THE MODERN ORIGINAL

Fredericia
1911
FREDERICIA AT GLANCE

Established 1911

Family owned with professional management

70 employees

Global presence in 43 countries

16 agents and distributors in Europe and overseas

Own production and quality control facilities in Denmark

Equity ratio 59% - AAA-rating
QUALITY AND INNOVATION SINCE 1911

1911

Fredericia is established as a luxury upholstery workshop

1955

Børge Mogensen creates a new modernist vision for Fredericia

TODAY

Fredericia continues its heritage with a vivid mix of classic and contemporary design
Fredericia is one of Denmark's oldest and highest esteemed furniture houses, founded in 1911.

The company is renown for its close and long-standing collaboration with Børge Mogensen, one of Denmark’s most important furniture designers, and a defining force in forming a Scandinavian branch of modern furniture design.

Today, Fredericia continues to work with top furniture designers to create contemporary international furniture design informed by the company's rich cultural heritage.
MODERN ORIGINALS
A PROUD HERITAGE OF ICONIC DESIGNS
SINCE 1911 FREDERICIA HAS BEEN DEVOTED TO GOOD
CRAFTSMANSHIP – WHETHER EXECUTED IN HAND OR
UTILISING HIGH-TECH MACHINERY
A second to none choice of materials, construction and execution and completely unique in their beauty as they age.

Handcrafted in Fredericia’s factory in Denmark, the collection continues Fredericia’s upholstering traditions that dates back to 1911.
Børge Mogensen’s world-famous lounge chair designed for Fredericia in 1958.

The geometric and refined chair is made of the finest solid oak and saddle leather from Sweden.

A true iconic statement piece for private homes and exclusive lounge areas.
Craftsmanship principles continued in today’s industrial materials.

A Danish made polypropylene chair with a surface finish second-to-none.
MARKET SEGMENTS

RESIDENCE

Dining & living

HOSPITALITY

Hotels, restaurants, bars, luxury retail stores

CORPORATE

Domiciles, executive meeting, conference, signature lobbies
"AUTHENTICITY AND GENUINE HERITAGE IS VERY IMPORTANT WHEN ENGAGING WITH THE MORE MATURE AND QUALITY CONCIOUS AUDIENCE"

THE FUTURES COMPANY
RESIDENCE

WARM MODERNISM
RESIDENCE:

MODERN LUXURY
RESIDENCE

AUTHENTIC SCANDINAVIAN DESIGN
Today, with the distinction between our working and private lives becoming increasingly blurred, we are seeing a strong trend for hotels and restaurants to strive for a less generic and more individual look.

They create a holistic experience where the furniture plays a key role in creating the right ambience.

- The Jane, Antwerp
HOSPITALITY

BARS

- Lidkoeb, Copenhagen
- Wallpaper Bar, London
- Mr Porter, Amsterdam
RESTAURANTS

- Ito-Biyori, Osaka
- Leo Hillinger, Munich
HOSPITALITY

HOTEL LOBBIES

- Mauritzhof, Munich
- 11 Howard – New York
- Valentino stores worldwide – 50-60 locations
- Dimore, Italy
- Kopenhagen Fur, Copenhagen
The role of furniture in modern corporate interior design is to provide clarity and calmness in our otherwise busy lives.

Ideas are born and discussions take off, when the interior space honours the dignity of the corporate executive as well as the restless mind of the creative entrepreneur.
CORPORATE

SPINE BAR FOR MEETINGS
PATO FOR CORPORATE DINING
HAiku ANd SWOON FOR LOBBIES
A BRAND PREFERED BY BRANDS

Christofle
CHANEL
Wallpaper* MR PORTER
VALENTINO
SAATCHI & SAATCHI
Nestlé
ECCO
KOPENHAGEN FUR
Calvin Klein
W HOTELS WORLDWIDE
Expedia
Coca Cola
Arla
Amazon
Google
IBM
HP
Hilton
Volvo
BMW

The exclusive and crafted atmosphere provided by Fredericia resonates with highly esteemed brands, corporations and the most elite of restaurants.
More than 1,000 sqm styled in three settings – Art gallery, Scandinavian creative workspace, and industrial loft.

