**PRESS RELEASE** Spectrum underlines the power of timeless design with the Accessories Collection

Spectrum launches a new collection in which the renowned design furniture manufacturer combines the very best of the past and present. With the Spectrum Accessories Collection, the label highlights the enduring value of leading design and celebrates the essence of functionality, inventiveness, and attention to detail.

### Founding (new) icons

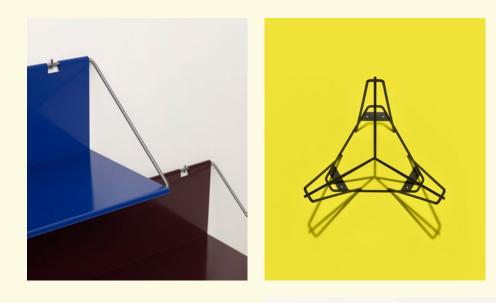
The Spectrum <u>Accessories Collection</u> kicks off with the reissue of four classics by designers Constant Nieuwenhuys, Friso Kramer, and Benno Premsela. Designs in which the power of simplicity underscores a timeless essence. Loud, clear, and unmistakable.

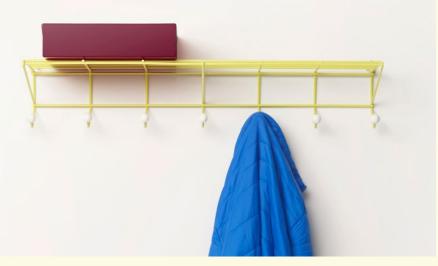
In the future, new pieces by contemporary designers will be added to this foundational collection. This way, the Accessories Collections lays the groundwork for new, iconic additions.

#### Style and colour

For the Accessories Collection, Spectrum decided to collaborate with Studio RENS. Designers Renee Mennen and Stefanie van Keijsteren curate the collection and function as art directors. They developed a strong visual style with an appealing colour palette that connects the various design in a unique, instantly recognizable manner. By emphasizing the clean lines, geometric shapes, and materials, they invite closer inspection and a feeling of renewed discovery. This bold approach brings together Spectrum's heritage in a visual way, presenting iconic designs from the past, present, and future to a new audience.

"Colour is the uniting force within this collection. With this novel colour palette, we create a new family with the same, well-known Spectrum character." — Renee Mennen, Studio RENS





#### **Timeless beauty**

Spectrum has always had a keen eye for groundbreaking designers. Since the 1950s, the label has been working with leading professionals who merge clean functionality with striking appearances. Designers who know how to turn the ordinary into collector's items, pieces you can't imagine living without.

"It's incredible to present our iconic accessories from the 1950s and 60s in this new light. The collaboration with Studio RENS honours Spectrum's original vision, where designers let their personal identity shine through in their designs and in the process make the environment of the design's users even more personal and outspoken." — Cindy Verhoeven, Brand Manager, Spectrum

With the Spectrum Accessories Collection, the label stays true to its mission of bringing trailblazing design to the market and bridging the gap between past, present, and future. This collection exemplifies the timeless beauty and functionality that Spectrum has been known for decades.

## **About Studio RENS**

<u>Studio RENS</u> is a research-based design studio specialised in colour and material. From their studio in Eindhoven (the Netherlands) they deliver new insights and custom designs. Studio RENS was founded in 2009 by Renee Mennen and Stefanie van Keijsteren. In their work they combine an accurate, almost mathematical approach to design research with practical material experimentation and a keen eye for colour.

## **About Spectrum**

For more than 80 years, Spectrum has been connecting design icons from leading 20th century Dutch designers with future classics of contemporary talents. The collection consists of strong characters with their own story. Local production, authentic design and sustainability confirm what Spectrum stands for since 1941: furniture with a future value.



**Benno mirror** Benno Premsela



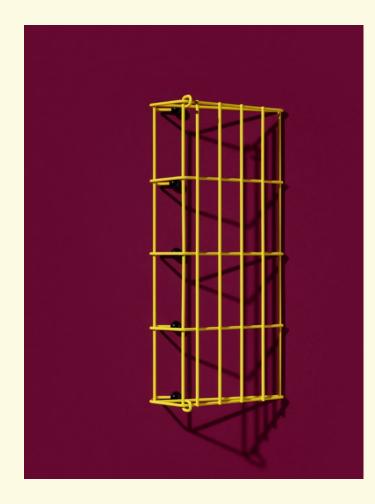
Utrecht DW 01 wall rack Constant Nieuwenhuys



DZ 05 coat rack Friso Kramer



**IJhorst stool** Constant Nieuwenhuys



# **MORE INFORMATION**

The Spectrum Accessories Collection is now online on our <u>website</u>. The collection is available through our <u>dealers</u> and in our <u>showrooms</u>.

Images of the Accessories Collection can be downloaded via this link.

For more information and press inquiries, please contact: <u>lonneke.deroos@rsgadesign.com</u>

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