



KETTLER COLLABORATION 'LATITUDE'

DESIGNED BY FRÉDÉRIC SOFIA

In collaboration with renowned and internationally renowned designer Frédéric Sofia, a special edition with beautiful shapes and colours has been created that is suitable for both private and commercial use.

LATITUDE embodies an elegant and sophisticated industrial aesthetic. Minimalist, precise and recognisable, it guides the user through a functional and sensory approach.

Frédéric Sofia on LATITUDE: 'Inspired by the iconic designs of Giorgetto Giugiaro for VW and Dieter Rams for BRAUN, LATITUDE emphasises KETTLER's characteristic signature style, thereby underlining the brand's identity in European markets.'

The design is conceived to meet the requirements of professionals in the contract sector as well as end consumers for private use. LATITUDE is for anyone who loves beautiful things and appreciates good design.

The special edition includes various items, from stacking chairs and sun loungers to a dining or bar set. LATITUDE prices start at EUR 239.90 for a stacking chair and go up to EUR 599.90 for a sun lounger with armrests.

The collection is made of corrosion-free aluminium for lasting flawless quality and timeless elegance – even in demanding weather conditions. The frame impresses with its seamless aesthetics and increased stability – without any visible screw connections. The furniture is easy to move, store and stack.

Designed for efficient and responsible industrial production, the series consists of robust yet sophisticated assemblies made from die-cast and extruded aluminium components that uphold KETTLER's values of quality, durability and technical excellence.

The use of aluminium is also a responsible decision: the material is 100% recyclable, and the furniture is made from 50% recycled material.

Christian Dehn, Managing Director of KETTLER Home&Garden, on the collaboration: 'We are delighted to have Frédéric Sofia on board, an internationally renowned designer known for creating today's classics of tomorrow. His unmistakable signature style will shape our brand in a unique way.'