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PRESS RELEASE

FABRIC FOREST AND SWEDESE COLLABORATION – PRIMO CHAIR WITH SADDLE GIRTH IN PAPER YARN

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Fabric Forest specializes in crafting environmentally friendly interior products using textiles made from 100% paper yarn sourced from the Swedish forest. They now present a unique collaboration with renowned furniture company Swedese, introducing the classic Primo chair with saddle girth from Fabric Forest.

This innovative partnership between Fabric Forest and Swedese means a relaunch of the iconic Primo chair, now featuring braided saddle girth crafted entirely from 100% paper yarn sourced from Swedish trees. Primo, a timeless design classic from 1980 by Yngve Ekström, has a sustainable design that aligns with Fabric Forest's design philosophy and is constructed from layer-glued, molded veneer in oak or beech.

Fabric Forest has a unique process for producing yarn and fabric from paper, utilizing wood fibres extracted from the Swedish forest. This versatile paper yarn is used across a range of interior products, developed and manufactured by Fabric Forest, including cushion covers, rugs, wallpapers and sound absorbers. The collaboration with Swedese was initiated as both companies realized their shared commitment to sustainability and craftsmanship.

"Offering locally produced, high-quality and renewable products is important to us. We are proud to partner with Swedese in a collective effort to produce more environmentally friendly textiles and interior products, reducing the current environmental impact caused by fabric production," says Yvette Gilbert, Brand Manager at Fabric Forest.

Given that the raw material in Fabric Forest's thread and fabric production is sourced from meticulously maintained forests, the manufacturing process doesn't contribute to deforestation. Moreover, the material is cultivated using natural precipitation, an exceptionally sustainable alternative compared to cotton production, which requires 10,000 litres of water for every kilo of cotton. Fabric Forest's production technique replaces fossil-based materials with renewable ones, effectively reducing greenhouse gas emissions.

During Stockholm Design Week, the 5–9th of September, the Primo chair will be showcased in Fabric Forest's showroom at Timmermansgatan 16, where it will also be available for purchase. The chair will also be exhibited at the Swedese Brand Store on Malmtorgsgatan 5. Starting from the 5th of September, the Primo chair can be purchased from www.fabric-forest.se and later this autumn on www.swedese.se.



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ABOUT FABRIC FOREST

Fabric Forest pioneers in the creation and production of environmentally friendly interior products using textiles made from Swedish tree paper yarn. The company is part of Svenskt Konstsilke AB (SKS) and was founded with the vision to establish functional and aesthetically pleasing sustainable solutions. Through the use of recyclable materials and local manufacturing in Sweden, Fabric Forest minimizes its environmental impact while simultaneously promoting the Swedish forestry industry. The company strives to inspire and encourage the adoption of environmentally friendly alternatives for a sustainable future.

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