



STOCKHOLM FURNITURE FAIR - HALL C 18:40 - FEB 06-10, 2008

Scandinavia's most awarded luxury brand launches new designs at the Stockholm Furniture Fair.

LYX is the Swedish word for luxury. And the future of Scandinavian design, born in the middle of the last century. We added a bit of extravagance and a 21st century twist.

LYX exists for customers that are special, both in taste and in their willingness to spend a little bit more on a unique piece of furniture. This is why our mission is to do things differently. The internationally awarded LYX collection is now getting bigger with seven new products from new designers.

The pieces are inspired by the Scandinavian design tradition, with pure and clean lines, but make a stronger and more luxurious statement.

In short: It's more bold than blond.

We bring our new collection from Superstudio Più, Milano to Stockholm Furniture Fair and the Scandinavian Market. We will turn it into a place for people who have a passion for luxury and extravagant design with a strong presence. Welcome to join us.

World Premiere's at Stockholm Furniture Fair 2008:

- **Laplandi** Rug- World's first reindeer rug. It's beautiful, luxurious and politically correct...
- **Cyluxe** Chair – event the most basic shapes can evoke extravagant experiences...

Also shown at the Stockholm Furniture Fair:

- Addiva Case Goods
- Pipedream Seating System
- Moduluxe Sofa
- Kristall Chandelier, Large version
- Roy Dining Table & Pris Dining Chair
- Wing Lounge Chair
- Cyma Coffee Table

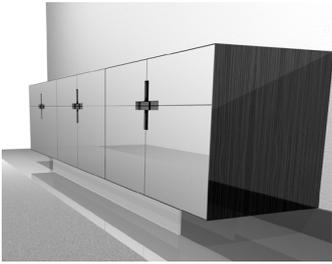
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LYX COLLECTION - DESIGN STORIES STOCKHOLM FURNITURE FAIR 2008



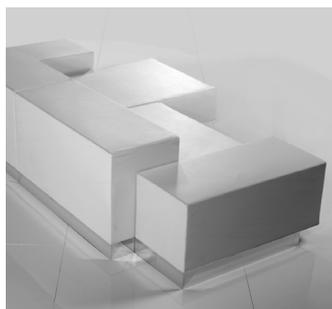
ADDIVA Case goods

The new Addiva from LYX has an absolutely unique opening mechanism that simultaneously becomes a strong design element. With one single plus-shaped point you can open four different drawers or cabinet doors. The high quality materials and stunning surfaces adds to the luxurious experience. Addiva is also a versatile storage system that is available in a number of sizes, materials and combinations and can be used both as side boards and drawers. By combining top/sides, fronts and "plus-characters" in different materials like hi-gloss paint, lacquer ebony and mirror polished metal, the possibilities are almost infinite. And starting in April, you can create your own Addiva on the www.lyx.com, using our ground breaking 3D building tool, Luxe-O-Matic. Design: Paul Sundvik



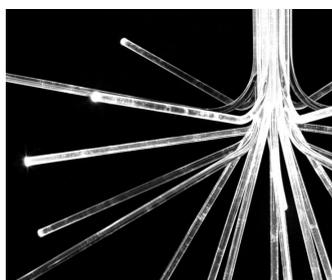
PIPEDREAM Seating System

Public seating will never be the same. The Pipedream seating system from LYX turns any open area into an exciting place. The parallel tubes, one used as seat the other as backrest, is winding through the room like a friendly pipe grid. The effect is spectacular, softly forcing people to want to sit down even if they had not planned to – offering a short time of contemplation and reflection in a fast paced world. A combination of high-density foams makes it surprisingly comfortable too. And since it is available in a number of upholstery and leg-materials, it fits into any environment. In white leather and chromed legs it enhances a design hotel lobby. And with a bright +100 000 Martindale fabric it belongs in design demanding spaces with a lot of human traffic. Design: Robert Öhman



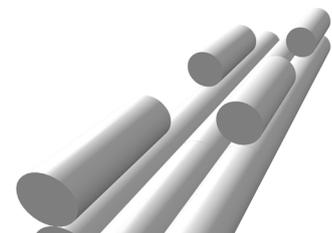
MODULUXE Sofa

LYX has created a sofa for people who want a contemporary piece with a strong presence, but also a relaxing place to dwell. Despite its architectural lines the level of comfort is very high. By using memory foam that adapts to your body, we turn a modern square sofa into a blessing for your body. And it does not only adjust to you physics, but also to you taste and requirements. Moduluxe is a fully flexible design that allows you to design the perfect sofa, using a number of modules. And not only can you combine different types of upholstery like soft Swedish leather and fine Danish fabric. You can also select a base for the sofa that matches your style. Design: Michael Malmberg

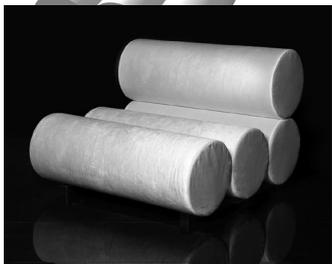


KRISTALL Chandelier

At Superstudio Più, LYX launches a stunning large version of the award winning Kristall Chandelier. This illumination gives the word chandelier a new brand meaning. The hidden light source makes the acrylic rods forming the modern corona very visible. Crackles in the interior of the rods further refract and maximize the light intensity. Because of the unique materials used, the chandelier sheds a combination of diffused and direct lighting, highlighted by each rod



