

New design

# CLASSICS





“Good design is not just what looks good. It also needs to perform, convert, astonish, and fulfill its purpose.”

Ivan Chermayeff

*We can't wait*  
**TO SHOW YOU  
ALL OUR BEAUTIFUL  
NEW DESIGNS!**

We are proud to introduce our latest line of products! Our team has put their heart and soul into creating items that are not only comfortable and functional, but also designed to inspire you to reach new heights.

At the heart of our design philosophy is the belief that great products can transform the way you work, relax and live. Our new designs are made with you in mind, from the materials used to the intricate details of the design.

We have poured countless hours of research and development into each chair to ensure they offer the perfect combination of comfort, style and functionality. We believe that when you sit in one of our chairs, you will feel inspired to take on whatever comes your way.

Our chairs are more than just a place to sit. They are an extension of who you are and what you can achieve. They are crafted to support your body, your mind, and your soul, so that you can be your very best self.

Best regards,



**SANNE PROTIN**  
Designer & CEO at DAN-FORM

# Inspired by THE BOLD & BEAUTIFUL

With every passing year, interior design trends continue to evolve, bringing new styles and ideas to the forefront.

For our spring 2023 launches, we drew inspiration from a diverse range of sources, blending traditional and modern elements to create a truly unique and memorable aesthetic. Here are some of the key inspirations that shaped our collection:

1. **Nature** - We believe that the natural world offers endless inspiration, from its earthy color palettes to the use of natural materials. Our designs are infused with a sense of organic beauty and harmony, creating spaces that feel grounded and connected.
2. **Retro style** - With retro-inspired design making a comeback in recent years, our 2023 collection embraces this trend. Drawing inspiration from mid-century modern design and other vintage aesthetics, we incorporated playful colors and classic shapes to create a sense of nostalgia and fun.
3. **Global cultures** - We celebrate the diversity of the world's many cultures and believe they hold endless inspiration. Our new releases reflect this diversity and draw on a wide range of global influences to create a truly international look and feel.

At the end of the day, our designs are all about creating spaces that are not only beautiful but also functional and inspiring. Whether you're transforming your home or business, we're confident that our collection offers something truly special.

*The design process is a journey of exploration and experimentation, where ideas are refined and shaped into tangible concepts.*



*We are excited to launch our new PARAGON Lounge Chair, featuring elegantly curved seating and sophisticated ash wood legs, making it a stylish addition to any space.*

*"It's not just a style, it's a celebration of personality, creativity, and self-expression through design."*

Sanne Protin

## Timeless classics IN NEW ATTIRE

We are excited to announce that the ARCH chair is now available from stock with sophisticated ash and walnut legs that extend slightly up the back, creating a distinctive and elegant appearance. Additionally, it boasts a stunning combination of bouclé fabric and artificial leather upholstery.



Introducing another exciting combination - our GAIA chair is now available from stock in our opulent bouclé fabric, coupled with the new and trendy 'Antique Brass' or 'Pewter' legs.

**SPECIAL REQUESTS**  
for upholstery, legs, colours & materials can be accommodated.

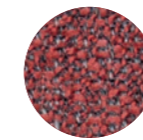


The HYPE chair, which is our top-selling product, is now offered from stock in a new variant. You can now get it in 'Distressed Blue' artificial leather, along with the characteristic Pewter legs.

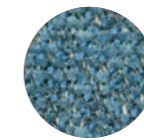
## New editions

# NUBUCK FABRIC & NEW COLOURS

Our new colors for 2023 are Dark Blue and Red Ochre. Additionally, we are pleased to introduce a plush and opulent nubuck fabric that features a suede-like texture and an exquisite range of hues that shift with the changing light.



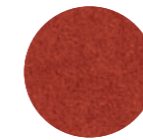
Red Ochre  
Bouclé fabric



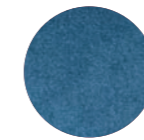
Dark Blue  
Bouclé fabric



Distressed Blue  
Artificial leather



Red Ochre  
Nubuck fabric



Dark Blue  
Nubuck fabric



Bone White  
Nubuck fabric



Cashmere  
Nubuck fabric



Raven Black  
Nubuck fabric



## EXCLUSIVE HAND FINISHED LEGS

The latest trends for 2023/2024 suggest that metallic colors will remain in high demand. We now offer 'Antique Brass' and 'Pewter' as an option for our current collection.

