

# Audo

COPENHAGEN

EVERYDAY ICONS  
Knitting Chair Edition



# EVERYDAY ICONS

## KNITTING CHAIR EDITION

Introducing Everyday Icons, a celebration of timeless and inclusive designs. This collection showcases Audo furniture, lighting, and objects that transcend mere function, engaging people emotionally and culturally.

Classic designs are reimagined with fresh materials and colors, while new products become cherished parts of daily life. These distinctive pieces, whether heritage or contemporary, share a poetic sophistication that enhances any space.

Everyday Icons symbolize the values of their time and demonstrate enduring appeal, adding beauty and meaning to daily life for generations to come.

**Launch:**  
**04.01.2025**



# NEW EDITION

## MINIMAL, SOFT & INVITING

### **A modern take on Ib Kofod-Larsen's sculptural classic**

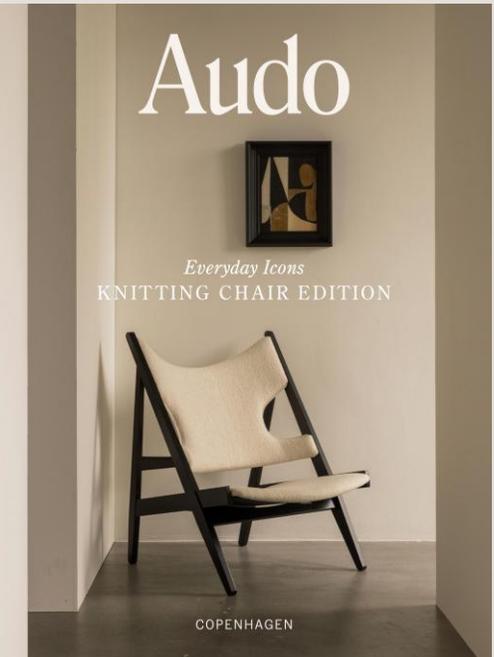
For the first time, the chair is offered in black-stained oak with a semi-gloss finish that imparts a subtle, contemporary edge.

The rich tone of the oak base is complemented by a new, ivory Barnum Bouclé upholstery. Minimal, soft and inviting, the tactile bouclé seat-and back-rest are in striking contrast with the timber base, emphasizing the chair's sculptural shape.

Originally a collector's item, the Everyday Icons edition of the Knitting Chair is reimagined in modern materials and finishes that honour its legacy while increasing its accessibility for a new generation.

### **Unique Selling Points**

- Modern take on a classic
- New CMF – Black Oak/ White Barnum Bouclé
  - Low pricepoint - \$2,780.00
- Quickship: QTY 20: In-stock 4/27
- Heritage & Modern Aesthetics



# DANISH MODERNISM

Despite an initially limited release, the design quickly became an icon of Danish innovation and craftsmanship thanks to its ergonomic comfort and striking silhouette. The distinctive open-arm construction was intended to accommodate the natural movement of the arms when knitting, giving the piece its name. This sculptural feature invites a deeply relaxing pose and is emblematic of Danish Modernism ideals of simplicity, function and comfort— ideals that endure today.

Kofod-Larsen's mastery of form and function, and his exceptional craftsmanship, are retained in this special edition. Effortlessly combining heritage and contemporary aesthetics, the new version of the chair both preserves and evolves a cherished Danish design. Through Everyday Icons another chapter is added to the Knitting Chair's story —respectfully adapting it for today's standards of quality, comfort and aesthetics.



A black and white photograph of a modern interior. In the foreground, a dark wood chair with a white seat and backrest is positioned. In the background, a small table with a lamp is visible. In the foreground, a coffee table with a fruit on it is partially visible. The text "OMNI RETAILER CAMPAIGN" is centered in the image.

OMNI RETAILER  
CAMPAIGN

# OMNI RETAILER CAMPAIGN

## CAMPAIGN SPECIFICATIONS

- Get 20% off NET the *Everyday Icons: Knitting Chair* campaign package for Store Display
- Get +10% off NET on orders within the campaign period in April and May.

## CAMPAIGN REQUIREMENTS

- Activate and promote the campaign in store, online and on social media. All content for this campaign, produced by Audo, can be used as part of the activation.

## DELIVERY

- The Knitting Chair will arrive at our Warehouse Mid-April



A black and white photograph of a modern interior. In the foreground, a dark wooden Y-chair with a light-colored seat and backrest is positioned on the left. To its right, a small, round, light-colored side table holds a metallic object. In the background, a tall, dark wooden cabinet or shelving unit is visible. In the lower right foreground, a dark wooden coffee table holds a stack of books and a round fruit, possibly an orange. The text "ONLINE RETAILER CAMPAIGN" is centered in the middle of the image in a white, serif font.

