

PRESS RELEASE
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LIND DNA CUTS TO THE CORE IN NEW COLLECTION

In times of changes and uncertainties, we instinctively slow our lives down, cut to the core and pay increased notice to the true values in our lives. In the same spirit, the Danish design brand, LIND DNA, now introduces a new collection of table mats with the very apt name: CORE.

In the new collection, LIND DNA has moved two steps backwards in the production process of their main material, recycled leather. Recycled leather is a more sustainable material created from 80% granulated surplus core leather from the fashion and furniture industry which is mixed with 20% natural rubber from the rubber tree.

Preben Lind, owner and designer behind LIND DNA, explains how the production of the new CORE collection differs from their existing assortment of products in recycled leather: *"Normally, our recycled leather is dyed with water-based colour and embossed with surface structures and patterns. However, we have chosen to let our new CORE collection appear completely raw and natural. We thereby introduce our so far most natural quality, in which the inherent features of the core leather truly are allowed to shine through"*.

Although the core leather is granulated and mixed with natural rubber, it remains a living, changeable material that beautifully patinates over time. This way, your table mats will follow you throughout a lifetime, for every meal of life, echoing the unforgettable memories that occur around your dining table. The granulate creates a natural flecked pattern across the surface making every table mat appear completely unique.

"We wholeheartedly believe you can evoke that special feeling of gratefulness in your guests when they sit down around a carefully decorated table with our new CORE collection that we offer in two contemporary yet timeless nuances - Flecked Nature and Flecked Anthracite", Preben Lind concludes.

The CORE collection will be available in stores and online from May 28, 2021. Learn more at linddna.com or contact Content & Communications Manager, Johanne Dueholm, via e-mail jd@linddna.com or at +45 31154366 for further information.



LINDDNA
SUSTAINABLE DANISH DESIGN