

DISCOVER YOUR IDENTITY

Your home is a reflection of you. Whether it's bold and beautiful or subtle and mysterious, IDdesign will help you find your true interior identity.

Our 2019 catalogue doesn't just bring you the latest trends, designs and products. It brings you a range of hand selected pieces that will allow you to transform your home into something that truly represents your style.

Your home. Our passion.



YOUR HOME. YOUR IDENTITY.

IDdesign has been passionate about Scandinavian design since 1969. Today, IDdesign is the source of inspiration for your home.

IDdesign helps you discover your own personal interior style and create a home that will make you feel special and your friends feel welcome.

At IDdesign, we never tell you what to buy. We show you what's possible.

Your home. Our passion.



With our service, quality and designs.
With individual options and solutions for your home.





DESIGN THAT LASTS

Design, comfort and craftmanship are united in IDdesign's furniture. Carefully selected collections and designs in line with the latest trends. Developed in collaboration with leading European designers.

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Let our experts' passion for trend, design and styling inspire you to discover your true interior identity.



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IDENTITY & DESIGN

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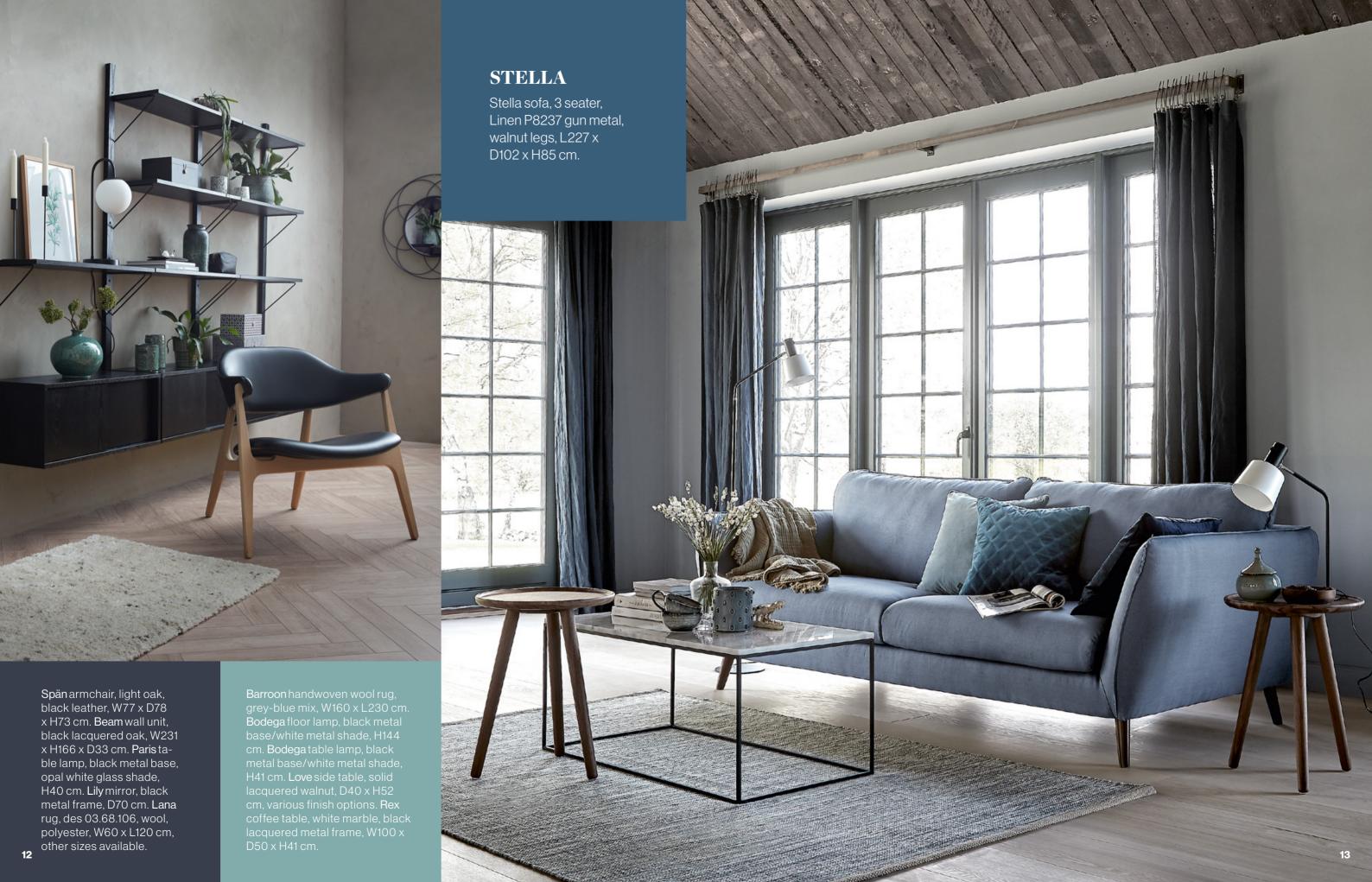
Get inspired to decorate your home with interior styling tips from Interior Decorator, Louise Kronborg.





