

Partner Information Pack

13-21 September 2025

London Design Festival

London Design Festival is one of the most influential and culturally significant global events.

London Design Festival is a dynamic, week-long event that unites the global design community through over 300 events and installations, captivating both local and international audiences. Since its inception in 2003, it has grown in scale and significance, continually enhancing its cultural impact. Hailed by The New York Times as “the design capital of the world,” the Festival plays a key role in solidifying London’s reputation as a hub for creativity and innovation; celebrating design’s power to inspire, connect, and drive change.

23rd edition: 13–21 September 2025

“London Design Festival brings together designers from across the globe and demonstrates the capital’s position as a powerhouse for the creative industries. London is known for its creativity and continues to attract the best companies and talent from around the world. London Design Festival shows that London is open to great ideas, innovation and people from all backgrounds.”

Sadiq Khan, Mayor of London



'Vert' by American Hardwood Export Council (AHEC), Diez Office and OMC°C. Photography Ed Reeve

AUDIENCE & REACH

LDF24 saw impressive footfall and widespread press coverage, garnering a highly positive reception and an increase in international visitors.

Our audience is young, diverse, metropolitan and culturally-engaged with 50% of visitors contributing to the creative industries. Further metrics below:

PHYSICAL



1.52M

Total LDF visits
across the Festival
9 days



506K+

Total LDF visitors

ONLINE



1.1M+

Web views during
Festival month
(+52% from 2023)



149K

New web users
during the
Festival period



61K+

Design Notes
Newsletter
Subscriptions

FESTIVAL PRESS



7.7B

Global press
reach



500+

UK online and print
articles

700+

International press
articles

SOCIAL MEDIA



511K+

Total LDF social
following Instagram,
LinkedIn and Facebook



711K

Instagram users
reached



1.3M

Instagram
impressions

LDF24 PARTNERSHIPS



370+

Partner Events



309

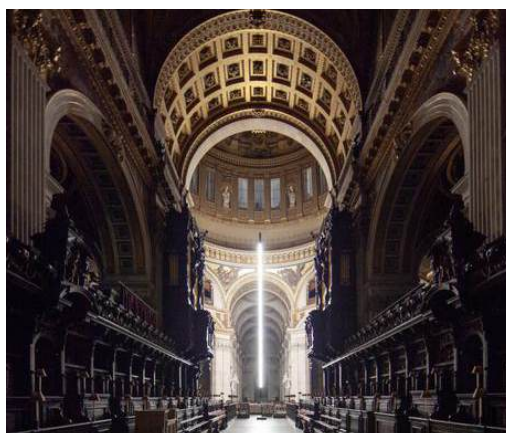
Partners

ABOUT

LONDON DESIGN FESTIVAL 2025

PROJECTS

LDF Projects are curated exhibitions in iconic London spaces, collaborating with designers and brands to showcase innovative design.



DESIGN MEDALS

Accolades that recognise the contribution made by leading design figures and emerging talents to London and the industry, with four medals awarded each year.



GLOBAL DESIGN FORUM

LDF's curated thought leadership programme historically presented at the V&A and beyond celebrates design and the minds shaping its future.



PARTNER PROGRAMME

The Partner Programme is the foundation of the Festival; welcoming a range of design businesses from emerging design talent through to global brands to take part.



PARTNER PROGRAMME

The Partner Programme plays a central role in enabling a range of design businesses including emerging designers, recent graduates, NGOs and smaller businesses to participate in the Festival. LDF remains predominantly free, allowing diverse audiences to discover and encounter inspiring design stories.

Activities include: exhibitions; installations; webinars; product and new business launches; workshops; talks and panel discussions; virtual events, walking tours; late night events, open studios and much more.

