

# BRAND BOOK 2024



HAY



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# OUR VISION





## OUR VISION

In 2002, HAY was established as a new kind of design company in Denmark. Motivated by the certainty that good design is everyone's right, HAY set out to innovate new ways to answer the ever-evolving needs of the modern world — but at a more accessible price point than industry standards.

Co-founders and Creative Directors Mette and Rolf Hay committed to working with their generation's best designers from all over the world to create high-quality products that would be available to a wide audience. This founding principle has always been HAY's DNA, and it remains at the core of the company's culture today.

[LINK TO BRAND VIDEO](#)





# BRAND ESSENCE

## **CONTEMPORARY DESIGN**

Founders and Creative Directors Mette and Rolf Hay are committed to working with the best designers from all over the world to create high-quality products that are accessible for a wide audience.

## **EVERYDAY LIVING**

HAY is motivated and inspired by the realities of life today, in which traditional divides between personal and professional space have become more fluid. HAY embraces the beauty of quotidian life by creating fresh takes on a wide range of products that are part of our everyday, from a toothbrush to a dining chair to a sofa. No object is too common, no detail too minute: HAY pays attention to the small moments that make up our lives.



# WHAT MAKES HAY DIFFERENT

## **HIGH-LEVEL DESIGN**

At HAY, we work with the world's leading designers in a sustainable and democratic context to produce high-quality design products, drawing from three primary sources of inspiration: art, architecture, and fashion.

## **ACCESSIBLE TO MANY**

Motivated by the certainty that good design should be available for everyone, HAY innovates new ways to answer the ever-evolving needs of the modern world –but at a more accessible price point than industry standards.



# WHAT WE DO





## WHAT WE DO

HAY is motivated and inspired by the realities of life today, in which traditional divides between personal and professional space have become more fluid.

To satisfy those conditions, our products span the realms of furniture, lighting, and accessories, and they are always flexible and adaptable, versatile and varied. That means they can be used in any environment and suit any need, from a living room to an office, hotel lounge, or cafe.

In keeping with that spirit, HAY embraces the beauty of quotidian life by creating fresh takes on a wide range of products that are part of our everyday.





# FURNITURE

Our furniture collection is broad and adaptable to a wide range of environments. We offer numerous colours, fabrics, and finishes for each item, so clients can customize every product to suit their desires and needs.



# LIGHTING

Our lighting collection combines good design principles with fresh forms and new technology. All our products use LED bulbs or modules for longer-lasting and more energy-efficient light.



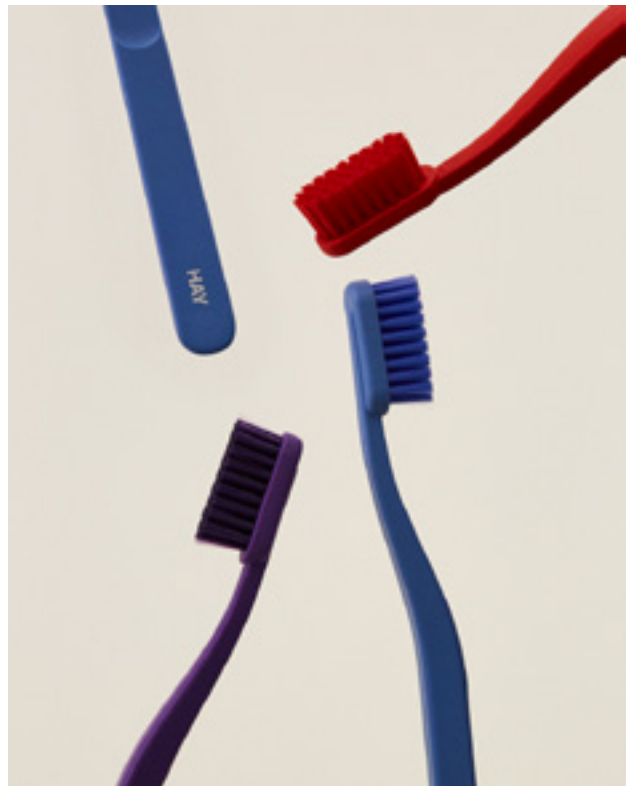




# ACCESSORIES

We believe in the importance of details. Our extensive collection of accessories is comprised of beautiful, original, everyday objects.





