

Facts and Figures

Design House Stockholm

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| Company founded | 1992 by Anders Färdig |
| Owners | Anders Färdig 69%, Gunnar Dahl 30%, Anders Nyrén 1% |
| CEO | Anders Färdig |
| Board of Directors | Börje Fors (Chairman of the board), Anders Färdig, Gunnar Dahl, and Margareta van den Bosch |
| Headquarters | Stockholm |
| Employees | Approximately 60 employees |
| Markets | Europe, Asia, USA, Canada, Australia and New Zealand |
| Turnover 2010 | 99 MSEK (retail value 220 MSEK) |

Design House Stockholm is acting as a publishing house for designers. Collaborations with an extensive network of more than 70 designers.

Brand philosophy

"Don't make something unless it is both necessary and useful; but if it is both necessary and useful, don't hesitate to make it beautiful."

Target group

Open minded people with a mental age between 25 and 45 years and with a high interest in functional and beautiful design objects with a special Scandinavian touch.

Kind of products

Living accessories, furniture, lighting and fashion.

Price range

High quality products at affordable prices.

Presence at the major international fairs

Maison et Objet, Paris. Accent on Design, New York. Stockholm Furniture Fair.

Retail

Global distribution network consisting of 7 wholly owned Design House Stockholm stores, several shop-in-shop solutions and partner boutiques. 500 retail partners in Europe, 200 in USA and 100 in Asia. Sales at prestigious stores e.g. the Museum of Modern Art stores in New York and San Francisco, Louisiana Museum of Modern Art in Denmark, Illums Bolighus in Copenhagen, Oslo and Stockholm, Stockmann in Helsinki, The Frozen Fountain in Amsterdam, Galeries Lafayette in Paris, KaDeWe in Berlin, Skandium in London, La Rinascente in Milan, Spazio Sette in Rome, Vinçon and Pilma in Barcelona, Cibone, Bals and Seibu in Tokyo, and R.G. Madden in Melbourne and Sydney.

Design awards & acknowledgements

Several products have been given Excellent Swedish Design, Red Dot Design Award, Accent on Design Award, Design Plus and Elle Deco Design Award.