



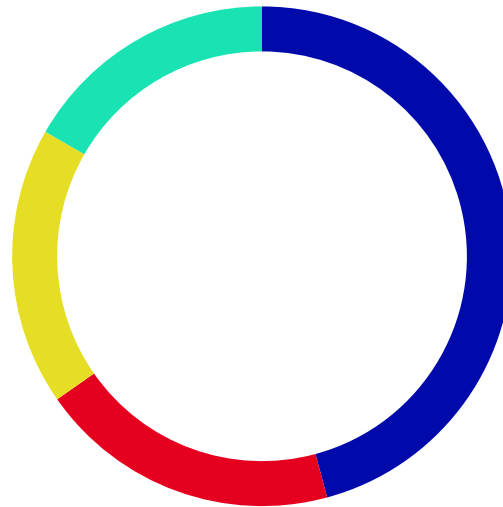
ATELIER BOHEMIA | DESIGN HUB LONDON

DOING BUSINESS IN LONDON

Martin Macourek
CzechTrade Londýn

Design services in the UK

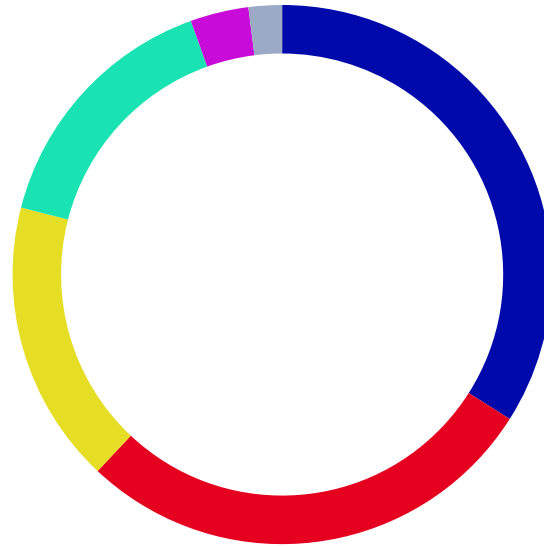
Industry revenue in 2025 broken down by key products and service lines



- Graphic design (£4.1bn)
- Interior design (£1.8bn)
- Industrial design (£1.6bn)
- Fashion design (£1.5bn)

Interior Design Services

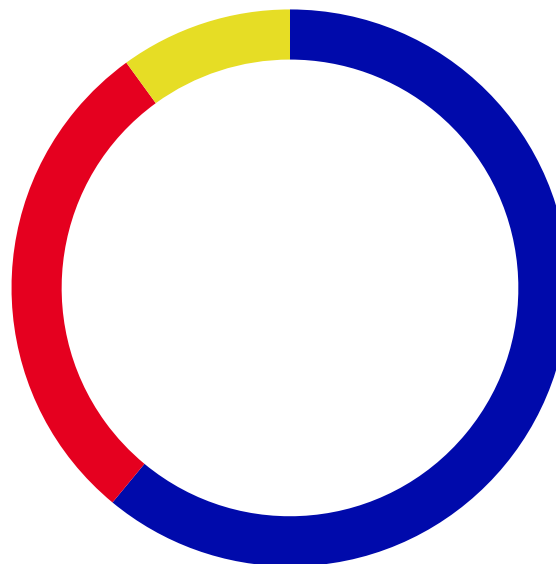
Industry revenue in 2025 broken down by key products and service lines



- Hotels and restaurant interior design (£537m)
- Residential interior design (£442,2m)
- Commercial office interior design (£268,5m)
- Ocean linen interior design (£244,8m)
- Signature interior design (£55,3m)
- Other (£31,6m)

