

## Décor brand Something Desired launches kiddies' range

Something Desired, the online custom décor arm of events design concept Something Different, has launched a kiddies' collection. The range is made with baby, toddler and tween in mind and is called MIA - an Acronym for Maria, Imogen and Archie.



“This range was really true to my heart. We have developed many products, designs and ranges but this one was not just born out of prettiness and necessity but out of experience, out of hindsight and out of knowing that these pieces would be important to mothers and families. Both Nelia (our designer) and myself have children and this was a true collaboration, so I felt to honour her she needed to be a part of the ranges name as well. These products were shaped from our own experience with our kiddies, therefore we felt they needed to head up the ranges key name,” says Kate Shepherd, founding owner of Something Different and Something Desired.

Shepherd is a mom of two (3.5-year-old girl; 7-month-old boy) and a businesswoman who understands the importance of good quality furniture that is both functional as well as useful and has longevity. With the launch of their kiddies range, each piece is made to be used for years to come.



Conceptual, custom-made decor online with Something Desired  
31 Oct 2017



### Practical and whimsical

Among the nursery range is a versatile olive green velvet daybed, an all-in-1 compactum – including a changing surface, storage and bath unit – and custom designed lights in organic shapes and textures.



When it came to creating a unique table and chairs combo, Shepherd looked to her daughter, Imi, for inspiration. “Years ago, I designed a set of Bunny Chairs and a matching table set for my daughter, she is 3 years old now and still loves it. She eats, draws and entertains friends around it. I wanted her to be part of our dining and living space, but wanted to opt for something that matched and enhanced our home décor.”

With this in mind, Something Desired added a set of little animals’ stools and table set to their collection.



In the kiddies beds category, Shepherd decided on a whimsical single bed frame for girls with soft drapes, twinkling fairy lights, and a large built-in drawer underneath for either another mattress or storage. While for boys, the Something Desired team opted for an adventure theme with a glamping-styled bed design.



When it comes to additional décor items, there's a redesigned blackboard for doodling and design, as well as bookshelves and cushion covers.

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