

# Lookbook

A modern lounge interior featuring a long, low-profile grey sofa with a light-colored cushion. In front of the sofa is a small, round, light-colored wooden table. Two ottomans, one in a light grey and one in a dark green, are positioned in the foreground. The background wall is a light-colored, textured material. The word "Lookbook" is printed in a large, bold, dark serif font across the wall. To the right, a glass partition with a black frame and handle is visible, reflecting the interior. The ceiling is dark with track lighting.









# Contents

Who we are: **6**

Timeline: **8**

Product Design: **10**

Development: **12**

Manufacturing: **14**

Sustainability: **16**

Roofed Dens: **18**

Rooms: **34**

Banquette: **38**

Sofa Dens: **50**

Modular: **66**

Soft Seating: **80**

Media Unit: **104**



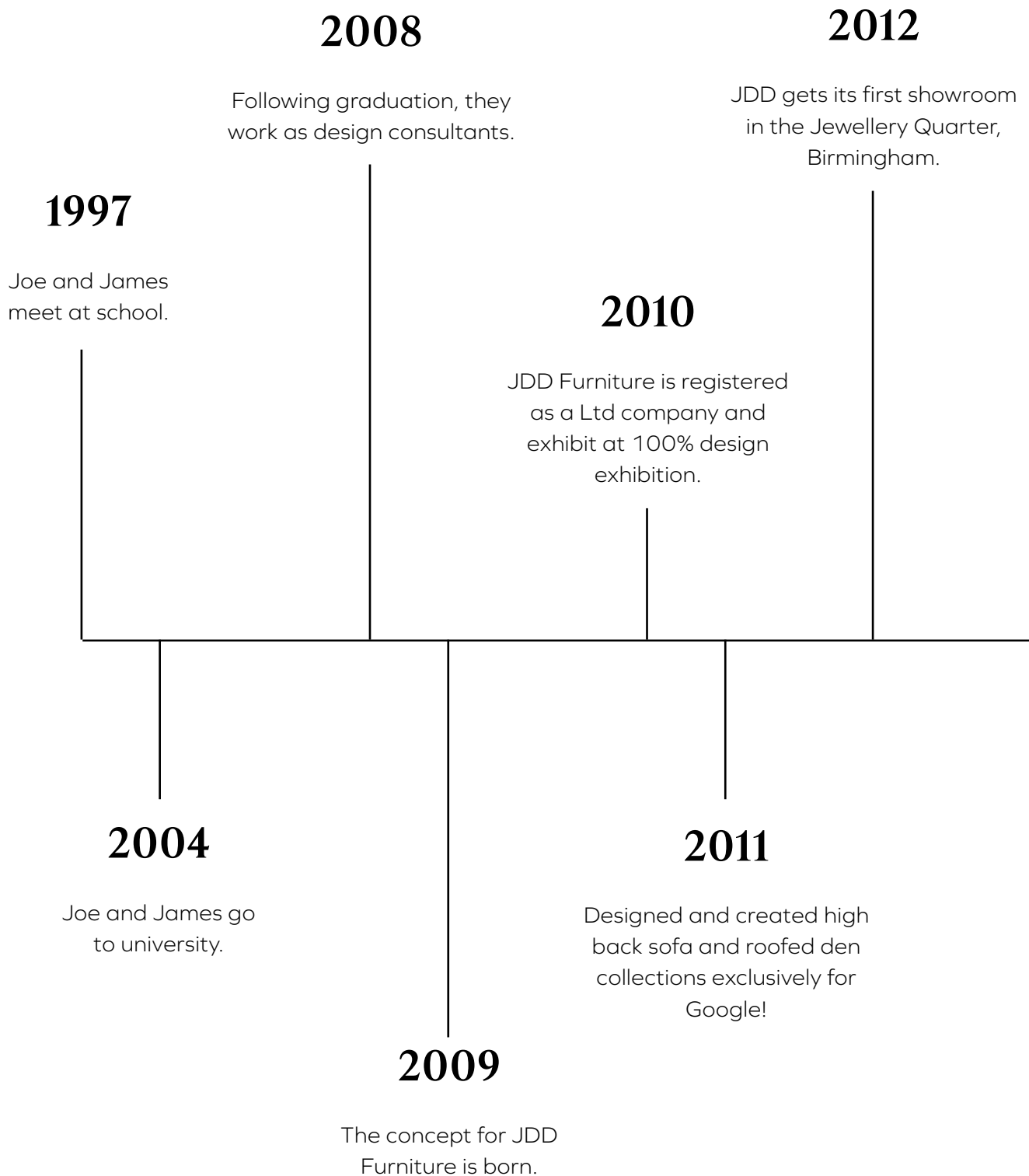


# Who we are

JDD Furniture, established in the midlands over a decade ago by best friends James Mercy and Joe Duffell, has always been driven to blend British craftsmanship, design, and functionality. JDD's introduction of the unique roofed dens has revolutionised the perception of the workplace, infusing an element of excitement and design into a previously mundane market.