ENJOY A LIFE OF LIVING. YOUR HOME IS THE PLACE FOR MOMENTS OF JOY.









Meet Trend and Lifestyle Expert, Mads Arlien-Søborg

"Following the home décor trends of 2019



How does society influence trends?

"Developments in society are essential in regard to how trends develop and why, since trends are affected by bigger tendencies and changes in society, such as the economy and whether we are in a boom or recession."

In what way do trends develop?

"Trends also develop from aesthetic areas, such as fashion, design, art, film etc. Trends often develop in one of these areas and sort of mutate to the other areas. A trend developed in fashion can easily be found in design or art, but appears in a different way. It will have the same source or root, but be many-faceted, which I believe is the exciting thing about working with trends.

Trends do not normally revolutionise. However, they most often build on top of already existing trends and are variations of trends from previous years.

A very exciting aspect in the development of trends is that certain trends start at the same time, in different places around the world without being coordinated. That is the magic of trends."

What major trends do you see in 2019?

"Major trends in 2019 within design are internationalisation, global influences, more exclusivity and luxury, comfort and wellbeing, and functionality and flexibility.

In 2019, we will have movements in colours and see bolder, darker and deeper colours than those we have seen in recent years. We will have new materials coming in - exclusive and refined materials that will continue. The major decade that we are looking at is

the 1970s, which we especially see in the colours, such as the brown colours and burned colours, red and orange.

Along with the influence of the 1970s, nostalgia will be a big trend of 2019 as well. This is kind of surprising to me though, as nostalgia and retro products and interior are something we normally experience in recession times, and we are not in a recession at the moment.

One of the biggest trends in interior right now is creating a unique and personal home – not too influenced by trends, but more by your own personal history and identity. The personal trend is the biggest trend in interior right now – how you personalise trends in your home and make them unique and extraordinary. That is the biggest trend today.

Design and interior will be more connected to emotions, which is a big trend of 2019. The way we respond to products and how we decorate our home is all about emotions and the connection between us as human beings and the things that we put into our homes. This new, heightened focus on emotions, in regard to interior, is an aspect of my work that I find extremely interesting."

In what way do you see a connection between trends and people's identity?

"In 2019, we will focus a lot on the connection between products and emotions and here trends can contribute to creating identity and a sense of belonging. Today, experiences and identity are of very high value to people, more than material goods. Therefore, trends that are forging identity are very popular these days. Tendencies like these are what make my work the most exciting, since you get to experience the identity of the person you meet.

However, as I am working professionally with trends, I try to distance myself from them in many ways. Just like a fashion designer perhaps would try to dress very conservative and neutral in order to be able to work with a personal distance to fashion and trends."

How can trends contribute to creating a homely feeling?

"Since your home is your personal sphere and is about your own identity, a homely feeling is an important term now. I no longer believe that people follow trends as strictly as they have done previously. They take what they can use in their home and what makes sense to them, which is also the biggest advice I can give people. Take what you can use and make it your

What is a homely feeling to you?

"To me, a homely feeling is about calmness, harmony, peace of mind, and well-being. It is a place where you can relax and recharge. I believe that many people feel this way due to a hectic work life. My home is a place that gives me comfort and security and is a peaceful place – a place where I can relax and recharge with my family after a busy day, which creates this homelike feeling in me."