Our 'Antique Brass' and 'Pewter' legs undergo a meticulous process that includes multiple steps. The legs are first powder-coated, then the antique brass or pewter hue is applied by hand, and finally, a clear coat of matte lacquer is added for a flawless finish. This stunning finish is available for chairs, bar and counter stools, lounge chairs, as well as the ECLIPSE table legs.



# BULL

Chair

The BULL chair comes across with a powerful yet inviting look. The back is extended to each side and bears a resemblance to horns. Slim, conical legs combined with the fabric upholstery bring softness to the design.

## PRODUCT DETAILS

Designer: Sanne Protin

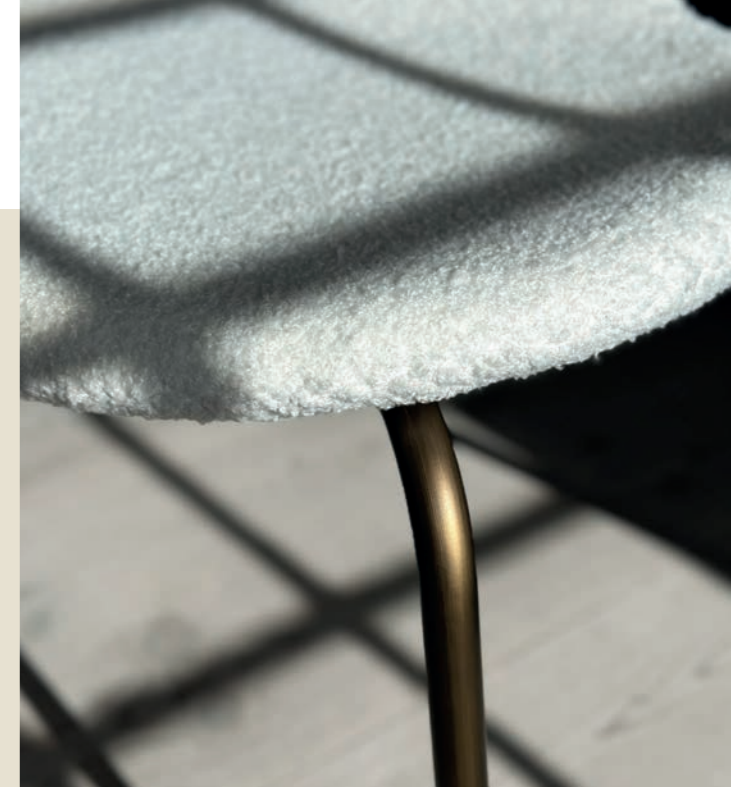
H: 84 cm

W: 68 cm

D: 59 cm

SH: 48 cm

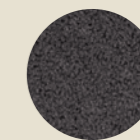
Cbm/pcs: 0.129 m3



## AVAILABLE FROM STOCK IN:



Snow RPES,  
antique brass  
legs



Stone RPES,  
black legs

### PLEASE NOTE

Not available  
in artificial  
leather

## INSPIRATIONAL COMBINATIONS

The BULL chair can be custom ordered in various combinations:



Bouclé fabric with  
antique brass colour  
metal legs



Bouclé fabric with black  
metal legs



Bouclé fabric with  
tone-on-tone metal legs

# CARRY

Chair

With organic shapes and an elegant swivel base, the CARRY chair offers a beautiful design element to your decor. The armrests effortlessly form as an extension of the moulded seat and back, and the chair has a light, contemporary expression.



## PRODUCT DETAILS

Designer: Says Who

H: 82 cm

W: 66 cm

D: 62 cm

SH: 47 cm

Cbm/pcs: 0.158 m3

## AVAILABLE FROM STOCK IN:



Bone White bouclé, antique brass swivel base



Black art. leather, black swivel base

## INSPIRATIONAL COMBINATIONS

The CARRY chair can be custom ordered in various combinations:



Bouclé fabric with antique brass swivel base with auto-return



Artificial leather with black swivel base with auto-return



Bouclé fabric with tone-on-tone swivel base with auto-return



### SMART FUNCTION

The CARRY swivel base comes with auto-return functionality.



