

Press release – January 2016

SPRING LINES

Our SS16 collection continues the lines and strong aesthetic of AW15. The new collection is filled with well-crafted design and honest materials, designed to please the eye, the hand and the heart. Our two headliners are brand new to the ferm LIVING family; **Herman chair** and **Punctual shelving system**.

Herman chair is elegant, well designed and comfortable enough to hold you for hours and hours. The chair is designed by Herman Studio and manufactured by ferm LIVING. And the lightweight design and welcoming look makes it suitable for both dining room tables at home and large conference facilities. From Herman Studio we also introduce a beautiful **Side table** and **Café table** as well as a functional **Clothes stand**.

Punctual is a high quality shelving system, where the powder coated metal elements come in different heights and a beautiful range of soft colour hues. Our idea has been to create a modular system that easily can be assembled and expanded. The perforated shelves add a vibrant and interesting touch that is still so classical that it won't wear out.

To complement these striking new comers the SS16 collection also features our luxurious **Quilt cushions** in new green colours and larger size, hand printed organic **cushions** with mixed patterns and soft knitted **Maze blankets**. Use all these soft news in our **Turn sofa** that now comes in an elegant 3-seater version.

We are also excited about our new sparkling anniversary **wallpaper** named **Confetti** and the elegant **Arch wallpaper**. For the walls we furthermore have **Frame pinboards** with a delicate mix of wood, fabric and metal. Use it together with our new **Outline bookends** and create a sophisticated home office.

For green living we have new beautiful tones of our **Collect Vases**, **Hexagon pots**, **Plant Stands** and **Plant Boxes**, whereas the brand new wall mounted **Plant holders** complete the "green" collection. It is also worth mentioning that our classical **Wire baskets** now come in a dusty green colour with new **tops** in black oak veneer.

Surely, we haven't forgotten about the little ones so you will also find new soft textiles, which - together with the new **Air balloon lamps** - create the perfect atmosphere in the kids' room.

The new SS16 collection will be here before you know it and we can't wait to share all the new decorative lines with you. 2016 also marks the year of our 10-years anniversary. It has been an amazing decade for us and we'd like to use this opportunity to thank all our partners, employees, co-workers, friends and family for all their hard work and support. We couldn't have done it without you.

Thank you.

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Image bank with all products in high and low resolution: fermliving.com/home/image-bank (password: flcollections)

For additional information, feel free to contact PR manager Martin Neve at martin@fermliving.com or give us a call at +45 7022 7523

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