

ZONE DENMARK AW 2022
Press release INU

Blooming beauty at the table

The INU vase, a new product by Zone Denmark, has crystal-clear potential. It's inherently beautiful and, at the same time, just the start of a multitude of flowering works of art with you as co-creator. In fact, the top piece can be turned, making the vase the perfect base for bouquets of various shapes and styles.

A few twigs or big bouquets? You decide

If you turn the neck down, the vase is ideal for tall floral arrangements that require stability at the bottom. On the other hand, if you turn the neck up, it elegantly supports a few twigs or single stems. If you remove the top piece altogether, you have a beautiful organic embrace for those large, dense bouquets. This also spells the end of buying flowers according to what vases you have. Now you can go for whatever you feel like. The vase is available in two sizes, i.e. 23 x 15 cm and 31 x 33 cm.

Play along

There's been a growing interest in greenery in interior design in recent years. Potted plants, cut flowers and twigs all add soul and character to the home. With the beautiful INU vase, we invite you to join in with this trend. Here, you don't just get a beautiful glass vase; you get a free hand to play with styling your own floral arrangements and displays, whether you prefer fresh flowers or trendy dried ones.

NeuStudio, which is behind the design, displays a sublime feel for sensuality. You'll never tire of looking at the soft shapes that virtually embrace your floral displays. The colours will last, too. Choose from Pure Clear, Smoked Grey and Moss Green.

For the connoisseur, the child within, and everyone else

House-warming gift, wedding present or maybe a gift to your self? The crystal-clear beauty of the INU vase has wide appeal. It's the perfect gift idea for anyone who cares about flowers. But it's every bit as much for discerning connoisseurs seeking to make their house their home.

Available from leading hardware stores, department stores and design and lifestyle stores. For more information about our products or your nearest stockist, call Zone Denmark on +45 89 28 13 00.