NEW RELEASE 2023

The CRIB Collection consists of chairs, bar & counter stools and lounge chairs.

# CRIB

Bar & counter stool

The CRIB bar & counter stool combines midcentury classics with a modern feel. The beautiful design features include a veneer back upholstered on the inside, the back wrapping around and extending into armrests in a beautiful curve, and slim, slightly conical legs for a light and elegant look.

## PRODUCT DETAILS

Designer: By Georgsen

BAR

H: 101.5 cm

W: 56 cm

D: 51.5 cm

SH: 74 cm

Cbm/pcs: 0.205 m3

COUNTER

91 cm

56.5 cm

49 cm

64 cm

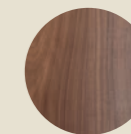
0.180 m3



## AVAILABLE FROM STOCK IN:



Oak veneer,  
black legs



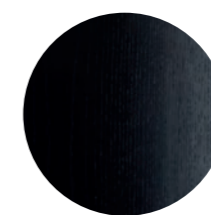
Walnut veneer,  
black legs

## INSPIRATIONAL COMBINATIONS

The CRIB bar & counter stool can be custom ordered in various combinations:



Artificial leather upholstery  
with wood veneer and black  
metal legs.



Ash veneer,  
black legs



Oak veneer,  
black legs



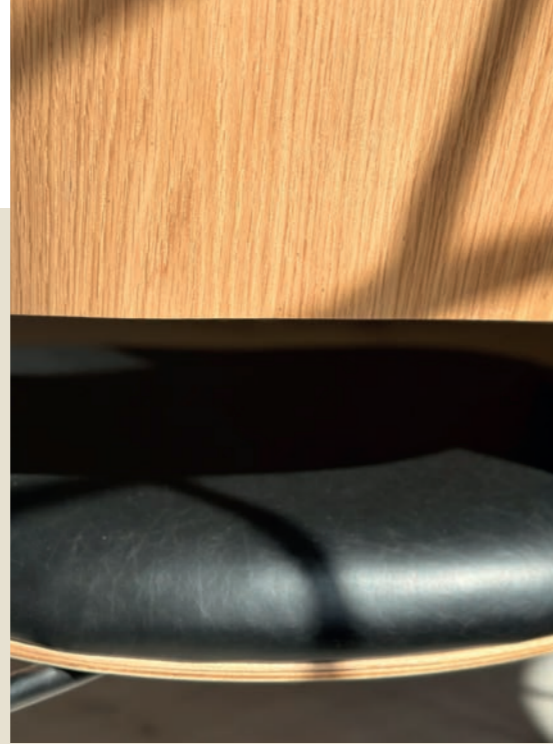
Walnut veneer,  
black legs

Should you have other requests for upholstery or leg colours/materials, please let us know and we will do our best to meet your requirements.

# CRIB

Lounge chair

The CRIB lounge chair by Georgsen combines midcentury classics with a modern feel. The beautiful design features include a veneer back upholstered on the inside, the back wrapping around and extending into armrests in a beautiful curve, and slim, slightly conical legs for a light and elegant look.



## PRODUCT DETAILS

Designer: By Georgsen

H: 76 cm

W: 77 cm

D: 70 cm

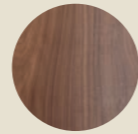
SH: 41.5 cm

Cbm/pcs: 0.392 m3

## AVAILABLE FROM STOCK IN:



Oak veneer,  
black legs



Walnut veneer,  
black legs

## INSPIRATIONAL COMBINATIONS

The CRIB lounge chair can be custom ordered in various combinations:



Ash veneer,  
black legs



Oak veneer,  
black legs



Walnut veneer,  
black legs

Artificial leather upholstery  
with wood veneer and black  
metal legs.

Should you have other requests for upholstery or leg colours/materials,  
please let us know and we will do our best to meet your requirements.

