



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN

ESTABLISHED 1904

NEWS SS20

LUMIS

Design SEBASTIAN HOLMBÄCK
Design year 2019

The Lumis collection captures light. With functionality in mind, Sebastian Holmbäck has designed a collection, which tries to tap into the conscious and unconscious centres of our minds.

With it's form and functional design these items will be perfect for the next summer breeze to come.

SEBASTIAN HOLMBÄCK

Studio Sebastian Holmbäck is a multi-disciplinary design agency who works directly with a selective group of clients who are on a mission.

Regardless of their product portfolio, price point or customer base, these clients are seeking to push the boundaries of their field and are eager to be challenged.

Sebastian Holmbäck has worked with product, furniture and lighting design for almost two decades and has received numerous international awards. Sebastian Holmbäck has previously designed products for Georg Jensen. In 2015, he designed the minimal and functional Cafu collection, in cooperation with Ulrik Nordentoft.



SELLING POINTS & FEATURES

- In SS20 we present the beautiful Lumis collection including a snuffer, two hurricanes and one tea light
- The construction of the hurricanes and tea light allows the flame to suck in air through the bottom slit in the metal base, giving it a steady flame with minimal flickering
- Functionality is reduced when used indoors. We recommend cleaning the bottom with hot water to ensure that air circulation is not compromised
- The shape of the hurricane and tea light is a smooth fluid curve, building on the tradition and heritage of Georg Jensen silverware
- The base, with its narrow waist accentuates the glass and creates a frame for the candle and flame
- The snuffer is created as a small sculptural piece that can be used to decorate small spaces. It is a practical device for extinguishing your candle, and at the same time a curious, dynamic and curvy object that attracts your eyes and fingers
- The snuffer is made from forged stainless steel, giving it a solid heavy feeling



INSPIRATION & DESIGN PROCESS

- The Lumis collection is inspired from the latin word 'Lumen', which means light
- In search for inspiration, Sebastian Holmbäck visited the Georg Jensen archive and dived into all the incredible old silver designs
- Initiating a design process Sebastian has form, functionality and significance in mind
- Sebastian Holmbäck uses a significant amount of time trying to tap into the conscious and unconscious centre of the mind, using recognition, curiosity, attraction and desire to evoke certain emotions



LUMIS



10016975
LUMIS HURRICANE, LARGE
STAINLESS STEEL & GLASS
H: 330 MM, Ø: 170 MM

SHIPMENT PACK: 2



10016974
LUMIS HURRICANE, MEDIUM
STAINLESS STEEL & GLASS
H: 300 MM, Ø: 130 MM

SHIPMENT PACK: 2

LUMIS



10016973
LUMIS TEALIGHT
STAINLESS STEEL & GLASS
H: 160 MM, Ø: 76 MM

SHIPMENT PACK: 4



10016972
LUMIS SNUFFER
STAINLESS STEEL
H: 67 MM, W: 52 MM

SHIPMENT PACK: 4

DUO

Design GEORG JENSEN DESIGN TEAM

Design year 2019

The Duo collection draws attention to every room decoration or flower bouquet.

The round shapes and the mix between clear glass and stainless steel creates a modern yet calming expression, making it fit into every home setting.

GEORG JENSEN DESIGN TEAM

Based at the company headquarters in Copenhagen, the Georg Jensen design team continues the house reputation for innovative work. By understanding heritage, function, uniqueness and quality, they respect the legacy of the company whilst pushing it forward and making it relevant for today's consumers.

The starting point for all design work at Georg Jensen is researching the archives but it is the job of the team to rework and develop the house style into something new, modern and exciting. However, most importantly, the team never loses sight of their responsibility towards Scandinavian design, craftsmanship and innovation through collaboration.



