

BROSTE COPENHAGEN



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Introducing our new identity

We've been working hard on a new identity that captures Broste Copenhagen's essence. With the introduction of our AW22 collection, we are happy to introduce our new logo and tagline; Home is where the B is.

We've changed our identity, but our designs are still the same. Broste Copenhagen is inviting design that makes your rooms homely and your home cosy. We create products that are not contrived, designs that are not forced.

Broste Copenhagen makes it easy to create a charming dining table, a cosy reading corner, an inspiring kitchen, and a calm home office. We contribute to safe boundaries for intimacy and enjoyment, and our ongoing goal is to create warm living spaces in a volatile, unpredictable age.

At Broste Copenhagen, we don't make art. We make great design that is most beautiful when it's used. We'd rather have customers with big smiles and arm gestures than attract those who act in a petty manner. We value community over individuality, cosiness over eccentricity, and charm over sophistication. We would rather be the right choice for the many than the sublime choice for the chosen few. We are unpretentious and cheerful, open, and inclusive. That's why we always address our partners, customers, and consumers in a clear, lively, engaging, and fun language.

Home is where the B is.

With our new identity, we also introduce a new font and graphics that embraces the essence of Broste Copenhagen. The font and graphics are made especially for Broste Copenhagen, making them unique and our own.



[EXPLORE OUR AW22 NOVELTIES](#)

For more information, please contact:

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