The showroom features 2 levels atop the former Royal Mail House, with striking skyline views. Opened 2017 with the ambition of becoming a hub for the international design crowd visiting Copenhagen.
The home of Fredericia’s renowned upholstery workshop – with accumulated knowledge and craft since 1911.

And the site for Fredericia’s Quality Control Centre, where all Fredericia products are inspected and approved before being shipped to the customer.
In order to safeguard Fredericia’s promise of longevity and quality, Fredericia works with industrial subsuppliers in Denmark and Northern Europe, as well as local Danish wood-workshops.

SOURCING POLICY:
Fredericia only outsource documented production processes that can be monitored and supervised by our internal Quality Control department.

IN-HOUSE PRODUCTION & ASSEMBLY:
New product lines in its inferior state is kept and assembled at the Fredericia Factory until fine-tuned processes and scale allow for monitored outsourcing.

QUALITY CONTROL:
No Fredericia Product, regardless of origin of assembly is shipped from Fredericia before being inspected and approved by our staff at our Factory in Fredericia.
90% of Fredericia’s product line is Made in Denmark, with 10% made in neighbouring EU countries.
CSR AND SUSTAINABILITY

RESPONSIBLE SOURCING & PRODUCTION

All raw materials must be traceable to the origin.

Fredericia use European hard woods that come from forests that use responsible logging methods, and our suppliers must have a replanting policy.

We demand that our hides come from animals that live under proper conditions, and that the processing of the hides harms the environment as little as possible.

A PRODUCT THAT IS HEALTHY AND SAFE TO USE

Fredericia demands that no allergenic substances can be found in the foam, fabric, leather or chromed metal parts used.

All products can be delivered in accordance with both the California Bulletin and British Standard.

Fredericia's Leather Collection is certified with the "Blue Angel" for special environmental concern and user health.

A PRODUCT MADE TO LAST

Fredericia guarantees first-rate durability on all its products before tear and wear on upholstery parts

All core collections and all new products is tested at the Danish Technological Institute (European Standard)
VISION

We want to be the preferred premium Scandinavian design brand that is able to connect authentic design heritage with a notable position in the world of contemporary international design.

VALUES

We are proud to continue our history, by keep striving for the perfection and further progression of the design craft.

We believe that only furniture with an honest design vision is able to transcend the whims of fashions. And that only products crafted with care using high-quality materials have the potential of becoming the modern originals of tomorrow.
### Global Positioning

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FREDERICIA IS TRANSFORMING FROM A NATIONAL FURNITURE BRAND INTO AN INTERNATIONAL DESIGN BRAND

Target is 10 – 20 % organic growth per year
STRATEGIC MUST-WIN-BATTLES

APPROACHING 300M IN 2022

MWB 1
Develop and consolidate global brand awareness

MWB 2
Go-To-Market strategy
B2C and B2B

MWB 3
Strengthened product offer
B2C and B2B

MWB 4
International growth
Focus on 1) EU/Nordic 2) US

MWB 5
Efficient Supply Chain and Operation

MWB 6
Value adding Digital transformation

MWB 7
Acquisitions and Strategic partnerships

Fredericia
YOU CAN NOT PLAN FOR ORIGINALITY.
BUT YOU CAN STRIVE.
YOU CAN STRIVE FOR CRAFTSMANSHIP THAT
CAN WITHSTAND EVERY USE AND ABUSE
...AND SURVIVE.
YOU CAN STRIVE FOR DESIGN, THAT IS NOT EASILY SEDUCED
BY THE CHEAP TRICKS OR TRANSIENT TRENDS.
YOU CAN STRIVE FOR A QUALITY THAT,
AS IT LIVES AND BREATHES THROUGH THE AGES,
WILL BECOME MORE BEAUTIFUL, MORE ATTRACTIVE.
YOU CAN STRIVE FOR AN UNARGUABLE AESTHETIC
THAT TRANSCENDS ANY REPROACH.
YOU CAN STRIVE TO MAKE EVERY DETAIL IMMORTAL.
YOU CAN STRIVE TO, EVEN IN THIS DAY AND AGE,
TO CREATE SOMETHING TRULY ORIGINAL.
AND WITH FAIR WINDS AND DEDICATION, IT MIGHT JUST BE,
YOU HAVE CREATED SOMETHING A LITTLE MORE PERMANENT.

A LEGACY
A MODERN ORIGINAL.