

## **First Look: Tom Dixon Unveils GROOVE, His First Outdoor Furniture Collection**



### **10 Years of Research and Innovation, Now Ready for the Outdoors**

After a decade of research and development, Tom Dixon Studio is unveiling GROOVE, a highly anticipated outdoor furniture collection.

This marks a significant milestone for the founder and eponymous designer, whose relentless drive for innovation in high-tech manufacturing has finally culminated in a range that blends style, durability, and practicality.

The GROOVE collection has been more than 10 years in the making. Its roots trace back to Tom Dixon's collaboration with Trumpf at MOST (the largest museum of science and technology in Italy) back in 2012 and more recently with HYDRO, the world's leading aluminium producer. These partnerships fuelled years of accumulated knowledge, propelling Dixon's obsession with high-performance materials and advanced production techniques.

*"Over the past decade, we've constantly pushed the boundaries of design and engineering, and GROOVE represents the pinnacle of that journey."* says Tom Dixon.

GROOVE, crafted from durable aluminium, is corrosion-resistant and built to withstand all weather conditions, making it as practical as it is striking.

The collection – with its distinctive art-deco inspired ridges – features an oblong table, chairs, armchairs and stools available in two sophisticated shades – MOSS and PUTTY – designed to offer timeless elegance that fits effortlessly into any outdoor setting. The collection is also available with seat cushions to ensure maximum comfort.

In addition to the GROOVE furniture range, Tom Dixon re-introduces his iconic MELT shade, now re-engineered as a fully portable outdoor lighting solution. MELT Outdoor is available with a tripod base stand or a leather strap, making it perfect for hanging from trees or pergolas while being just as beautiful indoors.

The entire collection boasts intelligent features, such as efficient stacking for easy storage, flexibility and portability without compromising on aesthetic appeal.

Available globally from 27<sup>th</sup> January 2025, GROOVE will be sold [online](#), in Tom Dixon stores in London Coal Drops Yard and New York Manhattan, and through preferred stockists worldwide.

High-resolution press images are available upon request, and Tom Dixon is available for interviews to discuss the inspiration and innovations behind this exciting launch.

For media inquiries, please contact:

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## **Notes to Editors**

### **About Tom Dixon**

Established in 2002, Tom Dixon is a British luxury design brand which is represented in 90 countries. Specialising in furniture, lighting and accessories, Tom Dixon has hubs in London, Milan, Hong Kong, New York, Tokyo, Hangzhou, Beijing and Shanghai. With an aesthetic that is intrinsically inspired by the brand's British roots, the products are internationally recognised and appreciated for their pioneering use of materials and techniques.

Founder and eponymous Creative Director Tom Dixon is a restless innovator who rose to prominence in the mid-1980s as a maverick, untrained designer with a line in welded salvage furniture. While working with the Italian giant Cappellini he designed the widely acclaimed 'S' Chair. In the late 90s Tom became Creative Director at Habitat and rejuvenated the brand while maintaining Terence Conran's vision of enriching everyday life through simple, modern design. In 2001, Tom was awarded an OBE by Her Majesty the Queen for his services to British design. In 2014 he was awarded 'Designer of The Year' at Maison & Objet, Paris. In 2019, he received a silver medal for Best Garden at the RHS Chelsea Flower Show and in the same year, was awarded the prestigious London Design Medal at the British Land Celebration of Design Awards. Tom is one of the industry's most feted British designers and is internationally heralded as a significantly original talent.

Best-selling products such as Beat, Melt, S-Chair and Wingback are instantly recognisable and have been acquired by the world's most famous museums including the Victoria & Albert Museum, London; MOMA, New York; and the Centre Pompidou, Paris. Latest additions to the brand's range, such as the Fat chair, Spring lights and Swirl accessories are quickly gaining momentum and reiterate Tom's status and significance in the design world.

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