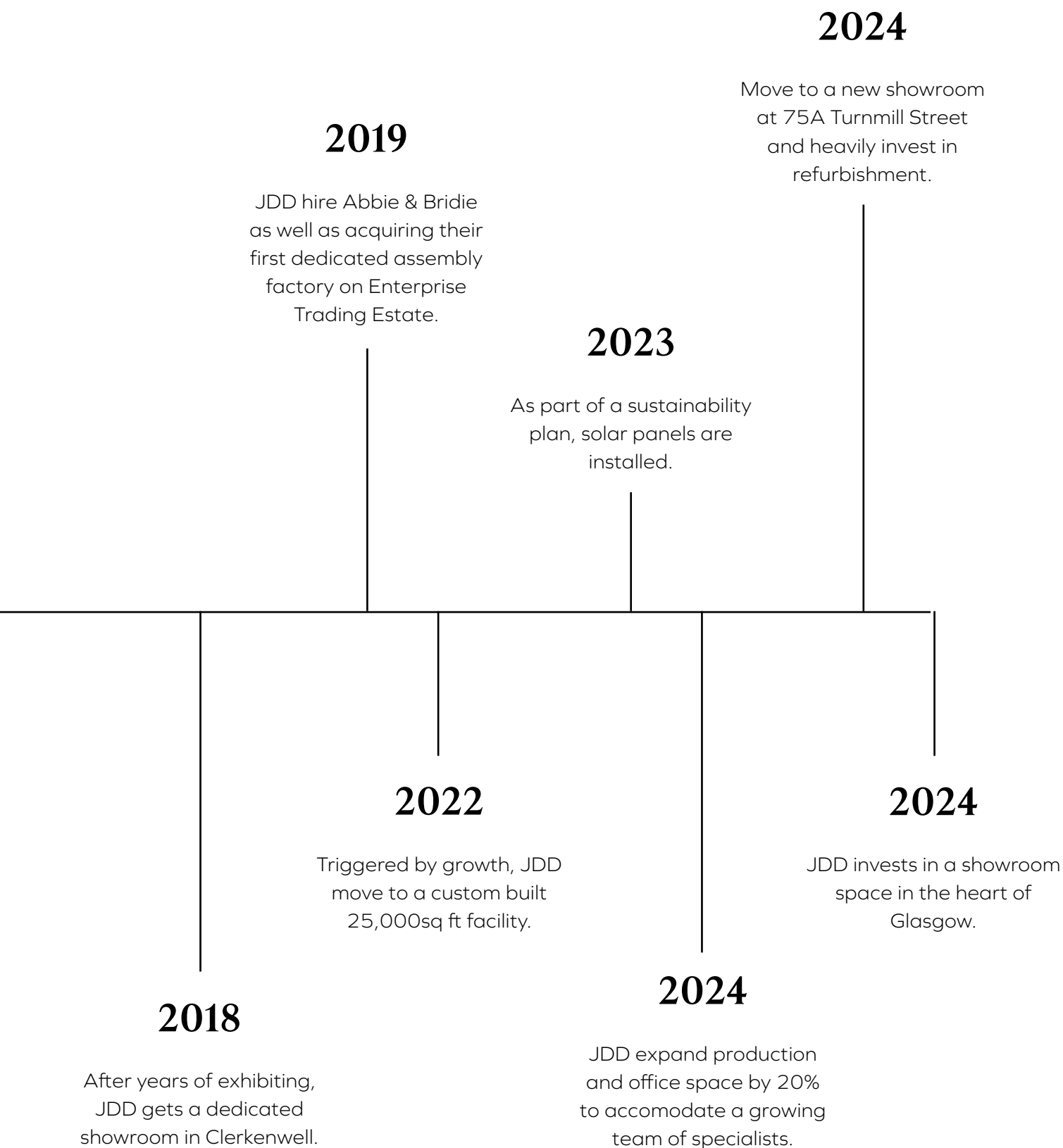
Following months of planning and research, JDD was officially registered as a limited company on 27th July 2010. Having refined their first collections, Joe and James pooled their money and got a stand at 100% Design, where they made a lasting impression on a team of architects working at Google EMEA HQ in Dublin, Ireland. They went on to design and manufacture furniture collections exclusively for Google's HQ.

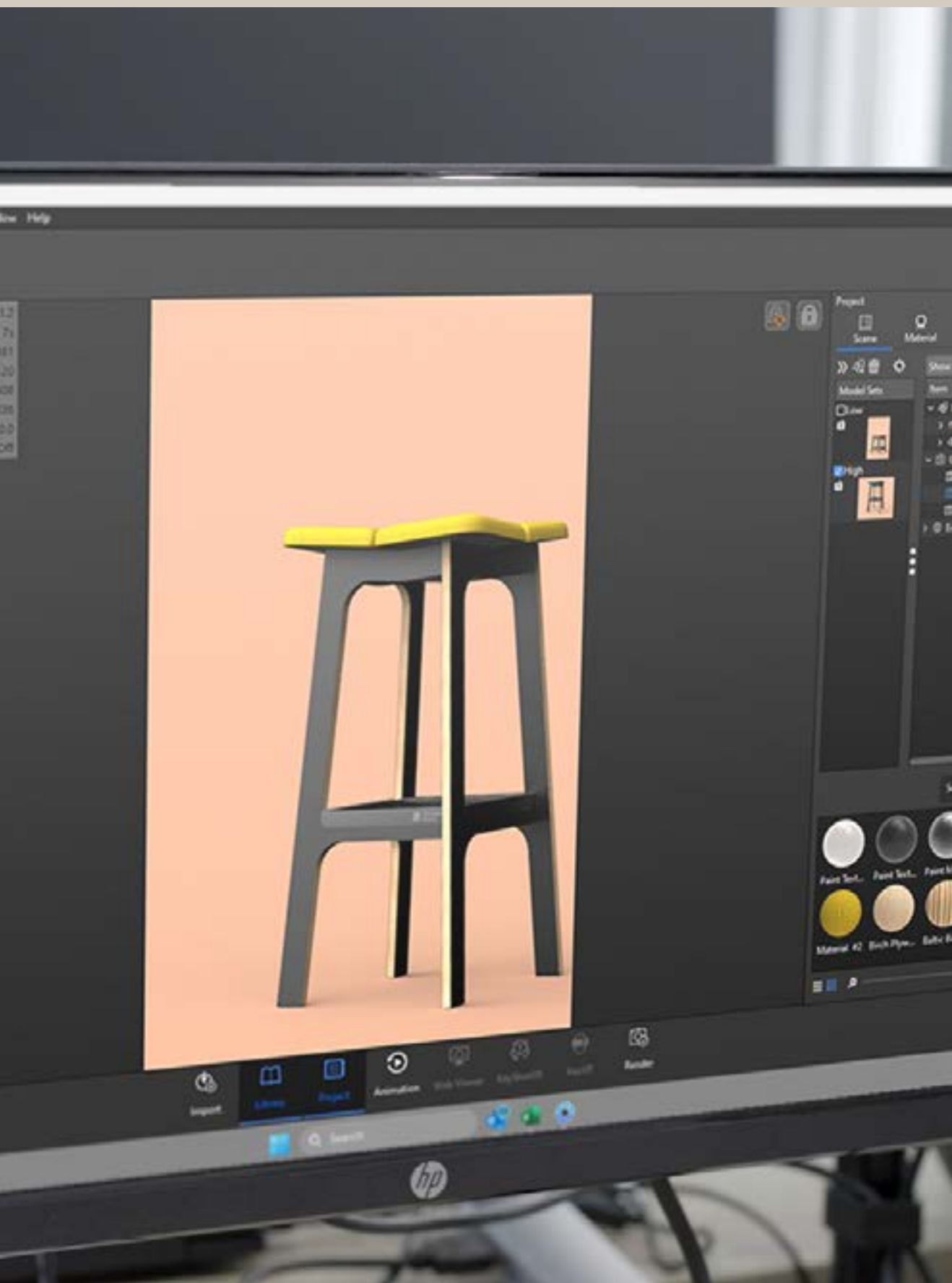
Fast forward to today, and JDD has grown into a furniture powerhouse with a global reputation for honesty, craftsmanship, and competitive pricing. We have showrooms in Birmingham, Clerkenwell - London, and Glasgow - Scotland and a custom-designed production facility in the heart of the West Midlands. JDD boasts a team of over 80 members, all highly skilled in their specialist fields including designers, developers, carpenters, upholsterers, sewing machinists, project management, customer service, relationship management and finance, each contributing to the vibrant and innovative spirit of the company.