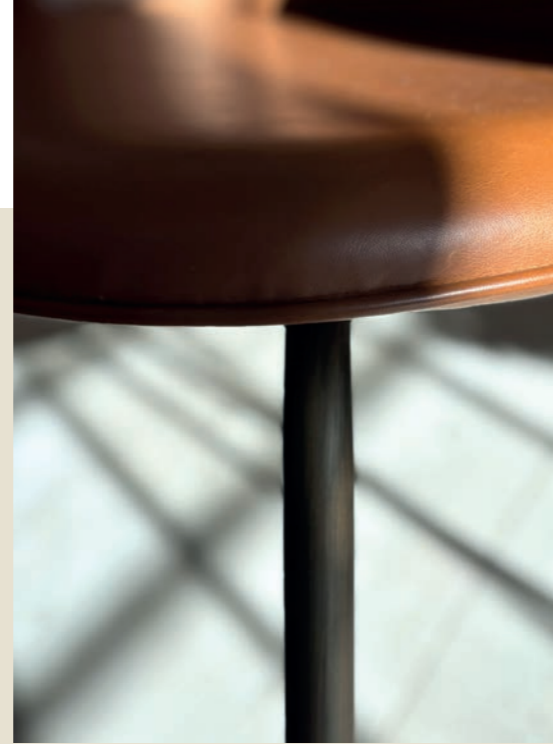




# EDEN

Chair

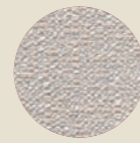
The EDEN chair has a regal presence. The curved back has a delicate finish around the rim and a subtle arch for superb comfort. Combined with straight, conical legs, the EDEN chair presents itself as a graceful and elegant design.



## PRODUCT DETAILS

Designer: Says Who  
H: 78.5 cm  
W: 57.5 cm  
D: 56 cm  
SH: 48 cm  
Cbm/pcs: 0.101 m3

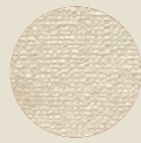
## AVAILABLE FROM STOCK IN:



Casmere  
bouclé,  
black legs



Raven Black  
bouclé,  
black legs



Bone White  
bouclé, antique  
brass legs

## INSPIRATIONAL COMBINATIONS

The EDEN chair can be custom ordered in various combinations:



Bouclé fabric with  
antique brass legs



Artificial leather with  
black metal legs



Bouclé fabric with black  
metal legs





The GLAM Collection consists of chairs, bar & counter stools, lounge chairs and office chairs.

NEW RELEASE 2023

# GLAM

Lounge chair - high back

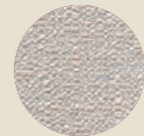
A modern version of the classic wingchair, the GLAM lounge chair with a high back oozes comfort and relaxation. It has soft, organic shapes and a comfy seat. The legs extend a little up the back, adding that little something extra to the design.

## PRODUCT DETAILS

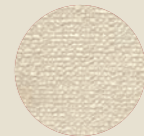
PRODUCT DETAILS  
Designer: Sanne Protin  
H: 104 cm  
W: 76 cm  
D: 86 cm  
SH: 42 cm  
Cbm/pcs: 0.441 m3



## AVAILABLE FROM STOCK IN:



Pebble Earth bouclé, black legs



Bone White bouclé, antique brass legs

## INSPIRATIONAL COMBINATIONS

The GLAM lounge chair can be custom ordered in various combinations:



Bouclé fabric with black metal legs



Bouclé fabric with tone-on-tone metal legs



Bouclé fabric with antique brass metal legs



Artificial leather with black metal legs

# GLAM

Lounge chair - low back

The GLAM lounge chair with a low back is a graceful statement piece that offers a high design value. With its organic shapes, soft curves and a comfy seat, the GLAM lounge chair is a wonderful addition to any lounge area.