WHAT WE DO











## WHAT WE DO

Every HAY product is developed collaboratively by HAY Founders and Creative Directors Mette and Rolf Hay, in-house designers, and product development team based in Copenhagen. Many of the product collaborations include HAY's roster of renowned contemporary designers, based across the world.

We insist on creating products that are relevant, original, and, perhaps most of all, needed, so we care a lot about the idea and the vision behind everything we make. We believe that a clear starting point for every object — whether that be a new technology, a new material, or simply our feeling that this item is missing from the world — leads to a more fluid development process and a better, long-lasting end product.

“At HAY we do furniture and design for many different environments. At home, public spaces, professional spaces, and all the spaces in between. But I would still say that we have never done design for a specific market. We have always tried to focus on the people who were going to use the products, and we have always tried to design products for the life they live.”  
— Rolf Hay



WHAT WE DO





## WHAT WE DO

“I have always been extremely fascinated by everyday objects. I love working on products that we have in our hand everyday. For me, everyday life is my biggest inspiration.” — Mette Hay

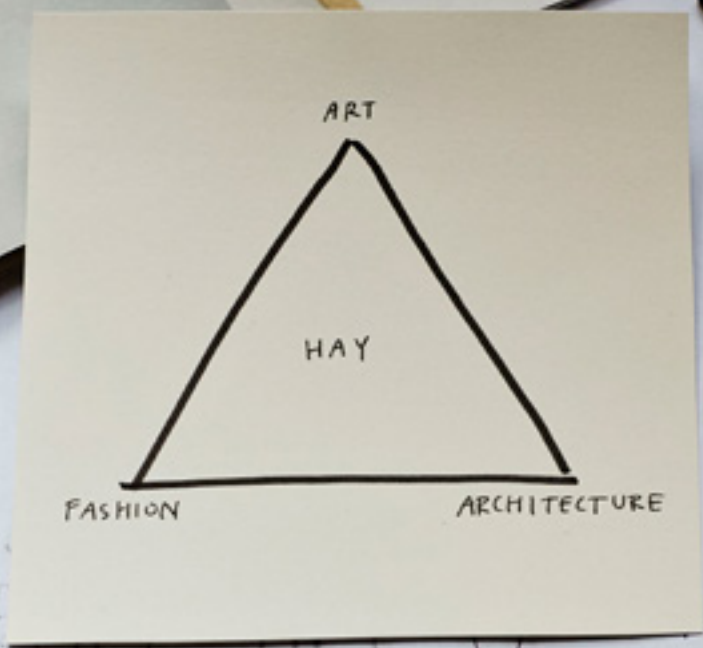






# OUR BRAND





- 1 chaise
- 2 lounge sofa v. arm

课桌椅组

常州...设备有限公司

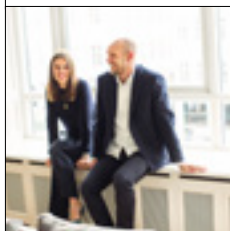


## OUR BRAND

At HAY, we work with the world's leading designers in a sustainable and democratic context that draws from three primary sources of inspiration: art, architecture, and fashion. We have always paid close attention to and been inspired by our surroundings, and putting our finger on the pulse of contemporary culture is how we keep pace with the world around us.

“What I admire about art is the unexpected, the originality; architecture is of course the context and the home of what we make, and fashion has a wonderful dynamism to it, reflecting the spirit of the time and what's happening right now. I would say that the best products we have done, they may exist somewhere in between these three environments, drawing from a little bit of everything.” — Rolf Hay

