

The Telegraph Magazine



27 April 2019

'ER, WHAT'S
GHOSTING?'

A dad and
daughter talk
love, sex
and dating

DEXTER
FLETCHER

Child star,
drug addict,
homeless...
and now wowing
Hollywood again

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& how to
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Lara Stone

on mum guilt,
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The Cut // House Style



Jessica
Doyle

WHEN H&M ANNOUNCED its debut furniture collection towards the end of last summer, it was hard to predict how it would turn out. The company had been offering a good line in inexpensive accessories, such as cushions and tableware, for some time, but how would a high-street fashion chain deal with larger pieces of furniture?

Rather well, as it happened. The range included pieces such as occasional tables, stools and lighting, all with a clean, simple aesthetic and some interesting design details: a neat stool with a woven cord seat; metal coffee tables with wooden storage shelves; decorative mirrors and oversized architectural pendant lights.

This weekend, the company has upped its homeware game once again by opening a new flagship store on Regent Street in London, complete with a florist and café. The new summer collection that will be on show there continues the promise of the first: there will be more woven pieces, including rattan and cane, along with chunky wooden tables and elegant burnished-metal ones. There's a smart debut outdoor furniture line too, aimed at smaller urban spaces, and none of it is too expensive.

Another Scandi brand making inroads into the UK this spring is



Sitting pretty

Two Nordic brands making moves across the North Sea



Above H&M's new furniture collection, from £24.99.
Right the Kryssset lounge chair, £2,875, and the Fluffy, £6,870, both Eikund (thecollective.agency)

Eikund. The company was founded three years ago by Morten Hippe, Frode Tingbø and Jørgen Tengesdal, who embarked on a year-long 'treasure hunt' for forgotten, mid-century Norwegian designs to bring back to life. One such is the Kryssset lounge chair in wood and leather, originally designed in 1955 by Fredrik A Kayser. Initially produced in a limited edition of 55, it sold out within two months, purely through word of mouth. It's now one of the stars of Eikund's collection: Hippe recalls meeting with Kayser's daughter, who was thrilled that her late father's work had gained such acclaim.

Other key pieces include the Fluffy, another Kayser lounge chair, covered in long-haired sheepskin, along with several dining chairs and tables. All are finely crafted and made from natural materials – 'only the real stuff', says Hippe, whose search continues for further long-lost designs to revive.