

Bretz

Happy Birthday Ohlinda

Press Release

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True Characters



An Ikon turns 10



10 years Ohlinda – A True Character celebrates its Birthday

They do exist, these pieces of furniture that are not only functional, but also extraordinary and yet timeless. In the best cases, they also tell an exciting and unique story. One such piece of furniture is our iconic Ohlinda sofa, which celebrates its 10th anniversary this year: A True Character and a Bretz classic!



**"If you love colour,
a colourful piece of furniture
can be a timeless piece of furniture."**

Carolin Kutzera



Ohlinda – the Beauty

When Ohlinda was presented to the wide audience of furniture industry professionals in autumn 2014, most people were astonished at first: gold-green velour on the seats, combined with bright gold and orange tones, which alternately adorn the back cushions with a lush floral pattern velour.

This combination of cheerful colours, high-quality materials and unprecedented modularity has made Ohlinda a **Bretz classic** that has delighted many people ten years ago, today and will most likely continue to do so in the future.



A sofa like a sea of flowers

Thanks to its unique design and the almost unlimited customization options, our Ohlinda has established itself as an absolute customer favourite.

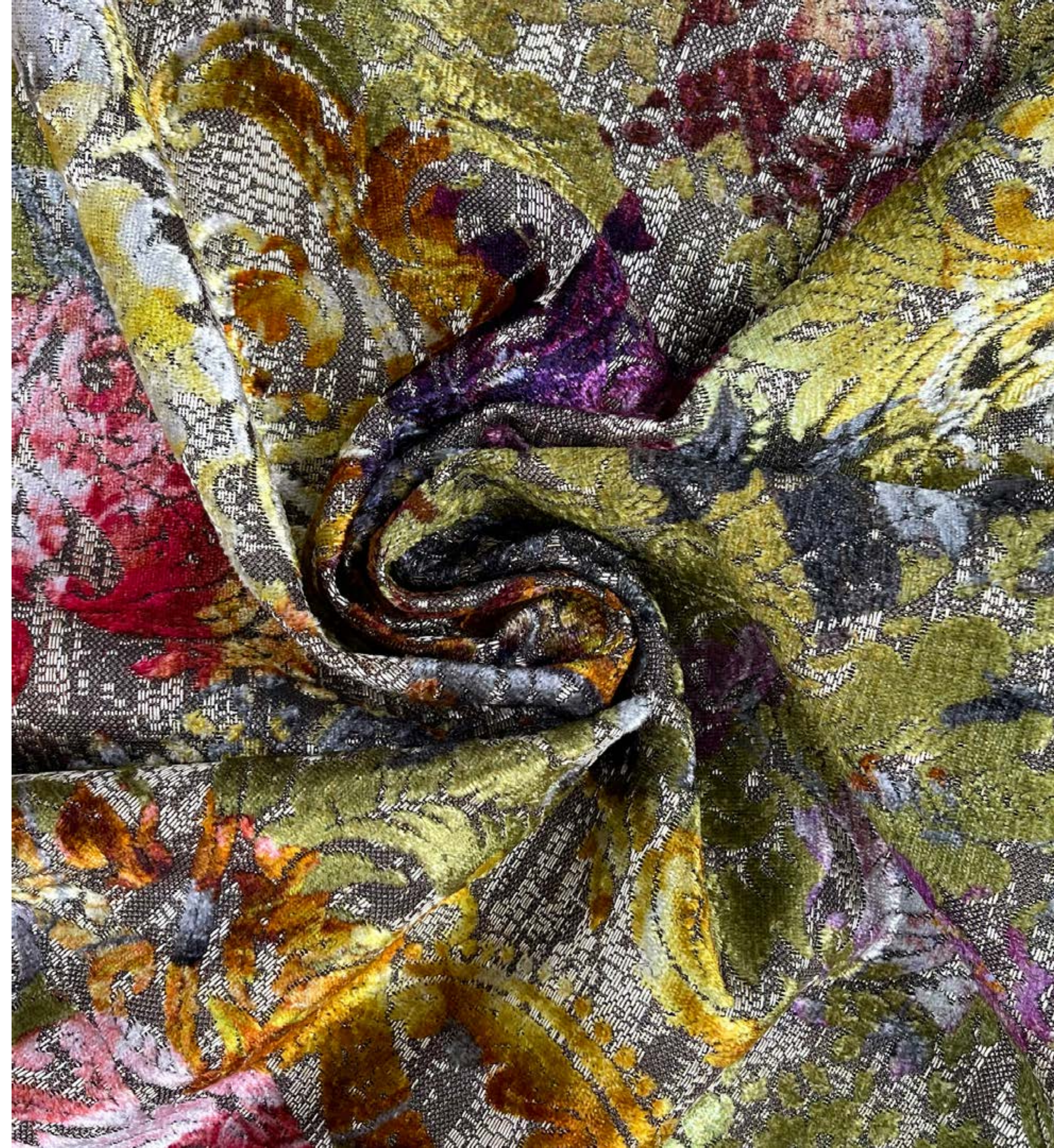
Maybe it's simply because Ohlinda brings a good mood and a touch of summer into the living room: With its iconic cover combination in green, gold, orange and gobelin, the sofa is reminiscent of a magnificent flower meadow in summer. You can't help but fall backwards into it and put everyday life on "mute".