## PRODUCT DETAILS

Designer: Sanne Protin

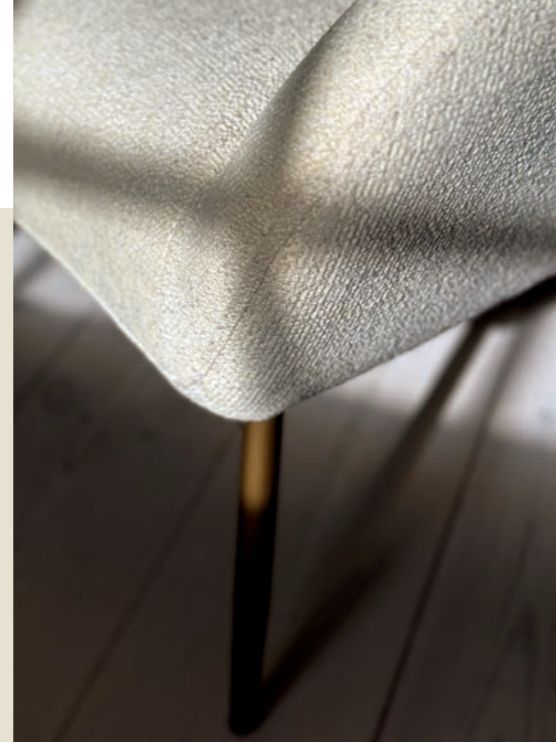
H: 85 cm

W: 74 cm

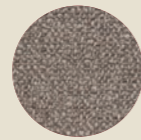
D: 82 cm

SH: 42 cm

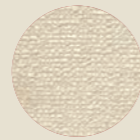
Cbm/pcs: 0.441 m3



## AVAILABLE FROM STOCK IN:



Pebble Earth  
bouclé,  
black legs



Bone White  
bouclé, antique  
brass legs



Art. leather,  
black legs

## INSPIRATIONAL COMBINATIONS

The GLAM lounge chair can be custom ordered in various combinations:



Bouclé fabric with black  
metal legs



Bouclé fabric with tone-  
on-tone metal legs



Bouclé fabric with  
antique brass metal legs



Artificial leather with  
black metal legs

## SPECIAL REQUESTS

for upholstery, legs,  
colours & materials  
can be accom-  
modated.





# GLAM

Foot stool

The GLAM foot stool is a perfect fit with both the high back and low back versions of the GLAM lounge chair. Use it as a footrest or an extra seat around the coffee table.

## PRODUCT DETAILS

Designer: Sanne Protin  
H: 39 cm  
W: 55 cm  
D: 51 cm  
SH: 39 cm  
Cbm/pcs: 0.112 m3

**SPECIAL REQUESTS**  
for upholstery, legs, colours & materials can be accommodated.

## INSPIRATIONAL COMBINATIONS

The GLAM foot stool can be custom ordered in various combinations:



Bouclé fabric with black metal legs

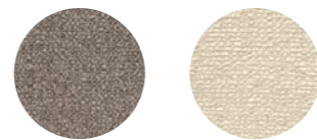


Bouclé fabric with tone-on-tone metal legs



Bouclé fabric with antique brass metal legs

## AVAILABLE FROM STOCK IN:



Pebble Earth bouclé, black legs  
Bone White bouclé, antique brass legs

## INSPIRATIONAL COMBINATIONS

The GLAM office chair can be custom ordered in various combinations:

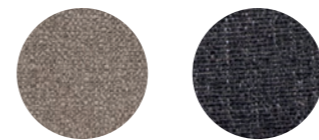


Bouclé fabric with black office base



Artificial leather with black office base

## AVAILABLE FROM STOCK IN:



Pebble Earth bouclé, black office base  
Raven Black bouclé, black office base



# GLAM

Office chair

The GLAM office chair is a stylish choice for any home office. The seat offers organic shapes and soft curves along with a high seat comfort.

## PRODUCT DETAILS

Designer: Sanne Protin  
H: 75-85 cm  
W: 60 cm  
D: 61 cm  
SH: 42-52 cm  
Cbm/pcs: 0.441 m3



“Glory is the reward for those who strive for excellence.”

# GLORY

Chair

The GLORY chair, has a fresh and funky design. Its back forms into “wings” on each side, creating a beautiful curved back which, in combination with the extended legs on the back, makes the chair interesting to look at from any angle.

