

# □ 'Pre-tail' platforms are changing the way we consume the latest technology, fashion and design.

29 AUGUST 2014, AMSTERDAM, THE NETHERLANDS

## SUMMARY

*Platforms such as Kickstarter, Indiegogo, Betabrand and the recently launched CrowdyHouse, are changing the way new products and designs are brought to the market and produced. Consumers can now get the latest technology, fashion or design straight from the creator, well before traditional outlets receive them, including the high street. A trend recently defined as pre-tail.*

CrowdyHouse (<https://www.crowdyhouse.com/>) is the latest pre-tailing platform to launch and is specifically for furniture and product designers. It allows designers to join, submit a new design, run a sales campaign and collect orders directly from the buyer, before production. It is a risk free solution for designers to bring their latest work to the market and gauge consumer demand. The Amsterdam based platform currently has over 210 independent designer members and this number is set to significantly grow. Over 1,000 designers have already applied to join and submit their latest designs to the site. So far, 108 different designs have been presented, successfully produced and delivered to the supporters within the estimated delivery time.

Pre-tail was defined in 2013 by Trendwatching.com as:

*"a mode of consumption that sees consumers treat crowdfunding platforms as the new shopping malls. Why? Because that's where current consumer demand for the most innovative, exciting and unique products and being served better than anywhere else, by an army of entrepreneurs and start-ups."* [Trendwatching.com](http://Trendwatching.com)

The demand for pre-tail platforms is set to continue, according to a [report](#) in 2013 by the World Bank, crowdfunding could reach up to 96 billion dollars a year over the next 25 years.

This growth is linked to the fact consumers are forever demanding new trends, design cycles and novel products. In 2006, Drs. Nixo Bunzeck and Emrah Duzel released [studies](#) highlighting the psychology behind this demand. They showed that the substantia nigra/ventral tegmental area, associated with the reward

circuitry of the brain, is stimulated when presented with something new and motivates us to discover more novel things. Since launching, more than **510 million dollars** has been contributed towards projects on Kickstarter that delivered novelty products. This demand can also be seen on the high street with **Zara's success** in restocking their shops with new designs twice a week.

With the **makers movement**, where production is being decentralized from factories to smaller producers and makers, CrowdyHouse believes these design cycles for furniture and products specifically will shorten further:

*"Designers have more access to fabrication methods, such as 3D printers and CNC Machines, than ever before. This empowers them to produce their work independently, quickly and more economically. CrowdyHouse offers a platform for designers to present their designs to the market for zero risk. This accelerates the creation of new design and the time it takes to be brought to the market."* Mark Studholme co-founder CrowdyHouse

The platform launches at the right time, the home & living market globally exceeds 400 million dollars but only 3-4 percent of homeware sales are made online. **Euromonitor forecasts** global e-commerce sales of homewares will grow almost 10 percent a year to \$24 billion by 2015 from \$20 billion in 2013.

CrowdyHouse is an evolved crowdfunding platform. It is a marketplace also for existing products. It is a channel for designers and makers to first collect orders and then produce in series. Which results in a better profit for them and a better price for the consumer. They protect the consumer from undelivered products by first running a background check on every designer that requests to join. Each design they submit must have a production plan and at least a tested prototype. They also ask the designer to state a maximum amount of products they can produce and deliver within the estimated delivery time, which is never more than 3 weeks. This removes the risk of accepting too many orders and delaying production. If successful the designers can rerun the campaign again.



#### RELEVANT LINKS

 CrowdyHouse

<http://www.crowdyhouse.com/>

http://www.crowdyhouse.com/  
http://www.crowdyhouse.com/



## CrowdyHouse designers

<http://www.crowdyhouse.com/designers/>  
<http://www.crowdyhouse.com/designers/>



## Definition of pre-tail

<http://trendwatching.com/trends/pretail/>  
<http://trendwatching.com/trends/pretail/>



## Growth of crowdfunding report by the World Bank in 2013

<http://www.infodev.org/crowdfunding>  
<http://www.infodev.org/crowdfunding>



## Drs. Nixo Bunzeck and Emrah Duzel released studies

[http://www.eurekaalert.org/pub\\_release...](http://www.eurekaalert.org/pub_release...)  
[http://www.eurekaalert.org/pub\\_releases/2006-08/cp-pns072706.php](http://www.eurekaalert.org/pub_releases/2006-08/cp-pns072706.php)



## Total pledged on Kickstarter

<https://www.kickstarter.com/help/stats>  
<https://www.kickstarter.com/help/stats>



## Zara restocks their shops with two designs per week

<http://www.nytimes.com/2012/11/11/mag...>  
<http://www.nytimes.com/2012/11/11/magazine/how-zara-grew-into-the-worlds-largest-fashion-retailer.html>



## The makers movement

<http://time.com/104210/maker-faire-ma...>  
<http://time.com/104210/maker-faire-maker-movement/>



## Euromonitor forecasts

<http://uk.reuters.com/article/2014/03...>  
<http://uk.reuters.com/article/2014/03/10/westwing-idUKL6N0M71VF20140310>

### QUOTES

*""Designers have more access to fabrication methods, such as 3D printers and CNC Machines, than ever before. This empowers them to produce their work independently, quickly and more economically. CrowdyHouse offers a platform for designers to present their designs to the market for zero risk. This accelerates the creation of new design and the time it takes to be brought to the market.""*

— Mark Studholme co-founder CrowdyHouse

*""An innovative platform for independent designers""*

— Designboom.com

*""When enough people order a product, the designer can put it into production without the usual upfront costs and associated risks" "*

— Design-Milk.com

*"A new platform that helps designers find funding for their products" "*

— Dezeen.com

*""(CrowdyHouse) allows consumers to buy unique design in a transparent manner""*

— Design.nl

*""We're extremely impressed with the innovative methodology they have implemented in this particular market, it makes all the process so much easier for the designers.""*

— Epiforma Design (Designer on CrowdyHouse)

#### IMAGES









#### SPOKESPEOPLE



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#### ABOUT CROWDYHOUSE

CrowdyHouse is a marketplace for independent designers and makers. Designers join CrowdyHouse and run sales campaigns for their designs. During the campaign they collect orders before they produce the product. After the campaign the designer will produce their design in series. This means they make a better profit and they can offer a better price to the consumer. Over 200 designers use CrowdyHouse to sell their designs risk free.

The team were accepted to the 2014 Rockstart Accelerator and are funded by two Amsterdam based angel investors.

Follow us on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) or [Join CrowdyHouse](#) and receive the latest designs from the world's best designers.



CrowdyHousepressroom

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