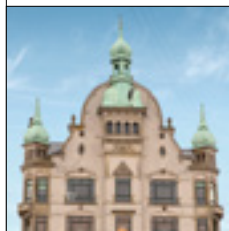
**2002**  
HAY was founded



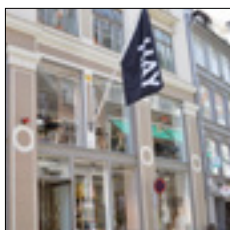
**2006**  
HAY Aarhus



**2008**  
HAY Copenhagen  
office  
HAY House Cph  
Flagship store  
Nobody



**2010**  
About A Chair  
Tray Table



**2003**  
HAY Pilestræde  
CPH



**2007**  
HAY Supplier  
companies in  
China, India and  
Turkey



**2009**  
HAY Oslo

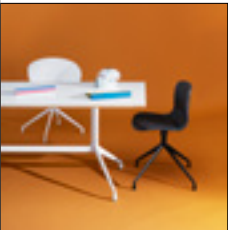
**2012**

HAY Berlin  
HAY Bremen  
HAY Sales Organisation  
(founded in UK, Germany  
and Norway)  
HAY APAC founded



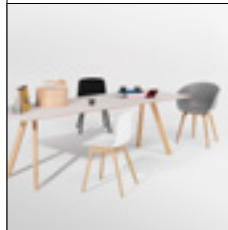
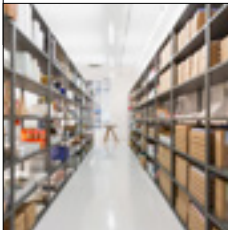
**2014**

HAY Shanghai, Taikang  
HAY Aalborg  
HAY Lyngby  
HAY Mini Market Rinascente  
HAY Mini Market Bon Marché  
HAY Mini Market Selfridges  
HAY Mini Market Liberty  
HAY Mini Market Illum



**2013**

HAY Munich  
HAY Waterfront  
HAY Sønderborg  
HAY Odense  
HAY Amsterdam  
HAY Antwerp



**2011**

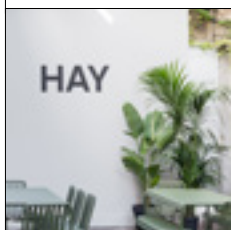
About A Table  
Bella Coffee Table  
Bella Desk

**2015**

HAY Sydney  
HAY Frederiksberg  
HAY Rotterdam  
HAY Bath  
HAY Hasselt  
HAY Mini Market MoMA  
HAY Nuremberg  
HAY Beijing  
HAY Sales Organisation  
(founded in Holland)

**2016**

HAY Shanghai, Yanping  
 HAY Shanghai, Pudong  
 HAY Bordeaux  
 HAY Bangkok  
 HAY Beijing  
 HAY Seoul  
 HAY Milan, Salone  
 del Mobile,  
 La Pelota

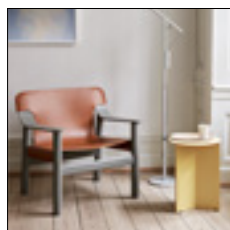


**2017**

HAY Trondheim  
 HAY Hangzhou Intime  
 HAY Hangzhou In77  
 HAY Chengdu In99  
 HAY Chengdu Mix City  
 HAY Suzhou  
 HAY Kitchen Market  
 launch

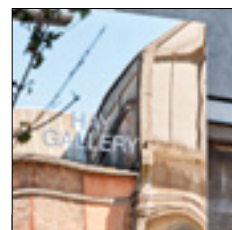
**2018**

New Order 2.0  
 HAY Milan, Salone del Mo-  
 bile, Palazzo Clerici  
 HAY Seoul II  
 HAY Shanghai, Changfeng  
 HAY Aarhus Ryesgade 5  
 HAY Tokyo  
 Herman Miller partnership  
 including licence for HAY in  
 North America  
 HAY Portland  
 HAY Costa Mesa  
 HAY Chongqing  
 HAY Xi'an