Poetry made of 1000 Yarns

The exclusive velours come from Italy and Germany. They have been developed in close collaboration with the fabric manufacturers specially for Ohlinda and her lush, colourful flower meadow concept and are perfectly colour-coordinated! The magically shimmering midsummer olive velour, which changes colour from golden to green depending on the angle of view, harmonises perfectly with the golden viscose velour of the backrest and the opulent gobelin, which reflects the colours of the surrounding velour.

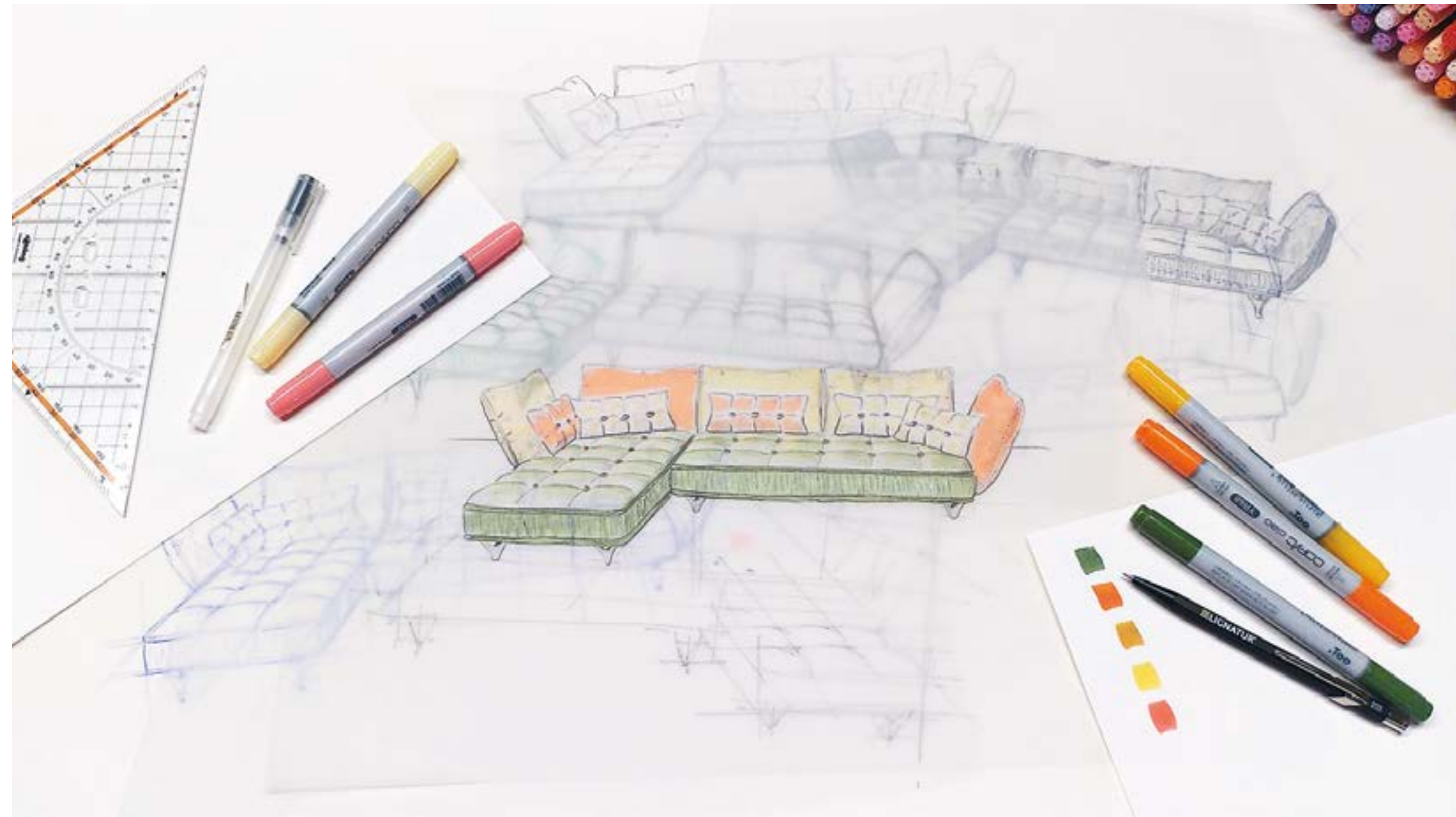
The gobelin, a high-quality, virtuoso velours-de-gène, tells its very own, no less exciting story: This elaborate velour, which has already become one of our trademarks, originated from a mural from the period around 1800. The patterned fabric echoes original Baroque patterns and cleverly combines them with a modern floral digital print. This velour is a small work of art in itself and gives Ohlinda her certain "Je ne sais quoi!"



**We had this image
of a wildflower meadow in mind.**

**We then worked with selected manufacturers
to develop the right fabrics for Ohlinda – not an
easy task, as there are three different fabric qualities
and materials, and in different colours too! It was clear
to us: The combination had to be harmonious, but by
no means too harmonious, rather exciting – hence
