

Barefoot Goes Public At Grand Designs Live

Submitted by: Shepherd PR Limited

Wednesday, 22 April 2009

Floor Couture (<http://www.barefoot.co.uk/>) brand Barefoot (<http://www.barefoot.co.uk/>) will be launching its revolutionary product range at the acclaimed Grand Designs Live show.

Based on clean resin technology, Barefoot delivers luxury seamless floors that offer a transformational effect underfoot.

With a multi-million pound showroom recently opened on the outskirts of Cheshire, Barefoot's unique floor finishes - all designed to encourage people to lose their shoes and enjoy the feeling of freedom underfoot – are already inspiring a revolution in interiors across the North West and beyond.

At Grand Designs Live, visitors to the Barefoot stand will be able to see the natural look flooring Cool Smoothies (<http://www.barefoot.co.uk/coolsmoothies.htm>) – which gives the look of polished concrete, marble and wood without the maintenance, along with contemporary minimalist flooring Smoothies and cool seamless terrazzo Beaudeco (<http://www.barefoot.co.uk/beaudeco.htm>).

The Barefoot team will also be showcasing products including Hot Rocks, the unique therapeutic marble carpet floor with optional underfloor heating, as well as the metallic floor Bedazzle.

For exteriors, the pebble driveway and pathway floor Smart Rocks (<http://www.barefoot.co.uk/smartrocks.htm>) will be on show, along with the natural pebble carpet, Cool Rocks (<http://www.barefoot.co.uk/coolrocks.htm>).

The company is the brainchild of the 'Barefoot entrepreneur' Dawn Gibbins MBE (<http://www.barefoot.co.uk/barefoot-entrepreneur.htm>), a former Veuve Clicquot Business Woman of the Year.

Dawn said: "We really wanted to show the unique features of the Barefoot range and felt Grand Designs Live was the perfect opportunity to show what our floors are about to the public for the first time.

"Barefoot is one of the most exciting brands to emerge in recent times. The concept of 'Floor Couture' is going to revolutionise British interiors, creating more inspiring, healthier environments."

Barefoot's stand at Grand Designs Live, at London's Excel from 25 April to 4 May, is L114.

In 2008, Dawn sold her global commercial and industrial flooring business Flowcrete - which she built up from a start-up in the 1980s to a major international company with offices in 30 countries - for millions of pounds.

Now, through her new business venture Barefoot, Dawn is able to combine her love of flooring with her passion for health, wellbeing and Feng Shui.

Dawn will be on the Barefoot stand on Thursday, April 30, Friday, May 1, Saturday, May 2 and Sunday, May 3, to share her experience with visitors. Dawn is also taking to the stage on the Saturday, as a guest speaker at Grand Designs Live, at 12.45pm.

Her talk, taking place at the Seminar Theatre of the Grand Interiors Hall, is entitled 'How To Inspire With Interiors.'

Barefoot will also be showcasing a new take on modern art at the acclaimed show - bringing the concept of 'Floor Art' to the UK.

To mark the occasion, Barefoot will be introducing the internationally renowned 'Floor Stylist' Jeanet Hönig at Grand Designs – with her designs that will revolutionise British interiors.

Jeanet will be travelling to the event from Europe to show the concept of 'art at your feet' involving handmade, individualised flooring designs.

The talented artist will be on the Barefoot stand on Friday, May 1, Saturday, May 2 and Sunday, May 3, to share her experience with visitors. Jeanet is also taking to the stage on the Friday, as a guest speaker at Grand Designs Live, at 4.30pm.

Her talk, taking place at the Seminar Theatre of the Grand Interiors Hall, is entitled 'How To Make A Masterpiece Of Your Floor.'

Finally, visitors to the Barefoot stand will be able to see, hear and feel the harmony and balance of Feng Shui on the stand.

Barefoot has set up its stand based on the principles of Feng Shui – the ancient Chinese study of interaction between people, buildings and the environment.

The stand is arranged using the areas of the Bagua, an octagonal shaped map which, with the aid of a compass, helps to identify areas of life in need of enhancement or change.

Simon Brown, a representative of Barefoot and the chairman of the Feng Shui Society, has worked closely with Andrea Hall, Barefoot's own creative designer to ensure a unique experience for visitors to the stand.

He will be on the stand on Saturday, May 2, to share his experience with visitors and will be running a seminar in the Grand Designs Live seminar theatre at 3.15pm entitled 'How To Change Your Atmosphere With Feng Shui.'

The Barefoot showroom, located at Bosley Crossroads is open Monday to Friday, from 10am to 4pm, and from Saturday, May 16, also from 10am to 4pm.

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More About Barefoot

The sensational home of floor couture, Feng Shui and inspirational art, Barefoot - based in Bosley on the outskirts of Congleton - sets the pace in creating happy and healthy interiors.

Founded by entrepreneur Dawn Gibbins MBE 'the Barefoot entrepreneur' the company's luxury seamless flooring puts a spring in the step and creates a feel good factor in homes, spas, healthclubs, therapy centres, gyms and nurseries.

Get in tune with your barefoot side – speak to Rosie to arrange a visit to our showroom
rosie@barefoot.co.uk, phone 01260 222120

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