

NORDIC DESIGN MONTH

Discover the best in Scandinavian design at Aram Store as it holds a month-long celebration of classic and contemporary brands



Zeev Aram was one of the first retailers to encourage the British to embrace European Modernism – and Aram Store, which he founded in 1964, is still one of the best places in the UK to find both traditional and contemporary design. Among the many treasures at its Covent Garden store – which stocks a mix of furniture, lighting, rugs and accessories over four floors – is an impressive Scandinavian selection. From 5 October to 2 November, Aram Store is putting the spotlight on these brands with the launch of Nordic Design Month. The event brings together 10 of the region's foremost furniture and lighting labels, from heritage names such as Carl Hansen & Søn to younger firms, including Eikund and Sibast Furniture. With tempting offers from each one, it's the ideal opportunity to add some Nordic style to your home. For more information, visit aram.co.uk or call 020 7557 7557

FRITZ HANSEN

The Danish furniture maker is best known for its collaborations with Arne Jacobsen, whose sleek, sculptural 'Egg' (above) and 'Series 7' chairs are 20th-century design icons. Its current dynamic collection features both classic and modern furnishings, as well as lighting and a recently launched accessories range. Buy an 'Egg' chair and receive a matching footstool free.

MONTANA

Modular storage in multiple combinations is key at family-owned Montana, founded by Peter Lassen. Its cabinets come in a rainbow palette of eco-friendly lacquers and are designed to be added to and adapted over time, to create a piece that's unique to you. Enjoy 20 per cent off the quick-ship ready-configured range.



LOUIS POULSEN

Dating back to 1874, this leading lighting company is known for both architectural and decorative pieces, and continues to innovate with the help of young talent such as Øivind Slaatto, creator of the new 'Patera' pendant (above). Enjoy 20 per cent off selected lighting.



SWEDESE

Founded in 1945 by brothers Yngve and Jerker Ekström, Swedese is strong on sustainability and has collaborated with the likes of Barber & Osgerby. Its 1956 'lamino' lounge chair is a 20th-century classic. Buy a 'lamino' lounge chair (right) and footstool and get a free side table in the same finish.



EIKUND

Hailing from Norway, this new brand celebrates the country's unsung furniture heroes, such as Fredrik A Kayser's 1959 'Hertug' chair (below). Its collection features elegant seating and tables in leather and wood. Buy any six dining chairs for the price of four.



NAVER COLLECTION

Up-to-date design that celebrates the Scandinavian cabinet-making tradition – that's Naver in a nutshell. Its clean wooden pieces are meticulously crafted by architects and designers. Enjoy a 15 per cent discount on the 'GM7700' dining table range (below).



CARL HANSEN & SØN

The Danish master cabinet-maker is famous for impeccably crafted wooden furniture, as well as an unrivalled stable of talent – Arne Jacobsen, Poul Kjærholm and Hans J Wegner all have pieces in its collection. The latter's 'CH24 Wishbone' chair (above) has been in production since 1950, testament to its timeless quality. Buy any six dining chairs for the price of four.

ARAM STORE CHAMPIONS THE BEST MODERN DESIGN, FROM YOUNG TALENT TO ICONIC NAMES SUCH AS ARNE JACOBSEN AND HANS J WEGNER



ANDERSEN FURNITURE

This Danish furniture and accessories maker is more than a century old, but its collection has a clean, polished look that's perfectly at home in today's interiors. Smart storage and dining furniture are key strengths, but you'll also find great occasional pieces and accessories in traditional Scandinavian woods. Enjoy 15 per cent off the entire range.

FREDERICIA

Leading the way in creating high-quality but affordable design since 1911, furniture maker Fredericia currently works with a raft of contemporary creative talent and places a strong emphasis on sustainability. Space Copenhagen's elegant 'Swoon' lounge chair (left) is typical of the company's refined aesthetic. Buy a 'Swoon' chair and receive a matching footstool free.



SIBAST FURNITURE

Ditlev and Anna Sibast founded their company in 2012 to revive the 'Sibast No 8' chair (right) that Ditlev's grandfather Helge designed in 1953. Now the brand has developed a collection of solid oak seating and tables inspired by the chair's mid-century style. Buy any six dining chairs for the price of four.



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