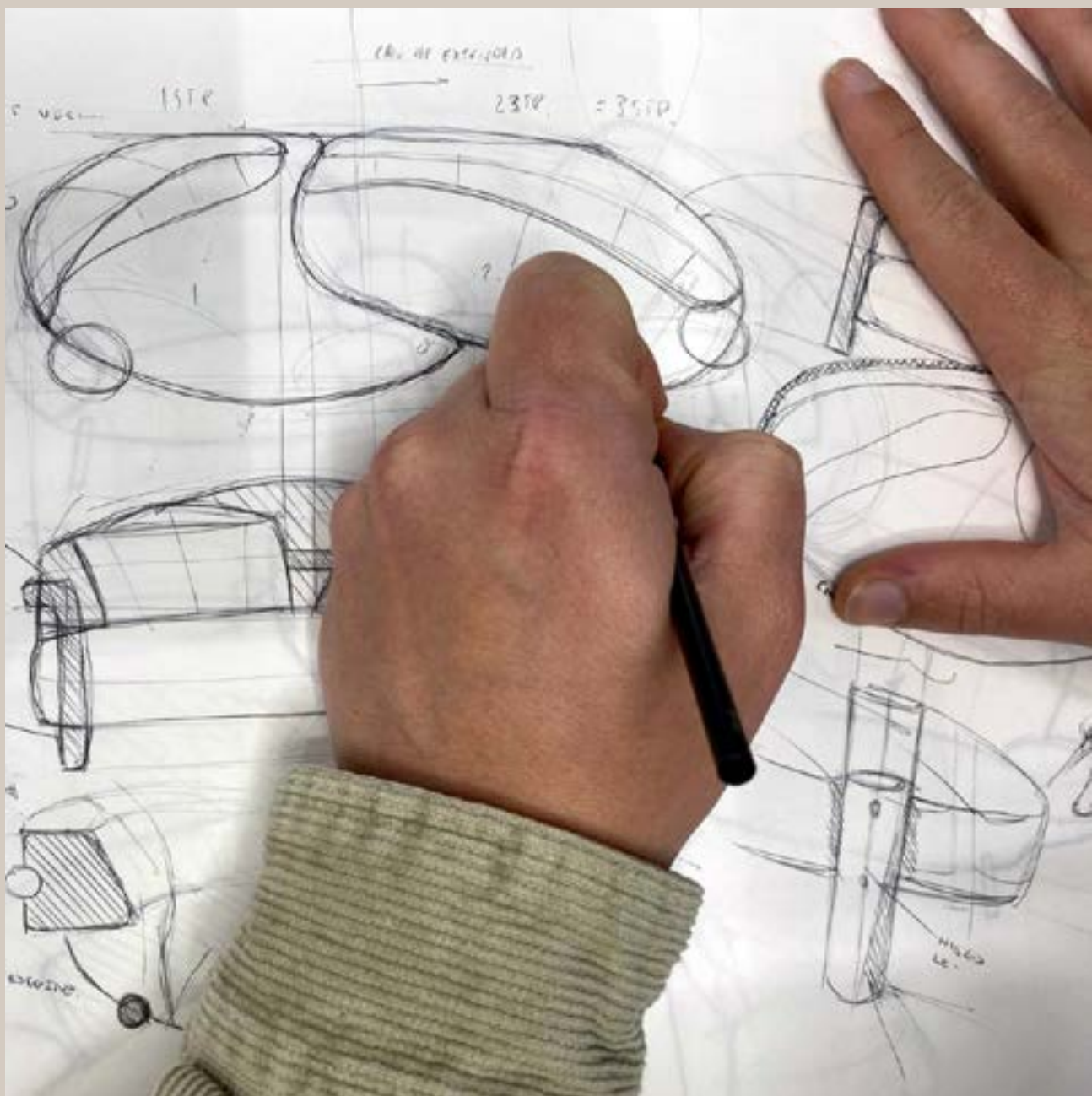
# Timeline







# Product



We firmly believe in the importance of marrying form with function – we never sacrifice practicality for styling. Instead, we strive to develop innovative solutions that seamlessly integrate both elements, ensuring our products look stunning and deliver exceptional usability and functionality.

