

PRESS RELEASE

NEW ADDITIONS TO THE KJÆRHOLM COLLECTION

Fritz Hansen has extended their Poul Kjærholm collection with a selection of additional design features to enhance the already successful designs.

Poul Kjærholm's designs were inspired by nature. Kjærholm's ultimate aim was to create designs that would appear as timeless and natural as the leaves on a tree, yet reflect the function of the object.

The popular PK8 three legged chair, recently introduced by Fritz Hansen in September 2007, previously only ever existed as a prototype from 1978. The design has taken a natural step in its development to include upholstery on the front of the chair. The upholstery is available in a range of grey as well as black and brown.

Fritz Hansen and Hanne Kjærholm, Poul Kjærholm's wife, worked closely together to find a colour range that would reflect Poul Kjærholm's style and compliment the PK8 chairs, available in black, white, red and grey.

The fabric selected to upholster the PK8, Divina, was chosen especially because of its non-weave appearance, an important design feature for Poul Kjærholm. Kjærholm insisted that textiles used for upholstery should be 'non directional' in order to not interfere with the design.

Together the PK8 chair and the PK58 table, also introduced in Fritz Hansen's autumn winter collection 2007, is an interesting alternative to the traditional dining experience. The design, based on the PK54 table has an aluminium frame with a table top in composite and bevelled edges which are typically Kjærholm. The material is extremely sturdy and the smooth surface makes it easy to maintain.



The PK22 lounge chair, another popular design from the Poul Kjærholm collection, is now also available in black soft suede. The black granite PK61 (as a supplement to glass, marble and slate) is the perfect combination with the lounge chair. The table is also available in a bigger version 120 x 120cm known as PK61A.

“We have received a great response to the Poul Kjærholm collection that we launched in autumn 2007, we therefore decided to introduce new design features into the collection to extend our range. We have worked closely with Hanne Kjærholm to ensure we include features that reflect Poul Kjærholm’s design style and we believe the additions to the collection will be a great success.” Says David Rosenkvist, Vice President Brand & Communication, Fritz Hansen.

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