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KEILHAUER INTRODUCES THE TAILORED COLLECTION AT NEOCON

The North American furniture manufacturer launches a sophisticated collection that spans four product families



The Tailored collection, designed by EOOS and made by Keilhauer

June 12, 2023 (Chicago) – Keilhauer is proud to announce the launch of the Tailored collection, making its debut today at NeoCon in Chicago. Designed by frequent design collaborators EOOS, the Tailored collection addresses the remaining need in high-end markets for dressed-up and sophisticated workplaces. This is a collection that is perfectly tailored for the more formal industries where suits are still in the dress code.

“We are thrilled to unveil this beautiful collection to our commercial design community at this year’s NeoCon,” says Mike Keilhauer, CEO. “Tailored features classic furniture pieces we know and love, such as the tuxedo sofa, but with smart, elevated twists. It was a joy to develop this collection with our long-time design partners EOOS.”

Tailored features four product families: Symm, Swav, Neesh and Fold. From classic seating with modern twists to refined occasional tables, each piece in this collection has been thoughtfully designed and carefully curated, making it easier than ever to create cohesive, sophisticated spaces that address every need in the contemporary workplace.

“With this collection, the idea was to design something warm and sophisticated by having furniture archetypes as the starting point – one product in each category for the different rituals in the office,” says EOOS. “Within Tailored, you will find different scales, footprints and functions

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– but with one language throughout all the products. Tailored is one comprehensive collection for all kinds of workplace scenarios.”



The Symm sofa paired with two Symm low-back lounge chairs and a Symm occasional table

SYMM

Named for the symmetrical nature of its designs, the Symm product family includes a low-back lounge chair, a side chair, occasional tables and a classic tuxedo sofa system. With its distinguished looks and premium details, the Symm family turns heads with its modern take on its timeless pieces.

The Symm tuxedo sofa system is the hero product of the Tailored collection. With nods to the traditional tuxedo sofa design through the cross seams of the cushions, the modular Symm sofa simplifies the style with just one cross, creating a more modern take on this classic style. The base of the sofa is made of a cast frame with feet that could be wood or aluminum, which allows for both a softer or more corporate take on the sofa. The Symm sofa is classic yet innovative; a modern-yet-timeless modular sofa system.

The lounge and side Symm chairs share a hexagonal seat shape that also works as the chairs' arms, allowing the user to have the freedom to sit and move around as they choose. Both models of the Symm chair also feature a traditional cross-stitching detail that adds to the classic nature of the collection.

Rounding out the Symm family are the occasional tables, which use similar design elements as the sofa in the base, allowing the tables to seamlessly fit into various configurations. Symm occasional tables feature Cambria quartz tabletops and come in rectangular, circular and square models.



The Swav mid-back conference chairs are ideal for boardrooms and other meeting spaces

SWAV

The Swav product family is a stylishly functional suite of seating: an armless lounge chair, low- and mid-back conference chairs, counter stools and barstools. Versatile and lightweight, the grid-stitch detail sets the tone across each piece within this product family.

The Swav armless lounge chair is an exploration of minimalism and lightness. The cushioned body of the chair is clean and simple, balancing on a refined wooden structure. The light shines through and under, giving the impression that the seat is elegantly floating above the frame. The back of this lounge chair features a framed detail that allows for combo cover upholstery.

The Swav low-back conference chair is lightly scaled with a thin side profile and simple, clean lines. There is an air of rich luxury and simple modernism within this design. The armrests are classic loop arms, but as minimal in proportion as possible.

The Swav mid-back conference chair features an integrated-but-visible support shell, with upholstery in the front. This unique design feature creates intrigue, and adds a textural element and an air of sophistication to the chair. This model has a larger scale than the low-back model, but is still suitable for everyday meetings and conference rooms. The back of this chair also has a framed detail that adds intrigue and allows for combo cover upholstery.

The Swav counter and bar stools are extensions of the armless lounge chair. The back of these stools feature the same framed detail as the mid-back lounge chair, and a similar wood structure as the armless lounge chair.

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NEESH

Comprised of just one lounge chair, the Neesh product family was crafted for comfortable concentration. A large silhouette engulfs all who take a seat, allowing the user to work comfortably and peacefully. Neesh thoughtfully balances comfort and elegance, making it a compelling fixture in the office lounge. Neesh features a wood base, available in walnut or ash, and can be configured with combo covers if desired.

FOLD

The Fold product family is comprised of three full-wood occasional tables, available in diamond, square and side table models. Through its unique shapes and organic materials, Fold introduces substance and warmth into any environment. The plywood forms and exposed edging details create pieces that are equal parts sculptural and functional. With three sizes to select from, Fold can work seamlessly with a variety of Keilhauer product lines.



PERFORMANCE AND SUSTAINABILITY

As with all Keilhauer furniture, the Tailored collection is built from the highest quality materials, is designed and manufactured to last for many years, and is supported by Keilhauer's standard 10-year warranty. All four product lines within the collection carry BIFMA Level® 2 and SCS Global Services certification for Indoor Air Quality at the Indoor Advantage™ Gold level. They are manufactured in facilities that produce zero waste to landfill and offset 100% of electricity use with renewable energy credits.

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ABOUT EOOS

EOOS is Gernot Bohmann, Martin Bergmann, and Harald Gründl, who studied design together at the Academy of Applied Arts in Vienna. In 1990, they started their first collaboration and founded EOOS in 1995. They live in Vienna and work in the fields of product, furniture and architectural design. EOOS is named after one of the four sun horses of Greek mythology and stands for their programmatic approach to the field of design. For more information, please visit eoos.com.

ABOUT KEILHAUER

Founded in 1981, Keilhauer is a privately owned, design-focused contract furniture manufacturer. Keilhauer manufactures seating and tables that makes work more comfortable for all. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit keilhauer.com.

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