

# ALWAYS *twist* A





*The keyword happiness is deeply rooted in the Hübsch brand. We believe that happiness is created when surrounding ourselves with colourful designs and quality products.*

Our brand encapsulates a concise but airy narrative by combining a playful approach to material and colour combinations with a distinct sense of aesthetics. A narrative that ticks all the boxes regarding functionality, bold colour choices, and complementing contrasts. A narrative that says:

WHERE **HAPPINESS** LIVES



The mark of  
responsible forestry

Look for our FSC™ certified products (FSC™-C157880).



Sapo Vase Woods

# ALWAYS twist A

*In a magazine, we came across the British proverb 'Necessity is the mother of all inventions: In other words, great ideas can come from constraint. And we couldn't agree more.*

To challenge the status quo of everyday functionality is at the core of our new collection, Always a Twist. Always a Twist is a salute to all the little things in life: All the glimpses of simple joy we tend to forget. And we promise you; there are lots of happy straightforward new products with expressive and playful characters in our brand-new collection.

This season, we continue to experiment with curious and daring colour combinations, sculptural shapes and sizes, and a mix of materials, allowing you to make a personal statement in your home.

Maybe you feel a little stuck and feel the need for a change? Bring in new energy. Live a little. Whatever you do, make sure it has a twist. Always a twist.

ENJOY



# Clever compositions

When decorating, playing with scale, graphic lines, and composition, add elements of the unexpected to your space. Fuse dynamic lines to bring a room to life. Whether straight, vertical, or horizontal lines they always work brilliantly with a dose of contrasting shapes.



Current Wall Light Red/Maroon



Jaunty Side Table, Block Sofa



Always Stools



Stage Ceiling Light, Black, Grey & Blue



Twist Bedspread Block, Ardent Wall light grey, Archive Display Side Table



Mellow Runner Blue & Green, Key Runner





# Oblique chair family

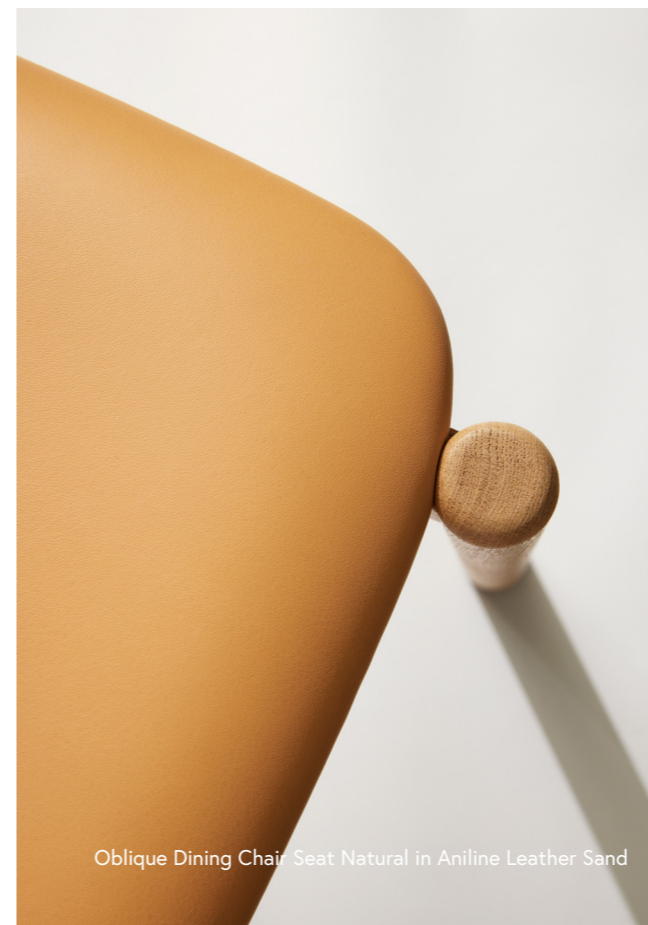
A dream of creating a chair that flat-packs and stacks were the primary catalysts for our brand-new Oblique Chair Family. A wish to expand our dining chair collection and create an entire chair family was also part of that dream.

Oblique Lounge Chair, Bar Stool & Dining Chair



The Oblique chair family takes its blueprint from Danish design tradition. Creativity and unparalleled craftsmanship underpin the Hübsch brand DNA while embodying Scandinavian design's clean, crisp lines.

The warmth of the wood adds softness to the minimalist and classic form, where the signature diagonal line is an extension of the rear legs. Hence the name Oblique. A contrasting curved backrest creates a remarkable and comfortable feature, allowing maximum support even after prolonged sitting.



The beautiful and functional whole transcends to a timeless aesthetic appeal rather than an on-trend expression: Ensuring that the Oblique Chair Family will be loved generation after generation.

