboards are used once or twice a year and then hang around the house or clog up the wardrobe. Powder Seat makes use of consumers' boards as the seat of the bench. The board then attaches to the legs of the seat via suckers to give a unique way of storing a snowboard while creating a design feature in itself. There are two designs for the legs of the seat: Blade and Trident. Both are made of chrome plated laser cut steel with Blade offering a solid, welded structure and Trident made up of separate pieces that fit together and can also be flat-packed for easy storage. Blade: Price on application. Trident: RRP: GBP99.00.

This product allows snowboarders to turn their boards into funky seats. Powder Seat makes use of its owners board as the seat of the bench. The board then attaches to the legs of the seat via suckers to give a unique way of storing a snowboard while creating a design feature in itself. There are two designs for the legs of the seat: Blade and Trident. Both are made of chrome plated laser cut steel with Blade offering a solid, welded structure and Trident made up of separate pieces that fit together and can also be flat-packed for easy storage.

Blade: Price on application. Trident: RRP: GBP99.00.

For further information, please contact:

Chris Vernal

Director

Vitamin – A Life Less Ordinary Ltd.

Telephone +44 20 7053 2136 or +44 7739 725633

Email [chris@vitaminliving.com](mailto:chris@vitaminliving.com)

HIGH RESOLUTION IMAGES ARE AVAILABLE ON REQUEST