

& Tradition[®]



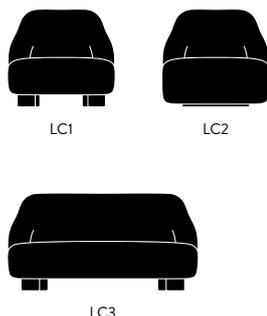
Press Release

Margas^{LC1-LC3}

Louise Liljencrantz

2022

&Tradition launches



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Product category
Lounge chair / Sofa

Production process
The frame is made from solid beech and plywood and subsequently covered in HR foam and polyester wadding. The wooden legs are turned and CNC milled before either oiling or lacquering.

Environment
Indoor

Materials
Wood, HR foam, polyester wadding, fabric upholstery.

Colours
Black, Oiled Oak or Oiled Walnut base.

Dimensions (cm/in)
LC1: H: 77cm / 30.3in, L: 90cm / 35.4in, D: 87cm / 34.3in, Seating H: 42cm / 16.5in.
LC2: H: 77cm / 30.3in, L: 90cm / 35.4in, D: 87cm / 34.3in, Seating H: 42cm / 16.5in.
LC3: H: 77cm / 30.3in, L: 160cm / 63in, D: 87cm / 34.3in, Seating H: 42cm / 16.5in.

Design year
2022

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PR Manager Morgane Paulissen
morgane.paulissen@andtradition.com
T: +45 4282 0624

Interesting from every angle, the Margas series lends a sculptural simplicity to interiors.

While working on a residential project for a private client, award-winning interior designer Louise Liljencrantz decided she needed a sofa that could hold court in the centre of the room. Named after her beloved grandmother, Marga von Dardel, who Liljencrantz credits as the most important role model in her life, this elegant lounge chair and two-seater sofa promise to become fundamental in adding warmth and ease to an interior.

“My grandmother was an extraordinary person,” says Liljencrantz of the woman who inspired the collection. “She was always in her lounge chair by the window smoking cigarettes. I came to visit her almost every week and we sat there together talking for hours and hours.”

Born and raised in Stockholm, Liljencrantz’s understated aesthetic pays homage to her Scandinavian heritage. While she embraces simplicity, her love of strong lines and warm textures is displayed in Margas, which sees a solid curved frame covered in upholstery and supported by short wooden legs in oak or walnut. Available as a lounge chair with the option of a swivel base, or as a two-seater sofa, Margas makes an ideal addition to both private homes and public spaces ranging from hotel lobbies to upscale offices.

“Contemporary yet classic, the Margas reflects Louise Liljencrantz’s remarkable ability to transform an interior with standout pieces,” says &Tradition founder and CEO Martin Kornbek Hansen. “We are delighted to introduce her designs to &Tradition and expect they will be much sought after.”

After founding her eponymous studio, Liljencrantz Design, in 2009, Liljencrantz has employed her creative talent to transform an array of projects for private and commercial clients into effortlessly chic spaces. Alongside her interiors practice, she designs contemporary furniture and home accessories that reflect her belief in premium materials and simple silhouettes. She has collaborated with KFK Cabinet-Makers on two brands: Veermakers and Liljencrantz x K.F.K Master Cabinet Makers.



&Tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1920s to the present day and includes designs by internationally renowned designers.