

A Tom Dixon 'Bubble' lamp is the central focus, featuring a dark, glossy, teardrop-shaped base and a translucent, bubble-like globe with internal swirls. It sits on a sleek black shelf. The background is a modern interior with a grey wall, a silver circular light fixture, and a coiled cable. The overall aesthetic is minimalist and sophisticated.

Tom Dixon.

Portables Marketing
Toolkit



PORTABLES

If there is one thing that characterises the rapidly changing world that we inhabit, it is mobility – the way we live and work and play is dominated by an increased need for portability and flexibility. No longer do we want to be tethered to a fixed desk or power outlet, so increasingly we want our light to move with us.

Thankfully the magic of technology has come to the rescue with powerful batteries and low energy light sources combining to allow us to illuminate wherever we choose with complete adaptability. It's for this reason we have loved working on a new series of expressive rechargeable lighting!

Launched at Milan Design Week 2023 in April, our new lights can be used indoors or outdoors, on a shelf, desk, bench or wherever you want to place it.



MELT

The MELT Portable Lamp expands the collection, offering the same mesmerizing hot-blown glass effect within a portable design.

MELT is evocative of molten glass, the interior of a melting glacier or images of deep space. The MELT Portable lamps are available in a wide range of finishes and offers up to 10 hours of battery life.

STONE



STONE is inspired by the materiality of the same marble used to build the Taj Mahal. The hard, semi-precious stone bears a unique fingerprint – tactile, heavy and long-lasting.

Highlighted by brass accents on its bulb and socket, STONE is characterised by a solid outer marble ring that appears to be floating around the light source to give out a soft halo effect.

The STONE Portable lamp features an integrated touch dimmer and offers up to 9 hours of battery life.

BELL

Taking its name from a classic dome shape, BELL is an exercise in reductionism. The hyper-polished surface allows BELL to take on the tone and characteristics of its surroundings while a concealed diffuser produces its soft lighting. The BELL Portable lamps offer up to 9 hours of battery life.



BRAND ASSETS

We have developed an impressive range of assets to assist you in promoting the PORTABLES across all your channels.