"The Tarifa dining table from the 2019 collection is a personal favorite of mine, as the marble material has really proved its worth and popularity. The round shape is very beautiful and highly practical, as well as space saving too. I like that this trendy and modern table also has deep roots in the Danish design tradition."









MALTE

Malte sofa, 3 seater, Mattis 54 light grey, black legs, L238 x D110 x H85 cm.

Deep Water hand-loomed viscose/cotton rug, marine mix, W160 x L230 cm. Soap pendant, smoke grey glass, black metal, 9 glasses, H49 x W57 cm.

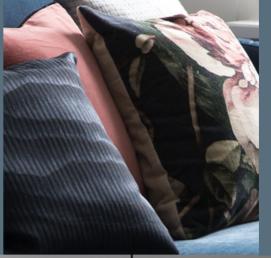


Astro resting chair, Town dark blue 18, wood legs oil threated, L76 x D74 x H84,5 cm. Dudley coffee table, white marble, black matt metal frame, D80 x H40 cm, side table, D50 x H50 cm.

KOBE

Kobe sofa, 3,5 seater, Classic velvet 480/34 blue, black wooden legs, W269 x D91 x H80 cm.

Kobe pouf, Classic velvet, 480/34 blue, black wooden legs, W65 x D65 x H46 cm.



Tipton coffee table, smoked stained glass, matt black frame, D75 x H45 cm. Tipton side table, smoked stained glass, matt black frame, D45 x H50 cm. Manhatten pendant, black metal, brass, L85 x H44,5 cm. Ball Double floor lamp, black metal, H160 cm. Momento rug, Cactus, 100% viscose, W140 x L170 cm.













STYLEGUIDE



Rustique Nordica

1. Cobro vase, blue/dark grey ceramic, H34 cm. Sculpture candle holder, brown ceramic, H11,5 cm. 2. Deep Green circle alu art, D110 cm. 3. Hosiery Diamond cushion, light grey, W50 x H30 cm. 4. Bonbonnier jar with lid, blue/brown ceramic, H15 cm. 5. Pumpkin vase, dark green ceramic, H29 cm. 6. Deco tray, natural wood, W25 x L58 cm. 7. Fragance oil, including sticks and oil, sand/blue or off-white/brown ceramic, H10 cm. 8. Fragance candle, sand/blue ceramic, H10 cm. 9. Log sculpture, raw natural wood, base in black wood, H47 cm. 10. Musling vase, grey ceramic, H8 cm.







PS25

PS25 sofa, 4 seater, Touch 4387 brown leather, L251 x D96 x H76 cm.



