

Business in context

In 2004, Gaelle Roche set out to print her photography onto laminated glass with the latest digital technologies thereby creating bespoke designs for the corporate and luxury markets.

"Gaelle" has since developed applications for the architectural sector ranging from screening and partition walls, to sculptures and water features. Recent designs use carvings and water jet cut shapes along with the addition of sound and lighting. Glass is an exciting material, enabling corporate communication and branding through design, offering architectural strength with the demand for alternative materials in construction.

"Gaelle" has already presented her work in Dubai, Abu Dhabi and New York, and has proved an inspiration for both interior designers and architects for large scale features.

Business growth to date includes grants, support from business angels, successful commissions including one in the Bahamas and recent interest for a large hotel contract in Dubai. "Gaelle" is now collaborating with other companies to develop a new range of design accessories for the consumer market. One product called "warm Wall [™]" will be launched at the Interiors show at the NEC in Birmingham from the 20th to the 23rd of January 2008.

Gaelle Roche has entered a niche market of high added value goods with a small budget but a large vision. She has set up "Gaelle" to become a leading design company for glass features on an international level. Her drive and determination have been relentless and she has now been rewarded by the respect of some of the best designers in the world. Now receiving the support of the "Passport to Export" from UKTI, the company is aiming at the UAE as her main market due to the opportunities offered by the flamboyant development of their tourism economy. Further plans of exhibitions include renowned design shows in London, New York, Milan and Dubai. Her International trade adviser Mick Page is very supportive and has carried forward the support and encouragements of Pat Steele of the Stoke on Trent UKTI team.

The vision of its director places the company at a high level. By introducing specific product placement and best design practice, "Gaelle" works on how design can influence how people live, work and interact with. The company is now on the steering group of FORCE, a group of best practice for constructing excellence.

Gaelle has received training in enterprise, marketing and export. Her flair and determination have achieved credibility and the respect of the most demanding clients. The company is ambitious but fits well within the demanding interior design sector and therefore makes no compromises on her plans to work internationally.

From her base in the West Midlands, "Gaelle" has quickly become recognised as a designer brand which is a rare achievement for such a young company. Her promotion will continue to include the UAE and the US in order to secure commissions in the corporate and hospitality sectors.

Gaëlle is now involved in promoting the creative industries and helping other designers in their development through mentoring. She has recently won the BEW (Business Enterprise Works) award for overall achievement in business.