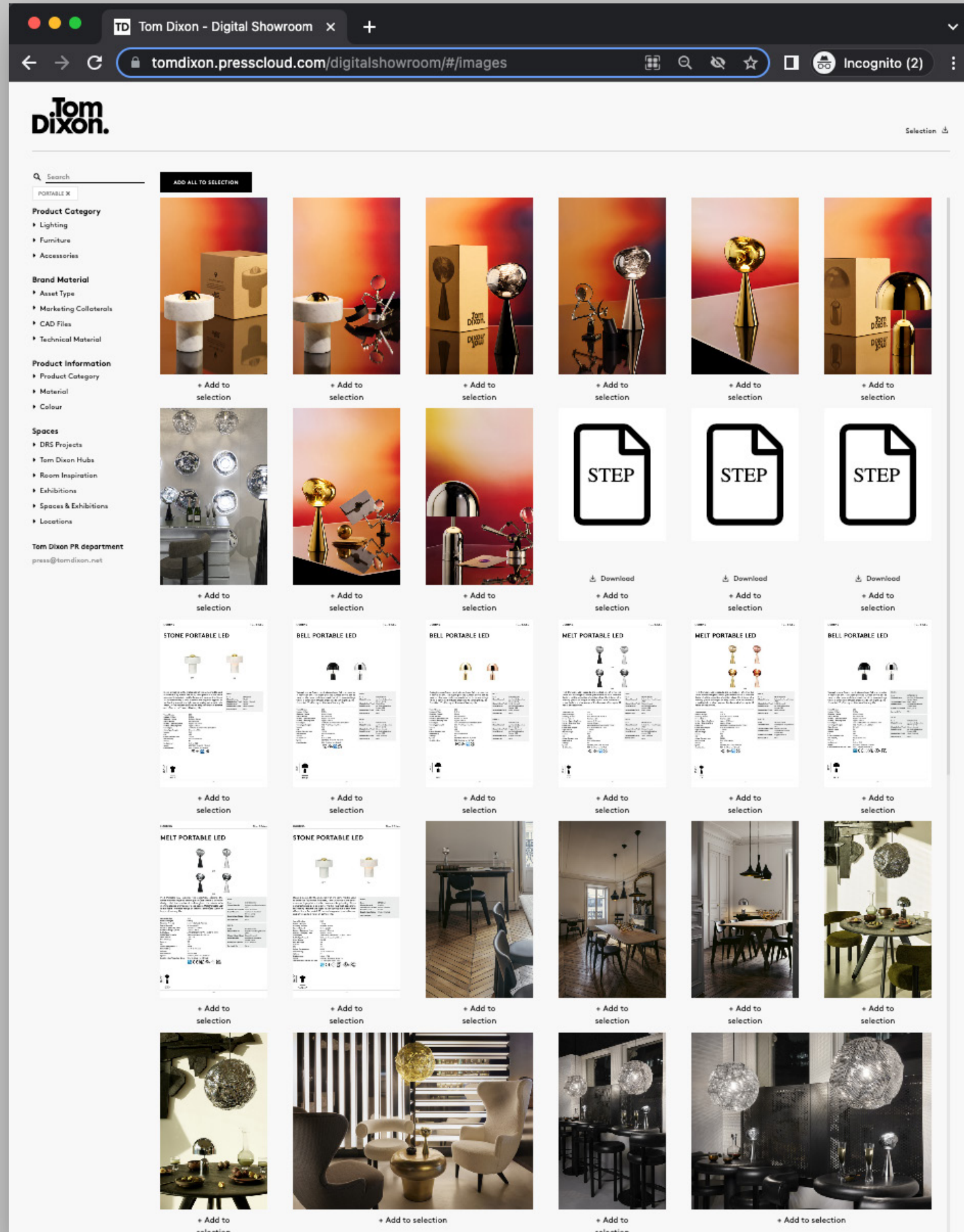
Your arsenal of resources includes dedicated press releases, high-resolution brand images, cut-out images, moving content and exclusive quotes from Tom.

All of these marketing assets can be conveniently accessed in our new Digital Assets Showroom (VOCAST)

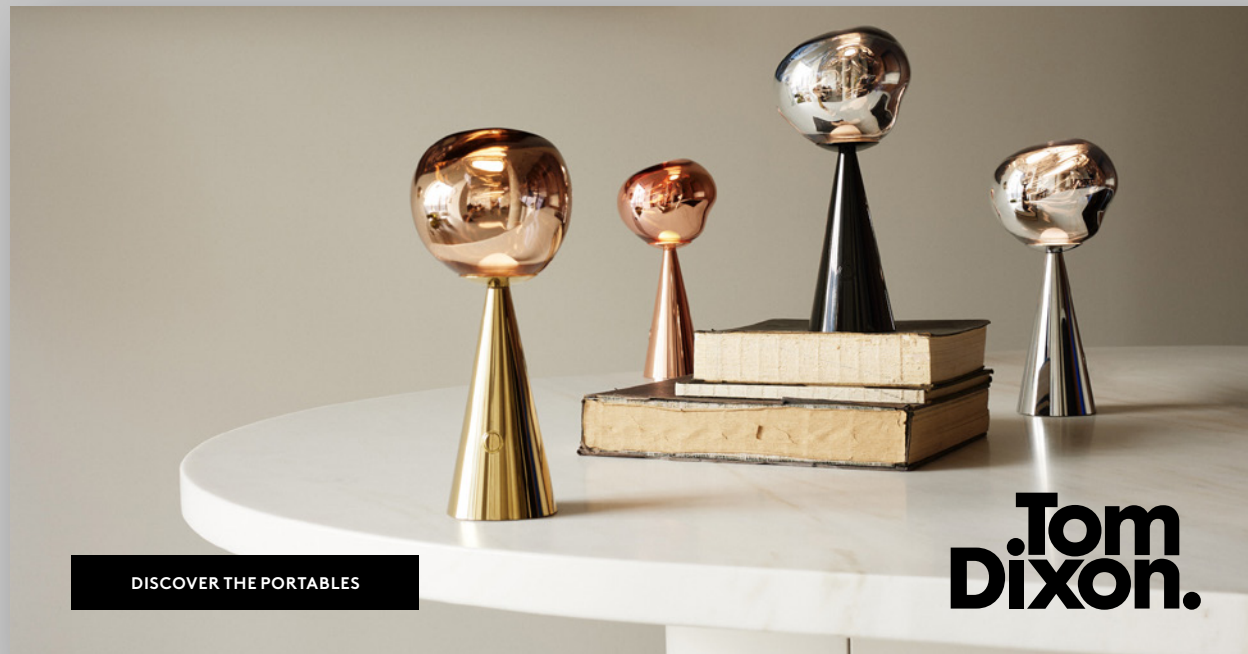
Cut-out Images
Brand Images
Product Description
Dedicated Press Releases
Moving Content