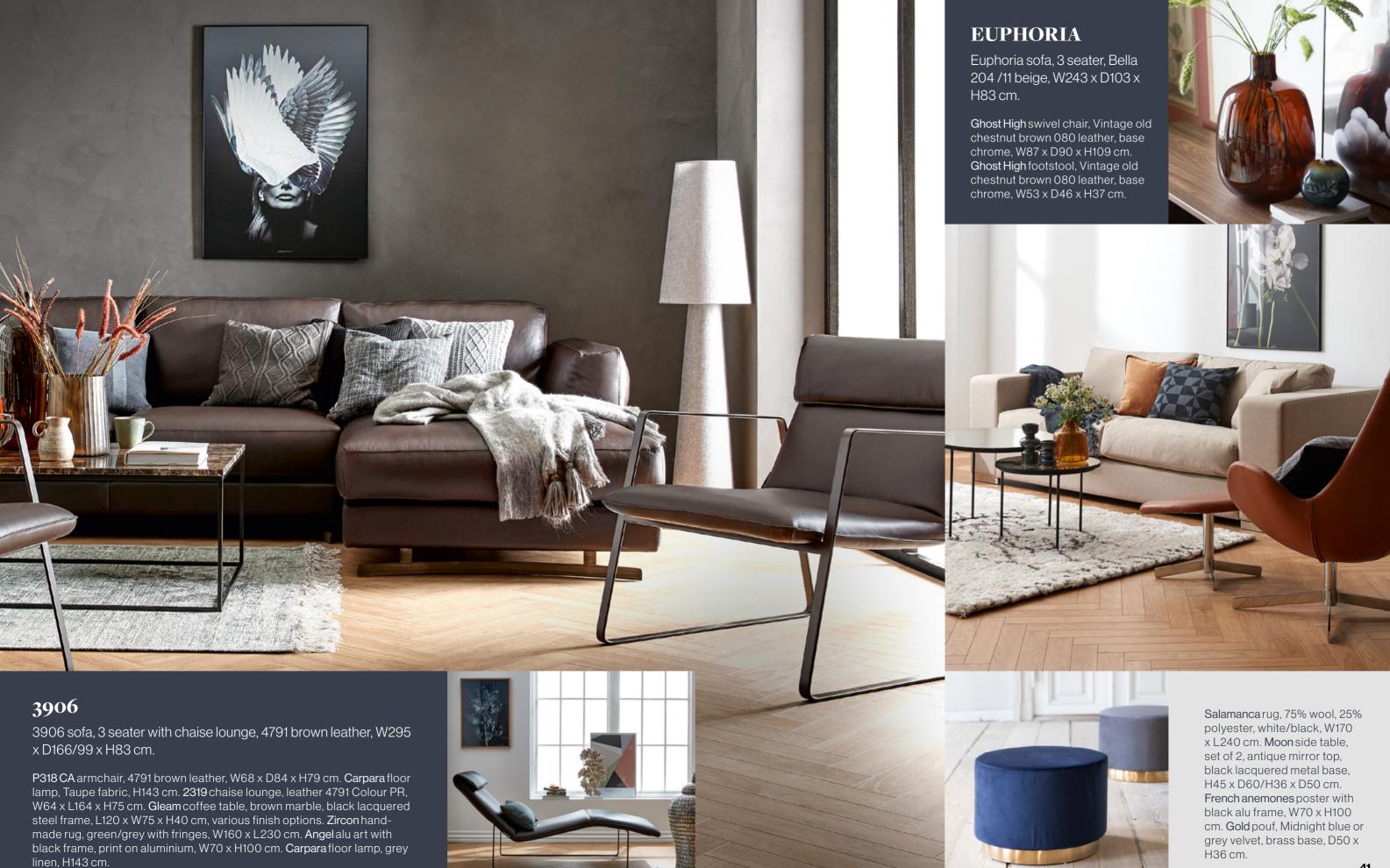
Solange coffee table, frame brown, top plate light walnut, W120 x D120 x H35 cm. Solange coffee table, frame brown, top light walnut, W45 x D45 x H45 cm. Solange pouf, WD011 fabric, W120 x D120 x H30 cm.



SLIDE IT AWAY OR KEEP IT **CLOSE** Slide your table units away to create space while keeping them close when needed. Lounge side table, matt black aluminium, D46 x H49 cm. PS25 armchair, Privilege Chester floor lamp, brass, black 5597 grey leather, W106 x metal base, H135 cm. Chester D96 x H76 cm. Gable trolley, table lamp, brass, black metal matt black metal, D40,5 x base, H51 cm. Nelly wool rug 70% H68 cm. viscose/30% wool, charcoal, W170 x L240 cm.

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Ria sofa, 3 seater, rose velvet, legs rubber wood black, L193 x W84 x H78 cm.

Havanna hemp rug, purple, W170 x L240 cm. Boutique pendant, clear glass, brass base, D43,5 cm. Noto coffee table, Black oak veneer top plate, solid black oak legs, D90 x H45 cm. Jolie pouf, rose velvet, brass base, D36 x H47 cm. Poster in oak frame, des 32679, W50 x H70 cm.

CLEVELAND

Cleveland sofa, 3 seater with chaise lounge, Riviera 51 fabric, L234 x W143 x H81 cm.

Logina floor lamp, smoke grey glass, black metal, H112 cm. Momento rug, mustard, 100% viscose, W140 x L170 cm. Heaven coffee table, clear glass, base in chrome, D82 x H40 cm. Barbier work desk, ash lacquered veneer, solid ash wood tambour roll top and legs, W110 x D61 x H85 cm. Dima dining chair, Corsica fabric light grey 40, black rubber legs, L55 x W48,5 x H85 cm.





STYLEGUIDE





Dark and tactile













NEW YORK

New York sofa, 3 seater, Elyot 2 light brown, black legs, L244 x D126 x H80 cm.