SELLING POINTS & FEATURES

- In SS20 we present the beautiful Duo collection including three vases and two bowls
- The design combines clear glass and stainless steel creating a beautiful synergy
- The clear glass vase is created from the Georg Jensen perspective, incorporating steel as an element
- The steel collar reflects the flowers from every angle creating a unique double effect that changes with every flower styling
- The stainless steel collars are removable on all items, ensuring easy cleaning and different visual expressions
- All pieces are pre-mounted with transparent rubber pads to ensure that the collars are perfectly positioned on the clear glass
- The bowls can be used for decoration or for snacks such as: strawberries, nuts or grapes
- All Georg Jensen glass pieces are made of mouthblown glass by our supplier in Portugal whom we have close corporation with
- Due to the fact that glass is a versatile material the top thickness of each piece can vary



INSPIRATION & DESIGN PROCESS

- Duo means two, and refers to the double effect of the flowers' reflection in the stainless steel collar (see picture on slide 16)
- The reflections give the maximum utilization, causing you to experience the beauty of the flowers over and over again
- The steel collar should be seen as a decoration on the vase, just like a piece of jewellery around a woman's neck
- Inspired by Georg Jensen's jewellery history and the organic form language of Henning Koppel, the vases strives to maximize the attractiveness of each flower
- The merging between the stainless steel and the clear glass incorporates the Georg Jensen DNA and brings out the best in the two materials



DUO



10016978

DUO ROUND BOWL, SMALL
GLASS & STAINLESS STEEL
COLLAR

H: 40 MM, Ø: 150 MM

SHIPMENT PACK: 4



10016979

DUO ROUND BOWL, MEDIUM
GLASS & STAINLESS STEEL
COLLAR

H: 70 MM, Ø: 280 MM

SHIPMENT PACK: 2

DUO



10016980

DUO ROUND VASE, LARGE
GLASS & STAINLESS STEEL
COLLAR
H: 235 MM, Ø: 330 MM

SHIPMENT PACK: 2



10016981

DUO ROUND VASE, MEDIUM
GLASS & STAINLESS STEEL COLLAR
H: 180 MM, Ø: 250 MM

SHIPMENT PACK: 2



10016982

DUO ROUND VASE, SMALL
GLASS & STAINLESS STEEL COLLAR
H: 105 MM, Ø: 150 MM

SHIPMENT PACK: 4

BLOOM BOTANICA

Design HELLE DAMKJÆR

Design year 2019

Elegance par excellence in the shape of exclusive products, created in a sensual and organic design language is characteristic to the Bloom Botanica line extension.

Helle Damkjær's natural feel for tone setting aesthetics has already resulted in several successful collaborations with luxury brands in New York, Tokyo, Paris and Copenhagen.

HELLE DAMKJÆR

Helle Damkjær has created designs for Georg Jensen for a number of years. The minimalist functionality and beauty of form that characterizes her work places her firmly within the classic tradition of Danish design with a twist. In line with her minimalist predecessors, Helle has a unique feel for functional beauty and simple details while her designs convey an inner harmony.

Her "Bloom Bowl" for Georg Jensen can be seen in the Museum of Modern Art in New York. Many of her designs have through time earned praise and prizes, including the Red Dot Design Award, Wallpaper Magazine Design Award, Design Plus Award and Danish Beauty Award.



SELLING POINTS & FEATURES

- The BLOOM BOTANICA is a 20 year anniversary edition to the popular Bloom Collection launched in 2000
- The collection is now extended to a broader collection including vases, tealights and candleholders aligned with Helle Damkjær's sculptural and sensual universe
- The collection contains different price points; from the smaller gift items such as the small vase or the tea lights, to the largest vase with a higher price point
- The pieces are multi-functional and can be placed in various environments e.g.: New Nordic, Urban living, Art Deco, Retro or Vintage inspired homes
- The elegantly shaped candleholders will dress up any table setting or window space and create an exclusive feeling
- By combining the soft forms with the more cold stainless steel a coherent and inspirational collection is created in terms of product assortment and visual expression



INSPIRATION & DESIGN PROCESS

- Helle Damkjær finds inspiration in the strong life force of nature
- The original Bloom Collection was inspired by Japanese cherry blossoms, when she visited the magical land for the very first time
- In this anniversary extension, BLOOM BOTANICA, Helle invites us to look at the moment when new life emerges after a long cold white Scandinavian winter
- The powerful energy hidden within the first sprout of a seed or flower bulb suggests a moment of creation and a new beginning
- Helle Damkjær's design process is extremely elemental. Everything starts by sculpting pure white clay, a natural material she loves and uses in search for the perfect expression
- Her work and handmade design process has a way of making a usually cold material seem warm and inviting