Commercial vs Residential

Industry revenue in 2025 broken down by key markets



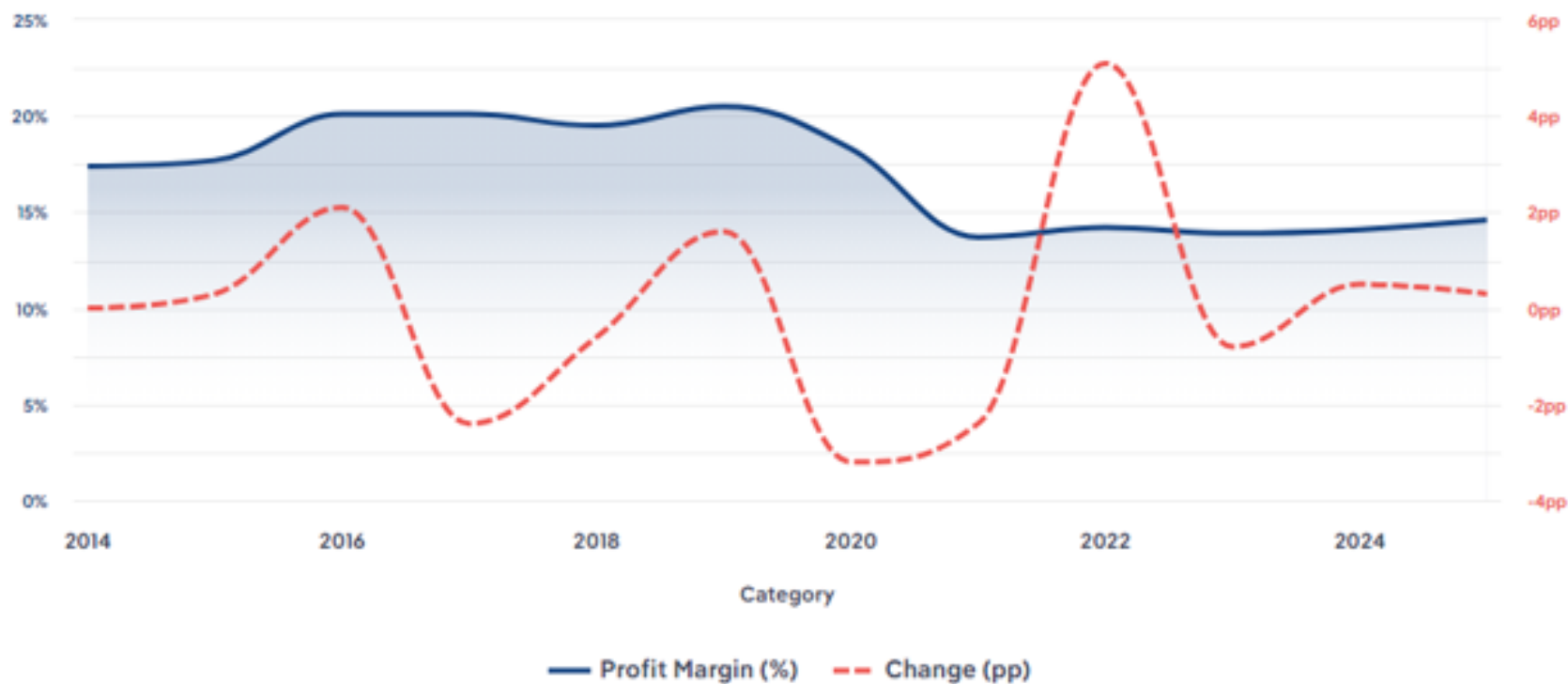
- Commercial (£963,4m)
- Residential (£458m)
- Public sector (£157,9m)

Trends

- Revenue £1,6mld (growth)
- Margin 14,6% (fall but depends on premium status)
- Covid19 impact
- Inflation 3% & interest rates 4,5% Bank of England rate
- Construction activity recent pick up
- New technology in projects

