AW20/21

FURNITURE & ACCESSORIES NEWS



LIVE EKSTRAORDINÆR

AW20/21 COLLECTION

DEAR PARTNERS AND COLLEAGUES

The past two years our main focus has been on introducing designs and materials to support our journey towards adjusting our position a little upwards in the market. Also, we have introduced more 'edgy' designs to create variety.

The purpose of the news for the coming season is to strengthen the entry and essential collection which is the core of our business.

We have selected two sofa designs – each with its own purpose – and a dining set which we really believe will make a difference to you. We have focused on creating commercial designs at very strong and competitive prices – of course without compromising on quality.

Right now the world is changing – and the furniture business is changing too. The market is becoming more aggressive in terms of catching the customer's attention. We see brands offering huge discounts. With the news this year we increase our focus on good value for money instead of focusing on discounts as is the case with many of our competitors.

So - we might introduce less news than you have been used to. But we are confident that the selected designs are the right designs to strengthen our position and to make us more attractive. For now we do not recommend a big showroom upgrade – and we introduce less news.

So this year the accessories category plays an even more important role. The accessories add new life to the existing display. They turn a space into a personal home and underline the look and style of the furniture.

We are happy to inform you that we manage to avoid price increases this year. It has even been possible to reduce some furniture designs where we believe it will make a difference. This will be with effect from 1th September.

The accessories category has been under the loop and we have decided to reduce the prices substantial on a large part of the designs. Her we will experience a new level where we are sure that our customers really find great value for money. This is both to our current collection as well as the new introduction. The prices will be updated already now so your display and stock order will be with the reduced prices.

The presentation is divided in 4 steps

- Product presentation film
- Product presentation iPaper
- Updated showroom recommendation iPaper
- Discontinuance list iPaper

If you have any questions or comments please feel free to contact us.

E N J O Y Claus Ditlev Jensen Collection & Visuals Director





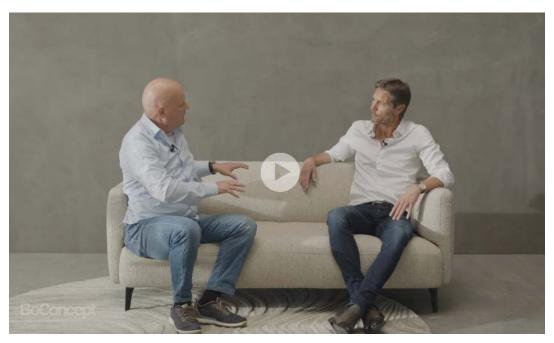


DETAILS

PRACTICAL INFO

- 1. This year, you will have to look up the prices is Axapta.
- 2. There will not be news price books available on Universe.
- 3. You will not be able to see all news in the RoomPlanner.
- 4. For Modena and Zürich we release only the data for the display models for now.
- 5. Training materials on the news products will be ready in Elearning in August.
- 6. We will launch the news online worldwide on Sep 1.
- 7. Display models will be delivered when ready on an ongoing basis. This means that we will not be ready for Sep 1 worldwide.
- 8. Do not order all the NEWS for the showroom on the same pp. Order one studio per pp. Accessories must be ordered on separate pp's without any furniture items.
- 9. Before transferring the pp's for your showroom, it is very important that you carefully consider how the pp's must be transferred so that they are being transferred correctly. Choose one of the options described in the following manual on Universe::
 - https://universe.boconcept.com/tools/manuals/Documents/050.0 13-1%20Transfer%20showroomNEWS%20orders.pdf
- 10. Please note that we reserve the right to prioritize the deliveries of the NEWS if it is necessary.
- 11. Customer Service will in June 2020 order the new fabric and rug samples according to your fee. Customer Service will also order the sample cards for the collection box according to your fee when ready for ordering. The samples will be delivered when ready and this means that we will not be ready for Sep 1 worldwide.
- 12. The deadline for ordering the news is Jun 15
- 13. In the discontinuance list you will find the products, which will be discontinued in the coming period. We discontinuance products on an ongoing basis. The weekly 'Supply Chain News' published on Universe contains information on when the different designs and fabrics are 'soon to be sold out' or 'sold out'

Enjoy the film









METROPOLITAN EXPRESSION

ROOT DELUXE

This season's metropolitan palette comes rooted in deep, saturated erthy tones – an amplified response to our desire for the natural.

Its base of black now veers into subtly brown and blue territories as well. Root Deluxe's ripe hues come alive when paired with dark oaks, natural leathers and plush fabrics. The result is an aesthetic rich in mood and drama.