BLOOM BOTANICA



10016985

BLOOM BOTANICA VASE, LARGE
STAINLESS STEEL

H: 330 MM, Ø: 90 MM

SHIPMENT PACK: 2



10016984

BLOOM BOTANICA VASE,
MEDIUM STAINLESS STEEL

H: 220 MM, Ø: 80 MM

SHIPMENT PACK: 2



10016983

BLOOM BOTANICA VASE,
SMALL

STAINLESS STEEL

H: 150 MM, Ø: 52 MM

SHIPMENT PACK: 4

BLOOM BOTANICA



10016986

BLOOM BOTANICA TEA LIGHT, 2
PCS

STAINLESS STEEL

H: 70 MM, Ø: 44 MM

SHIPMENT PACK: 4



10016987

BLOOM BOTANICA CANDLEHOLDER, 2 PCS
STAINLESS STEEL

H: 200 MM, Ø: 27 MM

SHIPMENT PACK: 2

MANHATTAN & SKY

Design GEORG JENSEN DESIGN TEAM
Design year 2019

The iconic lines and timeless expression of the Manhattan collection represents the essence of Georg Jensen DNA and acts as a perfect contrast to the many organic designs. Originally a bar collection inspired by the Art Deco movement and the era of the Great Gatsby in New York, the Manhattan collection now welcomes a new stylish design in the form of a coaster set.

The Sky collection was designed to accentuate the functional aspects of traditional bar tools, and is now extended to include a coaster set. The collection is characterized by its sculptural, dynamic and elegant design language. Combined with great functionality, the coaster sets are an obvious companion when throwing a cocktail party or enjoying a drink.

GEORG JENSEN DESIGN TEAM

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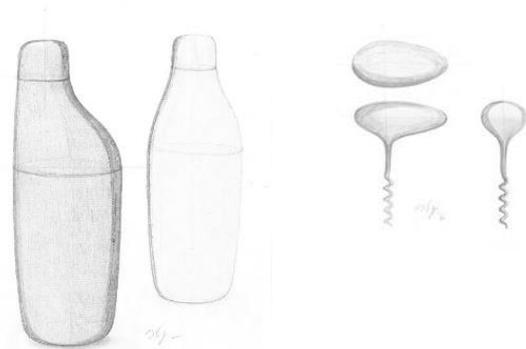
SELLING POINTS & FEATURES

- The Manhattan and the Sky coasters are made from dark and light leather
- The leather types are aligned with the Manhattan universe (same colour as the tray inlay) and the Sky universe (same colour as leather strap on hip flask), which adds a sophisticated touch to the existing collections
- Both coater sets come in a stainless steel case, making them easy to store when not used
- The top lids have the characteristic designs from both collections making them blend in perfectly with previous launched pieces
- The line extensions are building on the men's offering, making it a perfect gift for the man who has everything
- The cool and exclusive designs make the coaster sets both functional and decorative at the same time



INSPIRATION & DESIGN PROCESS

- The Manhattan and the Sky line extension are designed by the Georg Jensen design team
- The Manhattan & Sky line extensions are inspired of the extensive Georg Jensen archive, which spans over more than a century of design history.
- Manhattans' expression is architectural, classic and yet highly geometrical
- The Sky line extension is inspired of the minimalistic aesthetics of designer Aurélien Barbry, who has a love for the natural shapes and asymmetry found in nature



MANHATTAN & SKY



10016977

MANHATTAN COASTER SET, 4
PCS

STAINLESS STEEL & LEATHER

H: 55 MM, Ø: 120 MM

SHIPMENT PACK: 4



10016976

SKY COASTER SET, 4 PCS
STAINLESS STEEL & LEATHER

H: 58 MM, Ø: 120 MM

SHIPMENT PACK: 4