[Click here to explore the showcase](#)

[Tom Dixon Digital Showroom](#)



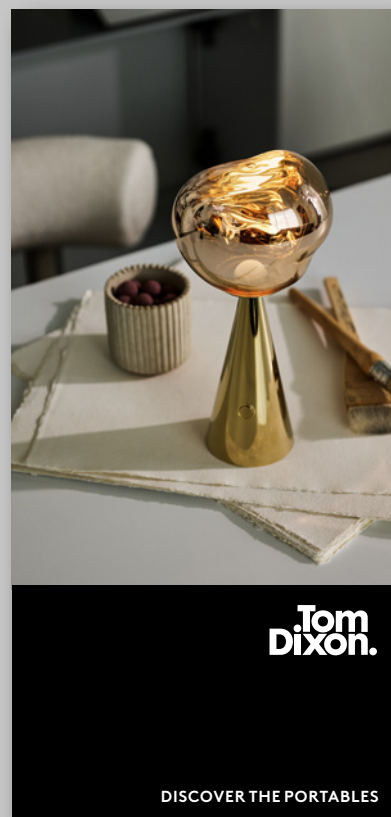
DIGITAL BANNERS



With the highly anticipated launch of the PORTABLES, it is fitting to provide significant visibility to these new collections on your website (particularly during the approach to the holiday season, given their exceptional “giftable” appeal.)

Additionally, we strongly recommend featuring online banners to promote the PORTABLES, utilising landscape images that are readily available to you.


Should you require assistance in creating assets tailored specifically for banners, please contact our marketing team.



Tom
Dixon.


LIGHTING FURNITURE ACCESORIES

EXTRAORDINARY PRODUCTS




MELT PORTABLES

Tom Dixon launches a brand-new category of lights: the PORTABLES. Poised to become a must-have with design aficionados across the world, this new series of rechargeable lights are super expressive, skilfully engineered and highly compact in size.



The new collection includes MELT, STONE and BELL. PORTABLES are like little companions paving the way to illuminate traditionally challenging spaces both indoors and outdoors.



DISCOVER THE PORTABLES

NEWSLETTERS

We highly recommend sending a minimum of 2 dedicated newsletters to your customers, where the spotlight will solely be on the PORTABLES as the hero products.

When applicable, we encourage you to align with the narrative provided by Tom Dixon Headquarters, emphasizing the key selling points, and incorporating Tom’s quote on Portability for maximum exposure.

GIFTING CAMPAIGN

The PORTABLES are an ideal gift, as they come in recyclable packaging boxes, are available in various colours and will effortlessly enhance any space.

Thanks to their extraordinary aesthetic and innovative design, the PORTABLES will be included on holiday wish lists.

With this in mind, our Creative team reimagined The PORTABLES in a festive theme to emphasize their gifting appeal.









