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VERSATILE 2018 NEWS COLLECTION PRESENTED AT IMM COLOGNE

Furniture manufacturer DAN-FORM A/S presented its new collection at a busy fair at IMM Cologne 2018. As in previous years, the new designs are a mixture of models from DAN-FORM's own designers and models from external designers including Says Who, ByGeorgsen, Marianne Bjarloev and Ebbe Gehl.

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The new collection contains brand new chair designs with soft curves with velvet and artificial leather (PU) under names such as Gaia, Dreamer, Merge and Cloud, designs with rigid lines such as Swing and Turia, and designs with parallels to more traditional crafts, under names like Hug and Saga.

Two tables, one in black stained ash and one with a ceramic table top have also been added to the collection.

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Several of DAN-FORM's models from the existing range have also had a facelift and the popular Flair chair has had new legs added, and even a version with long hair faux lambhide – a real eyecatcher in any home.

The cheeky Pitch chair with baseball stitching has had armrests added and thereby a more 50's look, which suits the chair rather well, and the bestselling Hype chair now comes with armrests and in velvet.

The two new colours that have been introduced are called Deep Ruby and Emerald Green and come primarily as velvet, and new artificial leathers (PU) in gorgeous subtle colour variations are available for most of the new collection.

Sanne Protin, CEO of DAN-FORM A/S, says: "We are very pleased with our news collection this year and we feel it is positioned really well both nationally in Denmark and according to trends on international markets. There are several of our new designs that have potential to become bestsellers and we look forward to the designs being made available to consumers.

We have seen an overwhelming interest in our designs at IMM Cologne from both Danish and international chains, retail stores and online shops and now we are going to evaluate and select which news will be introduced to the range this spring."

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