Oblique Dining Chair Seat Natural in Aniline Leather Sand

# Knock-down FSC™-certified Stackable

While our new chair family scores high on longevity, it also reigns supreme in responsible material and function. All chairs are crafted from FSC™-certified oak wood from sustainably managed forests, ultimately mitigating the environmental impact.

The structural principle of the chairs is constructed with knock-down fittings, which means the furniture flat-packs and saves space during transportation. Storage has also been taken into consideration. The Oblique Dining Chair and lounge chairs are stackable, making them easy to store when not in use.

Our FSC™ license code is FSC™-C157880.



Oblique Dining Chair Dark Brown

*"Inspired by a distinct silhouette, "Oblique" celebrates our love for graphic lines, composition, and shape. The concept behind the range was a simple framework with a conscientious approach. The chairs had to have stackable and flat-pack features. We simply wanted the design to align with the function, the assembly, the packaging, and transportation".*

Lotte Knudsen, Design Responsible



Oblique Dining Chair in Natural, Dark Brown & Black



BringMe Table Lamp Green, Brass & Black



Eyrie Lounge Chair Brown, Fresh Trolley Black, BringMe Table Lamp Green



Glimpse Wall Mirror Large, Row Bench Large, Merry Coat Rack Grey



Merry Coat Rack Black

# Sculptural curves

Curves and podgy shapes soften any given space, and so do textiles. Texture adds another dimension to your home – Don't be afraid to mix and match. Style should be spontaneous and personal. It's about putting together a look linked by texture, shape, and sculptural curves.



Cube Pouf Dark Brown, Eyrie Lounge Chair Brown, Outline Throw Green, Chand Ceiling Light Oval



Appeal Bedside Table, Crave Table Lamp, Twist Bedspread Square



Fjord Dining Table Round Small, Oblique Dining Chair Oak, Dark Oak & Black Oak



Sapo Vase Woods



# Do you speak graphics?

Fusing our love for graphics with texture is no big deal when our graphic designer, Rebecca Korpi, is just opposite the table from our designers. The small throw collection that Rebecca designed is available in two different series with deep vibrant colours and a simple yet graphic checked pattern. All the Inlet and Graphic throws are curl-up-and-enjoy pieces in 100% OEKO-TEX® certified fabric.



Graphic Throw Off White

*"Working with graphic design, I always try to keep a playful approach when it comes to colour and composition: the same procedure was used when making these throws. Colourwise, working with strips of paper before the digital process was a great indicator of which direction to go. To see how the design process works; from the first sketch to getting the final sample, is such a thrill".*

Rebecca Korpi, Graphic Designer







Grid Throw Brown Grid Throw Green, Inlet Throw Brown

Our OEKO-TEX® products are certified under the STANDARD 100 certification, which is one of the world's best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety.



Graphic Throw Brown



Modu Sofa, Heritage Coffee Table, Inlet Throw Brown



Block Sofa & Inlet Throw Green



Revolve Ceiling Light Marble



Echo Magazine Holder

# Contemporary curiosity

Though self-declared eclectics, we are eager to learn and explore; we are inquisitive about on-trend and current styles. We love to infuse a mix of yesterday, today, and tomorrow into our collections with a captivating familiarity, or a new twist in terms of shape or colour.



Fjord Dining Table Round Small, Chand Ceiling Light Trapeze & Always Stool



Aki Dresser, Crave Table Lamp, Groove Bowl, Split Pots Green (set of 2)



Umber Vase



Kawa Runner Burgundy/Blue, Split Coffee Table & Keen Table Lamp Dark Blue

# Creative director's choice



Since 2010, Hübsch Creative Director Jannie Krüger has had a significant impact on the Hübsch Brand-DNA. With a background in fashion, Jannie quickly saw that interior design and fashion are very much linked by a need to reflect one's personality. Today, reflecting your personality through home décor is coequal to the clothes you wear, thus making colours less intimidating in your home. These are some of Jannie's best-loved items from the Always a Twist-collection.

"With the Smile Stools, we wanted to create something with a minimalist expression but with a sense of fun. not only in terms of the colour combinations, but also in terms of function: Use as a bedside table, plant stand, or an extra seat and stack when not in use".



"This piece was originally a glass shelf on its own, but through the design process, the idea of combining a shelf and a rack emerged, hence the name Shack. I can't wait to get my favourite cook-books and tea towels on display".

Jannie Krüger, Creative Director



"I am very proud of our new quilted bedspreads! Each piece is unique and handmade. They also showcase the colour research we do each season underpinning that seemingly clashing hues and tones can coexist beautifully on a non-colour backdrop".