Profit margin

Total profit margin (%) and annual change from 2012-2030



Supply Chain

Direct and indirect supplier and buyer industries related to this industry

Suppliers



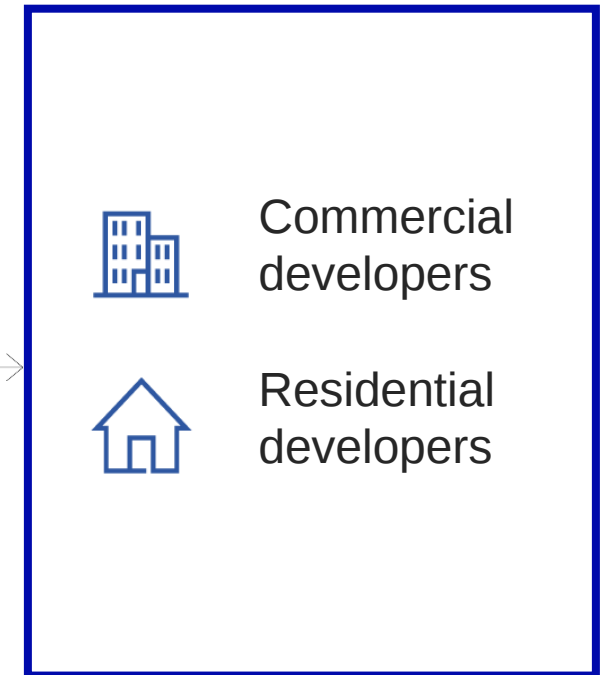
Interior Design
Activities

Buyers

1st tier



2nd tier



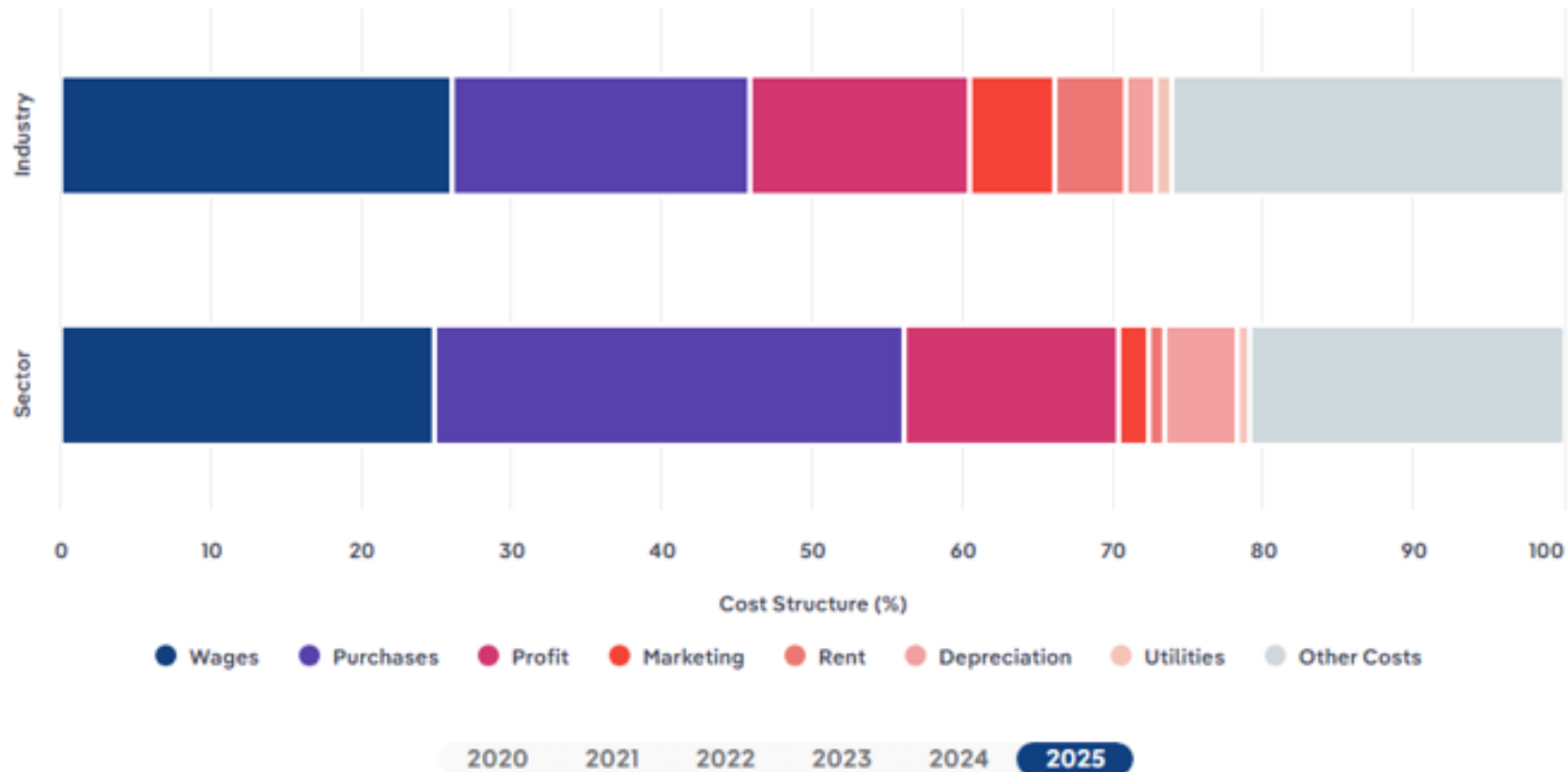
Key Target Group Interior Design Studio

- 200 premium
- 1500 key focus
- 6300 in total



Interior Design Activities – Cost Structure

Average operating costs by industry and sector as a share (%) of revenue 2025



Předpoklady spolupráce

- Rozsáhlé engineeringové zázemí
- Schopnost si rychle osvojit nové technologie
- Technologické možnosti
- Leadtimes
- Stálý člověk pro UK
- Reference
- Vědět, jak se účastnit tendrů nebo poskytnout asistenci design studiu, které se tendru účastní
- Marketing
- Budovat si svůj brand

