

PRESSNOTE / BERMUDA

## Eilersen's new sofa is a chameleon



**The Bermuda is Eilersen's new sofa offering. Its classic lines will suit any interior, and its classic cut provides a multitude of upholstery options. The Bermuda will be presented at this year's furniture fair in Stockholm as a chameleon. Its fabric colours, textures and composition make it easy to adapt it to any interior or home. The sofa will be available from Eilersen's international network of retailers.**

The Bermuda is a fusion of Eilersen's noble craftwork which has been refined and perfected over 120 years, and which has been redefined to meet the modern requirements a sofa, whose style, design and materials must be capable of underpinning any personality. The design is a new interpretation of the classic sofa, in which the back and arms emerge as one in order to slope a little on the inside to increase comfort. The Bermuda's depth makes it perfect to relax in and to fill with comfortable cushions of all kinds. Regardless of how it is upholstered, the sofa's stringent form always makes it appear like a tranquil element of the décor.

### **Can the Bermuda say something about who you are?**

The Bermuda can be placed in a free, playful and colourful interior or a classic and functional interior. Eilersen's broad range of textiles and leather afford customised solutions, so, with only a few accoutrements, the piece can say something about who is responsible for the house's décor.

Behind the Bermuda is a team of well-trained craftspeople who have created a sofa that can defy the everyday hours of use and wear. So whether it is a flexible frame of solid Scandinavian pine, or the cutters and seamstresses who provide the specific removable covers, the Bermuda can be delivered to those whose personal desires and clear ideas have put together their very own sofa, which Eilersen had the pleasure of producing.

For more information:

<http://www.eilersen.eu/>

<http://www.facebook.com/eilersen>

<http://www.instagram.com/eilersen>

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## **Background information**

### **N. Eilersen A/S**

Founded in 1895, the company has given name and life to many classics. Founder Niels Eilersen was the first in Denmark to use steam to shape wood, and innovation and tradition are still hallmarks of the company. Since the 1930s, N. Eilersen A/S has produced furniture with a focus on top quality materials, comfort and durability. This strategy has made Eilersen a well-known and recognized brand both nationally and internationally, and several of their sofa models carry the designation “state of the art”. N. Eilersen A/S is a family business, currently operated by the fourth generation.

The fact that a piece of furniture bears the Eilersen name is a guarantee of excellent quality, comfort and unique durability.