SCANDINAVIAN EXPRESSION

SOFT NEUTRALS

Soft Neutrals gives designs and spaces a warm and natural aes-thetisc. Our expression curated for Scandi-lovers exchanges the traditional Nordic base of white and near-whites for warmer, creamier hues. Added colours arrive light and make for the perfect accompaniments to blond oak, light ceramics and the industrial accent of cement.



GALLERY

NEW COLOURS AND SIZES





Above: Hana No Ma II, Bermuda in Dusty Brown Velvet.



Hana No Ma I

Material Canvas,Natural/dark purple Size H150xW118cm

Pcs

Item no 104011034330



Hana No Ma II

Material Canvas,Natural/butter yellow Size H150xW118cm

Pcs







Material Metal, Dark blue Size H120xW90cm Pcs 2

Item no 104011034320



Nightfall

Material Metal, Dark blue Size H80xW60cmPcs Pcs 2 Item no 104011034350



RUGS

NEW SHAPES AND SIZES







Ridge 100% wool

 Colour
 Natural

 Size
 W170xL240cm

 Pcs
 1

 Item no
 106071011260

Colour Natural
Size W200xL300cm
Pcs 1
Item no 106071011270

Colour Natural Size W250xL350cm Pcs 1

Item no 106071011280



Ridge 100% wool

 Colour
 Light Grey

 Size
 W170xL240cm

 Pcs
 1

 Item no
 106071011230

Colour Light Grey
Size W200xL300cm
Pcs 1

Item no 106071011240

Colour Light Grey
Size W250xL350cm
Pcs 1
Item no 106071011250



Aquarel 100% TENCEL viscose

 Colour
 Camel

 Size
 W170xL240cm

 Pcs
 1

 Item no
 106071011130

 Colour
 Camel

 Size
 W200xL300cm

 Pcs
 1

 Item no
 106071011140



Furrow 100% wool

Colour Grey Size Ø150cm

Pcs

Item no 106071011150

Colour Grey Size Ø250cm 1

Pcs

Item no 106071011160



Furrow 100% wool

Colour Brown Size Ø150cm

Pcs

Item no 106071011170

Colour Brown Size Ø250cm

Pcs 1

Item no 106071011180



Indefinite 100% TENCEL viscose

Colour Blue Size Ø150cm

Pcs

Item no 106071011190

Colour Blue Size Ø250cm Pcs

Item no 106071011200



Indefinite 100% TENCEL viscose

Colour Green Size Ø150cm

Pcs 1

Item no 106071011210

Colour Green Size Ø250cm

Pcs





Foursquare 100% TENCEL viscose

Colour Beige

Size W170xL240cm

Pcs

Item no 106071011000

Colour Beige

Size W200xL300cm

Pcs 1

106071011010 Item no



Tide 100% TENCEL viscose

Colour Grey/ White Size W170xL240cm

Pcs

Item no 106071010960

Colour Grey/ White W200xL300cm Size

Pcs 1

106071010970 Item no



Whirlwind 80% TENCEL viscose, 20%leather

Colour Brown/ White Size W170xL240cm Pcs

Item no 106071010980

Colour Brown/ White Size W200xL300cm

Pcs 1

Item no 106071010990



Balance 100% leather, variation is natural

Colour Brown

Size W170xL240cm

Pcs

Item no 106071011020

Colour Brown

Size W200xL300cm

Pcs

106071011030 Item no

Colour Brown

Size W250xL350cm

Pcs



ACCESSORIES

VASES, SCULPTURES AND MORE



Ribbon Vase

Material Glass, Smoke H23xØ15cm Size

Pcs Item no

104011034010



Ribbon Vase

Material Glass, Smoke Size H41,5xØ22,5cm Pcs

Item no 104011033990



Ribbon Vase

Material Glass, Smoke Size H29,5xØ17,5cm

Pcs

104011034000 Item no



Extrude Vase

Material Ceramic, Dark brown Size H27xØ17cm

Pcs

Item no 104011034090



Rubble Vase

Material Glass, Black Size H39xØ24cm

Pcs

Item no 104011034030



Rainfall Vase

Material Glass, Grey Size H39xØ24cm 2

Pcs





Water Ripple Vase

Material Ceramic, Grey Size H30xD19,5xW18,5cm

Pcs 4

Item no 104011034050



Water Ripple Vase

Material Ceramic, Grey Size H35xD19,5xW20cm

Pcs

Item no 104011034060



