

INNOVATION LIVING™





Introduction

Capturing and interpreting the current spirit of the times has, as always, formed the basis of our new collection.

We look forward to presenting our 2022 Collection and look forward to a successful collaboration in 2022.

Best regards

Morten Lind & Per Weiss



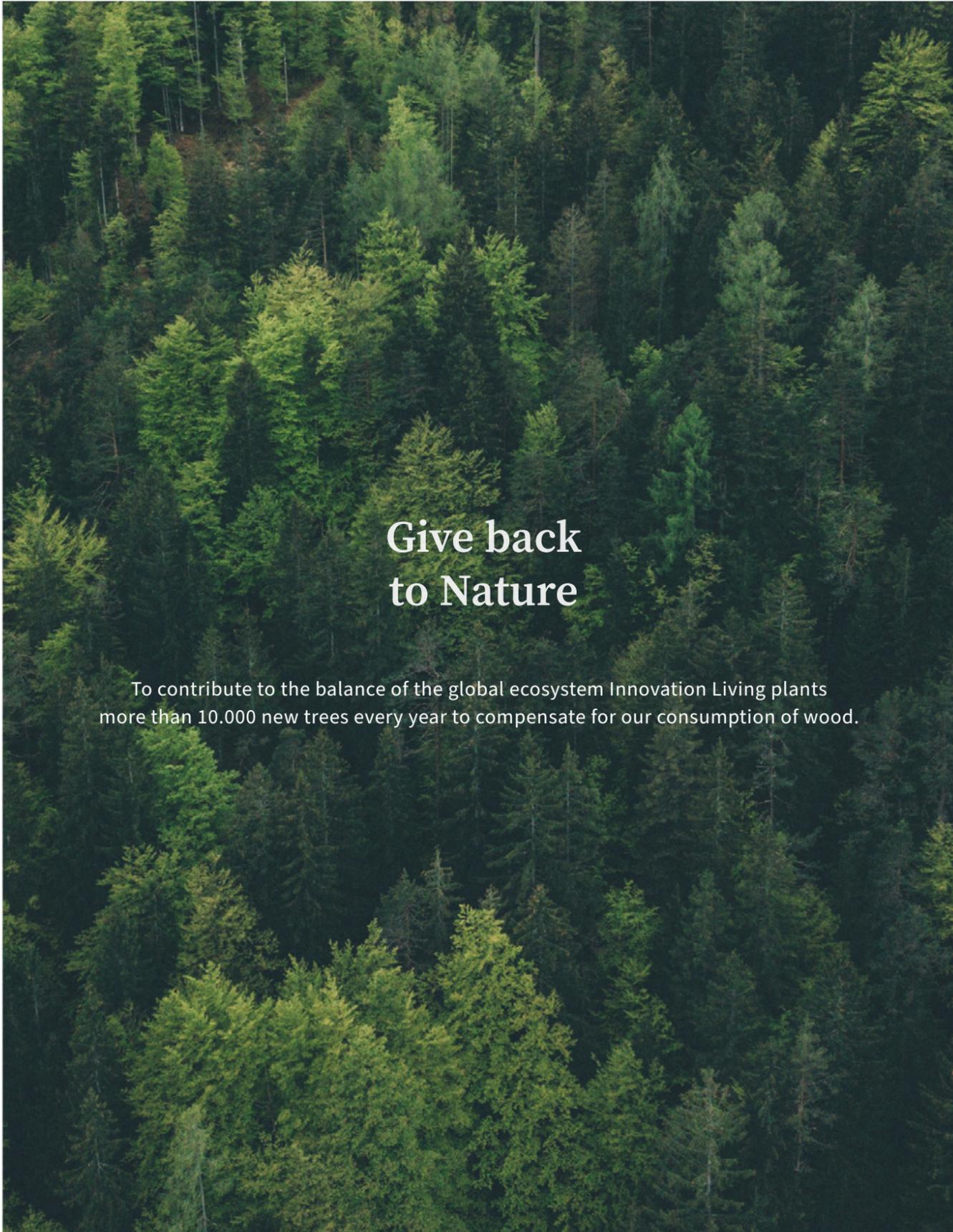
Zeitgeist

Unfortunately, we are living in a destabilised and unpredictable world. The global Covid pandemic is not yet under control. The fact that the global economy strongly recovered from the first wave of contagion was short-lived as we are now facing the combination of the infectious Omikron variant and the risk of an overheating of the economy. Factors such as historically high levels of the housing- and stock market, soaring inflation and rising interest rates. In addition, we are experiencing great political tensions and natural disasters that continuously remind us that our environment is seriously challenged.

When times are uncertain and threatening, our homes become the safe haven against the world. We are nesting.

