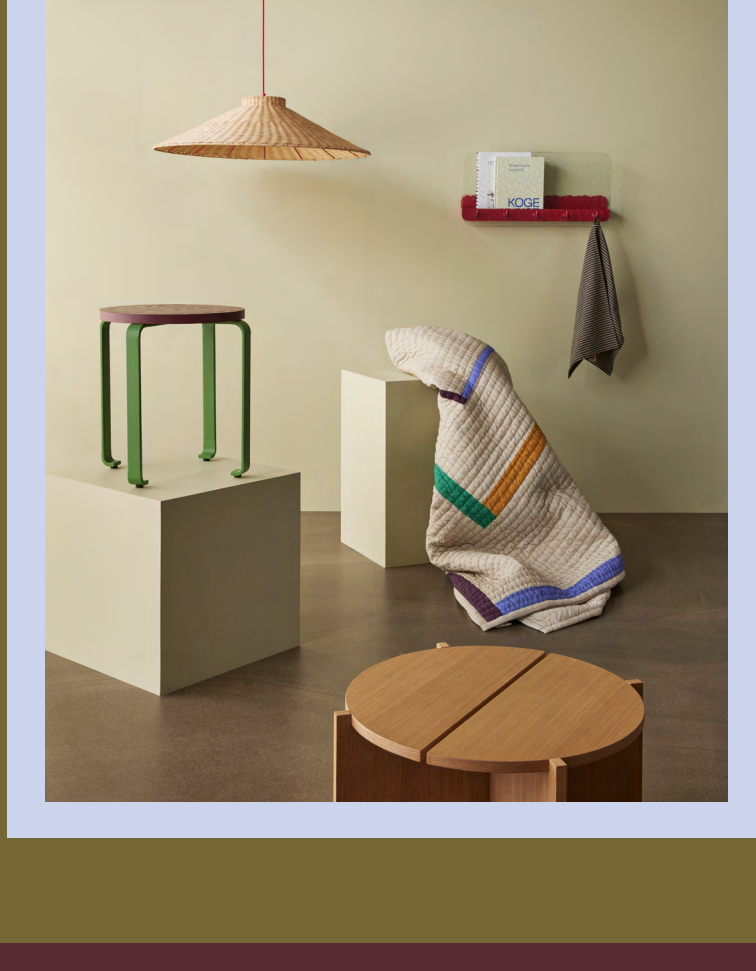


ALWAYS twist A



New collection from Hübsch Encapsulates Glimpses of Everyday Happiness

Inspired by the upcoming season's colour scheme, Hübsch launches a playful collection that salutes everyday glimpses of happiness. The essence of the new Always a Twist Collection consists of intriguing colour combinations, bold styling decisions, and a daring mix of materials. It is also a collection where function, design, and responsibility intermesh, bringing a joyful smile to the face.

The new collection undoubtedly shows bold colour combinations deeply rooted in the Hübsch brand DNA. An increased focus on responsible designs and choice of materials is also evident in the new collection, and more products have either a flat-pack or stackable function. All textiles are made from 100% OEKO-TEX, and wooden products are made from FSC®-certified wood from responsible forestry. (FSC®-C157880).

Focus on FSC®, Function and Colourways: *The Smile Stools*



Three small pieces of furniture with big personalities. For specific reasons, the three new colourful stools have their 'Smile' name. Not only do the contrasting colour combinations evoke a smile but the overall design language and bent metal legs with tiny feet surprise and precisely impersonate that: a smile. Responsible materials underpin the Smile name with seats created from coloured FSC®-certified wood and a stackable feature that enables easy storage when not in use. Whether used as a bedside table, extra seating, or a side table? Only imagination is the limit.

"This season, we continue to experiment with curious and daring colour combinations, sculptural shapes and sizes, and a mix of materials. First and foremost, we want this collection to spark joy. But we also want to challenge the status-quo of everyday functionality and infuse all the small glimpses of happiness from our everyday lives to the new collection. To us, those moments represent themselves in our products as a surprising twist in design language, shape, or colour."