Premium Retail

Harrods

SELFRIDGES & CO

HEAL'S


BY APPOINTMENT
TO H.M. THE PRINCE OF WALES
JEWELLERS, GOLDSMITHS
& SILVERSMITHS
ASPREY LONDON LTD
Asprey
L O N D O N

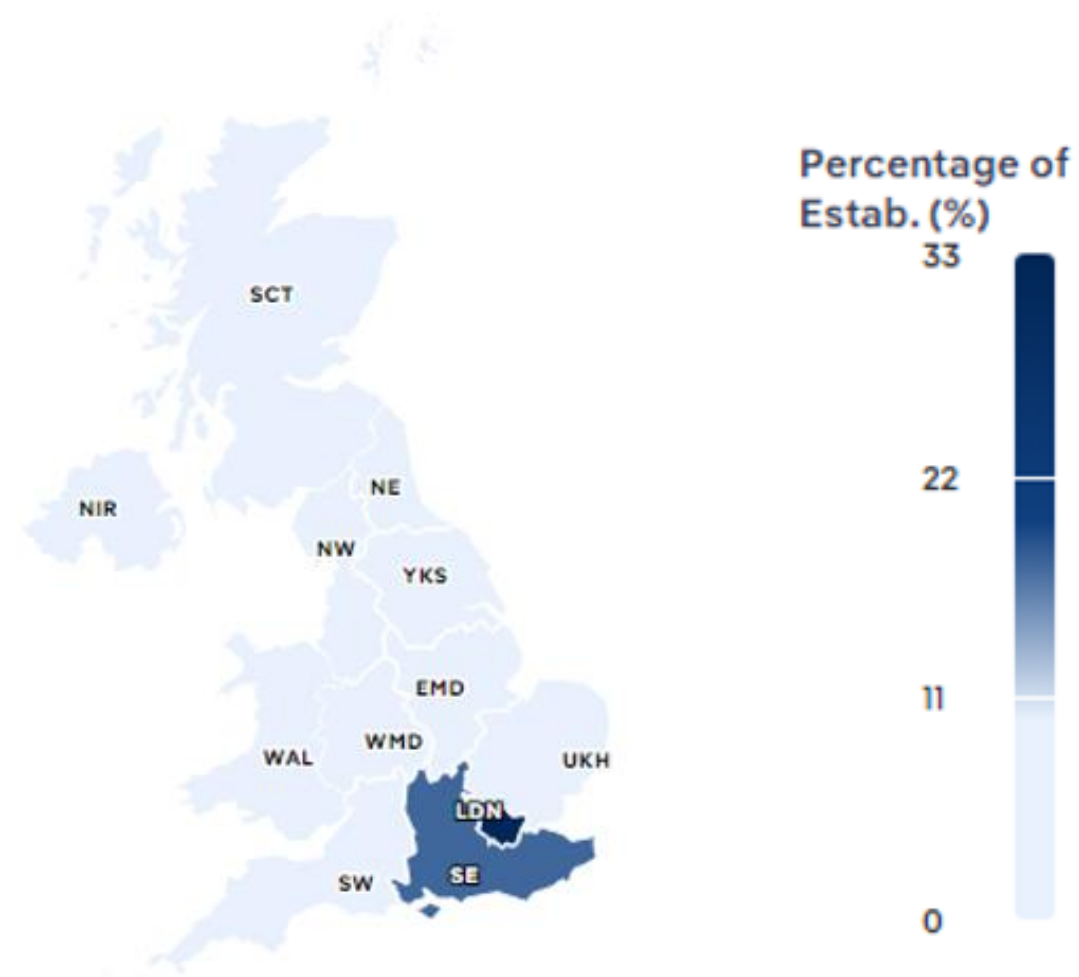

LIBERTY
LONDON

design centre
LONDON

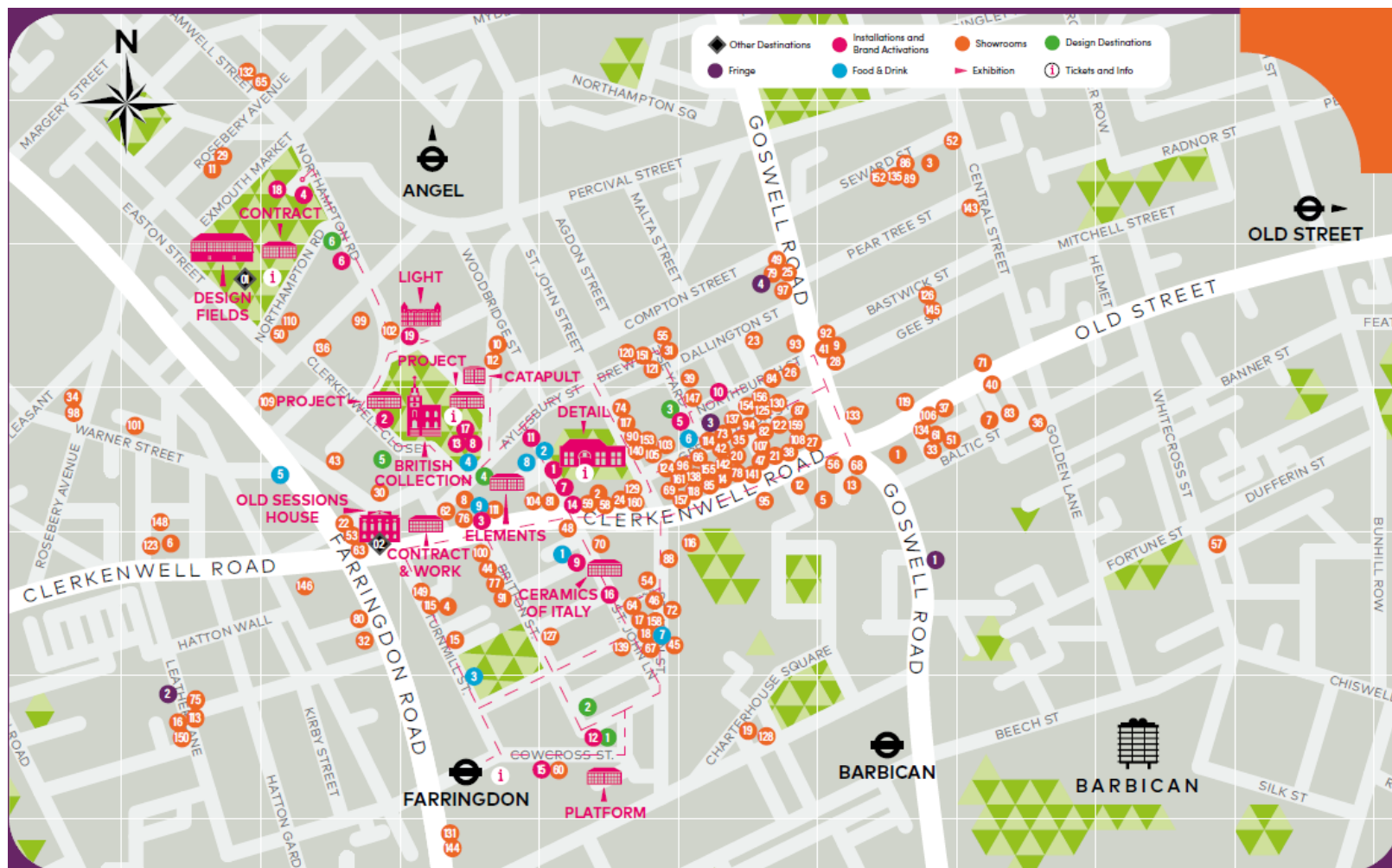
Atelier Bohemia| Design Hub London Private & Public Partnership – WHY?



