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Note Design Studio builds disruptive direct-sales platform for post-design fair world Note Editions launches with Mallow chair for Labofa

News embargoed until Friday 26 June 2020



Note Editions connects the studio with their huge fan base, without delay, for the first time.

Stockholm-based Note Design Studio is one of the most adored and prolific design studios working today, with a huge international following and an enviable history of collaboration with Europe and Scandinavia's leading design brands. You find its furniture in hotels, workspaces, restaurants and cafés around the world, but if you fell in love with a Note design and wanted it for your own home, you couldn't have it. Not unless you were prepared to go through the rigmarole of negotiating a sale with its manufacturer – hardly a short, seamless or user-friendly process.

However, things are changing.

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On Friday 26 June, Note will introduce Note Editions – an online platform built to establish a connection between the design studio and users, providing direct access to limited-edition, early releases of its latest designs. Note Editions will allow people to order special signature editions of selected products at the moment they launch – and, for the first time, give Note a channel through which to speak and sell directly to its audience.

Note Editions has been conceived in response to the widespread cancellation of international design festivals caused by the coronavirus pandemic. With Milan off the calendar, Note and the Danish furniture brand Labofa had nowhere to introduce the design world and the public to their bold and cheeky new chair family, Mallow. The entrepreneurial, innovative gang at Note elected to create their own online platform.

Note Editions is a single-product digital design fair and online shop that gives the public opportunity to buy a new design from the moment it's released – rather than waiting months for it to make its way through the producer's manufacture and distribution network.

"Is this the right move? Who knows? It's something very different for us as a studio, and that sense of risk and discovery is important in everything we do. After the strangeness of the pandemic, we felt the need to move, rethink, and explore new possibilities. Everything started with a question of how other approaches might be necessary. We had long wanted our new collaborations to be more readily available. By launching Note Editions, we can now speak to everyone at the same time."

– Cristiano Pigazzini, Note Design Studio

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Special-edition features



The unique tag lends a personal touch from Note Design Studio, who will handle the sale and delivery.

Inspired by the approach taken by sport and fashion brands, where exclusive designs with special features, finishes or branding are launched to market for a limited time, every product showcased on Note Editions will include a unique element, such as a special-edition fabric or colour, and be supplied with a distinctive Note Editions tag.

Orders can be placed at notedesignstudio.se, and the product will be dispatched directly from the manufacturer, with the Note team handling all aspects of the sale, the delivery and the customer relationship. Those ordering within Sweden can expect their Note Edition to arrive within a week; international shipping will be available but subject to the customs legislation of individual countries.

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The first launch: Mallow for Labofa



The Mallow Lounge Chair has a satisfying 'give', moulding to the contours of the body.

The inaugural Edition is a lounge chair from the Mallow family that Note designed in its first collaboration with Danish furniture brand Labofa. Plush, playful and inviting, the chair is formed from an arrangement of rounded forms that resemble a plush pile of marshmallows – and are every bit as enticing.

Alongside its fun and floaty yet sophisticated aesthetic, the design of Mallow prioritises comfort and indulgence. Soft and generous, the back and armrests have a satisfying 'give' to them as you sit, moulding to the contours of the body, and the base is engineered to swivel or spin as you desire.

"Like a piece of couture, the proportions, angles and geometry of the chair are balanced in a way that just makes it look – and you feel – good! It's as though you and the chair are in a beautiful symbiosis."

– Kristoffer Fagerström, Note

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Limited edition runs of products will feature on the Note Editions platform, such as special fabric finishes.

This version of the lounge chair is uniquely upholstered in a tactile special-edition fabric from Kvadrat's Moss collection, selected by Note for the Editions platform.

The chair will be available to order exclusively from Note Editions from launch. Other fabric finishes and its sibling designs (the Mallow sofa and smaller Mallow club chair) will be available later, as normal, via Labofa's distribution network.

A physical Note Edition space is coming

The online platform will be complemented by a new bricks-and-mortar showroom and event space that Note is set to open in late summer 2020. Located a few doors down from its studio in central Stockholm, the 50sqm space will allow people to discover Note Editions products in person, as well as giving Note a multifunctional

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venue to host special events, exhibitions and collaborations with global design brands.

What does this mean for Note and the industry?



Product designer Malin Engwall sits on the Mallow Lounge Chair, the first collaboration with Note and Labofa.

The launch of Note Editions creates a plethora of new possibilities for the studio, closing the gap between designer and audience and making the pathway to purchase easier and more efficient. It can serve as both a sales channel and a campaign showcase, potentially as effective as a stand at a design fair, but with – arguably – even greater international reach.

The studio envisages that Note Editions could become the principal launch platform for as many as six products a year, as more of its collaborators come to see the advantages of working with a designer that can offer them use of its own consumer promotion and sales channel. For Note, it represents the first step in an exciting new direction – from leading design studio to global design brand.

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If any studio is positioned to succeed with such an innovation, it's Note. With 150,000 followers on Instagram alone, Note has a vast international fanbase – and a ready-made consumer audience. In Note Editions, the studio has just created a new way to connect with it.

Notes to editors

For more information about Note Design Studio, Note Editions and Mallow, please contact Sabine Zetteler at note@zetteler.co.uk.

The Mallow chair is available from €1,700.

About Note Design Studio

Founded in 2008 by Johannes Carlström and Cristiano Pigazzini, Note is a Stockholm-based design studio working across the fields of architecture, interiors, products, graphic design and design strategy. Now comprising a team of 14 designers, Note has grown to become one of the most internationally admired names in Scandinavian design, working with a wide range of international design brands and winning a steady stream of design awards.

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