Our internal brainstorming sessions are critical for keeping the project moving forward. They provide a platform for our team to scrutinise, refine, and reimagine various design aspects, constantly seeking opportunities for improvement and innovation. By fostering an open dialogue and constructive feedback environment, we empower our designers to explore new ideas, challenge assumptions, and push the boundaries of creativity.





# Development





The development stage is pivotal in the intricate process of bringing a design to life. It ensures our creations are commercially viable for manufacturing. Our skilled design engineers leverage their expertise and cutting-edge technology to transform ideas into tangible frameworks optimised for production.

By integrating sustainability principles, efficiency measures, and cutting-edge technology into the development process, our design engineers play a crucial role in shaping the future of our products. Their commitment to innovation and excellence enables us to create products that meet the highest standards of quality and craftsmanship and reflect our unwavering dedication to environmental stewardship and social responsibility.



Our process begins with close collaboration to understand your needs, allowing us to craft detailed product specifications and refine them with your feedback, ensuring that the final design meets your vision. Once approved, the project moves to production, where we leverage advanced scheduling techniques and real-time updates to ensure seamless execution. Our focus remains on maintaining clear communication, transparency, and accountability to keep you informed every step of the way.

Our production process emphasises precision, quality, and sustainability. CNC machining is a core element of our manufacturing, allowing us to create components with accuracy while minimising material waste. Following machining, each part is meticulously inspected and prepared for assembly. Our skilled carpenters combine the pieces, ensuring structural integrity and smooth finishes. Upholstery and sewing are carried out by our highly trained upholsterers and sewing machinist teams, blending cutting-edge technology with traditional techniques to deliver furniture that embodies comfort, durability, and beauty in simplicity. Attention to detail in foaming, sewing, and upholstering ensures the final product meets the highest standards.

At every stage, quality control is paramount. From inspecting components to rigorous testing of electrical elements, we ensure that each product meets our strict quality criteria. After production, each piece undergoes a final inspection before being carefully packaged and delivered by our in house delivery team. Upon installation, our professional fitters ensure that everything is assembled to perfection, with on-site checks to verify customer satisfaction. But our relationship with you doesn't end with delivery. We offer ongoing support to address any needs, providing you with the security and care that builds lasting partnerships based on trust and quality.

# Manufacturing



Given the current climate, companies worldwide are looking for ways to cut costs and become more environmentally friendly. Whether this is to help the planet or cut energy costs, it's obvious now more than ever that we must embrace new ways of working.

Here at JDD, we are unwavering in our commitment to sustainability. We invest significant time, money, and effort into reducing our carbon footprint across the entire business. By prioritising sustainable practices and reducing carbon emissions, we contribute positively to the environment and set a solid foundation for our future, reaping various long-term benefits.

We have a responsibility to our community and environment. As a manufacturer, we also need to be gentle with the environment. That means we always aim to never waste raw materials and always reduce, reuse, and recycle!

We are always looking for ways to work with and help local communities through various initiatives including: donating spare fabrics to local schools' their arts and textile departments, sponsoring sports teams and sharing knowledge and materials with universities on shared projects to encourage the next generation of designers.

Our products are made from FSC® certified timber. FSC® certified products are available on request.

# Sustainability





FSC  
www.fsc.org

FSC® C199985

The mark of  
responsible forestry



# Roofed dens

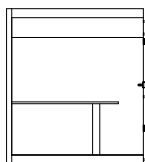
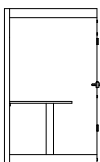
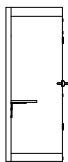
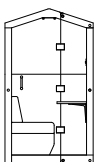
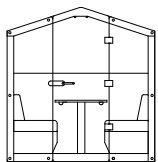
Flexible | Functional | Stylish | Affordable





**Bea**





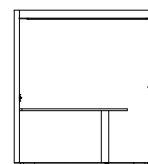
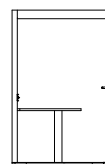
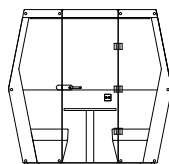


**Bill**



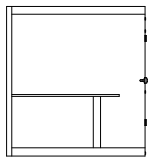
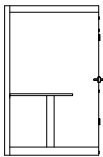
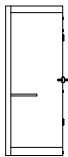
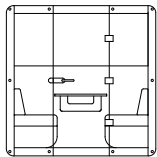
# Why use a meeting pod?

One of the standout features of meeting pods is their flexibility. Unlike traditional meeting rooms or cubicles, these pods can be moved or reconfigured as needed, allowing companies to adapt their work-space layout as their needs evolve.





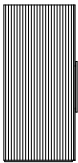
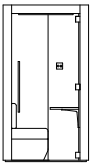
**Bob**