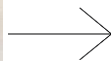
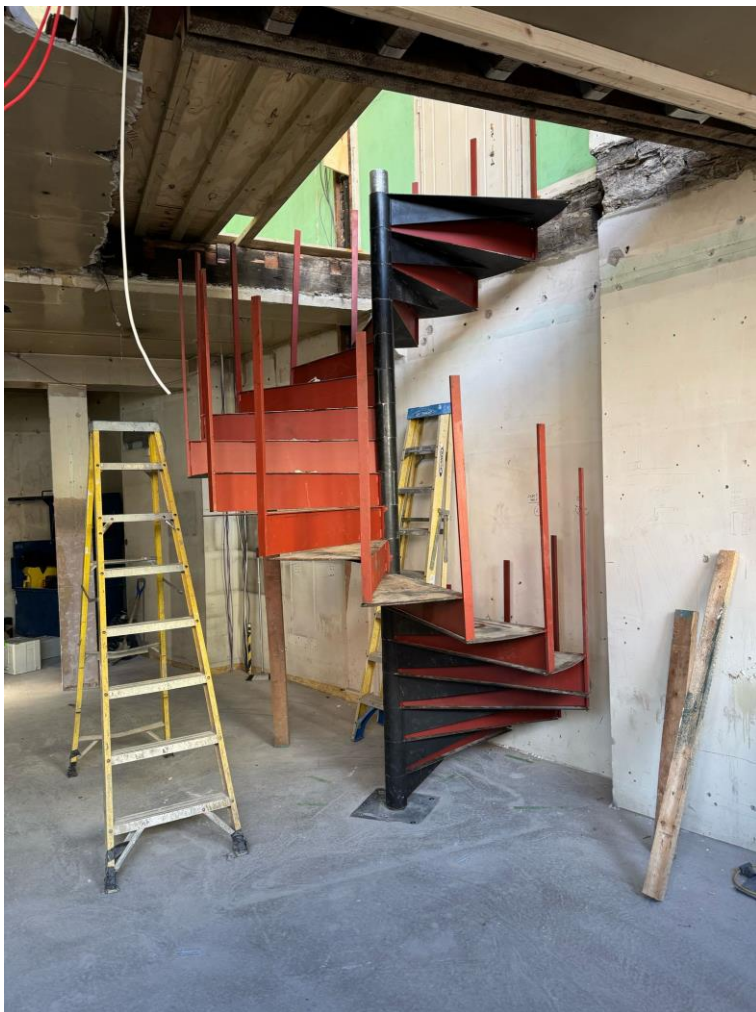
Location LONDON



London CLERKENWELL



Atelier Bohemia | Design Hub London in May 2025





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CzechTrade UK



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