

VINCENT
SHEPPARD



NORMA LOUNGE CHAIR

PRESS RELEASE

NEW: NORMA LOUNGE CHAIR

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Vincent Sheppard presents the Norma lounge chair - an indoor version of their outdoor Frida lounge chair in dark oak.

Vincent Sheppard spent several years developing the Frida lounge chair to achieve the perfect expression and optimal comfort. The company's profound knowledge of weaving and wood has been crucial to the production of the chair.

"After launching the outdoor Frida lounge chair in 2020, we started developing an indoor oak version of the stunning design" explains CEO of Vincent Sheppard, Coralie Claeys. "The skills of our craftsmen in Indonesia never cease to amaze me. The handwoven seat in rope elevates the design to a real piece of art."

Norma brings together tactility with a sense of lightness and Scandinavian design aesthetics. The chair has a distinctive design which unites dark stained oak wood and tactile rope. With its sturdy oak legs and round-shaped frame, it supports a generous seat made of tightly-strung rope.

For additional comfort, you can add a cushion shaped to the curves of Norma without compromising on design aesthetics.

Coralie Claeys concludes: "The Norma lounge chair will add a statement to your home and serve as an elegant welcome to hotel or business interiors."



VINCENT SHEPPARD

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Vincent Sheppard

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Vincent Sheppard has been designing and manufacturing indoor and outdoor furniture with exceptional seating comfort since 1992. The company is worldwide market leader in Lloyd Loom furniture, a technique where Kraft paper is twisted around a metal wire and woven into unique furniture pieces. Today, Vincent Sheppard furniture is exported to more than 40 countries. The headquarters of Vincent Sheppard are in Belgium, while their main production plant is located in Indonesia, a country known for its rich tradition in weaving.

By constantly challenging itself and its design aesthetics, the brand is able to present young, contemporary furniture collections that answer to all modern needs. They combine a clear focus on quality and comfort with craftsmanship and an age-old technique, and translate these ingredients into qualitative, durable and appealing designs. With a wide variety of indoor as well as outdoor pieces of high quality, the brand is a favourite of many interior aficionada's.