Burley Vase

Material Slate, Grey Size H23xW6,5xD24cm

Pcs 4

Item no 104011034260



Carve Sculpture

Material Slate, Grey

Size H30xW17,5xD26cm

Pcs 2

Item no 104011034250



Basin Dish

Material Slate, Grey Size H6xØ30cm

Pcs 4

Item no 104011034280



Basin Dish

Material Slate, Grey

Size H6xØ35cm

Pcs 4







Hemisphere Bowl

Material Aluminium, Satin Size H6,5xØ13cm Pcs 4

Item no 104011034390



Sphere Lid Bowl

Material Aluminium, Satin Size H13xØ13cm Pcs 4

Item no 104011034380



Expose Dish

Material Aluminium, Satin Size H15xØ27cm

Pcs 4

Item no 104011034370



Expose Stool

Material Aluminium, Satin Size H45xØ38cm

Pcs 2

Item no 104011034360



Knot Sculpture

Material Stainless steel, Silver Size H18xW23xD23cm

Pcs 4



Seashell Vase

Material Ceramic, Warm Grey Size H21xW28,5xD12cm

Pcs 4

Item no 104011034100



Amass Vase

Material Glass, Grey/ Sand Size H40,5xØ27,5cm

Pcs 2

Item no 104011034020



Orchid Sculpture

Material Aluminium, Warm Grey Size H11,5xW19xD15,5cm

Pcs 6

Item no 104

o 104011034140



Velvet Leaf Dish

Material Aluminium, Warm Grey Size H7,5xW25,5xD24cm

Pcs 4

Item no 104011034170



Velvet Leaf Dish

Material Aluminium, Warm Grey Size H10,5xW40,5xD40,5cm

Pcs 4



Raja Sculpture

Material Resin, Warm Grey Size H4xW13,5xD12,5cm

Pcs 6

Item no 104011034110



Bali Sculpture

Material Resin, Warm Grey Size H9xW29,5xD24cm

Pcs 4

Item no 104011034120



Magnolia Dish

Material Aluminium, Warm Grey Size H10,5xW40,5xD40,5cm

Pcs 2

Item no 104011034160



Balsam Leaf Sculpture

Material Aluminium, Warm Grey

Size H4xW8xD6cm, H4xW11xD8cm,

H4xW8xD5cm

Pcs 8



LIGHTING

NEW DESIGNS AND COLOURS







Aerial Pendel Benny Frandsen

Material Metal, Black Size H8xW45xD45cm

Pcs (

Item no 105030001980



Aerial Pendel Benny Frandsen

Material Metal, Satin Size H8xW45xD45cm

Pcs 0

Item no 105030001970



Aerial Wall Lamp Benny Frandsen

Material Metal, Satin

Size H70,8xW22xD102cm

Pcs 0

Item no 105030000260

Aerial Wall Lamp Benny Frandsen

Material Metal, Satin

Size H25xW22xD28,7cm

Pcs (



Aerial Pendel Benny Frandsen

Material Metal, Satin Size H4xW22xD22cm

Pcs 0

Item no 105030001990



Aerial Table Lamp Benny Frandsen

Material Metal, Satin

Size H55,5xW22xD22cm

Pcs 0

Item no 105030001460



Aerial Wall Lamp Benny Frandsen

Material Metal, Black

Size H70,8xW22xD102cm

Pcs (

Item no 105030000270

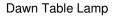
Aerial Floor Lamp Benny Frandsen

Material Metal, Black

Size H160xW35xD100cm

Pcs 0





Material Fabric shade/ Ceramic, Warm Grey

Size H65xW36xD36cm

Pcs 0

Item no 105000001470

Outrigger Floor Lamp Henrik Pedersen

Material Metal/ Oak, Warm Grey

Size H180xØ29cm

Pcs 0

Item no 105000000970



Outrigger Floor Lamp Henrik Pedersen

Material Metal/ Dark Oak,

Black/ Dark Oak

Size H180xØ29cm

Pcs 0





TEXTILES

PLAIDS, SOFT CUSHIONS AND BEDSPREADS





Keep me warm Plaid

Material Wool Blend, Natural Size W130xD170cm

Pcs 3

Item no 104011034200



Keep me warm Plaid

Material Wool Blend, Grey Size W130xD170cm

Pcs 3

Item no 104011034190



Cuddel me Plaid

Material Wool Blend, Natural Size W130xD170cm

Pcs 3

Item no 104011034240



Cover me Plaid

Material Linen, Natural Size W130xD170cm Pcs 3

Item no 104011034210



Cover me Plaid

Material Linen, Green Size W130xD170cm

Pcs :





