

PRESSNOTE / FATTY

Fatty is a new, large, wide and soft Eilersen sofa



15 years ago, Jens Juul Eilersen, designed the Baseline couch. With its depth, broad armrests and excellent comfort, it became one of Eilersen's greatest successes. Jens Juul Eilersen has returned to his drawing table and reinterpreted the sofa which gained the Eilersen brand international recognition. Fatty will be launched at the Stockholm Furniture & Light Fair in February and will go on sale in Scandinavia, Europe, America and Asia in April.

New ideas are generally born when Jens Juul Eilersen opens his sketchpad. For example, the Baseline was designed to inaugurate Eilersen's new factory and production facilities. And Fatty will celebrate the opening of Eilersen's own showroom in New York.

The sofa has a wide, low back and armrests and a deep seat. The combination of elegant and practical features makes the Fatty suitable for placing in the middle of a room, like a sculpture. The wide armrest is a practical place for a tray, a book or simply as a comfortable headrest or a supportive armrest.

Culmination of furniture knowledge

The Fatty is a culmination of Jens Juul Eilersen's knowledge of how a couch must be dimensioned and constructed. What dimensions are required to make it appear elegant despite its size and its many cushions, and how to build a base of solid Scandinavian pine, upholstered with a sandwich construction of stable foam of varying stiffness so that it does not lose its shape or comfort. Just like Eilersen's other sofas, the Fatty comes with removable covers so that can always be replaced should you desire a different textile.

Jens Juul Eilersen's concept for the Fatty was to provide a shell and leave it up to the individual to decide the final result. Whether it consists of symmetrical or asymmetrical modules is entirely up to each individual.

For more information:

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

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

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

For more information, loans and picture material for editorial use, please contact:

PR Manager Lisa Kjær +45 2380 7813 lkj@eilersen.eu

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.