## PRODUCT DETAILS

Designer: By Georgsen

H: 85 cm

W: 50 cm

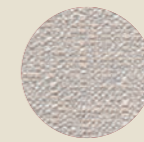
D: 60 cm

SH: 49 cm

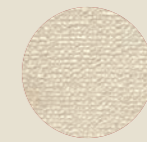
Cbm/pcs: 0.1116 m3



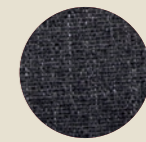
## AVAILABLE FROM STOCK IN:



Cashmere bouclé, black legs



Bone White bouclé, antique brass legs



Raven Black bouclé, black legs

## INSPIRATIONAL COMBINATIONS

The GLORY chair can be custom ordered in various combinations:



Bouclé fabric with black metal legs



Bouclé fabric with antique brass legs



Bouclé fabric with tone-on-tone legs



**SPECIAL REQUESTS**  
for upholstery, legs, colours & materials can be accommodated.

NEW RELEASE 2023

# MENTA

Chair

The MENTA chair by designer duo Says Who, has a light, playful look. Slim legs and decorative stitching on the sides of the seat and back, makes the chair stand out.

### PRODUCT DETAILS

Designer: Says Who  
H: 81 cm  
W: 46 cm  
D: 53 cm  
SH: 48 cm  
Cbm/pcs: 0.106 m3



### AVAILABLE FROM STOCK IN:



Cashmere bouclé, black legs



Bone White bouclé, antique brass legs

### INSPIRATIONAL COMBINATIONS

The MENTA chair can be custom ordered in various combinations:



Bouclé fabric with black metal legs



Bouclé fabric with antique brass legs



Bouclé fabric with tone-on-tone legs



The ORBIT Collection consists of chairs, bar & counter stools, lounge chairs & footstools

# ORBIT

Chair

The ORBIT chair has a very distinctive look with a round, softly upholstered seat and a wrap-around back. Elegant, conical legs create a sophisticated look.

## PRODUCT DETAILS

Designer: Amtorp Design

H: 80 cm

W: 60 cm

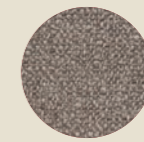
D: 56 cm

SH: 47.5 cm

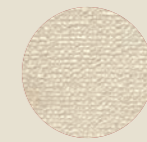
Cbm/pcs: 0.177 m3



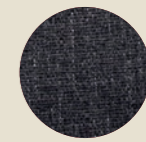
## AVAILABLE FROM STOCK IN:



Pebble Earth  
bouclé,  
black legs



Bone White  
bouclé, antique  
brass legs



Raven Black  
bouclé,  
pewter legs

## INSPIRATIONAL COMBINATIONS

The ORBIT chair can be custom ordered in various combinations:



Bouclé fabric with  
black metal legs



Bouclé fabric with  
antique brass legs



Bouclé fabric with  
tone-on-tone legs



# ORBIT

Bar & counter stool

The ORBIT bar & counter stool has a very distinctive look with a round, softly upholstered seat and a wrap-around back. Elegant, conical legs create a sophisticated look.

## PRODUCT DETAILS

Designer: Amtorp Design

BAR

H: 102.5 cm

W: 51 cm

D: 55.5 cm

SH: 67.5 cm

Cbm/pcs: 0.250 m3

COUNTER

92.5 cm

51 cm

55.5 cm

67.5 cm

0.250 m3

### SPECIAL REQUESTS

for upholstery, legs, colours & materials can be accommodated.

## INSPIRATIONAL COMBINATIONS

The ORBIT bar & counter stool can be custom ordered in various combinations:



Bouclé fabric with pewter legs



Bouclé fabric with black metal legs

## INSPIRATIONAL COMBINATIONS

The ORBIT lounge chair can be custom ordered in various combinations:

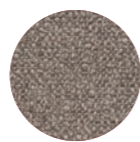


Bouclé fabric with pewter legs

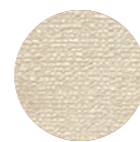


Bouclé fabric with pewter legs

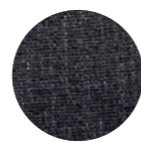
## AVAILABLE FROM STOCK IN:



Pebble Earth bouclé, black legs

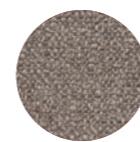


Bone White bouclé, antique brass legs

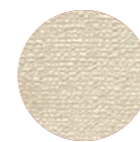


Raven Black bouclé, pewter legs

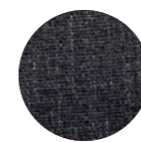
## AVAILABLE FROM STOCK IN:



Pebble Earth bouclé, black legs



Bone White bouclé, antique brass legs



Raven Black bouclé, pewter legs



# ORBIT

Lounge chair

The ORBIT lounge chair has a very distinctive look with a round, softly upholstered seat and a wrap-around back. Elegant, conical legs create a sophisticated look.

