

*Space to feel comfortably you*

## *ferm LIVING presents the Autumn/Winter 2019 Collection*

EXPLORING THE CONCEPT OF A HOME, THE IRREGULAR SHAPES OF NATURE AND FEMALE EMPOWERMENT IN ALL ITS SHAPES AND FORMS, FERM LIVING INTRODUCES A COLLECTION FULL OF CONTRASTS AND TACTILE EXPERIENCES, DESIGNED TO MAKE YOU FEEL COMFORTABLY YOU.

The Danish design brand ferm LIVING introduce its Autumn/Winter 2019 Collection. A collection that celebrates the earth and people, the calm and serene and the space we all call home in the midst of an ever-changing world. But what is a home? It seems like a simple question to answer, yet it is difficult to capture in only one sentence.

*"To me, a home is a place that is intimately tied to our emotions, our values and our way of thinking. It is a genuine reflection of ourselves, and as a consequence, a concept that is constantly evolving. This, we have tried to capture in this collection"*, says founding partner and Creative Director, Trine Andersen.

Taking you on a tour through each room of the home, this season, ferm LIVING demonstrates its love of nature, handicrafts, recycled materials and colours ranging from soft ebony to ivory, from bright blue to spicy nuances.

### **The Hallway**

To create a great first impression of the home, ferm LIVING has created the Pond series, a functional yet decorative series of mirrors inspired by fluid movements of water that can be hung more ways than one.

### **The Kitchen**

They say that home is where the heart is. This saying holds truer for the kitchen than no other room in the home. The kitchen is where we cook together, dine together, and where lasting memories are created. As a celebration of social gatherings, ferm LIVING has created the mouth-blown Ripple Wine Glasses that feature the Ripple series' characteristic rippled surface and geometric silhouette. As an elegant partner to the Ripple Wine Glasses, the Japanese inspired Sekki Series now comes in a cream-coloured glaze with tiny grey speckles. The series is also joined by the Sekki Coffee Pot, the Sekki Coffee Dripper and Sekki Milk Jar encouraging you to slow your pace and savour the moment. For your kitchen essentials, the Haze Vitrine is introduced in a soft and more feminine edition. Crafted from sleek powder-coated metal, the Haze Vitrine now comes in a cashmere colour with corrugated glass that allows you to store away dinnerware and ceramics in a stylish manner.

### **The Living Room**

To most, the living room is a sanctuary, a multidisciplinary space that calls for reflection as well as lively parties. The sculptural additions to the voluminous Rico Series, consisting of the Rico Ottoman, Rico Divan and Rico Lounge Chair Swivel, provide a modern union of comfort and elegance to your living room while being standout pieces in their own right. The clean Distinct Coffee Table and Distinct Side Table explore the creation of complex structures based on a single element, while the minimalist construction creates a contrast to the richness of the travertine's earthy textures. Introducing the hand-shaped Hebe Lamp series, it displays bold, feminine shapes and an artistic touch. The ceramic bases are made in different textures from high gloss to raw clays combined with a lampshade made from natural textile. The lampshade is available in two colours and three sizes. Revisiting the tradition of hanging platters, ferm LIVING has created the hand-painted Ceramic Platter series in tribute to womanhood. With a simple silhouette of a woman, the series of five plates celebrate femininity in all its different shapes and colours.

### **The Bathroom**

The bathroom calls for serenity and peace. This is the place we retreat to for a quiet moment, allowing ourselves to breathe and focus our attention inwards. To provide a soft and rich bathroom experience, ferm LIVING introduces the subtle, colour-blocked Pile Bathroom Mat. Woven from upcycled plastic bottles, this series forms an irresistible texture and an oasis for your feet on cold bathroom floors.

### **The Bedroom**

After a long day at work, nothing feels better than to crawl into a warm bed with crisp sheets hugging your body. With subtle embroidered dots, the new Dot Embroidery Bedding set is made of gently produced, organic and GOTS certified cotton, ensuring a soft bedding experience for both you and your children. Regardless whether you hang it from the ceiling above your bed or use it as a focal point in any other room, the hand-braided rattan Braided Lampshades let small glimpses of light through its natural shade, while the bottom hole gives a more directed downward light perfect for reading before bed.

### **The Office**

Offices always contain a lot of papers and bits and bobs that need storing away. For a clean and stylish office look, ferm LIVING presents the Paper Pulp Box. Made from biodegradable and environmentally raw paper pulp, this lidded box gives you a subtle and stackable storage solution that will find use in any room of the home.

### **Green Living**

Lush greens, great outdoors and the smell of fresh air - we all want to carve out our own, green corner of the world. Combining a vibrant form with a high-gloss glaze, the new, hand-sculpted Tuck Vase and Tuck Pot provide a natural contrast to urban and country spaces. The bestselling multipurpose Plant Box has evolved and now comes in a rich and creamy cashmere colour, adding a stylish touch to your personal green space.

### **The Kids Room**

The kids' room is a playground for imagination, creativity and curiosity. This season, ferm LIVING has created several crossover designs that find their use in both the fanciful universe of children as well as that of adults. Exploring the art form of Japanese craftsmanship, the Oblique Stool consists of a few and simple elements that, when combined, form a sculptural piece that functions both as a magazine stand and a regular stool for children. With its simple silhouettes, the new Horse Bedding bed linen will create an atmosphere in kids' rooms that feels almost like a day on the racetracks. The bedding set is made of soft, organic, and GOTS certified cotton. Held in calm colours with a contemporary undertone it will fit right in with both kids and adults.

### **Welcome home!**

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**ferm**  
L I V I N G

*Life is full of contrasts. As we navigate expectations and dreams in the search for meaning and comfort, we long for a balanced life with room for chaos and calm, moments of reflection and times of joy. A place where you can create space to feel comfortably you, realise the true value of things and feel at home.*