

FRITZ HANSEN

PRESS RELEASE - MARCH 2022

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Arne Jacobsen's original AJ Cushions in contemporary colorways.

The distinctive patterns of Fritz Hansen's AJ cushions are elevated in soft, earthy tones, bringing new and natural appeal to Arne Jacobsen's geometric designs – and comfort and color to the home.

Largely recognized for his contribution to architecture and furniture design, Arne Jacobsen's talent also extended to textiles. AJ Cushions feature distinctive patterns with graphic appeal. Characteristic of Jacobsen's minimalist expression, Vertigo is an abstract, geometric pattern; Tassel is an asymmetrical pattern with a relaxed expression, while Trapez features a tessellated design.

Now offered in Sand, Pale Green and Earth Brown to subtly highlight the intricate patterns of each design, the three new colors have been selected for their natural appeal and ability to work with any interior design scheme.

Available in stores from March 2022.

Price excl. VAT from: \$151

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Founded in Denmark in 1872, Fritz Hansen is a global leader in furniture, lighting and accessory design and production. Driven by a passion for beauty, quality, and craftsmanship, the company embodies a modern, Nordic lifestyle and collaborates with visionary artists, designers, and architects from around the world. The brand has collaborated with Arne Jacobsen, Cecilie Manz, Hans J. Wegner, Piero Lissoni, and Poul Kjørholm, among others.

Today Fritz Hansen designs are sold in more than 85 countries through 2,000 points of sale, including flagship stores and showrooms in Copenhagen, San Francisco, New York, London, Seoul, Shanghai and Tokyo. The company employs 350 people worldwide and maintains its headquarters north of Copenhagen, serving design-passionate customers through contract and retail.

For more information, visit fritzhanzen.com