

TRADITION

POVL B. ESKILDSSEN, 2014/2023

INTRODUCING A NEW MODULAR LOUNGE SERIES THAT BRINGS A REFINED
SOPHISTICATION TO OUTDOOR AREAS AND THE VERSATILITY TO ADAPT TO INDIVIDUAL
NEEDS AND SPACES

TRADITION

BEHIND THE DESIGN

- **The modular Tradition** outdoor sofa, designed by Povl B. Eskildsen, brings Danish design simplicity and function to outdoor spaces.
- **The series comprises** a lounge chair, corner, end, and spacer modules, a pouf and two tables allowing for unlimited combinations.
- **The design elaborates** on traditional spindle furniture, referencing mid-century chair designs, and aligns with Danish design tradition.
 - Balances function and visual appeal, creating personal spaces for rest and relaxation.
- **The wooden frame** requires adjustments and special shaping techniques to preserve the **natural beauty of wood** while ensuring durability, comfort, and a timeless design.
- **Meticulously handcrafted** using FSC™-certified core teak wood for beauty, strength, and durability.
- **The Corner module** showcases specialized craftsmanship with intricate finger joints and concealed dado joints.
- **Emphasis on hiding end grain** for a streamlined appearance and crack prevention.



TRADITION

PURPOSE & THE WHY

- **Moving from aluminium** to teak pays homage to the original design inspiration, as well as reducing CO2 footprint.
 - Primary design ethos has always been wood at Fritz Hansen.
- **Tradition presents** a unique combination of design and material to the market
- **The teak** is of high quality and made to last, making it suitable both in residential as well as commercial settings
 - The **flexibility of the modular sofa** allows for smaller configurations for private gardens or terraces, while larger suits outdoor spaces at hotels and restaurants.
- **Tradition seamlessly** connects the interior design experience with the outdoors.
 - Outdoor spaces increasingly improve to the same quality and **comfort level as indoor lounges.**
- **Introducing Tradition in teak**, firmly positions Fritz Hansen's premium outdoor collection.



TRADITION

DESIGN FEATURES

Tradition is a modular series open to multiple configurations. It consists of **five different seating modules** plus **two table options**:

1. **Corner module** (works both left and right)
 2. **End module** (works both left and right)
 3. **Spacer module**
 4. **Lounge chair**
 5. **Pouf**
 6. **Lounge table, H40**
 7. **Lounge table, H27**
- **Seat cushions and back pillows** are always included with modules.
 - Tradition is **truly modular** and always will be as it is possible to add new and more modules as needs change.
 - Modules are connected via **stainless steel fittings** seamlessly hidden underneath the seat.
 - The **H27 lounge table** can be integrated between modules.



Corner module



End module



Spacer module



Lounge chair



Pouf



Lounge table,
H40



Lounge table,
H27

TRADITION

SURFACE SELECTION & PRICING

Tradition is available with a frame in FSC™-certified core teak wood. Over time - unless treated or deep cleaned - untreated teak will patinate to a beautiful silver-grey colour.

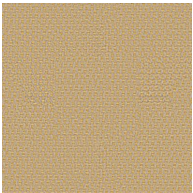
Seat and back cushions are available in 3 colours.

Frame

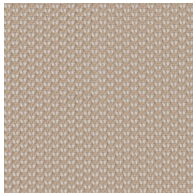


Untreated solid wood
Teak

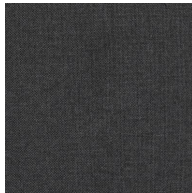
Cushion



Honey Yellow*
Lopi, 100% Sunbrella
Acrylic



Light Sand*
Lopi, 100% Sunbrella
Acrylic



Charcoal,
Agora Panama, 100%
solution-Dyed Acrylic

DKK incl. VAT

- 21.999 DKK – Corner module, Light Sand
- 19.999 DKK – End module, Light Sand
- 17.999 DKK – Spacer module, Light Sand
- 21.999 DKK – Lounge chair, Light Sand
- 10.999 DKK – Pouf, Light Sand
- 6.999 DKK – Lounge table, H27/H40