ARAM CARL HANSEN & SON CASSINA
CENTRAL ST MARTINS DESIGN
COUNCIL DESIGNERS GUILD
FLOOR_STORY GREYSTAR HEALS
HILTON GROUP INSTITUTO
MARANGONI JO MALONE LEGO
LORE GROUP LOUIS VUITTON
L.F.MARKEY MINI MUD AUSTRALIA
NOTHING TECH NOW GALLERY MOOOI
PENTAGRAM PooR COLLECTIVE
RALPH PUCCI ROYAL COLLEGE OF ART
SCP SKETCH TALA TRANSPORT FOR
LONDON TOM DIXON TRAVEL THINGS
MUSEUM VITRA

DESIGN DISTRICTS

Over the last two decades, London Design Festival has helped establish Design Districts across the city. Design Districts enable visitors to navigate the Festival's rich content and discover new exciting places.

Our Design Districts are a powerful tool to drive footfall, community engagement and uplift revenue to areas of London and are leveraged by estate management companies, local councils, business owners and design enthusiasts alike*

*Each Design District is uniquely organised by external stakeholders and charges may apply.

BANKSIDE DESIGN DISTRICT
BROMPTON DESIGN DISTRICT
CHELSEA DESIGN DISTRICT
DALSTON TO STOKEY DESIGN DISTRICT
EC1 DESIGN DISTRICT **FLEET STREET**
QUARTER **MAYFAIR DESIGN DISTRICT**
PARK ROYAL DESIGN DISTRICT
SHOREDITCH DESIGN TRIANGLE
WILLIAM MORRIS DESIGN LINE

LDF'S COMMUNITY

Partner Mixers are informal drinks receptions designed to regularly bring together London's vibrant design community. As part of the London Design Festival's extensive network of design-led businesses, organisations, and individuals, these gatherings serve as a dynamic platform for fostering connections, sparking creative ideas, and encouraging collaboration.

Our goal is to strengthen the design ecosystem by facilitating meaningful interactions that inspire innovation, drive partnerships, and enhance the collective impact of London's design scene.

These relaxed yet impactful events are a cornerstone of our commitment to supporting and amplifying the city's creative energy.



2024 Partnership Mixers
Photography: Kiran Gidda
and Holly Whittaker

CREATIVE LAB

LDF's Creative Lab is our in-house content hub that creates all of our marketing and communication campaigns during the Festival and throughout the year.

The Creative Lab commissions a collection of world-class writers, photographers and illustrators, plus Pentagram's exceptional graphic design skills to create editorially-led content to be used across all of the Festival's channels.

REACH NEW AUDIENCES

Integrate your business at the heart of the Festival's annual campaign.

EXPOSE YOUR EVENT

Our marketing channels are active throughout the year and benefit from an engaged audience.

RAISE YOUR PROFILE

Increase awareness and visibility in the design community and general public.



2025 PARTNER PACKAGES

PARTNER PACKAGES

Our Partner Packages are designed to make your activities stand out and reach new audiences. All packages are designed to fit different budgets and maximise how audiences engage with your activities. [Sign up / login here](#)

LAUNCH PAD

An initiative to support emerging designers, recent graduates, charities and not-for-profit organisations. Registration required.

£250+VAT

LISTED

List your activity as part of the official LDF programme online. Receive the coveted 'Official Partner Mark', and LDF promo-assets.

£695+VAT

AMPLIFIED

Gain access to our engaged digital audience through social media and newsletter inclusions and also benefit from an additional listing online.

£2,950+VAT

CHAMPIONED

Maximise your presence across our marketing channels and benefit from curated content and bespoke editorial by our Creative Lab. Additionally benefitting from three listings online.

£6,950+VAT

EXTENDED

Championed positioning during the Festival, with continued story telling throughout the year. LDF will provide quarterly promotion to our audience across social media and newsletters.

£12,950+VAT

LAUNCH PAD

£250+VAT

Inviting emerging designers, recent graduates, charities and not-for-profit organisations to apply via the LDF Dashboard.

PROGRAMME

- **1x activity** listed in the official online programme and company profile included in the Design Directory on the LDF website.

PR & MEDIA

- 1x press release hosted within your activity webpage.
- Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF.
- Access to the ‘LDF25 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.