**2019**

3 Days of Design  
 HAY Chicago



**2020**

3 Days of Design  
 HAY Gallery, virtual tour  
 Eco Certifications  
 New Order configurator

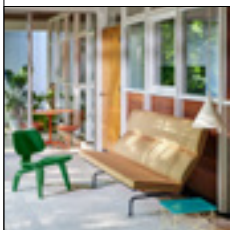
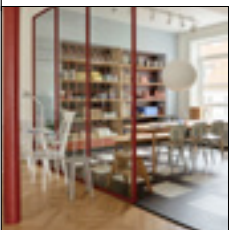
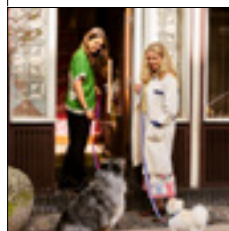
**2021**  
3 Days of Design  
HAY House 2.0 CPH  
HAY Berkeley  
Eco Delivery



**2023**  
HAY x Liberty  
3 Days of Design  
Crate Collection  
Boa Table



**2024**  
HAY Dogs



**2022**  
20 years of HAY 2002-2022  
3 Days of Design  
Herman Miller x HAY Collaboration  
Laila Gohar x HAY Sobremesa Collection  
HAY Book by Phaidon





# ‘HAY’, A BOOK BY PHAIDON

Published in 2022 by Phaidon coinciding with HAY’s 20th anniversary, this inspiring book explores the brand’s origins and astronomical trajectory – starting back in 2002 when husband and wife Rolf and Mette Hay founded the company together; including collaborations with an ever-growing stable of brilliant international designers like Ronan and Erwan Bouroullec, Muller Van Severen, Doshi Levien and GamFratesi, along with brands including COS, IKEA, and SONOS, among others; and the aesthetic alchemy that makes HAY’s products and retail environments so distinct.

Featuring a foreword by John Hoke, Chief Design Officer of Nike; 600+ images; interviews with key collaborators; and an illustrated timeline of key milestones and collaborations over the years.



# OUR DNA





LIVING

## OUR DNA

Even as we have expanded to inhabit multiple continents and to include ever-more design categories, four essential values at the core of HAY continue to shape and motivate the company today:

**PASSION**  
**FUNCTION**  
**COMMUNITY**  
**RESPONSIBILITY**

From Furniture to Accessories and Lighting, HAY's in-house product development teams, our international designers, and of course our founding visionaries Mette and Rolf Hay eternally strive to maintain these values. No matter what product you are interested in, from a HAY pillow to a HAY dining table, HAY customers can feel confident that each of these values is behind every single one.



# PASSION

At HAY, we are motivated by a love of design and a commitment to constant innovation. We are always challenging ourselves to create products that elevate the modest moments in peoples' lives. This means thinking about everyday items in new, original ways, using the most cutting-edge materials, methods, tools, and technologies available.