Repose Bedspread

Material Cotton Velvet, Grey Size W250xD250cm

Pcs 2

Item no 104011033900



Repose Cushion

Material Cotton Velvet, Grey Size W58xD58cm

Pcs 4

Item no 104011033920

Repose Cushion

Material Cotton Velvet, Grey Size W40xD59cm

Pcs 4

Item no 104011033910



Repose Bedspread

Material Cotton Velvet, Yellow Size W250xD250cm

Pcs 2

Item no 104011033930



Repose Cushion

Material Cotton Velvet, Yellow

Size W58xD58cm

Pcs 4

Item no 104011033950

Repose Cushion

Material Cotton Velvet, Yellow

Size W40xD59cm

Pcs 4

Item no 104011033940



Midnight Bedspread

Material Cotton Velvet, Blue Size W250xD250cm

Pcs 2

Item no 104011033960



Midnight Cushion

Material Cotton Velvet, Blue Size W40xD59cm

Pcs 4

Item no 104011033970

Midnight Cushion

Material Cotton Velvet, Blue

Size W58xD58cm

Pcs 4





KINGSTON & PRINCETON

DINING

Last year, we introduced the Alicante table and the Vienna dining chair – both in the premium price range. We paired them in a Global Brand Studio as the designs and shapes complement each other. Instantly, they picked up in sales and are now top-performing designs within the category.

This year, you will see the same perfect match with the Kingston dining table and the Princeton chair - both designed by Morten Georgsen to ensure they go hand in hand. At the same time, they are both very commercial in their expression and can easily be paired with other designs.

KINGSTON

For many years, the Milano dining table with wooden legs has been a very well-performing dining table in BoConcept.

However, the trend has changed. We see a shift towards more organic shapes. The Scandinavian expression is changing as well. The Milano sale is down-trending and the time has come for a replacement.

Therefore, we introduce Kingston. A refined version of the Milano - as we continue with some of the appreciated details from the existing design – only we make it even stronger.

Kingston is designed by Morten Georgsen.

The headlines in his design brief were 'functionality' 'organic shapes' and 'value for money'.

The table top is designed with smooth, rounded edges, radiating softness and easiness in seating.

The slightly tapered and inclined metal legs support the design's lightness and Scandinavian style. The metal construction is very strong and extremely stable.







Need extra seats? Just pull out the built-in extension leaf and you have extended the table by 70 cm. The extension gives you 4 seats extra - without conflicting with the table legs.

The table comes in two sizes. 160 cm and 200 cm. A little bigger than the Milano - yet more elegant due to the shapes.

The extension is the same for the small and large table – really a strong sales argument if you customer selects the small table.

It comes with black and ash-grey legs – walnut, dark oak and white tabletop.

Here you have a table which addresses the new Scandinavian design direction with its great functionality. The 'from' price is €899 - a very strong entry price.

A true value for money design.





PRINCETON

Last year, we introduced the Newport dining chair to strengthen the entry level dining chair assortment.

The price and the design were positively received by the customers, and sales immediately picked up.

It is important that we offer variety to the customers with a limited budget but a desire for our style, brand and quality.

This year, we introduce the Princeton dining chair by Morten Georgsen.

Where Newport is elegant and has sharp lines – a bit masculine - Princeton is quite the opposite.

Princeton is a beautiful chair where the light base with its design details supports the organic shaped back and seat and ends up in a light and feminine expression.

The soft comfort and the cocoon effect make the chair very cosy and welcoming. This is a look which will create variation in our dining chair category

The look of Princeton is commercial and is seen among our competitors, where players like GUBI and MUUTO really seem to have huge success with this design direction.

The base comes in matt black and brushed steel, and you can create your own look when selecting from the fabric and leather collection.





ZÜRICH SOFA DESIGN

Our customers around the world appreciate the Hampton sofa. A big lounge sofa with manual functions. However, finding space for this big welcoming lounge sofa can be a challenge.

The purpose of Zürich is to help our customers who love the comfort and the functionality of Hampton but where space is limited. This is a great opportunity for all of you who have brand stores in the big cities. The seat dimensions are reduced compared to most sofas with adjustable headrest. But with the arms in a soft rounded shape that contribute to the elegance and with an open base, we managed to design a sofa system where the proportions work very well.

The open base also makes the sofa look lighter/less heavy and this is practical when vacuuming.

The sofa is available with new organic shaped matt black metal legs that fit the sofa beautifully.