LOTTE KNUDSEN, DESIGN RESPONSIBLE



Brilliant Lights

The Hübsch brand has a beating heart for lighting, and the Always a Twist collection introduces several new bright characters for the ceiling, the wall, and the table. A playful approach to material combinations such as textured and coloured glass, marble, and rattan; ensures that all new lights are instantly noticeable—two new additions to the popular series Chand Rattan lights intrigue in terms of size and shape. A wondrous sculptural design language shows a supreme skill in capturing the room with presence and softness. With a tiny element of surprise, the Chand Ceiling Light Trapeze entices with a bright red woven fabric cord that plays well with the soft natural rattan.

Soft Pieces of Art

Last season the brand launched a series of colourful and wonderfully patterned throw quilts. This season a new series of quilt throws with enticing colours and a new bedspread size marvels with original detailing and craftsmanship. Gorgeous colour combinations and graphic patterns beautifully balance the softness with clever lines, stripes, and block colouring. One side is a solid colour; the other is mesmerizingly patterned, enabling an instant change according to mood. Each quilt represents a piece of tactile art with every single stitch sewn by hand, and they are all 100% OEKO-TEX.

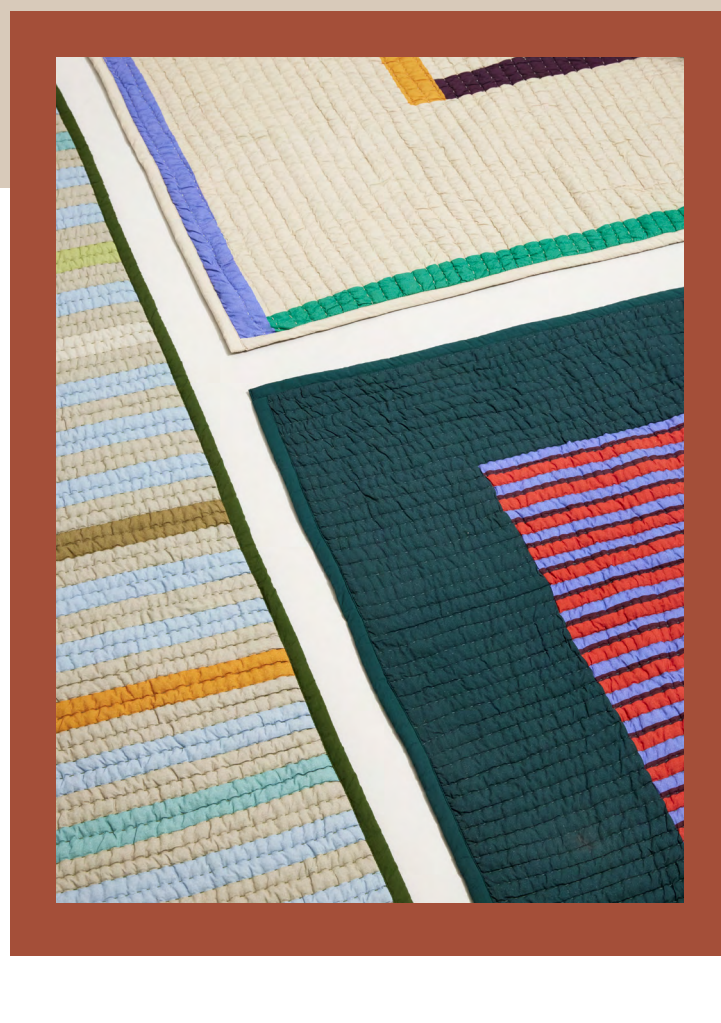


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The Hübsch headquarter and spacious showroom, is located just outside Herning, Denmark in beautiful surroundings. We would love to give you an inspiring tour into our creative, colourful and quirky universe.

With a dream of creating something exceptional, Flemming Hussak, Jannie Krüger and Daniel Henriksen founded Hübsch in 2010. Not only was the vision to create joyous products for the world of interior design lovers, but they also wanted to create a company culture where employees feel good. Therefore, the keyword happiness is deeply rooted in the brand DNA. The brand believes that happiness emerges from surrounding ourselves with happy people and products that spark joy. The Hübsch 'look and feel' combines a playful approach to material and colour combinations with a distinct sense of aesthetics that encapsulates a concise but airy interior narrative. A narrative that ticks all the boxes regarding functionality, bold colour choices, and complementing contrasts. A narrative that says: Where Happiness Lives.