

DESIGN YOUR HOME – DYH.com develops its collaboration with the iconic Danish furniture Designer NORR11

Stockholm / London / Berlin – 22 October 2015. DESIGN YOUR HOME develops its collaboration with the iconic Danish furniture Designer NORR11 from now on. NORR11 is a deeply rooted Scandinavian producer of design furniture and accessories. NORR11 focuses on quality, using genuine and natural materials. With high crafting production standards, NORR11 only collaborate with selected producers. The results are unique and long lasting pieces. Famous Norwegian Knut Bendik Humlevik and Danish Rune Krøjgaard are NORR11's chief designers.

Weronica Åström Löhr from DYH.com “No inventory, no importer, no middleman, no downtown retail store. We avoid everything that marks the prices up in the traditional furniture business. All our products are directly shipped from the factory to our customers. Furthermore, DESIGN YOUR HOME avoid over production. Hence, we only sell what's been sold. This allows us to maintain stable and fair prices for our customers. Indeed, we don't have to make sales due to bad inventory turnovers.”

NORR11 fits perfectly within DYH.com's portfolio. The core competencies are to be found in classical design as well as in young designhighlights, with a precise target market and mostly self-produced and marketed products. Furthermore, it has an unique presence in more than 20 European countries and in more than 8 languages. DYH.com works successfully with talented designers and the best factories. DYH.com brings tasteful Interior Design in all Homes. The Customers can also conceive their own interior the 3D room planner App and receive personalized and adapted offers.

About Design Your Home Holding AB

The DESIGN YOUR HOME Holding AB is a fast growing company operating in the European furniture sector. Companies from DESIGN YOUR HOME Holding AB produce and market design furniture and Lifestyle Products under several owned brands in the mid- and high-end market segment.

The focus is on classic design as well as young design, with a precise target group. Most of the products are self-made and marketed. The company enjoy an exceptional presence in more than 20 European countries and more than 8 languages.

The 6 Pillars, Design Your Home, ROOMOX™, Brooklyn Loft, Modern Interior, Luxurious and Scandinavian Interior are managed from Stockholm, London, and Berlin. Together with its British sisters DYH LTD and ROOMOX LTD is the Swedish company a heavy player in the online business for design furniture.

The DESIGN YOUR HOME Holding AB is publicly traded in the Paris Euronext Stock Exchange since the 3rd September 2015.

DESIGN YOUR HOME Holding AB

ISIN	SE0007045380
WKN	
SYMBOL	MLDYH
Kind of Share	Registered Share
Industry	Furniture Online Trading
First Listing	3 rd September 2015
Exchange Listing	NYSE Euronext Paris
Market segment	Marché Libre
Place of Business	Stockholm/Sweden
Number of Shares	38.560.244
Amount of basic capital	SEK 34.740.220,20

Press Contact

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