SP side tables, set of 2, black metal, D48 x H50 cm / D54 x H43 cm. HC111 canvas print with alu frame, W100 x H100 cm. Areta rug, 100% cotton, with fringes, W160 x L230 cm.





VAZZOLA

Vazzola sofa, 3 seater with chaise lounge, Lecce muscat 1590, black metal legs, L329 x D166/97 x H94 cm.

Embrace armchair, Vintage brown artificial leather, W68 x D77 x H83 cm.

CARMEL

Carmel sofa, 4 seater with open end, Copparo 1462 intense brown, L309 x W290/163 x H87 cm, size and fabric options.

Carmel pouf, Copparo 1462 intense brown, W84 x D101 x H41 cm. Love, coffee table, solid lacquered smoked oak, D80 x H46 cm, various finish options. Nelson bamboo silk rug, light green/white W170 x L240 cm.

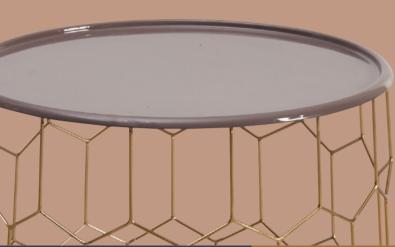






1. Qube side table, black metal base, table top in dark green metal, incl 2 small decoration trays, W50 x L50 x H46 cm.

2. Milak side table, glass top in clear, black and brass mirror, base in black metal/brass, D46 cm. 4. Moon side table, set of 2, black metal base, table top in antique mirror, D50 x H50 cm/D60 x H60 cm, many colour options available.



3. Manai side table, set of 2, brass base and table top in 2 tones of rose, D42 x H48 cm/ D37 x H42 cm.



FIND YOUR FAVORITE

From sets to singles. From wood to metal and brass.
With our wide selection of coffee tables, you will always find one you like.



5. MH side table, set of 2, base in brass and table top in antique mirror, D38 x H40 cm/D45 x H40 cm, many colour options available. 6. Needle side table, matt dark rose aluminium, D46 x H55 cm, also available in light rose and medium rose. 7. Float side table, matt dark grey aluminium, D48 x H61 cm. 8. Frame side table, brass base, tops in white marble 1.61 x H41 cm.



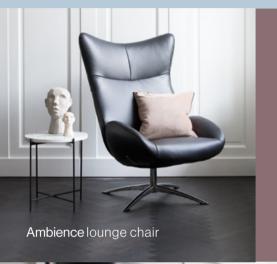


A BRAND WITH 50 years' experience

IDdesign is more than an address. It's a destination worth going to and a source of inspiration for your home. We will show you what's next and what's possible.







Our 50 years' experience within the interior industry means we have a wealth of knowledge about the latest interior trends, yet it assures that we always remain stylish. Owing to our Scandinavian traditions, we possess the skills to decorate homes and see possibilities in all living spaces; we are creative and know how to mix and match with style. We will inspire you with new styles and comforts to complement your life, along with a multitude of new colours, trends and products.



and a high standard erything to us and 50 perience in customer assures you an ing service in each design brand stores

We are looking forward to the next 50 years, where our biggest passion is to help you discover your true interior identity and make your house a home.



mean everything to us and 50 years' experience in customer service assures you an outstanding service in each of our IDdesign brand stores. We understand your needs and our large collection of furniture and home accessories will help us realise exactly what you are looking for.



Our prime locations around the world give us significant insights into global trends. With our passion for making your house a home, you will always be inspired, understood and have your interior desires met when visiting our IDdesign brand stores.

Your home.
Our passion.



LIFELONG MEMORIES ARE CREATED WHEN WE ARE GATHERED AROUND THE TABLE.







Discover your IDENTITY

Meet design duo, "Says Who"

"With every new design, your identity expands just a little."



"Our personal favourite from the 2019 collection is the dining chair, Dual. It got its name from us wanting to combine the Scandinavian style with a decadent and international hotel look. The result is a play between a simple and soft inside of the chair and a contrasting diamond quilted outside. This is a recognizable effect that exemplifies very well what we do."

How do you transfer trends and tendencies of 2019 to your designs?

