



DUXIANA SHOWROOM AT DESIGN HELSINKI 24–25 AUGUST, 2022

During Design Helsinki, DUX will present their bed and furniture collections at the DUXIANA showroom located in the vibrant Ullanlinna area.

With a focus on sustainable design and comfort, DUX creates collections that last for generations. Experience exquisite range of DUX beds alongside iconic DUX furniture classics as Jetson, Karin and Pernilla, designed by Bruno Mathsson.

"Finland is a very important market for DUX. We look forward to extending our business in Finland and to deliver outstanding comfortable beds and furniture design icons for this Nordic area."

Henrik Ljung, CEO



ABOUT DUX

The Swedish brand DUX began its journey back in 1924, when Efraim Ljung visited the USA to sell chocolate, but returned with an idea about springs for mattresses. Two years later, in 1926, Efraim Ljung founded DUX and launched the first DUX bed. With a focus on timeless aesthetics, sustainable design and comfort, DUX creates collections that last for generations. In addition to its beds, DUX is also proud of design icons such as the Jetson, Karin and Pernilla armchairs, by renowned designer Bruno Mathsson, not to mention notable design collaborations with leading Swedish design trio Claesson Koivisto Rune as well as Danish design studio Norm Architects. The supreme comfort of the beds is replicated in most of the upholstered furniture since they also make use of the famous DUX spring. Nordic materials with wonderful textures and a largely natural colour palette combine to achieve refined harmony.

Today, DUX is a pioneer in the field of comfort and sleep quality. DUX is run by the fourth generation of the Ljung family, with production based in Sweden and Portugal. DUX beds and furniture are sold all over the world, not least via around 100 resellers in the Nordic market and through its own retail channel DUXIANA, which has about 80 stores in 30 countries.

DUX beds can be found in over 300 hotels around the world and there are also a number of The DUXIANA hotels in Sweden. If you would like to sleep well in Helsinki, you can choose one of these three hotels with DUX beds. Hotel St George is located in the heart of Helsinki, Glo Hotel Sello is located close to the center of Helsinki (in Espoo) and Runo Hotel in charming old town of Porvoo, only 40 minutes from Helsinki.

Come and meet us at the lovely DUXIANA store and showroom, opening hours 24-25/8, 11 am –6 pm

Address:

DUXIANA store and showroom.
Tehtaankatu 24
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Read more about DUX at dux.fi and duxiana.com.

High resolution pictures are available at www.trendgruppen.se/imagebank