



BY LASSEN INTRODUCES A COMPLETE HALLWAY SOLUTION



Based on Mogens Lassen's Frame collection, by Lassen is launching an array of functional products that meet the many challenges of the hallway and unite strong materials and a simple aesthetic. The result is a more flexible Frame system that aims to solve more functional needs and place Frame within entirely new contexts.

The hallway is the entrance of the home, a passageway with multiple functions gathered in one place. It is the room that sets the stage for the rest of the home, where guests are invited inside and where outerwear, shoes and bags are stored. The hallway is often a small area and it can pose challenges when decorating and creating a room that is both functional and inviting.

As a further development of the Frame module, by Lassen introduces Frame Shoe Cabinet, which with its same simple design aesthetic is a natural extension of the Frame system, but with new dimensions that provide better storage space for shoes. An ideal and stylish storage solution for the small hallway that does not occupy floor space and which can store up to three pairs of adult shoes.

In addition to a new and smaller View Mirror, the new Remind Message Board features an elegant finish with its surface in black-stained ash and its floating metal frame. Round metal magnets in black, nickel or brass ensure that memos and notes are kept securely in place on the notice board.

BY LASSEN



by Lassen owns the rights to the designs of two of Denmark's greatest architects: Mogens Lassen and Flemming Lassen. The Lassen brothers were innovators in architectural modernism and produced numerous iconic designs throughout their lives. Our simple mission is to build upon the tradition of Mogens and Flemming Lassen to ensure that exceptional original and rediscovered designs continue to live on through new generations.

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Furthermore, several new Frame Add-on products are launched to transform the Frame system into a flexible hallway solution and wardrobe setup.

With the Frame divider it is now possible to divide the Frame module into 9 smaller compartments and use them to store accessories such as gloves and hats. The new Frame Rail transforms the Frame system into a flexible hallway furniture that can be easily adapted to individual needs. The black metal Rail is available in three different sizes and fastens beneath the base of the Frame module.

For the Frame Rail, the new Stropp loops in leather and metal are added the collection, with a small hook on each side ideal for scarves and bags.

The metal hanger called Hangar keeps the jacket in its place and is designed with the same simple and cubic metal frame familiar from both Kubus and Frame.

With a sophisticated black look and a stringent design aesthetic, the new hallway concept is designed to fit into most homes and create order and clean lines in the hallway, which is often a space that is neglected.

The hallway products will be available in stores from the end of September 2017 and at bylassen.com at the beginning of September 2017.

-  WHITE
-  LIGHT GREY
-  DARK GREY
-  PALE GREEN
-  DARK BLUE
-  BLACK








PRODUCT NAME
Frame Shoe Cabinet

DESIGN
Mogens Lassen 1943 / by Lassen 2017

MATERIAL
White, light grey, dark grey, pale green or dark blue melamine CDF, black stained ash veneer on MDF

SIZE
H: 42 cm x W:70 cm x D:21 cm

PRICE
649 EUR / 4.499 DKK

- BLACK 
- MAGNETS 
- STAINLESS STEEL 
- BRASS 
- BOARD 



PRODUCT NAME
Remind

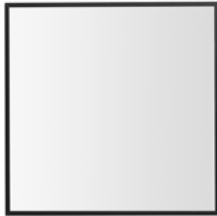
DESIGN
by Lassen 2017

MATERIAL
Lacquered metal, black stained ash veneer / Black powder-coated steel magnets

SIZE
42 x 42cm

PRICE
139 EUR / 999 DKK

-  WHITE
-  BLACK
-  BRASS
-  COOL GREY



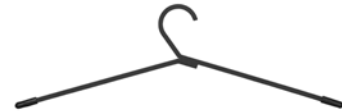
PRODUCT NAME
View

DESIGN
by Lassen 2013

MATERIAL
Lacquered metal frame / mirror glass

SIZE
29.7 x 29.7 cm

PRICE
From 129 EUR / 899 DKK



PRODUCT NAME
Hangar

DESIGN
by Lassen 2017

MATERIAL
Black powdercoated steel / Black natural rubber

SIZE
H: 16 cm W: 41 cm

PRICE
59 EUR / 399 DKK

- BLACK 

BLACK



PRODUCT NAME
Frame Rail

DESIGN
by Lassen 2017

MATERIAL
Black powdercoated steel

SIZE
For Frame 35 single, double &
Frame 42 single

PRICE
From 49 EUR / 349 DKK

BLACK



PRODUCT NAME
Stropp Loop

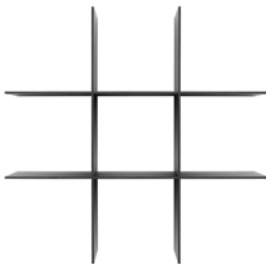
DESIGN
by Lassen 2017

MATERIAL
Black leather / Black
powdercoated steel

SIZE
H: 10 cm W: 3 cm

PRICE
58 EUR / 429 DKK

BLACK



PRODUCT NAME
Frame Divider

DESIGN
by Lassen 2017

MATERIAL
Black powdercoated metal

SIZE
For Frame 35 & Frame 42

PRICE
104 EUR / 699 DKK

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