EUR (19%) incl. VAT

- 2.999 EUR – Corner module, Light Sand
- 2.799 EUR – End module, Light Sand
- 2.499 EUR – Spacer module, Light Sand
- 2.999 EUR – Lounge chair, Light Sand
- 1.499 EUR – Pouf, Light Sand
- 949 EUR – Lounge table, H27/H40

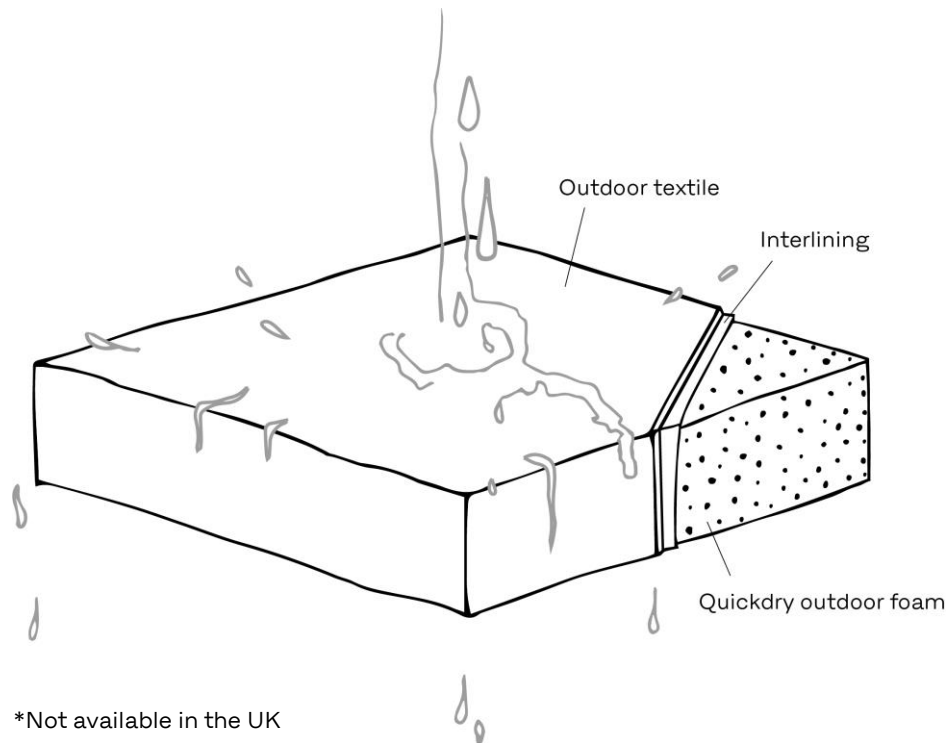
Above is a selection of prices. For all other prices, please see [appendix](#).

*Not available in the UK

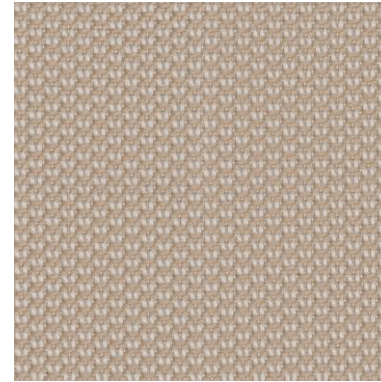
TRADITION

CUSHIONS

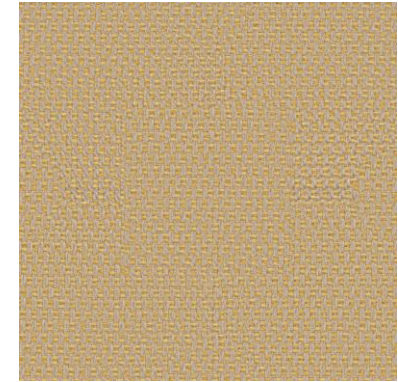
- Seat cushions feature quick-dry outdoor foam filler (open-cell structure), while back pillows have fiber filling.
- Textiles used on all cushions are Oeko-Tex certified.
- All covers can be changed and cleaned.