For most people, safety is closely linked to what is known. The zeitgeist of today is therefore characterized by the fact that there, in a broad sense, is a lack of desire to explore the new and unknown. At the same time, the break with the throw-away mentality encourages us to make environmentally friendly choices by purchasing furniture with long life cycles, which consequently, in time, becomes the known and safe.

When it comes to diversity, we immediately think of a positive campaign to ensure that we treat each other with mutual respect across age, gender, race, religion, politics, and sexual orientation. But it also makes sense to talk about diversity in relation to personal taste and preferences. Where dominant trend institutes in interaction with prominent housing magazines could previously dictate global housing trends, it seems that the internet has democratised trend formations. The pandemic has created time and need for reflection in relation to personal preferences and priorities - who am I and what matters to me? This, in combination with forced isolation from the collective association, has tended to reduce uniformity and promote individualism. We are experiencing a reality where it is harder to implement new and revolutionary, or for that matter simply dictate megatrends with the necessary commercial clout. Instead, there is a preference towards combining established trends and designs in a way that reflects individuality and personality.



Give back to Nature

To contribute to the balance of the global ecosystem Innovation Living plants more than 10.000 new trees every year to compensate for our consumption of wood.

Therefore, we find it quite logical that the present is not characterized by radical, new, mainstream trends. Instead, there is a preference towards relaunching or creating new designs with clear reference to existing ones.

Nonetheless, there is a mega trend that we all can acknowledge. The collective recognition that we all have a responsibility to minimise our personal impact on the environment has now reached a momentum that will ensure change. Every company must therefore secure its future by dedicating innovation, thoughtfulness, and energy to sustainability.

Collection 2022

In relation to the development of new designs, we have worked to create a collection that, within the framework of our Scandinavian DNA, embraces diversity. We want to be able to offer a range of designs that allow the end-user to find the product that might suit the individual's personal preferences.

To further minimise our environmental impact, we have intensified our work with the following activities:

- Optimisation of production in relation to logistics, energy, and recycling of waste.
- Optimisation and reduction of packaging.
- Eco-optimisation of the materials involved in the production with a focus on the use of recycled materials as well as choosing recyclable materials.
- Optimisation of product life in the form of removable parts. For instance, in the form of, but not limited to, detachable covers in durable, machine washable fabrics.
- Optimisation of designs in relation to disassembling, material sorting, and post-product life recirculation.



Digitisation and B2B(2C) webshop

As Imm Cologne has been cancelled, the launch of our 2022 collections is, unfortunately, again primarily online. You are obviously more than welcome to visit us in Randers to see the new products. The collection will be launched on our website 17.01.22, and a virtual visit to our showroom will be possible.

The digital development continuously changes consumer behaviour. Consumer's expectations toward highly detailed product information and availability are constantly increasing. Recognising this and considering that we offer a deep and detailed product range, we have developed a new tool to meet this demand – our B2B(2C) webshop.

In addition to ensuring a complete range of data is available to provide end customers, on-time status for dispatch is also displayed. This allows you to see when the item can be transported from our warehouse in Randers. It all takes place in an interface where retail prices can be selected so that it can be used directly in the dialogue while the end customer is in the store. The latter we call business-to-business-to-consumer webshop (B2B2C).

There will also be a more straightforward B2B webshop where orders can be placed, where current orders are visible, and where previous invoices and much more can be found. The platform will be launched ongoing in different markets.



Puri | Eco-special

Puri is a new contribution to our Eco-special collection and is therefore optimised to create a more sustainable alternative. Puri is to a great extent made of environmentally friendly materials, designed for a long life cycle, and optimised for post-product life recycling.

Detachable covers | Replaceable cushions with filling made of ECO-TEX certified foam | The frame is made of 100% metal and is optimised for recycling | Legs are made of metal. Plastic shoes simply need to be detached before recycling | Tabletop is made of wood.

Puri is inspired by the minimalist functional interior design of the 1950s. A simple and serene design that combines metal, wood, and upholstery in a balanced way. Puri comes with a back cushion. An additional cushion can be purchased separately.

Rooms: Primary rooms, office



Splitback Frej & Eik | Smoked oak

Smoked oak has gained more and more ground in recent years as a warmer alternative to the very popular lacquered oak. Especially in the contract market. We have also experienced the demand, and have therefore developed an elegant, smoked oak.

Rooms: Living room & guest room





Yonata | The minimalist lounge sofa

Yonata is a comfortable, multifunctional piece of furniture in a minimalist and modern, contemporary design. We have developed a back that is upholstered on both sides - backrest on one side and mattress on the other. This means that Yonata, in principle, can be used without back cushions, and that the cushions for the lower back are just a question of comfort optimisation. Yonata is characterised by the small, elegant leg made of black lacquered cast aluminum.