ONLINE RETAILER  
CAMPAIGN

# ONLINE RETAILER CAMPAIGN

## CAMPAIGN SPECIFICATIONS

- Get 10% off NET off this Knitting Chair Edition for the months in April and May if you commit to the below.

## CAMPAIGN REQUIREMENTS (KNITTING CHAIR ONLY)

- Should share minimum 1 social media post
  - Should send out minimum 1 newsletter
  - Representation on the home page
- Share of shelves: Push to top 3 SKUS for “Lounge Chair” and similar categories

## CAMPAIGN REQUIREMENTS (FULL CAMPAIGN PACKAGE)

Activate and promote the campaign online and on social media. All content for this campaign, produced by Audo, can be used as part of the activation.

## DELIVERY

In-stock in April





KNITTING CHAIR  
SKU 71058-007569

*Black-stained solid oak, lacquer finish, gloss 30  
Barnum Bouclé COL-24, off white*

**Recommended Retail Price**  
USD 2.780,00



ANDROGYNE SIDE TABLE  
SKU 71144-002086 + 71148-002090

*Ivory powder-coated steel base  
Crystal Rose table top*



COLUMN TABLE LAMP  
SKU 71223-001235

*Brushed Aluminium*

A black and white photograph of a modern interior. In the foreground, a dark wooden chair with a white saddle seat is positioned on the left. To its right, a small, light-colored side table holds a metallic object. In the background, a tall, dark wooden cabinet or shelving unit is visible. In the lower right foreground, a dark coffee table holds a stack of books and a round fruit, possibly an orange. The text "ECOM + MARKETING REQUESTS" is overlaid in the center of the image.

ECOM + MARKETING  
REQUESTS

# MARKETING ACTIVATION

The *Everyday Icons: Knitting Chair* Edition launch is supported by a marketing plan that integrates multiple channels and touch points. The goal is to create a unified, engaging end-user customer experience across all touch points.

## 360 Degree Marketing Activation

360-degree wholesale initiative, supported by a marketing plan that integrates multiple channels and touchpoints. The goal is to create a unified, engaging end-user customer experience across all touch points.

**OWN CHANNELS**  
audocph.com (+ e-com US), Social Media, online banners, newsletters

**LAUNCH**  
Sell-in Package  
Marketing Campaign

**BRANDED SPACES**  
Shop-in-Shop displays & window design



**PR & MEDIA**  
Press release, campaign ads, Audo House event, media interviews

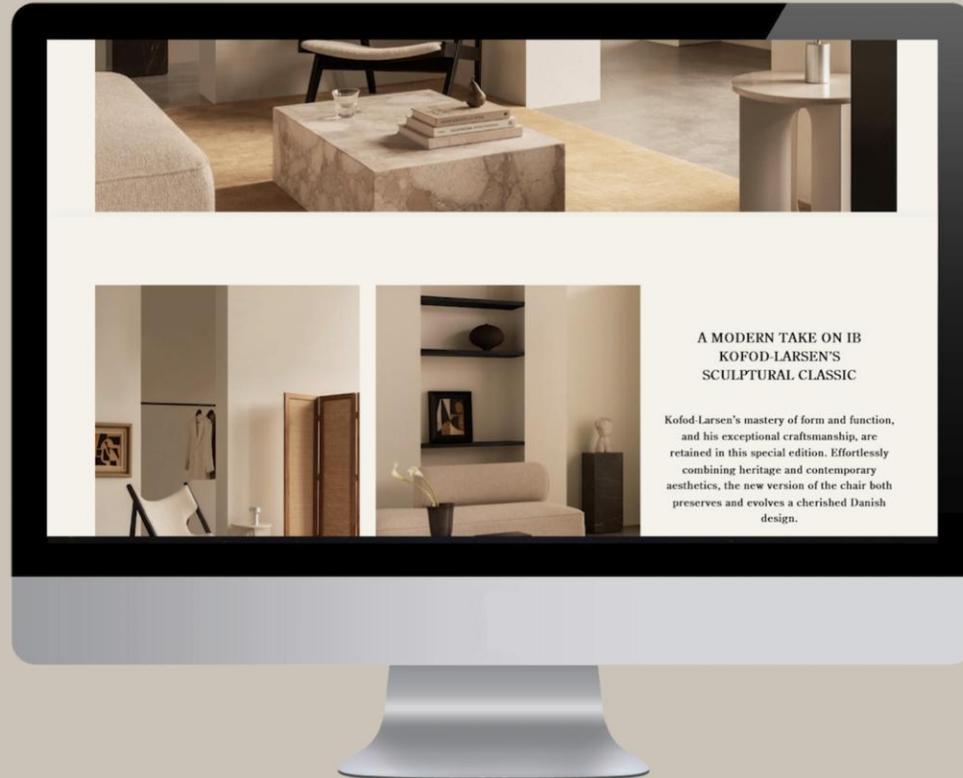
**CONTENT**  
Storytelling, pack shots, lifestyle photos, campaign film, SoMe specific content