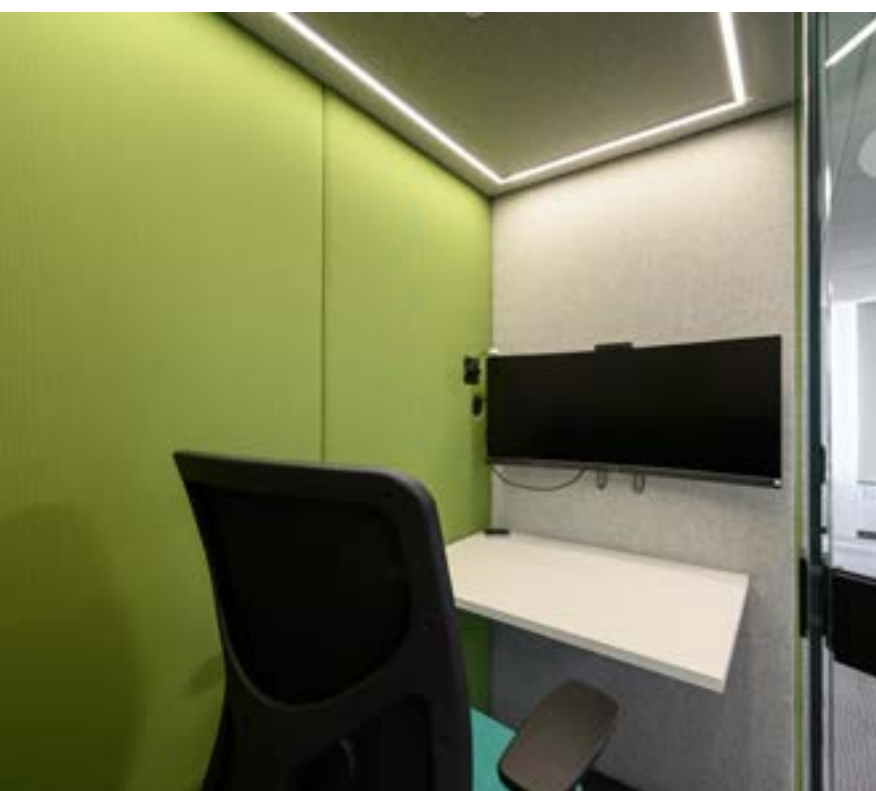
# Clara





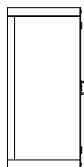
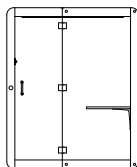
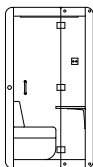
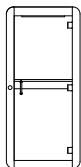






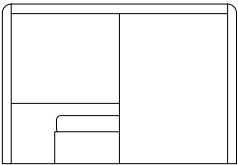
**Penelope**







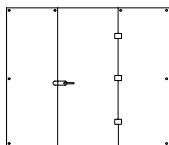
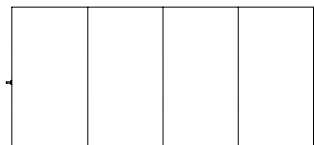
**Yume**







# Bob Rooms













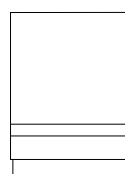
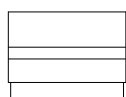
# Banquette seating

Comfortable | Configurable | Compact





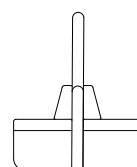
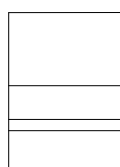
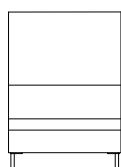
# Casper





**Cedric**

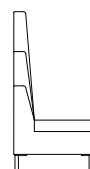
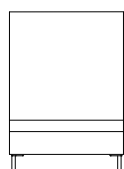
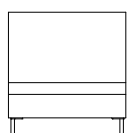
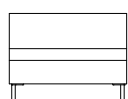








**Colin**





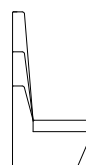
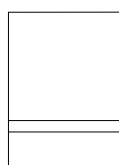
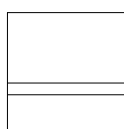
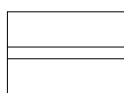
# Connie





## Benefits of banquette seats?

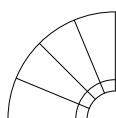
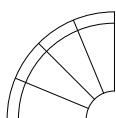
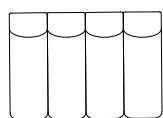
Banquette seating maximises space efficiently by fitting snugly against walls, making it ideal for smaller dining areas. It also creates a cozy and inviting atmosphere, encouraging more social interaction and a communal dining experience.







**Terry**



# Sofa dens

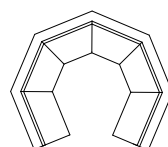
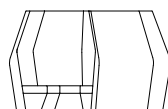
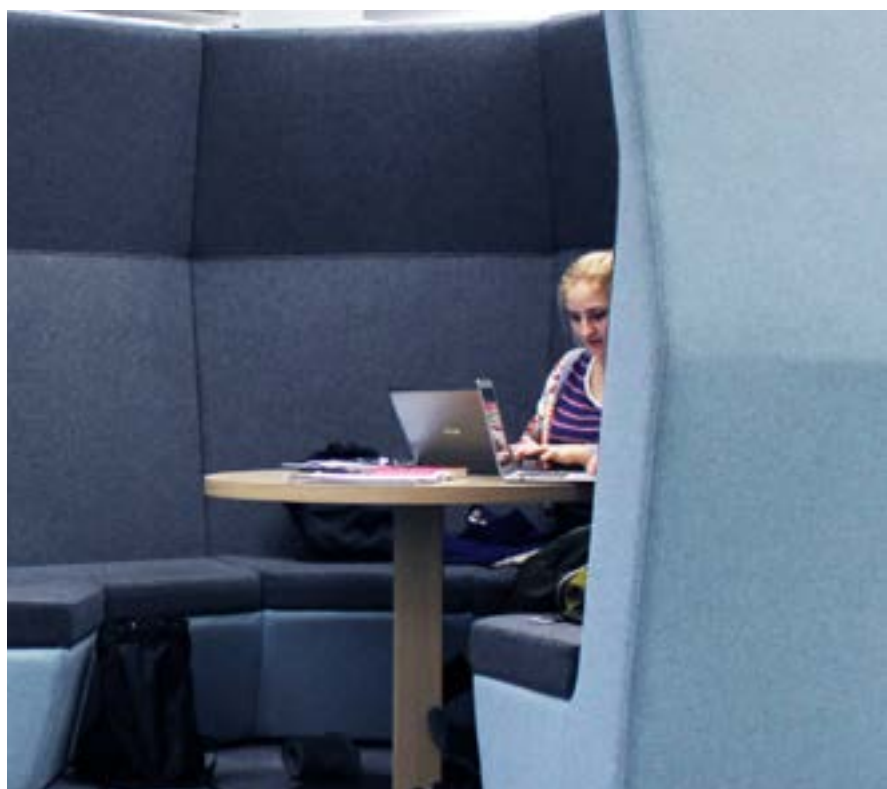
Collaborative | Flexible | Comfortable