Yonata is based on a durable steel construction and is equipped with pocket spring comfort.

Yonata is provided with detachable covers.



Rooms: Living room & guest room



Cosial | Cozy, compact, and versatile

Cosial is a compact multifunctional upholstery sofa with a classic, simple, and durable Nordic character. Cosial is provided with a mechanism that makes conversion from sofa into bed easy and simple. Cosial is a comfortable sofa, a comfortable and cozy mega lounge that can accommodate an entire family, and finally a comfortable bed. Further, Cosial has a fixed back onto which back cushions can be leaned against in lounge/bed position.

Cosial is available in three sizes: 80, 140, and 160 x 195 cm.

Cosial is based on a durable steel construction and is equipped with pocket spring comfort.



Rooms: Living room & guest room





Pascala | Bohemian elegance

With Pascala we are finally able to offer a product exuding feminine, bohemian elegance. The detachable and washable covers can easily and quickly be removed. This allows for the choice of bright and delicate fabrics, which in interaction with Pascala's design can create the desired feminine character.

Pascala is designed with long product life in mind. Covers can be renewed, pillows can be renewed, and finally, but not least, the seat cushion, as the most used part of the furniture, can be renewed.

Pascala is based on a strong steel construction and is equipped with pocket spring comfort.

Rooms: Living room



Malloy Wood | Handcrafted elegance

Malloy Wood has been designed for the living room as a comfortable sofa with a high back rest, soft cushions, and carefully crafted arm rests in massive oak. The arm rests add a Scandinavian touch and can be used as a practical side table for a laptop, a drink or a small meal.

Malloy Wood enables you to offer an extremely comfortable guest bed for friends or family to spend the night.

Malloy Wood is based on a durable metal frame construction and is equipped with pocket spring comfort.

Room: Living room





Pyxis | The Scandinavian tone

Pyxis is a new member of our popular Deluxe Excess Lounger family, which until today has consisted of Supremax, Cassius, and Bifrost. We wanted to add a design with a more pronounced Scandinavian character, as we have great success with this in other categories.

We have worked to shape a leg in solid oak that at the same time is precise and rounded while in combination with a slim and elegant upholstery arm. Thus, Pyxis is a comfortable, elegant, and classic multifunctional sofa for the living room that takes up no more space than necessary.

Pyxis is based on a strong steel construction and is equipped with pocket spring comfort.

Rooms: Living room



Junus | The nest

Junus is characterised by tall, soft pillow arms, which offer high comfort when used as backrests. Furthermore, they transform Junus into a cozy nest.

As Junus is part of our Multifunctionals you have options to create a cozy, comfortable, and functional piece of furniture by choice of mattress, upholstery, and fabric that reflect your personal preference.

Since we offer lifetime warranty on gears and slats, and since all other parts can be renewed as required, this is a design that is particularly sustainable.

Rooms: Guest room, compact living.





Sly Wood | Precise and Nordic

Sly is an Innovation Living classic. For decades the precise, angular, and classic upholstery character in combination with high comfort have ensured Sly access to a wide range of homes.

As lacquered oak legs are generally popular, it is a natural addition as an alternative to the angular, but timeless metal leg.

Like with the leg of Pyxis we have worked to shape a leg in solid oak that is precise and rounded at the same time.



Rooms: Guest room & living room



Idun, Trym & Narvi | Detachable covers

It is with great pleasure that we can present detachable covers for these products. Effectively making these products more practical, but above all, it extends their lifetime in great consideration to the environment.

In the future, these sofa beds will therefore be delivered with detachable and removable covers for the benefit of the customer and the environment.



Rooms: Living room & guest room





Detachable covers

As it offers obvious benefits, we continuously work to implement detachable covers where it makes sense. Since covers can be machine washed at 30 degrees Celsius, the sofa becomes easy to maintain, and upholstery can be replaced if worn out or if you just want to freshen up your sofa. Compared to replacing the entire sofa, this will be cheaper and have a significantly less impact on the environment.

Look for this icon:



Unfurl special | A tribute to the Sixties

A graphic black/white special edition of Unfurl. A tribute to the era of bold graphic fabrics and interior design from the early Sixties.

References: Verner Panton, Arne Jacobsen, Alexander Girard, Pierre Cardin.

Unfurl Special is based on a strong steel construction and is equipped with pocket spring comfort.

