

**designcapital plc (AIM: DESC)**  
**("designcapital" or "the Company")**

**Directorate Change**

Designcapital plc (AIM: DESC), the AIM listed investment company dedicated to high end contemporary furniture design, is pleased to announce the appointment of Helen Kennedy Lambert of Lambert + Associates, the international retail and fashion consultancy to the luxury market, as an independent Non-Executive Director of the Company.

Helen began her career in communications, notably as Director of Advertising for "Elle" magazine international, before becoming Managing Director of the AGA Group, a long standing international buying offices group focused on the luxury sector. She purchased AGA in 2005 and rebranded it Lambert + Associates. It services all fashion categories of the luxury market, through the complementary activities of Buying, Sourcing and Consulting.

From offices in New York, London, Paris, Milan and Florence, Lambert + Associates has extensive knowledge of the fashion/luxury industry, has long established relationships with both fashion houses and designers and also with suppliers and distributors and has been at the forefront of the international luxury goods retail market for over 30 years. Lambert + Associates is working with the following retail brands, including Neiman Marcus, Holt Renfrew, Lane Crawford & Pedder Group & Fenwick. Moreover, Helen has also very close links with luxury Houses such as Yves Saint Laurent, Lanvin, Jean Paul Gaultier, Tom Ford, Paul Smith and Fortnum and Mason, among others.

Acting as an intermediary to the luxury goods industry, Lambert + Associates identify new trends, designs and products, co-ordinate exclusive shows and displays for its clients buying teams, assist clients in driving sales and advise on luxury and lifestyle changes and on consumer behavior and habits.

Both designcapital and Lambert + Associates look forward to working closely together to their mutual benefit. Lambert + Associates' network of offices around Europe and the US are facing markets where designcapital would like to be more established and the Boards of both companies are keen to expand further into the US and China. On the back of Lambert + Associates' established presence and profile in the market, in concert with designcapital's e-procurement platform dedicated to high-end design products, both parties believe their working closer together will deliver better opportunities and advantage.

The following information is provided pursuant to paragraph (g) Schedule Two of the AIM Rules:

Helen Mary Kennedy Lambert (aged 45)

Current Directorships/Partnerships:

Previous Directorships/ Partnerships within the last five years:

Lambert + Associates Ltd

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There is no further information that is required to be disclosed pursuant to paragraph (g) Schedule Two of the AIM Rules in relation to Ms. Lambert.

**Frédéric Bobo, Executive Chairman, commented:**

*"We are delighted that Helen has agreed to join designcapital and very much look forward to working closely with her and Lambert + Associates. We do not doubt that the Company shall be able to leverage off Lambert + Associates' international network of contacts and relationships in the luxury and fashion design industry. We are also keen to see Lambert + Associates leverage its own growth off both our e-procurement platform and our experience in the high-end furniture design industry and we look forward to assisting Lambert + Associates broaden their market with new products into their existing client base. We warmly welcome Helen to the Board."*

**Subscription**

The Company is further pleased to announce that a total of 2,000,000 new ordinary shares have been subscribed for by Helen Lambert, through Lambert + Associates Ltd which is wholly owned by her, for a consideration of £200,000 (the "Subscription").

Application has been made to the London Stock Exchange for the 2,000,000 new shares, ranking *pari passu* in all respects with the existing shares in issue, to be admitted to trading on AIM and it is expected that admission will take place on 15 April 2011.

Following this allotment the Company will have 69,554,947 shares in issue.

- ENDS -

**Enquiries:**

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