

For immediate release

September 2021

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SANDERSON DESIGN GROUP PLC

("Sanderson Design Group", the "Company" or the "Group")

Launch of new Direct-to-Consumer brand - Archive by Sanderson Design

Exclusive partnership with Selfridges for launch of maximalist brand for new customer demographic

Sanderson Design Group PLC (AIM: SDG), the luxury interior design and furnishings group, announces the online launch today of a new brand, Archive by Sanderson Design, which will be sold from a dedicated brand website and also, from next month, through an exclusive retail partnership with Selfridges, the leading international fashion retailer.

The Archive by Sanderson Design brand reinterprets heritage designs in inventive compositions and elaborate colourways for a fashion-forward, maximalist audience who are not currently served by the Company's existing brands or routes to market.

The exclusive retailer partnership with Selfridges will include a brand launch next month at Selfridges' flagship store on London's Oxford Street. Selfridges' website will also host the new brand's products.

The brand's first collection comprises a small capsule range of wallpapers, fabrics, cushions and lampshades. A made-to-measure service for curtains, blinds and smaller furniture items will be provided on the brand's website as part of developing the brand as a lifestyle offering.

The launch of Archive by Sanderson Design reflects key elements of the Company's growth strategy, particularly in advancing the Group's digital strategy with a direct to consumer offering that targets a new consumer demographic for the Group. This customer targeting enables the Group to develop its own e-commerce channel whilst protecting the Company's traditional routes to market.

The new brand also achieves the strategic aim of leveraging the Company's design archive, both through the use of heritage designs that have not been seen in the recent past, and through the re-invention of well-known Morris & Co designs through bold reinterpretations. The use of the Company's archive should further optimise the return on investment for this new brand.

The exclusive retail partnership with Selfridges is in line with the Company's strategy of innovative collaboration to bring the Company's products to new and existing audiences with the overall objective of building consumer awareness to drive sales. Initiatives to drive consumer awareness have recently included Sanderson's collaboration with Maro Itoje, the England rugby star, and the Harlequin brand's current TV advertising campaign.

The Archive by Sanderson Design's brand website is at <https://archive.sandersondesigngroup.com>

Lisa Montague, Chief Executive Officer of Sanderson Design Group, commented: "We are excited to advance our strategy with this heritage-powered, innovative brand marketed through a new direct-to-consumer website. Whilst we continue to invest in our core brands and sales channels, it is important that we continue to evolve, as our customers do, and I'm also delighted at the opportunity to use our archive, which has been aggregated during more than 150 years, as the basis for our new brand."

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Notes for editors:

About Sanderson Design Group

Sanderson Design Group PLC is a luxury interior furnishings company that designs, manufactures and markets wallpapers, fabrics and paints. In addition, the Company derives licensing income from the use of its designs on a wide range of products such as bed and bath collections, rugs, blinds and tableware.

Sanderson Design Group's brands include Zoffany, Sanderson, Morris & Co., Harlequin, Scion, Anthology and Clarke & Clarke.

The Company has a strong UK manufacturing base comprising Anstey wallpaper factory in Loughborough and Standfast & Barracks a fabric printing factory, in Lancaster. Both sites manufacture for the Company and for other wallpaper and fabric brands.

Sanderson Design Group employs approximately 600 people and its products are sold worldwide. It has showrooms in London, New York, Chicago, Paris, Amsterdam and Dubai.

Sanderson Design Group trades on the AIM market of the London Stock Exchange under the ticker symbol SDG.

For further information please visit: www.sandersondesigngroup.com

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