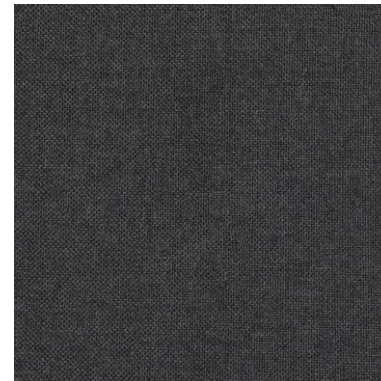
*Not available in the UK



Light Sand*
Lopi, 100% Sunbrella Acrylic



Honey Yellow*
Lopi, 100% Sunbrella Acrylic



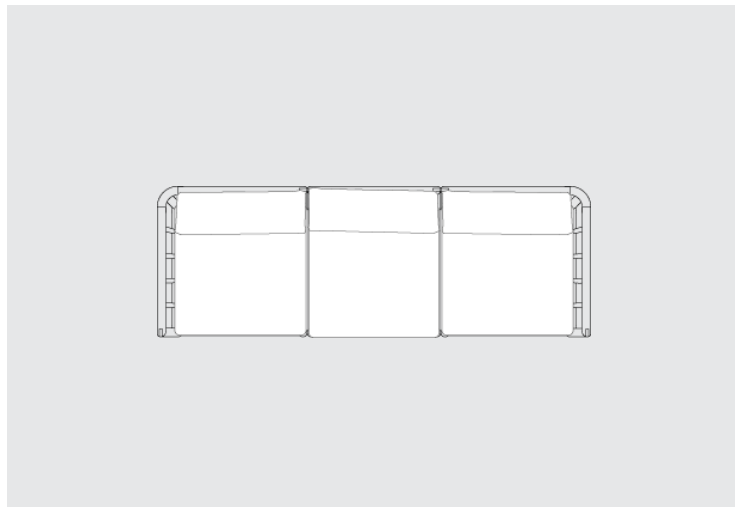
Charcoal,
Agora Panama, 100% solution-Dyed Acrylic

TRADITION

CONFIGURATION EXAMPLES

CONFIGURATION 1

2 x End Module
1 x Spacer Module

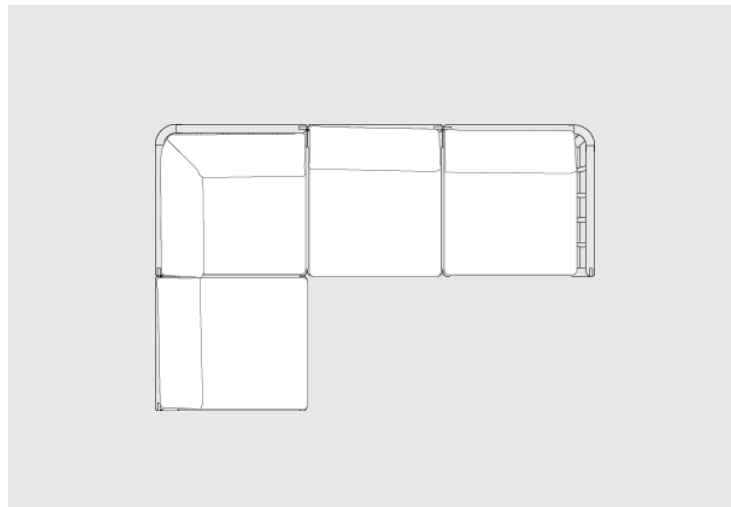


PRICING:

57.997 DKK incl. VAT, Light Sand
8.097 EUR (19%) incl. VAT, Light Sand

CONFIGURATION 2

1 x Corner Module
1 x End Module
2 x Spacer Module

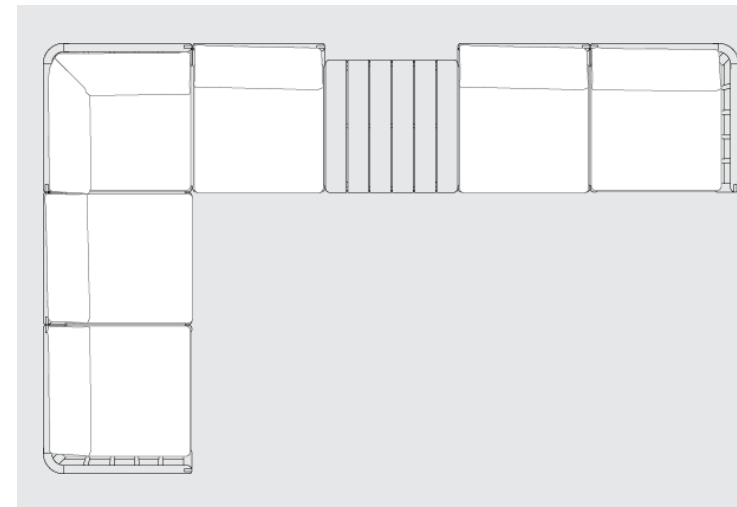


PRICING:

77.996 DKK incl. VAT, Light Sand
10.796 EUR (19%) incl. VAT, Light Sand

CONFIGURATION 2

1 x Corner Module
2 x End Module
3 x Spacer Module
1 x Lounge Table, H27



PRICING:

122.993 DKK incl. VAT, Light Sand
17.043 EUR (19%) incl. VAT, Light Sand

Above is a selection of prices. For all other prices, please see [appendix](#).

TRADITION

DESIGNER PORTRAIT

Povl B. Eskildsen

Danish designer Povl B. Eskildsen has created many strong designs for Danish and international companies, reflecting the modern age and lifestyle. He qualified as an architect in 1986 and has since worked as an independent designer.

Form does not follow function: both go hand in hand. Such is the essence of great design, according to Eskildsen. Born in north-west Denmark in 1954, he spent his youth immersed in furniture making and developed a passion for designing and creating functional pieces with the purist forms.

A graduate of the Aarhus School of Architecture, today he works independently, creating high-quality designs for international clients that perfectly balance present-day needs with traditional crafting techniques and graphic sensibilities. One such piece is his Riviera Sunbed, a multifunctional slatted sunbed that has become a bestseller the world over.



TRADITION

UNIQUE SELLING POINTS

- **Tradition is built** using the heartwood of teak, known as 'core teak', renowned for its richness in natural oils, making it particularly weather-resistant, evenly grained, and durable.
- **The wood used** in handcrafting Tradition is **100% FSC™-certified**.
- **Tradition expresses** a sophisticated simplicity with exquisite craftsmanship evident in the finely crafted wooden details in the corner joints.
- **The modular Tradition** series is versatile in its many configuration possibilities, making it suitable for a range of spaces.
- **Personalise** by choosing between three high-quality, durable textiles that are highly weather-resistant.
- **The meticulously crafted** Tradition lounge series extends the beauty and quality of **indoor furniture to outdoor spaces**.





TRADITION

COMMUNICATION & ACTIVATION

CONCEPT

NATURE JUST GOT COMFORTABLE

Elevate your terrace with the relaxed sophistication and comfort of the Tradition teak lounge series by Povl B. Eskildsen from Fritz Hansen's Outdoor Collection.

From Fritz Hansen, designed by Povl B. Eskildsen.

WEBSITE

- February 5: Product page on fritzhansen.com

SOCIAL MEDIA

- March 5: Organic posting on all @Fritzhansen channels
- Week of March 14: Product focus

NEWSLETTERS

- March 5: Global newsletter introducing the outdoor collection
- March 14: Global newsletter on Tradition

TRADITION

LINKS TO MATERIAL

Looking for material? Either click below or find everything via this link:

Sales & Marketing Material:



Sales sheet



Product Fact Sheet



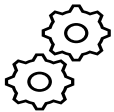
Packshots



Styled images



Styled videos*



CAD data

*Available February 20

