

# NEW LEATHER NAMES


## FURNITURE

Fritz Hansen have created new names for all of our leather types. Following on from the decision to launch our own textile range, Christianshavn, we are taking a further step towards developing and offering a completely authentic design experience, where not only the design of the product, but also the material and name, are part of the total experience.

The new names describe more explicitly the leather quality types, giving the end consumer the ability to appreciate true Fritz Hansen quality, through their own experience, as with all our furniture. Together with the look and feel, the material adds to the design and create the complete Fritz Hansen experience.

ESSENTIAL

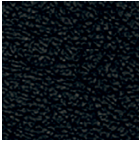
OLD NAME: BASIC



BLACK


WILD

OLD NAME: EXTREME




BLACK


SOFT




BLACK




BLACK BROWN



COGNAC



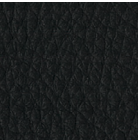
WALNUT




BRIGHT RED

AURA


OLD NAME: CLASSIC




BLACK



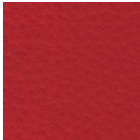
BLACK BROWN



COGNAC



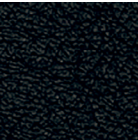
WALNUT



BRIGHT RED

GRACE


OLD NAME: ELEGANCE



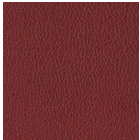
BLACK



DARK BROWN



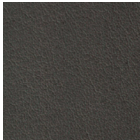
WALNUT



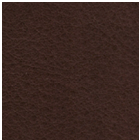
INDIAN RED

EMBRACE

OLD NAME: SENSE




CONCRETE GREY



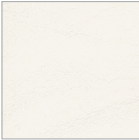
CHOCOLATE

WHITE



WHITE


OPTICAL WHITE



OPTICAL WHITE


RUSTIK

OLD NAME: RUSTIC



RUSTIK

NATURAL



NATURAL

## ACCESSORIES

RAW

OLD NAME: KANSAS

INTENSE

OLD NAME: COWBOY