The legs are always included when you buy a Zürich sofa.





This sofa offers manually adjustable headrests for each seat for additional support.

The adjustable headrest function is very appreciated by our customers.

It offers 7 manual positions and is very easy to operate.

The back and seat cushions are fixed. The seating comfort is excellent for both formal tea and for casual lounging





On the leather version you will see additional stitches as a beautiful detail. On the fabric version the seat will be without stitches.

The many different modules help the customers make the most out of their space.

All of this is priced on a level which is approx. 20% lower than Hampton.

With the Zürich you have a really strong design, great comfort, good quality - at a very competitive price.

This is a great opportunity for success.





MODENA SOFA DESIGN

Today, we have two very strong modular sofa designs in our entry level – the Indivi and the Osaka.

We now introduce the Modena by Silvia Ferriz Bosque, MortenGeorgsen Studio.

The purpose of Modena is to have another sofa line in the entry level. A sofa which appeals to a younger and more modern customer compared to the Indivi and Osaka.

Modena is a modular sofa system - but with a new style direction for our upholstery category with its characteristic sleek and more feminine lines underlined by organic details.

The organic shapes and the cool low back look emphasise the minimalistic look and the casual way of sofa seating which is a perfect match for this target group.

A sofa is a design statement in any home. With Modena, the shape and the proportions are really 'tickets to play'. Of course, without compromising on comfort.

The construction gives a lounge feeling even though the total depth is the same as on Indivi and Osaka.







The soft organic armrest invites for a nice nap in the sofa. The organic shapes are general features on the back and the seat.

The sofa has no sharp corners and gives a very nice and welcoming feeling no matter where you see, feel and touch the sofa.

The pull-in in the back is a nice design detail which also helps to prevent wrinkles on the large surfaces.





The sofa is available with new organic shaped matt black metal legs that fit the sofa beautifully.

The leg is pre-defined and always a part of the sofa. However, it is possible to buy Indivi and Osaka legs separately if the customer wishes a different look on the legs.

Modena is a modular sofa system that offers the same modules as you know them from the Indivi. Also, you will see a small Modena 1-seater. The many different modules help the customers cover their needs for seating in the family and make the most out of their space.

Modena will be priced even less expensive than Indivi. With the modern look – high modularity - great comfort – and very competitive prices, we are sure that this will attract new customers.





FABRIC COLLECTION

NEW COLORS

Colours and styling are two very important factors when decorating any home.

The fabric and leather collection is extremely important - it has a huge impact on the sale. Having the right surface in the right quality and colour on our beautiful designs is a must.

Last year, we added 3 new qualities to the fabric collection, and right now we have a very strong fabric and leather collection.

This year, we add new on-trend colours to the existing assortment.

As with the furniture designs – our main focus is to strengthen the entry level in the fabric collection. cement.

BRISTOL

The Bristol fabric is in price group 2. It is the perfect choice for an easy-to-maintain upholstery with beautiful looks. We extend the core grey/beige/black colour palette with 5 new colours.

Light Blue 3064, Blue 3065, Mustard 3066, Dusty Red 3067, Dark Green 3068,

Blue continues to ride its wave of interiors popularity. This season, the colour submerges into a deeper and more muted territory. The colour pairs best this season with dark oaks and other blue shades for a tone-in-tone look.

The rise of brown and the imprint of Pantone's 2019 colour of the year, Living Coral, create an appetite for terracotta and other earthy orange and burgundy tones.

These colours inspire feelings of warmth and comfort. Yellow will grow in popularity this season. At the time of writing, Pinterest reports a close to 50% rise in searches for Mustard Yellow, and the tone showed up in various guises across many industry fairs.







VELVET

The velvet collection has really proved its worth. And it moved from being a trend to being style essential. We have a strong colour palette in both Velvet and Cotton Velvet.

We extend the collection with the new colour Olive Green.

Velvet Olive Green 3134, Cotton Velvet Olive Green 3119,

This season, our dusty 2019/20 greens morph into muted organic shades. Colours range from olive tones to near-grey desaturated tints.

The palette delivers a sense of warm calm and helps satisfy our anti-tech-fuelled longing for the natural.



TOMELILLA

Tomelilla – the replacement for Trieste is now ready for ordering.

The fabric is available in Dark Brown 3140, Rose 3141, Grey 3142, Mustard 3143, Blue 3144.

