

Press release

Vaerloese, February 2019

Earth tones and new designs characterise DAN-FORM's 2019 collection

The 2019 DAN-FORM collection shown at the IMM Cologne Furniture Fair included 3 new colours, new chair designs as well as many new table designs. The fair was DAN-FORM's most successful to date.

Some designs have masculine notes, such as the JOMO chair and the BOTO chair designed by ByGeorgsen, whilst more traditional vibes come from the SaysWho designed KITE chair and bar stool with their diamond stitching and grand presence.

Last year's designs CLOUD, MERGE and DUAL have been extended to include bar and counter stools and the EMBRACE design is now available as a bench version suitable for dining tables.

The trend colours introduced this year are both warm and cold earth tones.

For the chairs and bar stools the dark chocolate brown "Vintage Cocoa" is available in artificial leather, and the velvet colours are a yellow ochre called "Bronze", and an aluminium grey called "Alu".

Reclaimed elm with a warm brown stain and a grey stained oak are the main ingredients for the new table designs along with the copper plated table top of the table design called CU which also has a frame and legs of reclaimed elm.

Sanne Protin, CEO of DAN-FORM Denmark says "I am pleased with the breadth of our new designs introduced. We always aim to create beautiful designs with an excellent comfort and a quality that allows for everyday use. Our 2019 designs do exactly that, and they span across multiple styles. From designs that make a clear statement in a room to more understated shapes and colours. Overall, I think they all reflect the Scandinavian feel that we pride ourselves in."

Product Manager and In-house designer at DAN-FORM, Finn Nielsen, says: "The velvet is still popular with end users, probably due to the pleasant feel of the fabric and how the colours change depending on the light.

Our artificial leather has also become increasingly more popular over the last few years, as we have developed it to a point where some of our customers are not sure whether it is real leather or artificial. This is of course the biggest praise you can get for a manufactured product, and we are very proud to offer this on our chair and bar stool designs."

"The new designs and colours have been positively received by all DAN-FORM's focus segments; from retail chains to the contract market, and when we look at the immediate sales results from the fair, both the number of orders and the turnover have yet again exceeded last year's result, so we are of course very pleased." Sanne Protin concludes.

The new designs introduced at the IMM Cologne furniture fair are available for delivery Summer 2019.

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JOMO chair by
ByGeorgsen



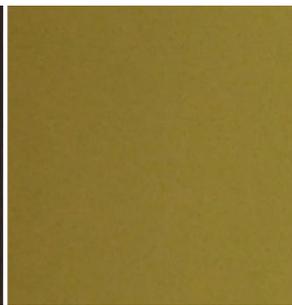
BOTO chair by
ByGeorgsen



EMBRACE bench by
SaysWho



Vintage Cocoa



Bronze velvet



Alu velvet



CLOUD bar stool by
Marianne Bjarloev



MERGE bar stool by
SaysWho



DUAL bar stool by
SaysWho

Please see our Dropbox for more trend images:

<https://www.dropbox.com/sh/wq6notbrn0hyemg/AAB29DNhRYRdWJ9GrG5cZiTa?dl=0>