PROMOTIONAL ASSETS

- Assets delivered to your venue the week prior and collected post-Festival:
- 1x freestanding sign (must be returned).
 - 1x set of window/wall stickers.

PARTNER BRIEFINGS

- Invitation to regular Partner Briefings on the lead up to the Festival.



LISTED

£695+VAT

PROGRAMME

- **1x activity** listed in the official online programme and company profile included in the Design Directory on the LDF website.

PR & MEDIA

- 1x press release hosted within your activity webpage.
- Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF.
- Access to the ‘LDF25 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.

PROMOTIONAL
ASSETS

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PARTNER
BRIEFINGS

- Invitation to regular Partner Briefings on the lead up to the Festival.



‘Pavilions of Wonder’, by Nina Tolstrup of Studiomama, supported by Visit Greater Palm Springs and Mattel Barbie, The Strand Aldwych, 2024, Photography: Ed Reeve

AMPLIFIED** COMMS AFTERGLOW

£2,950+VAT

PROGRAMME	• 2x activities listed in the official online programme and company profile included in the Design Directory on the LDF website.
PR & MEDIA	• 1x press release hosted within your activity webpage. • Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF. • Access to the ‘LDF25 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.
PROMOTIONAL ASSETS	Assets delivered to your venue the week prior and collected post-Festival: • 1x freestanding sign (must be returned). • 1x set of window/wall stickers.
PARTNER BRIEFINGS	• Invitation to regular Partner Briefings on the lead up to the Festival.

** This package includes all the same benefits as the standard Amplified Partnership Package. The only difference is that digital promotion will take place after the festival, rather than before – focusing on highlighting and celebrating your involvement once the event concludes. LDF Creative Lab will contact you directly for your social and newsletter content.

DIGITAL PROMOTION*

DESIGN NOTES NEWSLETTER	• 2x tile inclusions (post Festival): • Content will go live between Oct-Dec. • Inclusion guaranteed at least once before LDF. • Hero image + title + link to online activity listing.
SOCIAL MEDIA	• 1x post (Oct-Dec): • Using content provided via the LDF dashboard. • Channel will be chosen to suit your content best. • 1x Instagram Story (Oct-Dec): • Using content provided via the LDF dashboard.

* Please refer to ‘terms and conditions’ and key dates on the LDF Dashboard for content submission deadlines for digital promotion.

‘The Sun, My Heart’ by Marjan van Aubel Studio at Somerset House, commissioned by LDF in partnership with Bloomberg Philanthropies, 2024. Photography: Ed Reeve

CHAMPIONED* COMMS AFTERGLOW

£6,950+VAT

PROGRAMME	• 3x activities listed in the official online programme and company profile included in the Design Directory on the LDF website.
PR & MEDIA	• 1x press release hosted within your activity webpage. • Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF. • Access to the ‘LDF25 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.
PROMOTIONAL ASSETS	Assets delivered to your venue the week prior and collected post-Festival: • 1x freestanding sign (must be returned). • 1x set of window/wall stickers.
PARTNER BRIEFINGS	• Invitation to regular Partner Briefings on the lead up to the Festival.

* This package includes all the same benefits as the standard Championed Partnership Package. The only difference is that digital promotion will take place after the festival, rather than before – focusing on highlighting and celebrating your involvement once the event concludes. LDF Creative Lab will contact you directly for your social, newsletter and editorial content.

DIGITAL PROMOTION**

EDITORIAL	• 1x story written by our Creative Lab: Based on an interview with your representative at 250 words: • 1x feature published on LDF website (post festival). • 1x feature published in LDF’s post-festival “This Year’s Highlights” newsletter.
SPOTLIGHT	• Editorial story featured on LDF homepage (post festival).
DESIGN NOTES NEWSLETTER	• 2x tile inclusions (post festival): • Content will go live between Oct-Dec. • Inclusion guaranteed at least once before LDF. • Hero image + title + link to online activity listing. • 1x tile inclusion (post festival) • Hero image + title + link to online activity listing. • 1x story inclusion (from your editorial content): • Content will go live between Oct-Dec in alignment with online publication. • Hero image + 30 words + link to editorial piece on the LDF website.
SOCIAL MEDIA	• 1x bespoke designed Instagram grid post (Oct-Dec): • Designed by Creative Lab, based on assets provided. • 1x post (Oct-Dec): • Using content provided via LDF dashboard. • Channel will be chosen to suit your content best. • 1x Instagram Story (Oct-Dec): • Using content provided via LDF dashboard.