Archive Display Side Table, Ardent Wall Light Black

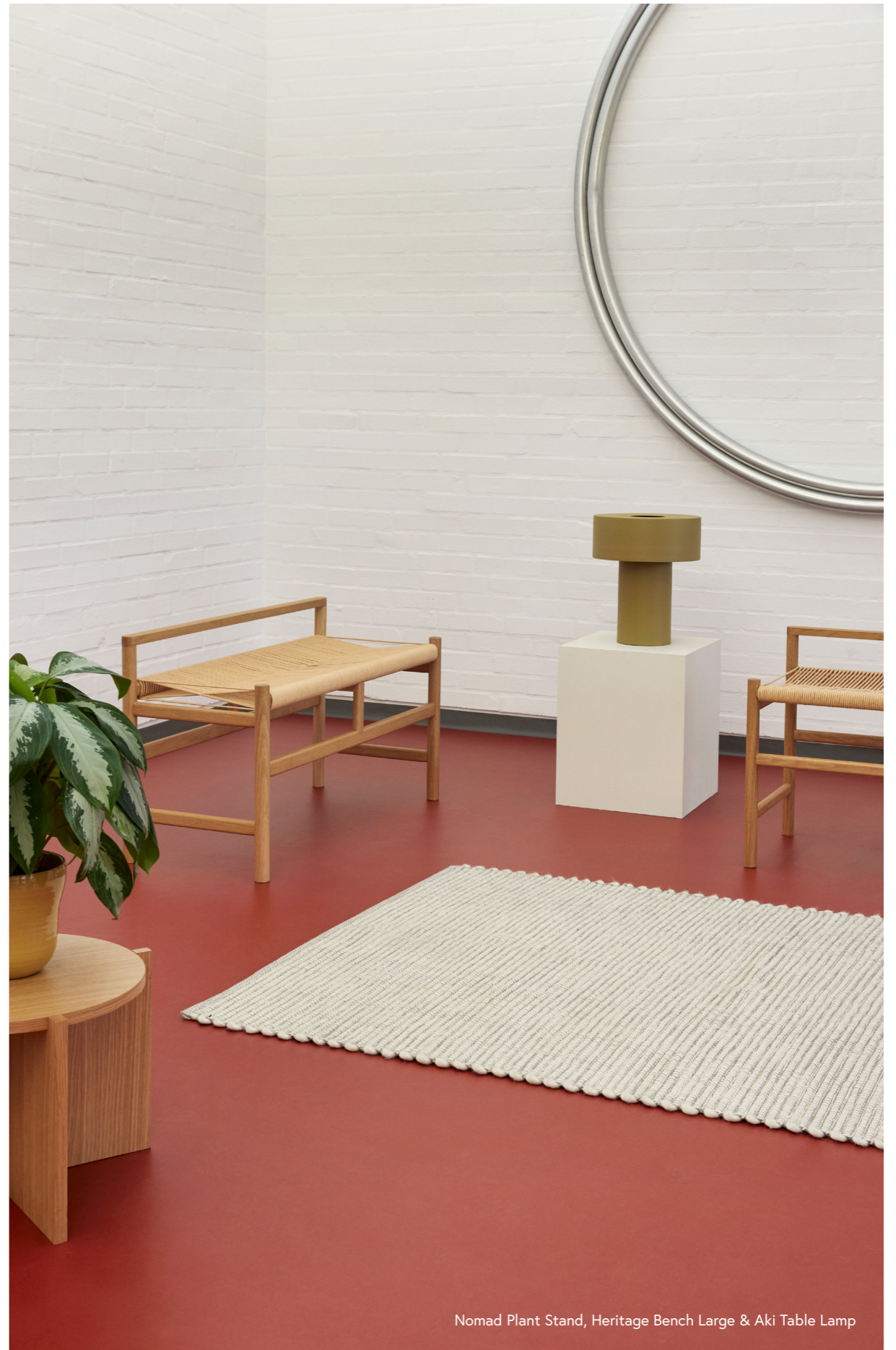


Chand Ceiling Light Oval





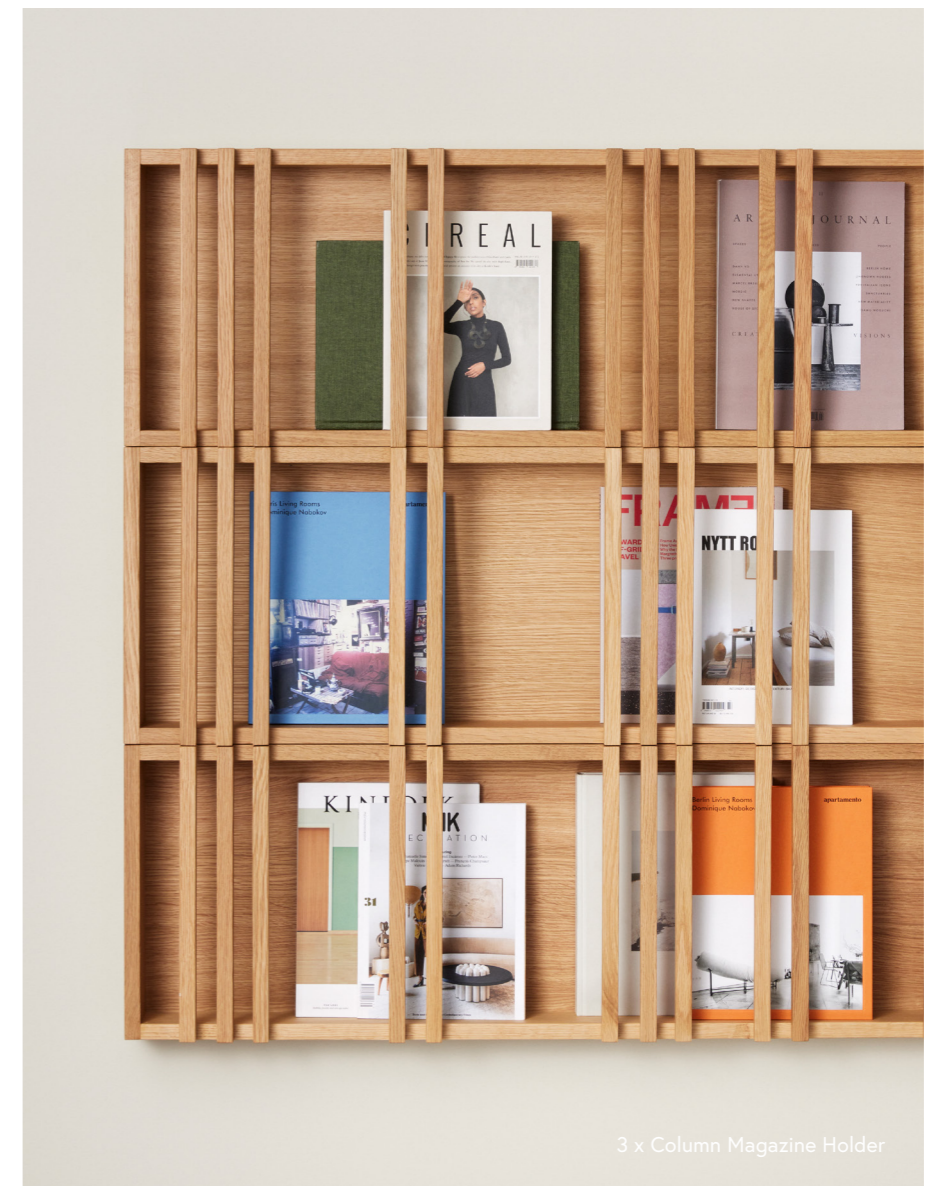
Dash Side Table



Nomad Plant Stand, Heritage Bench Large & Aki Table Lamp



Ardent Table Lamp Grey, Norm Desk & Wave Organiser Natural



3 x Column Magazine Holder

# Colour confidence

Colours mean different things to different people. Some people gravitate towards subtle, calm neutrals, while others surround themselves with vivid, bright colours. We love to immerse ourselves in a colour approach that embraces both ends of the spectrum.



Airy Planter Black, Desert Rug, Cherry Lounge Chair & Stage Ceiling Light Blue



Smile Stool Sand/Orange, Burgundy/Green & Light Blue/Green



Keen Table Lamp Dark Blue



Current Wall Light Green/Sand & Red/Maroon



Architect Desk, Smile Stool Burgundy/Green & Sortit Paper Tray

# Working with colours



Herringbone Dining Table Small, Fresh Trolley Khaki/Burgundy & Ardent Table Lamp Black



Smile Stool Sand/Orange

As part of our design research for each collection, working with a strong colour palette is a big part of the process. Somewhere along the process – something just feels right.



Twist Bedspread in Stripe, Block & Square

When we say colour confidence, it's not about rebelling but rather a sense of calm and intrigue that emerge from playing with and mixing hues, tints, and tones. It's about trusting our intuition and creating a palette that breathes new life into the collection and your homes. To us, that is the definition of colour confidence.



Welcome Shelf



Chipper Table Lamp Black, Vibe Pots Sand & Flora Aqua Globe Amber/Blue



Smile Stool Light Blue/Green, Stage Ceiling Light Black & Twist Bedspread Stripe



Outline Throw Green





Dapper Dining Table Square Black, Oblique Dining Chair Dark Brown

# Want to share?

We love to see how you style our designs. Want to be featured on our Instagram or Facebook? Make sure to tag us @hubschinterior or use #myhubsch to share your favourite Hübsch moments.

Scan QR-codes to explore our different sites.



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