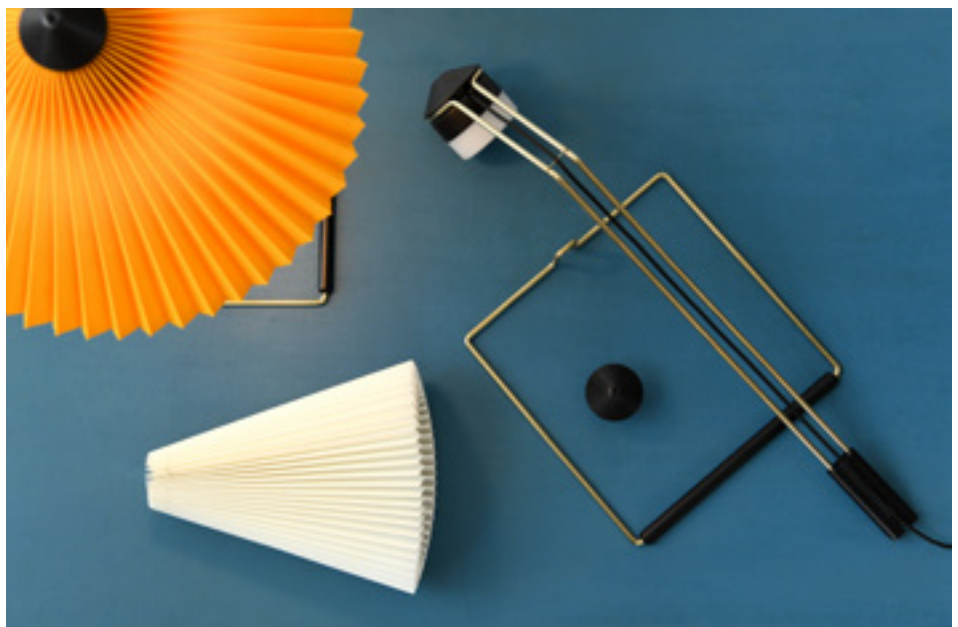


# FUNCTION

At HAY, form will always follow function. Our products are beautiful, sleek, fresh, and stylish — but we believe that use and comfort should come first. Our designs always prioritize what is essential: we believe the simplest solution is usually the best solution.









# COMMUNITY

HAY is an international company: HAY design crosses borders. From our designers to our suppliers to our in-house product-development teams, collaboration is fundamental to HAY. We believe we are stronger for our partnerships: the synergy achieved by numerous minds, skill sets, tools, and hands working in harmony is what drives and motivates us every day.







# RESPONSIBILITY

High-quality means thoughtfully designed, well crafted, and built to last. At HAY, we strive to minimize our footprint on the planet while making durable products that we hope will live with you for a long time. We always hold ourselves to high standards, so each of our product categories has its own team of designers, technicians, and engineers who ensure that every product has been considered from every angle, and has withstood quality-control checks on all fronts.

# A SUSTAINABLE APPROACH

At HAY, we work to design and produce long-lasting, functional products that people want to live with for many years. Our commitment to reduce our environmental footprint also includes using resources in a sustainable way, so we strive to utilize the most efficient and environmentally conscious methods, tools, and materials available.

We recognise that our actions have a significant environmental impact, and we therefore take our responsibility to contributing to a greener future seriously. We aim to be climate positive in everything that we do, with focus on the three areas below:

SUSTAINABLE DESIGN

DURABLE PRODUCTS

LOCAL PRODUCTION

[LINK TO SUSTAINABILITY PAGE](#)







# OUR PEOPLE





## OUR PEOPLE

Since its inception, HAY has been a collaborative project shaped by extremely passionate people with shared values and a shared goal. The heart of the company has always been the people who work here.

Today, HAY remains a brand that prioritises partnership and community. From the contemporary designers we work with, based all over the world, to the in-house product development and design teams in Copenhagen, whose commitment and vision contribute to every object we make, we believe in the power of working together.

There is so much to the design of how we work and live, and there are many stories to tell. Partnerships fortify each other: collaboration is how we stay relevant.



# OUR DESIGNERS

At HAY, we believe that we are constantly working with the most talented, curious, and courageous designers from around the world, and every one of them is a member of the HAY family.

This family includes Jasper Morrison, Pierre Charpin, Inga Sempé, Doshi Levien, Shane Schneck, Ana Kraš, Stefan Diez, Scholten & Baijings, Clara Von Zweigbergk, Ronan and Erwan Bouroullec, Hee Welling, George Sowden, GamFratesi, Muller Van Severen, Laila Gohar and many others, who work closely with HAY's in-house Design and Product Development teams.





