

PRESS RELEASE

Outdoors is the new indoors

de Sede launches its sculptures as outdoor furniture thanks to the latest technologies

Klingnau, January 2024 – Swiss furniture manufacturer de Sede has gone one step further – outdoors and into nature: this spring the furniture manufacturer will be launching its distinctive sculptures for outdoor use, including icons like the ‘Tatzelwurm’ DS-600 SNAKE and the DS-1025 TERRAZZA. Monika Walser, CEO of de Sede: “Our very own construction methods and groundbreaking technologies bring our furniture into the open air as completely weatherproof objects. Once again we have proven that we are experts in everything we do and create unique sculptures handcrafted in Switzerland.”

As a world-renowned company in the premium sector, de Sede is known not only for its masterful craftsmanship and distinctive design language, but also for its ability to innovate, its sustainability and its flexibility. The boundaries between indoor and outdoor living are becoming increasingly blurred and so the outdoor icons by de Sede are right on cue, combining the desire for distinctive design with the desire for comfort. Aesthetic details, precision and a high-quality finish are at the forefront of everything this company from Aargau does, which is why it has taken its time to produce six of its icons for outdoor use.

Whether the ‘Tatzelwurm’ (DS-600, SNAKE), sofa elements (DS-1025, TERRAZZA), revolutionary mechanisms (DS-164, SLIDE), hybrid recliner chair (DS-266, YOGA), daybed (DS-80, MEMORY) or modular seating system with an adjustable backrest (DS-167, ISLAND) – the leather furniture which has characterised timeless, modern indoor living for decades is now available as outdoor furniture with exactly the same distinctive design and a range of fabric covers to choose from.

Arben Mehmeti, COO at de Sede explains: Thanks to the latest technologies, living in the open air has become a reality: completely rustproof frames, water-repellent or permeable fabric covers and specially developed padding ensure a new quality standard for outdoor furniture. Nevertheless, de Sede is standing by its history and tradition: “We haven’t developed a special outdoor collection but have transformed our legendary premium indoor furniture into weatherproof design icons for outdoor use.”

Special antibacterial and mould-repellent outdoor foam padding in sandwich form (Sede-Out) ensures sufficient ventilation and prevents waterlogging. Different densities ensure optimum seating comfort. Alongside the sustainable composite boards and stainless steel screws in the subframe, metal parts are used that, thanks to cathodic dip painting (CDP or e-coating), have a smooth, shiny finish and are both impact and scratch resistant, non-corrosive and malleable. The wooden frames are made of solid, outdoor-compatible, oiled wood.

Whether outdoors or indoors: de Sede is still de Sede – with the highest standards in terms of processed materials, the originality of the sculptures and the competence and quality of our master craftspeople. The outdoor furniture by de Sede helps people to set up their outdoor living room in style and create finished living spaces.

As a company with a long tradition and a rich heritage, de Sede affirms the sustainability of its weatherproof outdoor furniture with a one-off, five-year guarantee. CEO Monika Walser: “This emphasises our credibility and competence in the processing of premium materials in the areas of construction, fabric and padding. The multi-year guarantee is our commitment to our quality.”

The largely modular outdoor furniture by de Sede is not only suitable for use on private terraces and lawns but has also been used on yachts. Other locations for the classic outdoor sculptures by de Sede are the outdoor areas of premium hotel chains, parks and public spaces in cities, golf resorts and museums – anywhere where timeless design, all-round comfort and outstanding quality create an easygoing atmosphere and serenity in the open air: on nature’s stage, de Sede’s outdoor furniture plays the leading role.

About de Sede

The de Sede brand is characterised by outstanding craftsmanship, excellent design skills and the best materials. The manufacturing firm from Klingnau (Aargau), which originated as a saddle business, has produced exclusive upholstered furniture for the premium sector since 1965. With unique sculptures like the 'Tatzelwurm' and the 'Terrazza', de Sede shapes stylishly furnished and harmoniously finished living spaces worldwide. To this end, it uses masterful craftsmanship day after day to develop leather and fabric icons with a focus on design, ergonomics and comfort. Classics that can be enjoyed for life – and even preserved for the next generation.

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