

# DAN-FORM PRESS KIT

2026 COLLECTION



DAN  FORM

SCANDINAVIAN DESIGN • INTERNATIONAL LIVING

# THIS IS DAN-FORM

We are a Danish furniture design company with roots deep planted in the Scandinavian soil. Our brand marries timeless Scandinavian design principles with a worldly perspective, for the mid to high-end segment.

Discover the perfect blend of Scandinavian elegance and international flair, that celebrates the beauty of living well, no matter where you are in the world.



## +20 DESIGNS INTRODUCED EVERY YEAR

Spotting tomorrow's trends and applying them into commercial designs in co-operation with talented designers, is at the heart of what we do. Each year, many outstanding new designs are added to our range.

## SPECIALISTS IN SEATING

Over 30 years ago, founder Jørgen Mensen crafted the first DAN-FORM chair in the basement of his house. With experience and knowhow, we have since perfected our chair designs to not only provide an exceptional design experience, but also offer a superb seating comfort and extended durability.

Complementing our chairs, bar & counter stools, lounge chairs and office chairs, are a range of tables and shelving.

SCANDINAVIAN DESIGN - INTERNATIONAL LIVING

# DAN-FORM IN SHORT

- B2B only
- +80% export
- Customers in +60 countries:  
retail shops & chains, contract  
(architects, interior designers)
- HQ North of Copenhagen
- Warehouse in Jutland, DK
- Direct containers from Asia
- In-house and external designers



DUBNA LOUNGE CHAIRS  
Project by Studio Okooko



REBOOT CHAIRS  
Interior design by Nedas Home

EXPLORE OUR

# 2026 DESIGNS

Our latest collection is shaped by calming natural influences, organic silhouettes and warm earth tones that feel both grounded and contemporary. Our designs reflect a continued focus on aesthetics, function and longevity.

Sculptural pieces with architectural presence sit alongside slim, minimalist designs - each carrying a clear reference to our Scandinavian design heritage.

In 2026, furniture design embraces a connection between classic forms and refined detailing, reinterpreted with a modern perspective. The result is a collection that is not only visually striking but also practical and made to inspire everyday living.

The 2026 spring news are revealed at Salone del Mobile and we can't wait to show them to new and existing customers!

View updates on our new designs here: [www.dan-form.com/new-designs](http://www.dan-form.com/new-designs)



**SANNE PROTIN**

Designer & CEO  
DAN-FORM

IT'S ALL IN THE  
**DETAILS**



# TOP 3 NEWS HIGHLIGHTS



## AURA ARMCHAIR

Sculptural lines and a smooth wraparound silhouette makes the AURA armchair seamlessly fit into contemporary homes. A characteristic leather strap is fitted in the back to create interest when the chair is seen from the back.

Designer: Studio WeissKrogh



## RAVISH ARMCHAIR

With inspiration from classic Danish midcentury design comes RAVISH. The wood gently traces the back's curve, elegantly connecting the legs into a cohesive design.

Designer: Says Who

**RAVISH SERIES**  
Armchair and chair.



## TERRA CHAIR

The TERRA chair is a perky and playful character. A lavish and over-the-top padding of the back make for a luxurious expression whilst slim legs keep the design light.

Designer: Santiago Sevillano



PLEASE WELCOME

## MERLOT & SLATE GREY

This year continues last year's trend of warm and natural tones such as beige and brown hues, which add depth and cosiness to interiors, and are emerging as even stronger colour trends this season. The Spring 2026 Collection is designed with this direction in mind, keeping these earth colours at its core.

To give this calm colour palette more character, two strong colours will emerge as dominant accents in this year's interior design trends.

### DARK GREY AND A RICH RED DEFINE THIS YEAR'S COLOUR TRENDS

In addition we see shades of grey being used to bring the tranquility of nature indoors. Vibrant and deep reds are gaining popularity as statement colours. These earth tones add richness and sophistication without overwhelming the space. Our new colours will be available in faux leather and bouclé.



SLATE GREY  
FAUX LEATHER



SLATE GREY  
BOUCLÉ FABRIC



MERLOT  
FAUX LEATHER



MERLOT  
BOUCLÉ FABRIC

# AWARD WINNING DESIGNS

## BUCKLE

With a touch of futuristic elegance the BUCKLE chair offers a playful design. Its formpressed wooden 'wave' in the back supports a molded foam backrest which brings a light and airy feel. The solid wood legs complete the look of a beautifully crafted design that truly stands out.



Designed by Jacob Amtorp



**BIG SEE  
Product Design  
Award 2025  
Winner**

## AOLE

With its sculptural shape, the AOLE chair encompasses a global outlook, still with roots in the Scandinavian design tradition. It is beautifully upholstered from top to bottom, creating a refined aesthetic and a high level of comfort.



Designed by Sanne Protin



**BIG SEE  
Product Design  
Award 2026  
Winner**

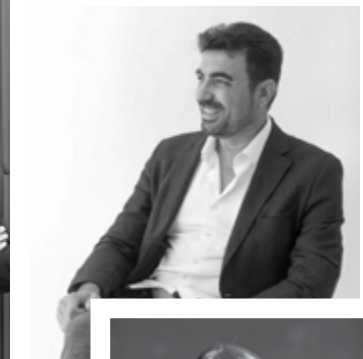
# THE DESIGN CONCEPT

Through close collaboration, our design vision is brought to life by skilled designers from our in-house team and external partners.

Our combined expertise and innovation result in furniture that seamlessly blends aesthetics with form and function, and delivers superb seating comfort.

## EACH DESIGN IS CRAFTED TO MEET OUR KEY TARGETS:

- High aesthetics & impactful visual presentation
- Exceptional comfort
- Structural soundness & durability
- Solid price point - mid to high-end



## OUR STORY

# +30 YEARS OF DESIGN



1992

Jørgen Mensen's passion led him to create DAN-FORM's first bentwood chair in his basement, laying the foundation for the company. The introduction of the JACKPOT chair marked the beginning of DAN-FORM. It has since grown to become an international company, selling to +60 countries.



2004

Sanne Protin became co-owner after 5 years with the company and assumed the role of CEO, with Jørgen Mensen remaining as Chairman of the Board. Under Sanne Protin's leadership, DAN-FORM continued its impressive growth, collaborating with external designers and remaining dedicated to contemporary designs, high quality, and reasonable prices.



2019 - 2020

Our exceptional financial growth resulted in several awards in 2019 and 2020.

Jørgen Mensen sold the majority of his shares to the investment company Röko, while Sanne Protin retained her shares and continued as CEO, driving sales to new heights.



TODAY

DAN-FORM is celebrated for its high quality and innovative designs and continues to be a successful international business with strong financial results.



# DO YOU HAVE QUESTIONS?

Visit [www.dan-form.com](http://www.dan-form.com) to find more information about DAN-FORM.

For all media inquiries or additional information, please contact our marketing team, who will be happy to assist with any questions related to the DAN-FORM brand, products or announcements.



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