ByALEX®

2017



My ambition is simple: Purity by Design.
All my designs are effortlessly functional, beautifully simple and exceptionally crafted. Frustrated with throwaway culture, I am committed to making quality products engineered to last. Considered design that is considerate to the Planet.

ByALEX®

A minimal design aesthetic for the home and workplace

British designer Alex Swain works mostly in wood to design modern pieces of furniture that are simple on the eye and that celebrate quality ingredients. All the raw materials are sourced from FSC/PEFC certified suppliers across Europe.

Alex's timeless approach to furniture design allows products to compliment any home or commercial interior design scheme. Moreover Alex designs furniture and products with a genuine story behind them - a strong reason for being.



Photo by Donna Howell

Contemporary
furniture with
a positive and
clean asethetic

Inspired from a love of typography and graphic forms

The A Stool



Photo by Helen Powell

Playwell Storage





The light Ash frame is made of four chamfered staves of wood, which contrasts with the warmer European Oak drawer. Driven by the ethos Purity by Design, the sides are exposed to reveal the drawers sliding between the front and rear Ash frames. This reduces material and makes the product lighter. The Playwell drawers are stackable and are connected together with a simple metal clip. Alex developed this collection using LEGO® to prototype the designs. He therefore named the product after the Danish abbreviation of the brand ‘leg + godt’, which means to ‘play well’.

Stackable storage units built to last and styled to suit every room

Playwell Storage

Kingshaw Tables and Benches



The Kingshaw Table comes in two options: a single table top or two plank version, which is designed to allow cables to drop through a small central gap between each plank. It comes in white with exposed plywood edges or with an Oak veneered top and black legs. Bespoke sizes can be made and alternative finishes like Linoleum and FENIX can be bonded onto the top.




Dieter Rams:
As Little Design as Possible
Sophie Lovell

Pure, quality ingredients offering warmth for your home and workspace



Photo by Donna Howell

The A Range

The A Coat Stand



This desk was inspired by the Modernist period. It has a tilting worktop and pen tray that allow for a flexible working environment. The purity of the A-frame and clean lines complement any home office.

Right: The A Desk with tilting worktop





The A Stool



Photo by Donna Howell

Coming soon

Shape Shelf



Timeless and well crafted designs

Goldfinger Pencil Case





GEO Coat Rack +
Desktop Archive Box





SPOT Greetings Card +
SPOT Archive Box

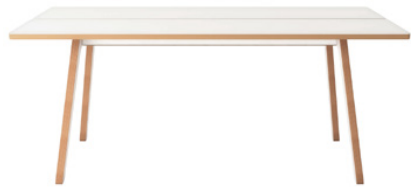




Collection
2017



KS Bench



Kingshaw Table White



Kingshaw Table White



Playwell Drawer Oak



Playwell Drawer + Shelf Oak



Playwell Drawer 2x



Kingshaw Table Round



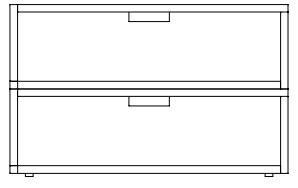
Kingshaw Table Oak



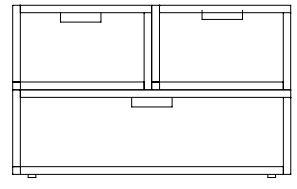
Kingshaw Table Oak



Playwell Drawer White



Playwell Large Drawer



Playwell Large + Small Drawer 2x



A Stool White



A Stool Grey



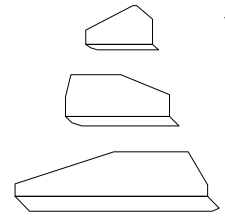
A Stool Oak



GEO Coat Rack



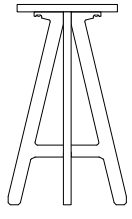
Goldfinger Pencil Case



Shape Shelves



A Stool Black



Bar A Stool



A Table White



A Desk



A Coat Stand Black



A Coat Stand White

Trade Projects

Clients include
Sweaty Betty
Arcadia Group
M&S
Jigsaw
Design Junction
Workspace
Amazon
SKY











Surrey design studio + Scottish Manufacturer

Design director Alex Swain works from a design studio on the North Downs, Surrey. After 16 years of experience working within the creative industries, Alex works as a design consultant on branding projects and as a product developer for many product start-ups, architects and retailers such Kate Spade, Made.com and John Lewis.

Alex partnered with a manufacturer in Scotland with over 20 years experience making furniture and bespoke orders for trade projects. The relationship brings production and creativity together to make original, high quality furniture. The factory's workshop is equipped with CNC machines, carpentry benches and a heated spray booth. They developed a staged pipeline for production, allowing them to keep up with all sales orders.







Contact Us

If you are interested in our designs or would like to collaborate with us, we would love to hear from you.

For all enquiries please contact our design studio:

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Special thanks to Anna Huix for all the product photography other than images credited earlier

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