



FRITZ HANSEN'S CHOICE 2017 - SERIES 7™
Design by Arne Jacobsen, 1955

REPUBLIC OF **Fritz Hansen**®
EST. 1872

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DESIGN BY ARNE JACOBSEN, 1955

Danish design in bloom

Fritz Hansen's Choice 2017 pays homage to Japan and combines the feminine colours of the Sakura bloom during spring time with the minimalistic form of Danish design functionality.

The result is a new interpretation of Arne Jacobsen's iconic Series 7™ that explores the natural surroundings and our deep understanding of materials.

Colours & materials

The shell comes in two colours - the deep red Merlot and the serene pastel Nude - which have been developed and perfected over time in our design studio to match with the 4-legged base that comes in a rose gold coating to complete a softer colour palette.



NUDE



MERLOT