**INFLUENCERS**  
Selected brand influencer giftings  
Event Own Showrooms

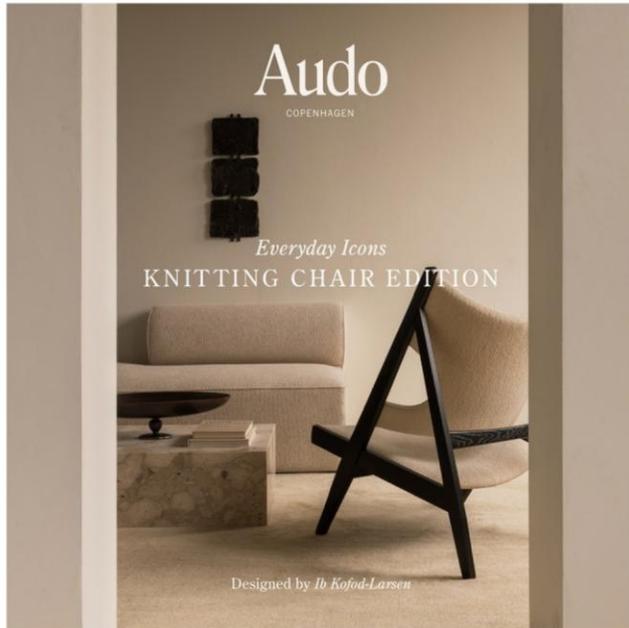
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**INTERNAL COMMUNICATION & TRAINING**  
Team alignment, campaign goals, training, and selling materials (Sales Tool).

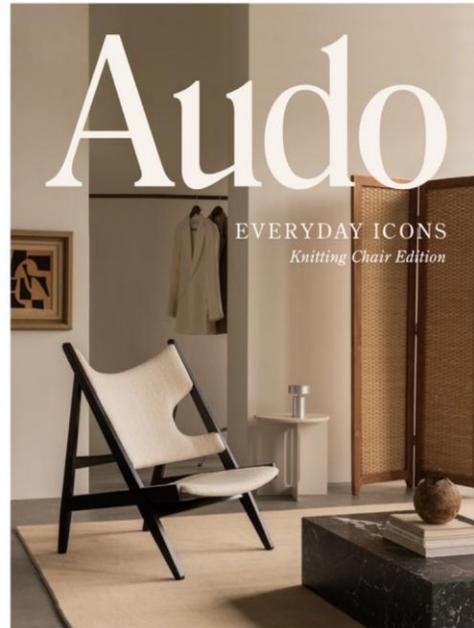
LANDINGPAGE INSPIRATION  
*Everyday Icons — Knitting Chair Edition*



## ONLINE BANNERS



2000 X 2000



1275 X 1700

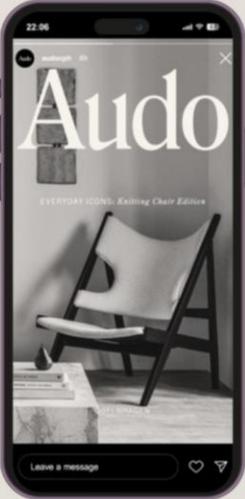


1980 X 1080

# SoMe INSPIRATION



INSTAGRAM STORY



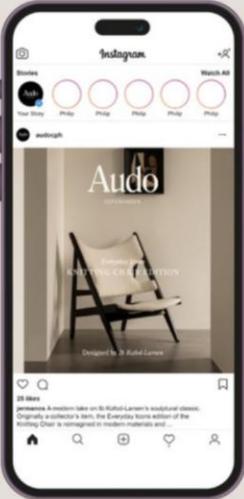
INSTAGRAM STORY



INSTAGRAM STORY



INSTAGRAM STORY



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