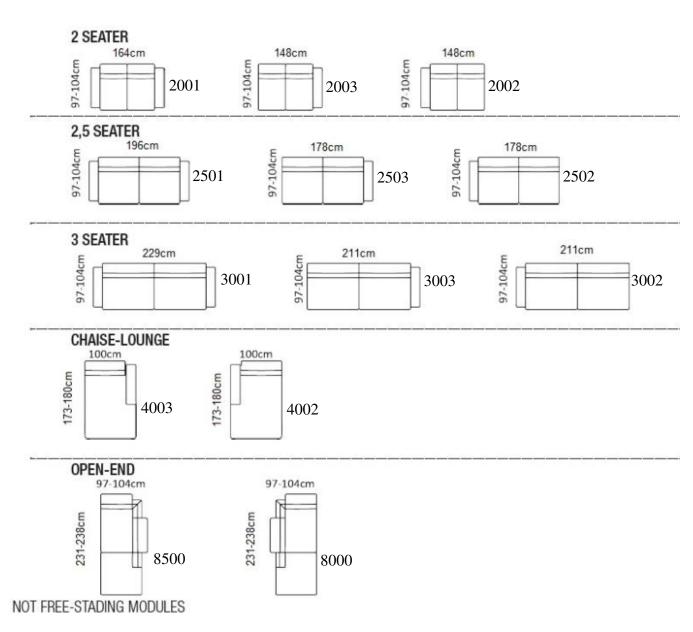
The Trieste became one of our best-selling fabrics even though it has not been displayed that much in the stores. Sales continued to increase steadily month by month. The fabric had a look and a feel that appealed very strongly to our customers - but it was too sensitive.

We have developed a new similar fabric - same look and feel – but with a stronger and not too sensitive/delicate composition.

Due to the changes in the composition of the fabric, we have been able to ensure a better price, and the new fabric Tomelilla is available in price group 5. A very competitive price for this look, which we know – based on sales - appeals very much to our customers.

ZÜRICH

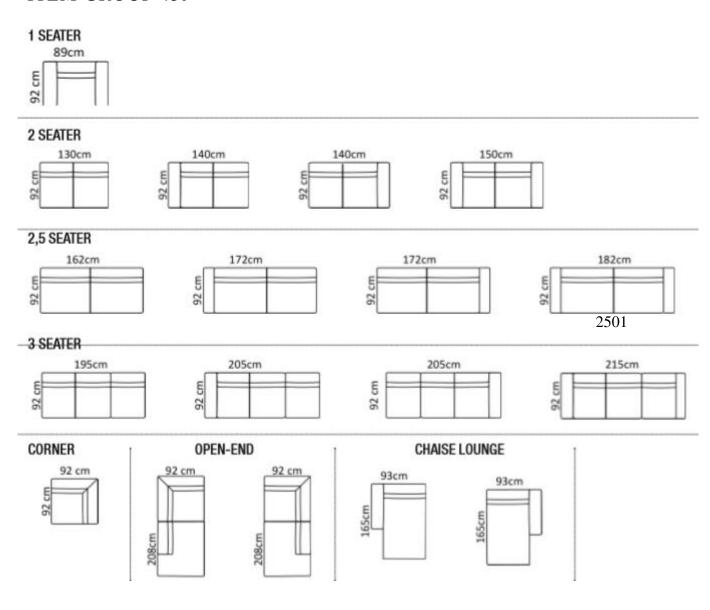
ITEM GROUP 442



Model 2502, 2503, 4002, 4003 available for ordering Update will follow week 25

MODENA

ITEM GROUP 439



Dimensions are approximately Model 2501 available for ordering Update will follow week 25

KINGSTON & PRINCETON

ITEM GROUP 439



370-T078 Dining table w. extension hxwxd 74,5x160/230x100 cm 1x370_5350, 1x370_6170



370-T079
Dining table w. extension hxwxd
74,5x197/267x100 cm
1x370_5250, 1x370_6130



Dining chair 2.pcs hxwxd 76,5x47x55,5 cm 1x400_2420, 1x402_2530

Available for ordering

FABRIC COLLECTION

NEW COLORS

Price Group	Color	Quality	Code
2	Light blue	Bristol	3064
2	Blue	Bristol	3065
2	Mustard	Bristol	3066
2	Rusty red	Bristol	3067
2	Dark green	Bristol	3068
5	Olive green	Velvet	3134
5	Dark brown	Tomelilla	3140
5	Rose	Tomelilla	3141
5	Grey	Tomelilla	3142
5	Mustard	Tomelilla	3143
5	Blue	Tomelilla	3144
8	Olive green	Cotton velvet	3119

Available for ordering

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