Rooms: Living room & secondary rooms



Products with detachable covers



Pascala



Revivus



Rollo



Balder



Yonata



Merga



Aslak



Mimer



Achillas



Conlix



Colpus



Minimum



Trym



Idun



Junus



Fraction



Narvi



Puri



Accordion



Pauke, Triangular, Soft Peak & Butt

A hand is shown holding a piece of grey fabric, which is being compared to a collection of other fabric swatches. The swatches include a light beige, a white, a blue, a red, a dark blue, and a patterned grey fabric. The background is a plain, light-colored surface.

Argus & Vivus:
Fabrics made of recycled fibres

Fabrics made of recycled fibres

Fortunately, the supply of recycled fibres is constantly increasing. In our collection, we are now able to offer two fine qualities made of recycled plastic.

Vivus: A solid-colored fabric with a puritanical Nordic tone, characterised by a soft and brushed surface.

Argus: A distinctively sophisticated multicolored fabric with a convincing Scandinavian high-end character.

Fabric quality

Since not all designs are suitable for detachable covers, the fabric's durability, and ability to be cleaned will determine the overall durability of any piece of furniture. All our fabrics are chosen based on durability and are furthermore reinforced by adding backsides. All fabrics can withstand machine washing at 30 degrees Celsius, which at the same time means that the products withstand wet cleaning. Finally, most of our fabrics are OEKO-TEX Standard 100 certified and thus free of harmful chemicals and substances.

Colors

It is still our belief that time calls for warm earth tones preferably in bright shades. However, as we write in our introduction, there is a great diversity in the approach to creating the personal home, and the demand for safe and durable shades of grey and blue is still dominant.

New fabrics

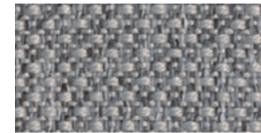
Argus:



580 | Argus, Navy Blue
A sophisticated dark blue fabric.



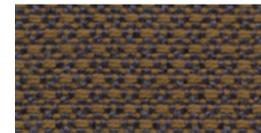
581 | Argus, Rust
A sophisticated and timeless, orange-red fabric for those who need an accent in their home.



583 | Argus, Grey
A sophisticated fabric in a classic, steel-grey shade.



584 | Argus, Natural
A sophisticated sand-colored fabric. The character of the weave and yarns of several colors ensure that the fabric is not perceived as being delicate.



585 | Argus, Brown
A sophisticated and exciting multicolored fabric, where the brown tone is the dominant, but is complemented by an in depth dark blue.

Vivus:



574 | Vivus, Dusty Off White
Simple, soft, feminine and delicate. A textile intended for products with detachable covers.



575 | Vivus, Dusty Olive
The soft, brushed surface gives this green olive color an elegant and attractive character.

Discontinued fabrics



570
Vivus, Dusty Coral



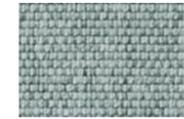
572
Vivus, Dusty Grey



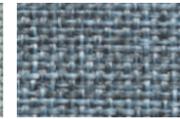
506
Elegance, Paprika

Fabrics by color

Blue shades



552
Soft, Pacific Pearl



525
Mixed Dance, Light Blue



558
Soft, Indigo



573
Vivus, Dusty Blue



528
Mixed Dance, Blue

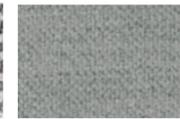


515
Nist, Blue

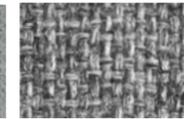
Neutral shades of grey



590
Micro Check, Grey



572
Vivus, Dusty Grey



565
Twist, Granite



563
Twist, Charcoal



533
Bouclé, Ash Grey



583
Argus, Grey



534
Bouclé, Black Raven

Warm shades of grey



217
Flashtex, Light Grey



216
Flashtex, Dark Grey

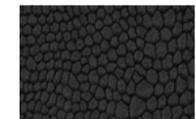


521
Mixed Dance, Grey

White



574
Vivus, Dusty Off White



550
Faunal, Black



577
Kenya, Dark Grey

Green shades



575
Vivus, Dusty Olive

Earthy shades



531
Bouclé, Off White



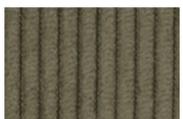
527
Mixed Dance, Natural



318
Cordufine, Beige



518
Elegance, Green



316
Cordufine, Pine Green

Accents



581
Argus, Rust



612
Blida, Sand Grey



586
Phobos, Latte



579
Kenya, Gravel



584
Argus, Natural



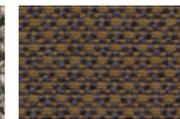
571
Vivus, Dusty Sand



587
Phobos, Mocha



578
Kenya, Taupe



585
Argus, Brown



595
Corduroy, Burnt Orange



317
Cordufine, Rust



551
Faunal, Brown



461
Leather Look, Brown Vintage



554
Soft, Mustard Flower



507
Elegance, Burned Curry