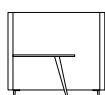
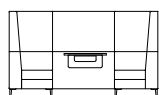
**Ben**





**Bruce**

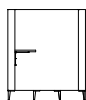
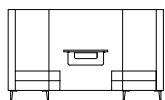








# Delia





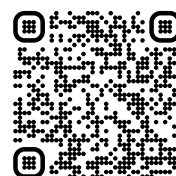
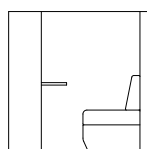
# Dennis



## Why use a sofa den?

Sofa dens in the workplace create a quiet and comfortable place for solo working as well as fostering collaboration and creativity by providing a relaxed environment for team discussions and brainstorming sessions.

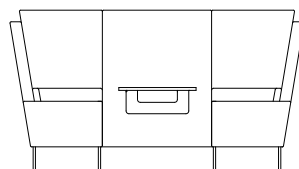
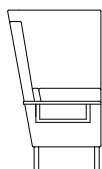
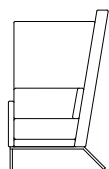
They also enhance employee well being and comfort, contributing to a more engaging and productive work atmosphere.





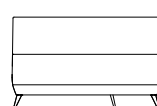
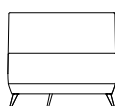
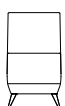
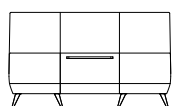


**Georgia**





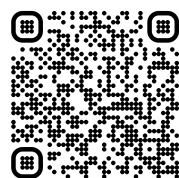
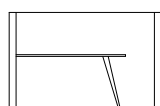
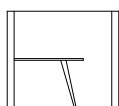
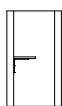
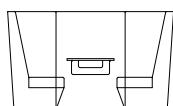
**Polly**







# Stella





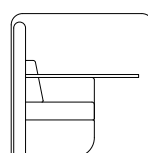
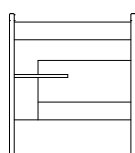
# Modular seating

Adaptable | Functional | Comfortable





**Betty**

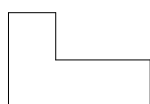
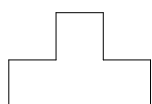
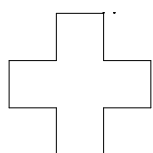


# Benefits of modular?

Modular seating in the workplace offers flexibility, allowing spaces to be easily reconfigured to accommodate different team sizes and activities. This adaptability promotes collaboration and can enhance overall productivity by creating dynamic and comfortable work environments.



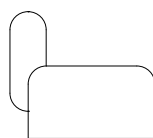
# Edam







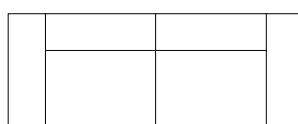
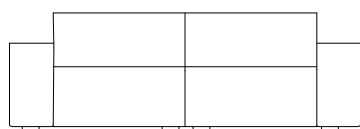
**Emme**







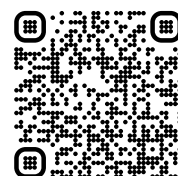
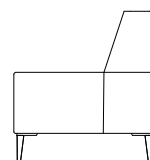
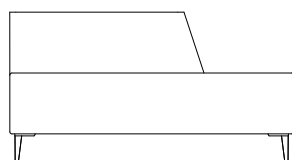
# Frank





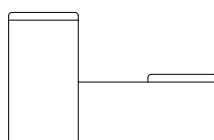
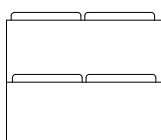


# Oliver





# Theo





# Soft seating

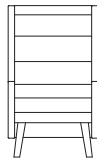
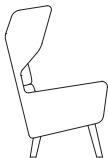
Comfortable | Stylish | Elegant





# Douglas



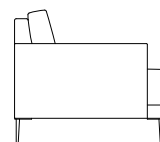
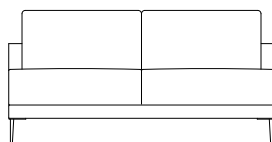
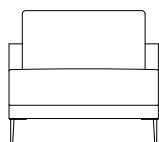






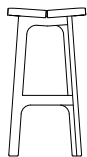
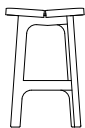
**Grayson**







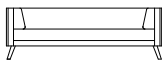
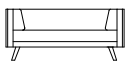
**Henry**







