

stropp by Lassen.

Copenhagen

by Lassen owns the rights to the designs of two of Denmark's greatest architects – Mogens Lassen (1901-1987) and Flemming Lassen (1902-1984). The Lassen brothers were extremely talented and were honoured with many awards and grants for their unique designs and iconic architecture. by Lassen is a family business whose simple mission is to carry the Lassen legacy forward – because good design lives on through new generations.



STROPP – INNOVATIVE HANGER FROM BY LASSEN

Aesthetes with a sense for the small details will love Stropp, a new product from by Lassen, which makes storage a bit more beautiful.

Simplicity, quality and a preference for materials which age with grace is the essence of Stropp, which is created out of a vision of the perfect peg and a fundamental idea that the joy of design can also be found in very small products. Stropp combines leather with beautiful metals or steel, and is available in the variations of black leather/black knob, black leather/brass knob, brown leather/brass knob and natural leather/copper knob.

Stropp is a twist on the traditional peg and challenges the conception that an item such as this can only have a simple purpose – with Stropp the only limit is your imagination: Use it for tea towels in the kitchen, maintain order among your outdoor clothes, bags and shoes in the hall or fold your magazines and newspapers in Stropp in the sitting room's reading nook. As a decorative, useful product, Stropp is a natural extension of by Lassen's other range, which takes its point of departure in the design heritage of the two architect brothers, Mogens and Flemming Lassen. The result is a peg in simple, Scandinavian style, which compliments and adds character in every interior design with its stringent and changeable expression.

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C o p e n h a g e n

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BY LASSEN

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DESIGN

by Lassen, 2015

VARIANTS

black/black, black/brass, brown/brass, natural/copper

MATERIALS

Vegetable tanned butt leather, copper or brass

PRICE

55 EUR (2 pcs)

For further information and images in high res., contact Henriette Noermark Andersen at hna@bylassen.com or tel. +45 40 78 52 53. Images can also be downloaded free of charge at www.flickr.com/photos/bylassen.