‘Liquid Light’ by Marshmallow Laser Feast and
Johnnie Walker, Old Selfridges Hotel, 2024
Photography: Ed Reeve

EXTENDED* COMMS AFTERGLOW

£12,950+VAT

FOR THE FESTIVAL

CHAMPIONED PARTNER PACKAGE

Positioned as a Premium Partner during the Festival, you will receive all the Championed Partner Package benefits.

See Page 15 for details.

EXTENDED PROMOTION THROUGHOUT THE YEAR

EXTENDED PROMOTIONAL BENEFITS

Continued communications plan by the LDF Creative Lab:

Design Notes Newsletter:

- 4x additional features (Oct 2025 - May 2026)** to align with social media highlighting news from your brand. Hero image + 30 words + link of your choice.
- 1x newsletter takeover (Nov 2025 - March 2026)** Your brand news as a lead story and sub-story, plus a banner ad with your logo and CTA.

Social Media:

- 4x additional Instagram posts (Oct 2025 - May 2026)** to align with newsletter feature highlighting news from your brand.

* Limited availability

** Please refer to 'terms and conditions' and key dates via the LDF Dashboard for content submission deadlines for digital promotion.

'Duo' by Melek Zeynep Bulut at Painted Hall, Old Royal Naval College, Greenwich, 2024.
Photography: Mark Cocksedge

PACKAGE SUMMARY

		LAUNCH PAD	LISTED	AMPLIFIED	CHAMPIONED	EXTENDED
PROGRAMME	Activit(ies) listed in the official online programme and company profile included in the Design Directory on the LDF website.	1	1	2	3	3
SUPPORT						
PR & MEDIA	1x press release hosted within your activity webpage. Access to Partner Content & Media "hints and tips" online session outlining how you can make the most out of your participation in LDF. Access to the 'LDF25 Official Partner Mark', designed by Pentagram and official branded digital assets to promote your participation in LDF. 1x mention in the LDF Press Release.	✓	✓	✓	✓	✓
PROMOTIONAL ASSETS	1x freestanding sign (must be returned). 1x set of window/wall stickers. Assets delivered to your venue the week prior and collected post-Festival.	✓	✓	✓	✓	✓
PARTNER BRIEFINGS	Invitation to regular Partner Briefings on the lead up to the Festival.	✓	✓	✓	✓	✓
DIGITAL PROMOTION						
EDITORIAL	1x story written by our Creative Lab, based on an interview with your representative (250 words):				✓	✓
	1x feature published on LDF website.				✓	✓
	1x feature published in LDF's post-festival "This Year's Highlights" newsletter.				✓	✓
SPOTLIGHT	Editorial story featured on LDF homepage.				✓	✓
DESIGN NOTES NEWSLETTER	2x tile inclusions (pre/post Festival). Content will go live between Jul-Aug / Oct-Dec. Inclusion guaranteed at least once before LDF. Hero image + title + link to online activity listing.			✓	✓	✓
	1x tile inclusion during Festival dates (13-21 Sep) Hero image + title + link to online activity listing.				✓	✓
	1x story inclusion (from your editorial content). Content will go live between Jul-Sept in alignment with online publication. Hero image + 30 words + link to editorial piece on the LDF website.				✓	✓
	4x additional features (Oct 2025 - May 2026)* to align with social media highlighting news from your brand. Hero image + 30 words + link of your choice.					✓
	1x newsletter takeover (Nov 2025 - March 2026)* Your brand news as a lead story and sub-story, plus a banner ad with your logo and CTA.					✓
SOCIAL MEDIA	Content submitted via dashboard - LDF has curatorial choice from selection provided. Can be image or video. Please note this includes one post per partner, not per activity. In the case of multiple activities we'll aim to mention them all in the same post.			✓	✓	✓
	1x Post (Jul - Sep / Oct- Dec) Using content provided via LDF dashboard. Channel will be chosen to suit your content best.			✓	✓	✓
	1x Instagram Story (Sep) Using content provided via LDF dashboard.			✓	✓	✓
	1x bespoke designed Instagram grid post (Sep) Curated content designed by Creative Lab, based on assets provided.				✓	✓
	4x additional Instagram posts (Oct 2025-May 2026)* to align with newsletter feature highlighting news from your brand.					✓