## PRODUCT DETAILS

Designer: Amtorp Design

H: 85 cm

W: 84.5 cm

D: 82 cm

SH: 43 cm

Cbm/pcs: 0.546 m3



# PARAGON

Lounge chair

The PARAGON lounge chair by Ebbe Gehl has a slim yet curvy seat and back, mounted on a metal frame with sophisticated ash legs leaving a small gap between the legs and the seat to make the seat look almost floating. The legs extend a little up the back, for a distinct, elegant look.



## PRODUCT DETAILS

Designer: Ebbe Gehl

H: 78 cm

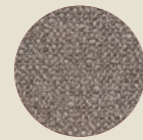
W: 69 cm

D: 69 cm

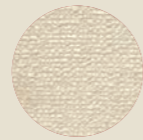
SH: 40 cm

Cbm/pcs: 0.254 m3

## AVAILABLE FROM STOCK IN:



Pebble Earth  
bouclé,  
black stained  
ash legs



Bone White  
bouclé,  
oak legs



Art. leather,  
black stained  
ash legs

## INSPIRATIONAL COMBINATIONS

The PARAGON lounge can be custom ordered in various combinations:



Bouclé fabric with  
black stained ash legs



Artificial leather with  
black stained ash legs



The PARAGON Collection  
consists of chairs, bar & counter  
stools and lounge chairs.



The ROVER Collection consists of armchairs, bar & counter stools, lounge chairs and office chairs.

RELEASE 2023

# ROVER

*Office chair*

The ROVER office chair is a lavish design, perfect for the stylish home office. The back twists into comfortable armrests and gives the office chair a characteristic look. Match your office furniture with your dining chairs, bar stools or lounge chairs from the same series.

## PRODUCT DETAILS

Designer: Says Who  
H: 72-82 cm  
W: 60 cm  
D: 62 cm  
SH: 41.5-51.5 cm  
Cbm/pcs: 0.146 m3



## AVAILABLE FROM STOCK IN:



Light brown art. leather, black base



Black art. leather, black base

## INSPIRATIONAL COMBINATIONS

The ROVER office chair can be custom ordered in various combinations:



Bouclé fabric with black office base



Artificial leather with black office base

## New designs 2023

# MAKING A LASTING IMPACT

Inspired by the past and always looking towards the future, our designs inspire cherished moments and memories to last a lifetime. We take great pride in offering designs that are not only beautiful but also functional and comfortable.



**ARCH**  
Chair



**BULL**  
Chair



**CARRY**  
Office chair



**CRIB**  
Lounge chair



**CRIB**  
Bar & counter stool



**ECLIPSE**  
Round table



**ECLIPSE**  
Oval table



**EDEN**  
Chair



**GAIA**  
Chair



**GLAM**  
Chair



**GLAM**  
Lounge chair - high back



**GLAM**  
Lounge chair - low back



**GLAM**  
Foot stool



**GLAM**  
Office chair



**GLORY**  
Chair



**HYPE**  
Chair



**LOOP**  
Chair



**MENTA**  
Chair



**ORBIT**  
Chair



**ORBIT**  
Bar & counter stool



**ORBIT**  
Lounge chair



**PARAGON**  
Chair



**PARAGON**  
Lounge chair



**ROVER**  
Office chair



**SAVA**  
Chair

**SPECIAL REQUESTS**  
for upholstery, legs, colours & materials can be accommodated.



## Don't hesitate to GET IN TOUCH

We appreciate your interest in our products and are excited to provide you with more information regarding pricing, delivery times, and any other details you may require. Our team is dedicated to ensuring that you have all the necessary information to make an informed decision when selecting our products.

Please do not hesitate to reach out to us. We are always happy to assist you in any way possible and are confident that we can provide you with the quality service that you deserve.



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