the orange as an important counterpoint
to the golden-green
base colour.**





**"Only those who risk going too far can ever find out
how far they can go." (T.S. Eliot)**

Ohlinda has shown that bold design choices and an unconditional passion for craftsmanship can create timeless pieces that remain relevant for decades. Ohlinda strengthened us in our courage and our innermost conviction to swim against the tide and consciously challenge traditional design norms.



Like almost all of our characters, this sofa system is based on the concept of versatility. With just two basic modules and a backrest element, you can realize sofas, u-shaped and corner solutions – depending on your own taste, space requirements and room situation.

For all those who appreciate individuality, the arm and back cushions as well as the body can be covered with various fabrics and patterns from our collection, like a three-dimensional collage.



Ohlinda Z li (Set 3) W x D x H 349 x 219 x 88 cm
Fabric: midsummer oliv | gold | orange | gobelin



Ohlinda FN W x D x H 230 x 130 x 88 cm
Fabric: midsummer oliv | sea breeze



Ohlinda Z li (Set 3) W x D x H 349 x 219 x 88 cm
Fabric: blue hour | jamaica | sunny green | paradise



Ohlinda Mre W x D x H 253 x 219 x 88 cm
Fabric: curacao | midsummer oliv| arabesk | boa türkis

Ohlinda

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