TAKING PART

PARTNERING

THE LDF25 PARTNER DASHBOARD OPENED ON 20 FEBRUARY 2025.

You can now log into your existing partner account or create a new one to purchase your preferred Partnership Package.

NEW PARTNERS

Sign up and create your Partner account [here](#)

EXISTING PARTNERS

Log into your account [here](#)

LAUNCH PAD

Register your interest via the LDF Dashboard, either sign up or login using the links above.



'Vert' by American Hardwood Export Council (AHEC), Diez Office and OMC°C. Photography Ed Reeve

FINDING A VENUE

London Design Festival is a citywide event and doesn't own or hold any spaces.

If you are searching for a location for your activity, we recommend looking into the following:

MARKETPLACES FOR SPACES:

- Appear Here
- Storefront

DESIGN FAIRS:

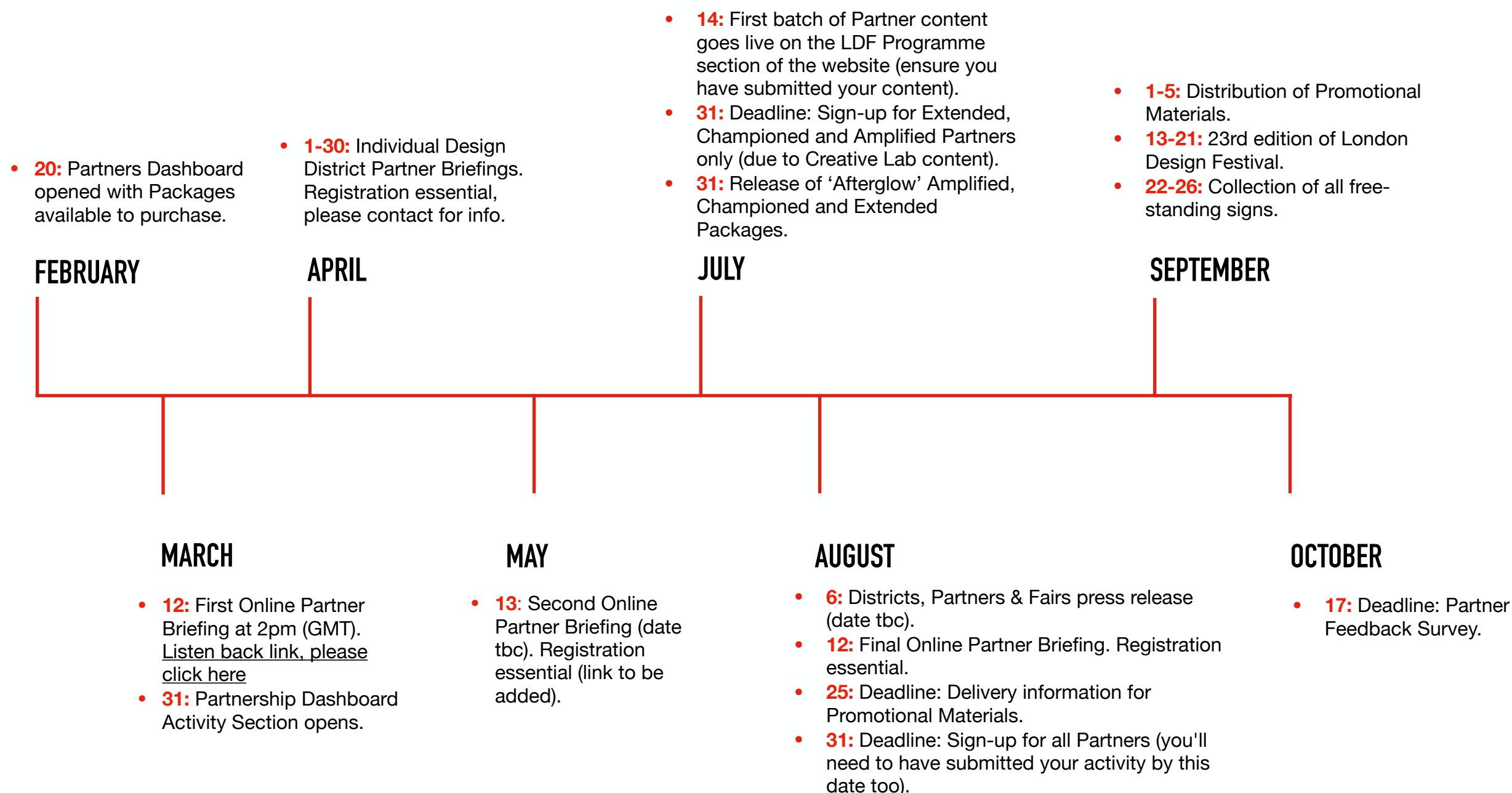
- Design London Shoreditch:
 - Design at Work in Protein Studios, EC2A 3EY
 - Design Culture in Kachette, EC1V 9LP
 - House of ICON in Shoreditch Town Hall, EC1V 9LT
- Material Matters:
 - Fair is located in Space House, WC2B 4AN

