

BY THORNAM
SUMMER COLLECTION 2017

*We design and create furniture that
instantaneously soothes the body and mind.*



PRESS RELEASE

BY THORNAM is proud to present our Summer collection 2017

We are a Danish design lab and the people behind THE M that has become an instant classic around the world. We challenge normality and add new perspectives to Danish design that aim to excite all your senses and open your creative mind.

A sense of detail and craftsmanship go hand-in-hand in our design- and production processes. We produce everything by hand in Denmark. There are no compromises, no cutting corners. Only perfection counts.

*NEW
COLLECTION
—
SUMMER
2017*



DIAMOND HEADBOARD & DIAMOND CUSHIONS

Sophisticated and cozy at the same time. The DIAMOND headboard invites you into a world of sweet dreams. The unique three-dimensional velvet diamond structure, softened by a premium triple quilting, give it a plush finish. Around the edges, we have added the finest aniline leather. All the materials used to make the headboard have one purpose - to make it look and feel cozy, homely and luxurious.

The DIAMOND headboard comes in 5 colors and can be customized according to all common international standards (in width) measuring 70cm/27,5in in height.

The DIAMOND cushions can be used with the DIAMOND headboard or as an individual accessory having the ability to spice up any bed, couch or chair. The cushions come in 2 sizes: 48x48cm/19x19in and 48x28 cm/19x11in.

Price starts at DKK 6.800 / € 913 / \$ 994 for Diamond headboard and DKK 700 / € 94 / \$ 102 for Diamond cushions*.

*Sophisticated
and cozy at
the same time.*



* All prices include Danish tax (25%). Countries outside EU are not obliged to pay Danish tax. If you display the price in an article outside EU please remember to deduct the Danish tax.

RAW HEADBOARD

Raw and smooth at the same time. The tight look gives the RAW headboard a luxurious hotel-feel. It is made in the finest aniline leather and with a unique attention to detail.

Every leather hide has its own unique story and natural markings. The leather will change appearance over time and age with beauty. Usage, daylight and interior lighting affect the leather. Through time it will develop its own amazing patina.

The RAW Headboard comes with or without hangers and can be customized according to all common international standards (in width) measuring 70cm/ 27,5in in height.

Price starts at DKK 12.000 / € 1.611 / \$ 1.754*.

The tight look gives a luxurious hotel-feel.



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PIECES

PIECES offer you the ability to create your own favorite spot with customized cushions in the finest aniline leather. Luxurious and homely at the same time. PIECES come in pairs: backrest & seat.

*Luxurious
and homely.*

Pieces can be customized according to wish and come with or without leather straps and hangers.

Price starts at DKK 8.600 / € 1.154/ \$ 1.261*.



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THE M – NEW COLORS/MATERIALS

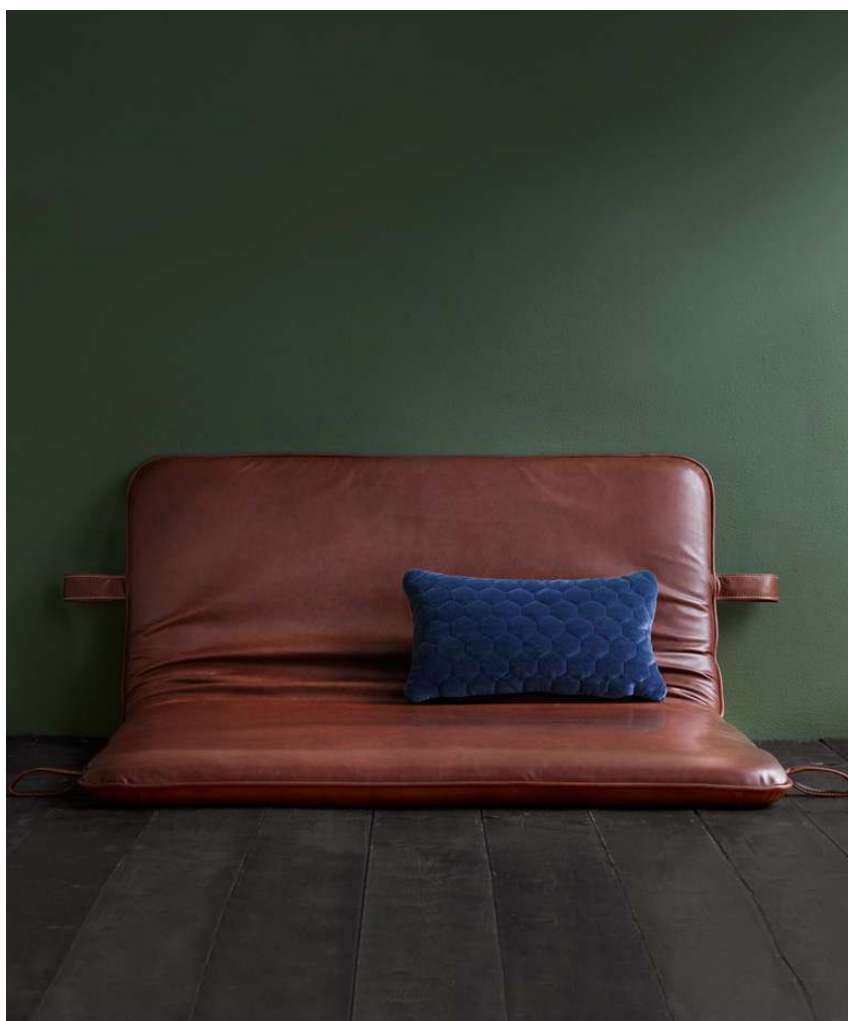
THE M is a unique piece of furniture that can be shaped according to mood, lifestyle and needs. It can be used as a day-bed, lounge-chair, couch or as a unique headboard. THE M was introduced worldwide in 2016 and have been praised around the world for its versatility and its ability to reinvent the way we see and use furniture. We have added 2 new members to THE M family. A coffee brown aniline leather version and a velvet rose colored version.

THE M is made in the finest handpicked aniline leather and can be combined with textiles from well renowned Kvadrat and Bomholtz Larsen. We also make customized versions on request (fabric/leather).

THE M measures 180x110x8cm/71x43x3in.

Price starts at DKK 16.500 / € 2.215 / \$ 2.420*.

*A unique piece
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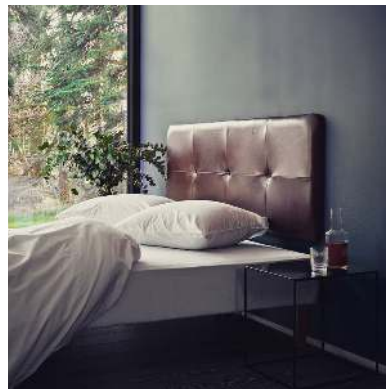


IMAGE BANK

All pack shots and mood images can be downloaded from our image bank at www.bythornam.com/press

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