GamFratesi



Ronan and Erwan Bouroullec



Carole B



Julien Renault



Stefan Diez



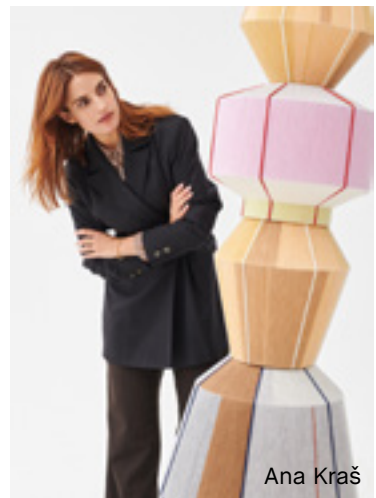
Ethan Cook



George Sowden



Viola Heyn-Johnsen & Jonas Trampedach



Ana Kraš



Shane Schneck



Clara Von Zweigbergk





Baijings



John Tree



Muller Van Severen



Nikolaj Mentze



Lex Pott



Doshi Levien



Laila Gohar



Jasper Morrison



Andreas Engsvik



Inga Sempé



Leon Ransmeier



Pierre Charpin



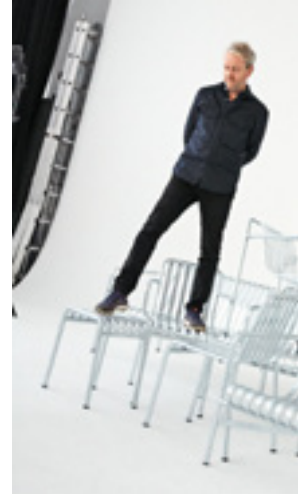
“A good project, an industrial project, is a collective thing. Of course we are part of it, and HAY needs us, but we need them too. So it’s really about the team: Rolf and Mette Hay are here, but around them there is a very tight team of extremely dedicated people, which is super strong.”

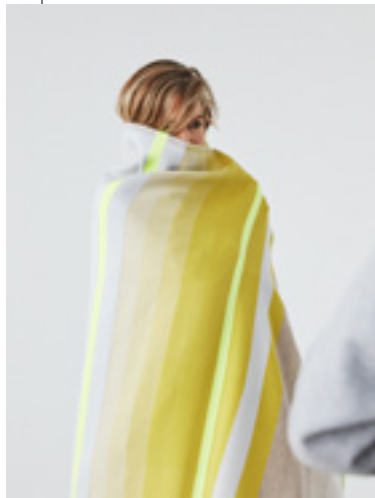
— Erwan Bouroullec



“You can feel that HAY started as a personal project... Today it’s still like that. It’s one of the most amazing brands, and yet when you’re working with them it feels like a small brand. Projects start as something personal, you can still feel that.”  
— Ana Kraš











OUR  
PARTNER-  
SHIPS

AND  
COLLAB-  
ORATIONS



## OUR PARTNERSHIPS AND COLLABORATIONS

At HAY, we have forged partnerships with some of the world's most innovative companies because we always strive to push the envelope of design, reaching beyond the borders of our own field and trying new things. Every collaboration is different, and each one is unique, but what connects them is that they all exist in the shared space between our foundational sources of inspiration: art, architecture, and fashion.

For us, working in collaboration with other companies that share our values is a powerful way to generate inspiration. Through dialogues with brands whose experience and expertise covers different ground, we seek to gain new perspectives and ideas that challenge what we think we know or the world as we see it.





# LIBERTY

HAY x Liberty Matin Table Lamp, 2023

The creation of Inga Sempé's Liberty Matin Shade sees HAY and Liberty joining forces to merge two iconic designs in one timeless product. The shade's classic pleated construction features Liberty's distinctive floral print, combining poetic visual delicacy with a contemporary appeal. Available in five prints selected by Mette Hay.



# END.

END. x HAY Limited Edition Weekday Bench, 2023

Created as a collaboration between HAY and contemporary fashion and streetwear retailer END., the collection features a customised edition of HAY Weekday Bench designed by Hannes & Fritz in curated contemporary colours.





# HERMAN MILLER

A first-of-its kind collaboration that celebrates Eames classics, reimaged in 2022 in a fresh palette that's uniquely HAY.

Lifelong admirers of modern design, Herman Miller, and Charles and Ray Eames, HAY Co-Founders and Creative Directors Rolf and Mette Hay conceived a fresh and playful take on Herman Miller classics that presents a unique vision of colour: seven new colourways meant for endless interplay and combination.

The collection is available via HAY in North America, and via Herman Miller in North America, South America, Asia, Australia, and Africa.







# CHART ART FAIR

Limited-edition embroidered sofas, 2021 & 2022

In 2021 and 2022 HAY launched in collaboration with CHART 'The Aftermath of a Garden Party' and 'An Attempt to Refine the Backyard', respectively: a limited edition of Mags Sofas that featured hand-embroidered embellishments in Icelandic artist Loji Höskuldsson's signature poetic style. In 2022, 50 made-to-order reproductions of the artist's take on the Mags Soft Sofa were available for purchase for a short period.