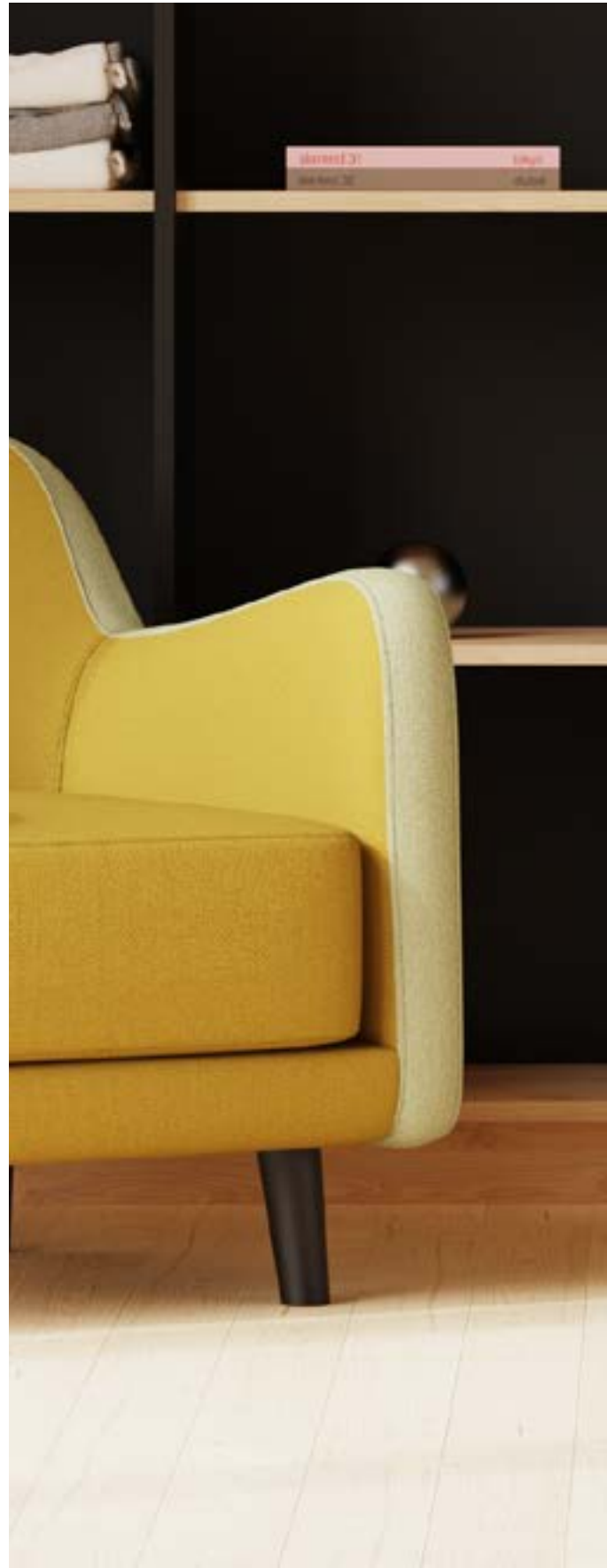
# Lenny



# Why use soft seating?

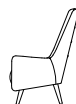
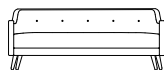
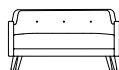
Soft seating can not only enhance employee comfort by providing a relaxing environment that can reduce stress and increase staff satisfaction.

Soft seating can also encourage more informal interactions, fostering a collaborative and innovative team workplace culture.



# Libby

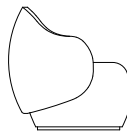
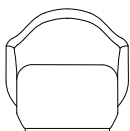






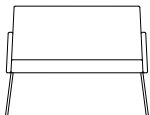


# Luna





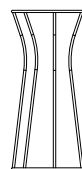
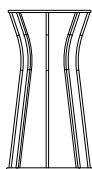
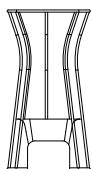
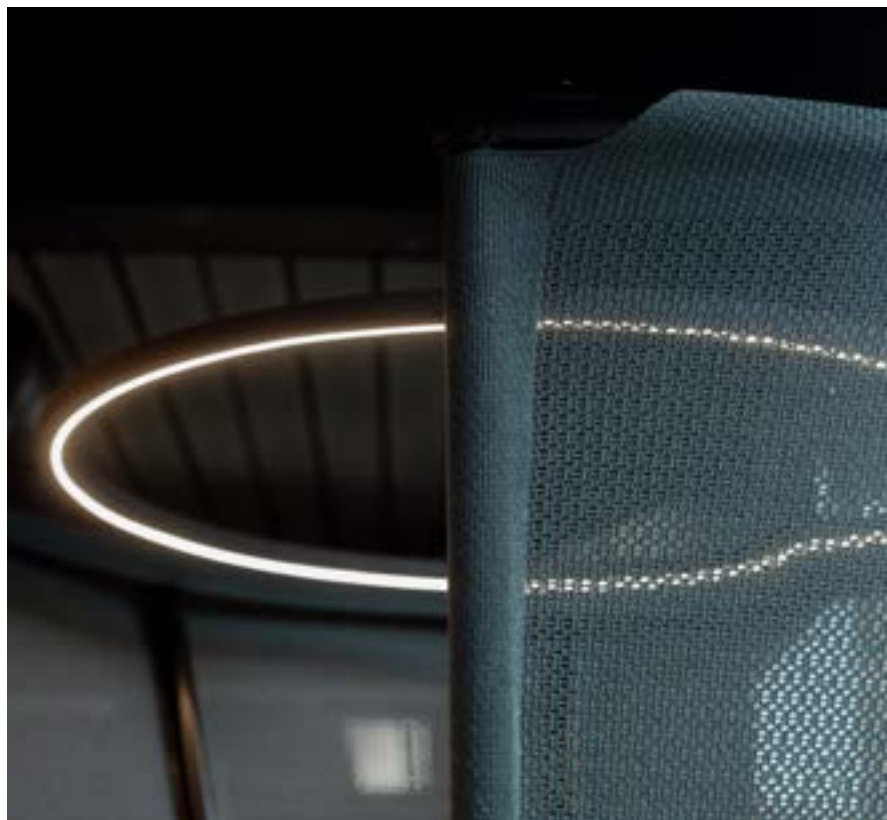
**Mylo**





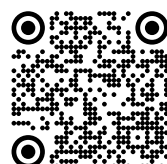
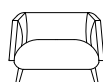
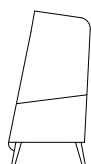
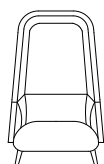


