

PRESSNOTE / BUTTERFLY

Butterfly with a Bohemian touch - New product from Eilersen



Eilersen is renowned for its comfortable furniture. Furniture that helps you enjoy your time off and lets the family relax. Now, Eilersen is launching a collection consisting of two- and three-seater sofas that come with an armchair. Butterfly is designed around a delicate frame with down-filled seat and back cushions and armrests.

This new model is called Butterfly.

Danish-Japanese partnership

Eilersen cannot take full credit for the Butterfly concept. Butterfly was conceived and sketched by Japanese designer Yuzuru Nishiyama, in collaboration with Jens Juul Eilersen. The idea behind Butterfly was to create a sofa that balances the formal and the informal.

Dual expression

Butterfly has two expressions. From the back, it appears slim, minimalistic and quite formal, whereas from the front its look is dominated by the soft, down-filled cushions with visible stitching. These stitches give Butterfly a softer look, with a Bohemian touch. With its tall cushions, the sofa is the best and most convenient place in your home to rest or just sit and chat.

With its slim body and slender, stainless steel legs, Butterfly is a light sofa, perfectly suited for smaller living rooms or as a soft touch in the dining room.

A wooden frame

With a knotless pinewood frame and down-filled cushions, Butterfly is made of strong, solid materials, much like Eilersen's other sofas, so you can expect its shape and comfort to last a long time. Eilersen offers its

large assortment of textiles, so each individual can choose the colour, texture and composition of the product.

At the design fair in Stockholm, Eilersen has decided to introduce Butterfly in a rough fabric, available in 4 colours.

Product specifications:

Designer: Nishiyama/Eilersen's design team

Dimensions: Butterfly is available as a sofa in 200 and 220 cm.

Come and experience Butterfly and Eilersen's unique universe at the Stockholm Furniture & Light fair.

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.