If you have any spaces available for partners, please contact: ldf.partners@londondesignfestival.com



LDF Party, Design Museum, 2024.
Photography: Tom Ringsby

TIMELINE



ALTERNATIVE OPPORTUNITIES

BRAND ALIGNMENT

Each year, London Design Festival collaborates with a select group of visionary brands looking to align with the Festival's hallmark of design excellence.

As a globally renowned celebration of creativity, LDF brings together the most influential designers, brands, and institutions to shape the future of design. Sponsorship offers a powerful platform to champion innovation, connect with a culturally influential audience, and amplify your brand through impactful storytelling across digital, press, and experiential channels.

From bespoke installations and thought-leadership opportunities to high-profile activations, partnering with LDF provides unparalleled visibility and meaningful engagement with the global design community.

For more information please contact our Head of Development: bree@londondesignfestival.com

SPONSORSHIP OPPORTUNITIES

PROJECTS & COMMISSIONS

Landmark Projects, V&A Projects, Festival Commissions and Special Projects, are located in prominent spaces in London and represent the public face of the Festival. LDF's in-house production team create bespoke site-specific commissions that hero the brand point of view and enhance design credibility.



MEDALS

Celebrate design excellence by supporting one of British design's most prestigious awards. Past recipients include Sir Paul Smith, Tom Dixon, Es Devlin, Ilse Crawford and Dame Vivienne Westwood. Categories include the London Design Medal, Design Innovation, Emerging Design, and Lifetime Achievement, presented at an exclusive Medal ceremony.



GLOBAL DESIGN FORUM

Align with the world's leading design minds through our sold-out thought leadership event hosted at the prestigious V&A. GDF is a dynamic platform that brings together top-level decision-makers and a diverse audience to explore and shape the future of design.



THANK YOU

VERSION TWELVE

31.07.25

DESIGN NOTES NEWSLETTER

Sign up to keep up to date with
all of LDF's announcements.

LDF PARTNERSHIPS TEAM

For more information please contact:
ldf.partners@londondesignfestival.com