**Nita**





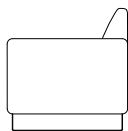
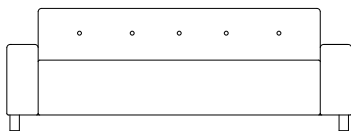
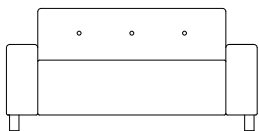
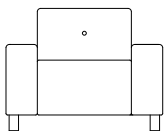
# Nora





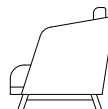
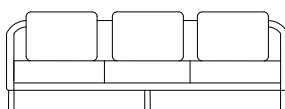
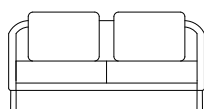
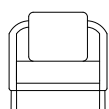


**Ralf**





**Walter**





# Media unit

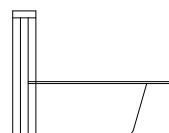
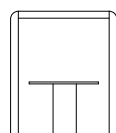
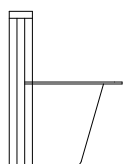
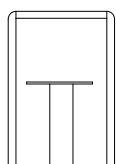
Collaborative | Flexible | Compact

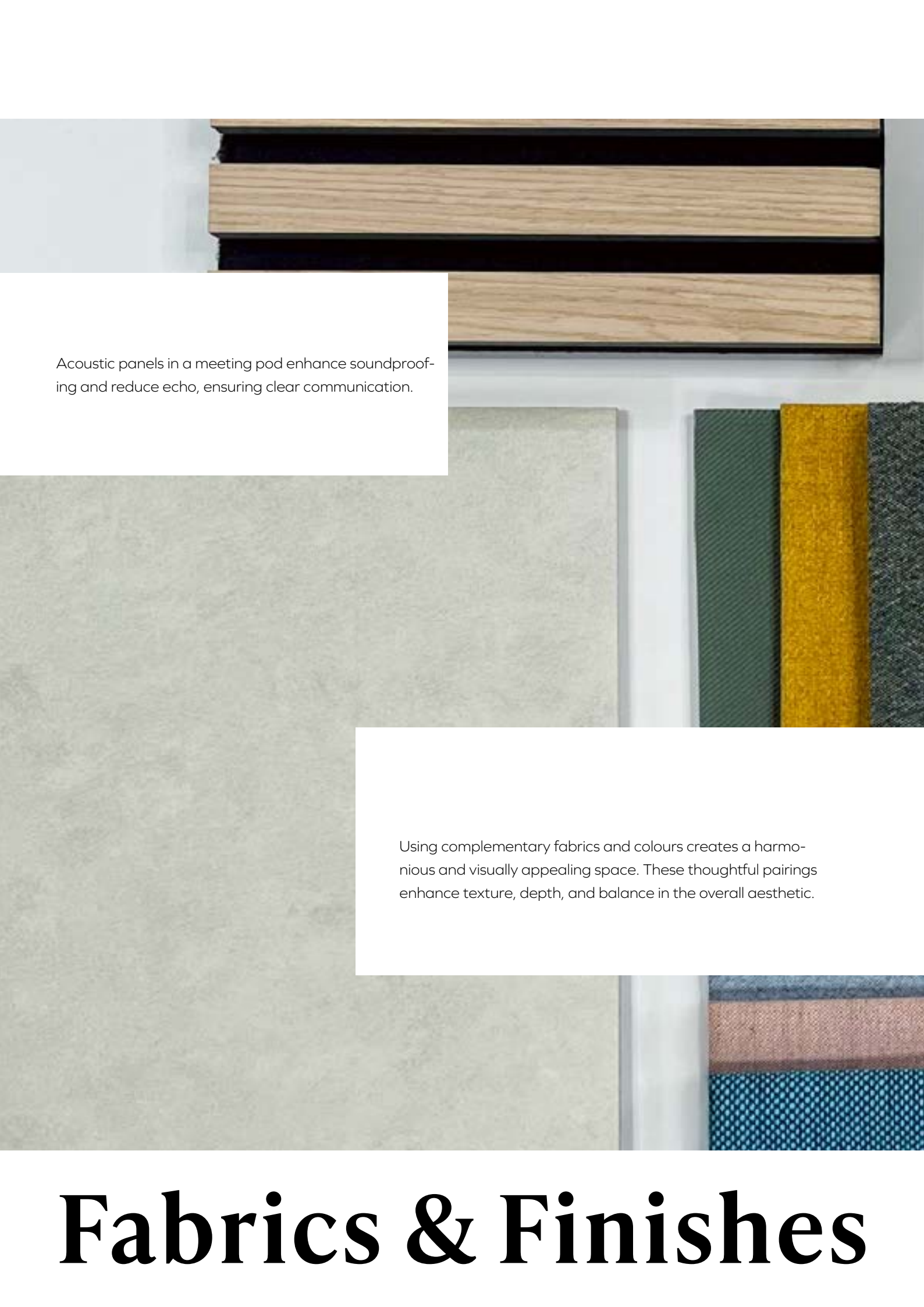
## What is a media unit?

A media unit is perfect for informal presentations or meetings when meeting rooms are unavailable. It encourages collaboration in a relaxed environment.

# Athena








Acoustic panels in a meeting pod enhance soundproofing and reduce echo, ensuring clear communication.

Using complementary fabrics and colours creates a harmonious and visually appealing space. These thoughtful pairings enhance texture, depth, and balance in the overall aesthetic.

# Fabrics & Finishes





Using sustainable materials in interior design promotes eco-friendly practices by reducing environmental impact and conserving resources. These materials combine durability with aesthetics, supporting a greener future.









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**showroom**

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**Glasgow**

**showroom**

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**Dubai**

**showroom**

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Sheikh Zayed Rd  
Dubai



SEAQUAL INITIATIVE  
TOGETHER FOR A CLEAN OCEAN