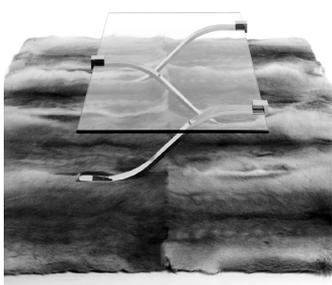
tip appearing as an individual pinpoint of light. Measuring 150x226 cm (59x89in), together with its breathtaking design, Kristall creates a very special atmosphere and becomes a natural gravity point in any environment. Design: Jonas Wannfors.



CYLUXE Chair

Even the most basic shapes can evoke the most extravagant experience. The generous size of this chair together with the open ends, creates ample space for one person or enough party seating for four. Multiple Cyluxe chairs can also create interactive seating for public spaces. Just turn them back and forth when placing them on the floor. For social encounters of the third kind. Also available as a sofa with armrests. Design: Michael Malmberg

WORLD PREMIER AT STOCKHOLM FURNITURE FAIR 08!



LAPLANDI Rug

It's beautiful. It's luxurious. It's sexy. And it's politically correct. LYX introduces the world's first real reindeer fur rug. Every rug is made from eight handpicked hides from four Sami villages, all far north of the Arctic Circle. Here the reindeers live free in the beautiful wild landscape where they grow a rich, thick fur in the extreme cold. The Sami people and their reindeers live in symbiosis and the herding is the foundation of the Sami culture. Each hide is carefully selected for LYX by the Sami herders. We only use the finest, thickest furs with the best colors. Besides four standard sizes, the Laplandi Rug is available in any custom configuration. Design: Nature (and Michael Malmberg)

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ROY Dining Table & **PRIS** Dining Chair

This dining set is for people who don't want to compromise when it comes to material, comfort, design, quality.... well, anything. Both the size and the style makes a strong statement. The Pris chairs are made with thick mirror polished aluminum frame and very generous upholstery. They are also available with or without armrests and with a low or high back. The solid Roy table is extendable from 6 to 10 seats with ample of space for animated get-together's (390 cm / 12.5 ft). The unique extension mechanism is seamless using the latest magnet technology.

Design: Michael Malmberg.



The **TRIPPS** Coffee Table...

...is also perfect in a lounge that requires a sense of style. The thick wooden or hi-gloss painted top engraved and supported by mirror polished aluminum is designed to create a both graphic and elusive impression. Want a table that makes a strong statement? Lucky you. Design: Michael Malmberg, I/IDSA. Available in a number of veneers and colors. Size: L: 210 / 83 in, W: 80 cm / 31.5, h: 35 cm / 14 in



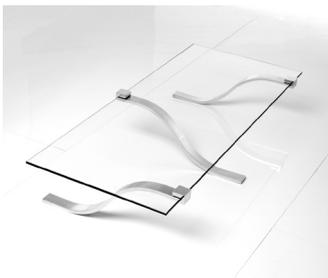
WING Lounge Chair

The first chair ever to be certified by The Space Foundation / NASA and a reincarnation of the classic wing chair, made for the future. This recliner is made for serious cocooning and is the closest you can get to weightlessness. The upholstery in the Wing Chair is made by open cell visco elastic foam, developed by NASA and used in all space craft's since the 70s. The foam adapts to your body shape and temperature leaving you in cosmic comfort. This is probably the biggest single piece of bend wood ever used to create a chair. It is covered in thick layer of superb Teak veneer. Design: Michael Malmberg, I/IDSA



TOPOGRAFI Seating System - WINNER OF THE RED DOT AWARD 2007

Q: What do you get if you crossbreed waves with hills and seating for public spaces? A: Topografi. This flexible seating system uses three sections: Straight, Exchange and End. These elements can be combined in any way and any length required for the selected space. Material Indoor version: Laser cut painted MDF. Material Outdoor version: Water cut concrete fiber board. Stainless steel joints. Design: Jonas Wannfors , DBSD



CYMA Coffee Table

The first reaction experiencing this table is a mix of confusion and attraction. Which isn't strange - no one has done something like this before. Designer Matt Miller's ingeniously unique construction for supporting the fully tempered glass top, also creates its beautiful appearance. The smoothly bent legs are the inspiration for the name - Cyma is the ancient Greek symbol for "S-shaped wave form". Legs are available in mirror or satin polished aluminum. Design: Matt Miller



MAXELLE Chair

It does 0-60 in 2.7 sec in the spectators mind, making it the fastest chair on the market. Streamlined for beauty and comfort, Maxelle can be parked and admired in any environment; indoor or outdoor. The propelled shape of this fiber glass chair is not a coincidence – it's designed by Harald Belker. After working for Porsche and Mercedes Benz, Harald moved to Hollywood and has created famous pieces like the Batmobile and futuristic vehicles in movies like Minority Report, Armageddon and Spiderman. Maxelle is his first piece of furniture. Design: Harald Belker