



**LOCO Design Introduces Madheke and Taamaa Brands to the U.S. Market at High Point—Bold, Vibrant, and Rooted in Indian Craftsmanship
October 25–29, 2025**

London, September 2025 – This October, LOCO Design will make its inaugural High Point Market debut, introducing two of its distinctive brands to the U.S. market: Madheke and Taamaa. The first-time exhibitor’s highly anticipated brand launches will be on view at InterHall in the International Home Furnishings Center Building (IHFC), Stand IH205, with a dynamic showcase that seamlessly blends heritage craftsmanship and contemporary design.

Madheke captures the ever-evolving dialogue between tradition and modernity. Its rich portfolio of expertly crafted goods and accessories embodies the enduring beauty of timeless design with a nod to cultural depth. Madheke’s one-of-a-kind assortment of furniture and accessories will offer discerning clients exclusive pieces that are distinguished by a rare balance of refined elegance with a contemporary sensibility. The brand specializes in weaving together a rich tapestry of materials, artisanal techniques, and compelling narratives to form a luxurious tableau—speaking to those who seek unique interiors imbued with cultural resonance.

Taamaa, meanwhile, is a multifaceted furniture and accessories brand that celebrates color and offers playful, fun-loving designs that are supremely functional and thoughtfully crafted. At the heart of the brand is the belief in the enduring power of design to inspire, uplift, and transform everyday spaces. Each piece tells a story of individuality—inviting spontaneity, encouraging self-expression, and sparking delight.

“We are thrilled to be unveiling two exceptional brands at High Point Market 2025—it’s an exciting milestone for us,” says Parminder Pal Singh, CEO & DEO at LOCO Design. “We invite visitors to truly immerse themselves in the world of Madheke—where every collection is realized through a considered balance of sustainability and innovation. Our philosophy with the brand is rooted in a dialogue between past and present, with each creation crafted to endure, inspire, and enrich the evolving landscape of design. With Taamaa, it’s about much more than furniture—we aspire to create experiences that resonate deeply with how people live and express themselves. High Point is the perfect

platform to introduce our Madheke and Taamaa-inspired visions to the world: furniture and accessories that honor heritage and modernization, while also celebrating color, artisanry, and creativity.”

Madheke will present pieces uniquely tailored to the US luxury market. Highlights include the refined yet cutting-edge Rouen Chair with its sleek brass-detailed back and leather seat and the sculptural Renner Chair—showcased in an alluring orange leather. The brand’s dedication to craftsmanship and modernization ensures that every piece is not only visually striking but also deeply meaningful in its heritage. Taamaa’s uplifting palette, meanwhile, offers design professionals a refreshing way to infuse personality into their clients’ spaces. From richly upholstered chairs such as the Dottie Chair—which combines textural fabrics with soft corners and studded legs—to expressive pieces such as the vivid Eyo Table and complementary Pouf, each design is imbued with the brand’s signature style: a harmonious balance of playful aesthetics and functional designs.

In the pursuit of continued growth, Madheke is actively seeking partnerships with multi-line showrooms that share its commitment to excellence, design integrity, and craftsmanship to forge a compelling new direction in the world of luxury interiors. Likewise, Taamaa is actively seeking partnerships with multi-line rep showrooms in the design field, omni-channel platforms, retailers and distributors. The brands are excited to connect with like-minded collaborators to shape fresh, compelling new narratives in the design market.

High Point Market, the definitive hub for some of the design industry’s most influential voices and tastemakers, offers the ideal setting for Madheke and Taamaa to unveil exciting new chapters. Known for its discerning global clientele, the event perfectly aligns with Taamaa’s vision of bringing avant-garde, joyful living concepts to a worldwide audience and Madheke’s mastery in curating stories, preserving traditions, and honoring legacies. Visitors are invited to explore both compelling new brands and discover firsthand how Madheke and Taamaa are elevating and redefining the way we imagine and experience living spaces.

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LOCO DESIGN

LOCO Design is an interdisciplinary design studio specializing in creating exceptional products, spaces, and brand experiences. Its talented and passionate team of product designers, interior designers, architects, and technical and graphic experts works

collaboratively with clients and partners to transform ideas into tangible, highly crafted solutions and exceptional brand experiences. From bespoke furniture and lifestyle objects to distinctive interiors for residential, retail, commercial, and hospitality sectors, the approach is holistic, contextual, and commercially intelligent. The studio's proprietary brands—Madheke, Taamaa, Caur, and Pintark—reflect a commitment to refined aesthetics, material mastery, and unwavering quality. At its core, Loco Design is in the business of making design matter.

MADHEKE

Madheke is a sanctuary of refined artistry, where heritage craftsmanship meets contemporary design to create culturally resonant furniture and accessories of enduring beauty. The brand's extraordinary creations are a testament to an unwavering dedication to honoring tradition and innovation—beautifully weaving together a rich tapestry of diverse materials, artisanal techniques, and compelling narratives into a cohesive expression of refinement. More than a design house, Madheke is a curator of stories, a preserver of traditions, and a beacon of design excellence. Through its commitment to these pillars, the brand continues to redefine the landscape of luxury, offering designs that are as meaningful as they are beautiful.

TAAMAA

Taamaa has been designing collections with the rhythms of daily life in mind since 2013, fusing comfort and grace to create places where people linger longer, laugh louder, and feel more at home. From inviting furniture to playful board games, bar accents, and home accessories, the brand's avant-garde creations bring ease, delight, and quiet joy to everyday living. With care at the heart of everything it does, Taamaa sources materials responsibly, produces mindfully, and collaborates with partners who share a commitment to sustainability. Taamaa designs for moments, not just for spaces.