

Fredericia

1 9 1 1

PRESS RELEASE
NOVEMBER 2018

NEWS:

FREDERICIA CELEBRATES LAUNCH OF LONDON SHOWROOM

Fredericia announces the opening of its London showroom. Housed in a former Victorian warehouse in Clerkenwell the showroom sits adjacent to Whitecross Street, home to London's oldest and still bustling street market.

It was the vibrant area that drew Fredericia to choose this location, as well as sitting in the heart of the East London design hub, Clerkenwell.

The showroom is designed for clients, business partners and the architecture and design community who will be able to explore and experience the furniture brand first-hand as well as appreciate its meticulous craftsmanship and Nordic heritage within its new London home.

The space will showcase a wide range of its Modern Originals collection featuring both iconic and new pieces designed by the likes of Børge Mogensen, Jasper Morrison and Space Copenhagen, with other high profile collaborations in the pipeline. The collection offers timeless design, creating warm ambiance in any interior, through the use of natural materials, such as solid wood and exclusive European leathers, re-defining luxury in a modern world.

Hosting regular events, talks and collaborations over the annual design calendar, the space will be a hive of activity that will continue to show the most up-to-date collection throughout the year.

"The showroom is a new platform and communication tool for us where our clients can experience Fredericia products first-hand. This is a way to bring our products, ideas and values closer to our UK clients as well as to the international design community who visit this incredible city." - Kaja Møller, CEO.

Having a London showroom is a significant move for Fredericia, demonstrating the continuous growth and expanding network of the brand and its commitment to investing in the UK market.

Address:
Fredericia Showroom
1 Dufferin Street
London EC1Y 8NA

Opening hours:
By appointment only

Contact:
Thomas Cornick
Area Sales Manager UK & Ireland
Mobile: +44 7879 496 026
Mail: tco@fredericia.com

About Fredericia
Founded in 1911, the family-owned company has built up a strong tradition of creating beautifully crafted and innovative design, developed in close collaboration with a carefully chosen circle of internationally acclaimed designers.

PRESS CONTACT
Michael Schönwiese
PR & Social Media Manager
+45 2829 1277
msc@fredericia.com

Discover more at fredericia.com / [Facebook](#) / [Instagram](#) / [LinkedIn](#) / [Pinterest](#)