# SUICOKE

Suicoke fashion collaborations, 2020 & 2021

HAY launched a new limited-edition range of the “DEPA 2.0” sandals in April 2021, created in collaboration with iconic Japanese shoe brand Suicoke. The four new color-blocked versions curated by Mette Hay followed the great success of the first edition launched in May 2020 and were available for purchase at selected retail locations across the world.





# SONOS

Limited edition SONOS ONE, 2018

Exploring the relationship between sound and home design, Sonos and HAY came together to reimagine the Sonos One portable speaker, which is usually designed in black and white only, in five colors specially selected by HAY. This limited-edition line was launched in the Palazzo Clerici during HAY's exhibition there for Milan Design Week 2018, and was sold through both brands' channels for a limited time.

# IKEA

## Ypperlig Collection, 2017

Released in 2017, Ypperlig was born when IKEA asked HAY to specially design a line of furniture and homeware products for the IKEA Collection. To develop the line, HAY and IKEA spent years working together in development, and both teams felt inspired and learned from each other. The Ypperlig Collection was launched in IKEA stores in 2017.





HAY



HAY'S  
WORLD:

A LIVING  
HISTORY

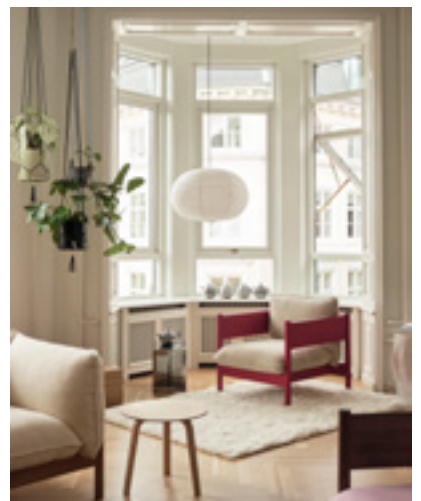


HAY began in 2002 as a furniture company with only a few products in the range. In the years since, we have expanded into new categories, incorporating Lighting, Accessories, and Fabrics into our offerings.

After a productive beginning within the European market, we reached out to the Asian market and acquired new opportunities for growth.

2018 marked the newest chapter in our development. Motivated by a common goal of bringing HAY's well-designed, affordable products to an ever-broader audience, we joined forces with renowned American manufacturing company Herman Miller (now MillerKnoll) to inhabit a solid place on the North American stage and reach yet another market.

"Herman Miller (MillerKnoll) is the perfect partner to expand HAY's position in North America. On a personal level, Herman Miller and the work of Charles and Ray Eames are big reasons we do what we do today, and we are excited to align with a company that shares our sense of purpose and values." — Rolf Hay





# OUR STORES





Like the products we make and the world we live in, our stores are always evolving to reflect our universe. For our very first HAY store on Pilestræde in Copenhagen, we chose to start with a small shop on a busy pedestrian street rather than a traditional showroom, primarily in order to maintain close contact with our end consumers.

This remains the driving motivation behind every one of our stores as we grow and expand. In 2007, we opened our flagship store, HAY House, in Copenhagen.

Today we have a global presence across 3 continents. We operate +15 HAY retail stores in cities including Copenhagen, Oslo, Berlin, Munich, Amsterdam, Tokyo, Osaka, Seoul, Sydney, and Melbourne.

HAY is also available in +1,500 wholesale dealers, including Liberty, Selfridges, END., Le Bon Marche, La Rinascente, MoMA, and De Bijenkorf among many others.



# HAY HOUSE

HAY House is the brand's flagship store and showroom in central Copenhagen. Initially inaugurated in 2009, HAY House was renovated in 2021 to include the original two-storey boutique plus two additional floors with a showroom and a multi-purpose work, event, and meeting space.

HAY aims to create a universe that is inviting and welcoming, with HAY House being at the heart of this universe. Rolf and Mette Hay explain, "When HAY is at its best, it brings people together. With HAY House, we have tried to design a space in which generosity and warmth are present; a space that both represents the present and our vision for the future."

























HAY

BRAND BOOK 2024

**HAY**