

## PYO designer furniture



800, 80, 8 is a new furniture store that combines cutting-edge innovative design with varying levels of cost. There's something for those looking for a one-off piece in addition to those with Ikea-appropriate budgets.

### Why it matters

We see supermarkets stock their own brand ranges alongside their basic and premium ranges. Could it be that furniture stores will now sell distinct ranges from the same designer for different budgets so that their work is accessible for all?

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