"In our designs, we try to interpret the tendency we are seeing now with the 1930s influence and try make it into something more contemporary. Being modernists, we tend to have a preference for simplistic expressions. We love woods and warmer colours, and prefer that our designs are functional.

When we design, we try to bring something new and inspiring to the market. For instance, this could be designing small details of a table top, such as edges or corners, or new shapes of a sofa. We believe that consumers are looking for some form of newness in products. For us, that is a very exciting aspect of designing furniture."

Where do you mainly get your inspiration from?

"We find inspiration from our travels, but also during everyday life with products at home and by observing how friends and family use furniture. This allows you to discover everyday problems, hidden usages and values.

Everything starts with a home. When designing new products, we have to understand how people live differently around the world – from small apartments in Japan to big houses in the US. Ultimately, it comes down to how we can fit these designs into people's lives and their homes."

How do the products you design represent your identity?

"For us, the home is about socialising in an easy-going environment that is cosy and comfortable, which allows you to relax together with the designs. You want products that make you feel at home. Our Danish heritage and the Danish concept of 'hygge' or togetherness, is something that is a part of our identity, which is reflected in our products as well.

Ample is the perfect example of how our social identity of 'hygge' and togetherness comes to life in our designs. The shape of Ample makes it a social sofa, where you can easily sit facing each other and have a conversation. It has lots of depth in the corners, so there is plenty room to lie down and relax with your family or friends."

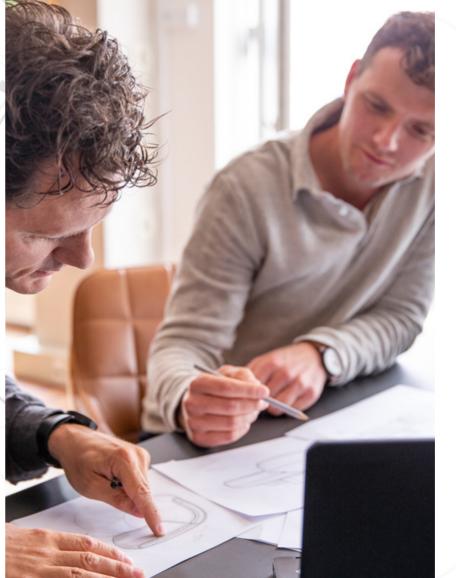


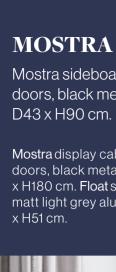


"We like to make products that people can actually put themselves into, for example, by choosing a certain fabric for their sofa or colour, or a specific surface for their coffee table. In that way, they are a part of the design process and they can customise the product to best fit their own identity and personal style.

To a certain extent, people identify themselves with products and we try to tap into that when we design. Since people often mix and match products that have different meanings to them, we try to think about that when designing our products, which is why some of our products tend to become more iconic, whereas others are more relaxed and conservative. This means they can easily be mixed and matched together. No one seems to be living with only iconic products. vou want some things to blend into the environment and others to stand out. You mix and match items that you have found in different places. These differences in how people decorate their homes make our work really interesting, as we always have to keep in mind that people use products in diverse ways and have very different identities."

Designers Kasper Meldgaard and Nikolaj Duve run the design studio "Says Who". The name is a question and a bold statement about challenging traditions and expectations."It is a question that we like to ask a lot. And we invite you to take part", they say.





Mostra sideboard, with 6 doors, black metal, W183 x D43 x H90 cm.

Mostra display cabinet, with 4 doors, black metal, W90 x D43 x H180 cm. Float side table, matt light grey aluminium, D38









1. Frida bar stool, brown artificial leather, oak legs, W44,5 x D47 x H96,5 cm. 2. Foss dining chair, dark grey velvet, black steel legs, W52 x D56 x H79 cm. 3. Maze dining chair, black plastic seat, black metal frame, W48 x D55,5 x H86 cm. 4. Hype dining chair, vintage brown artificial leather, W52 x D58 x H80 cm. 5. Ally dining chair, Town dark grey fabric, black lacquered metal legs, W48 x D55 x H82,5 cm.



We will always find a chair that fits your style & comfort.











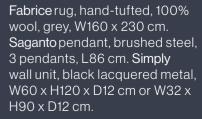






extension, 1 leaf, white high gloss, stainless steel base, L160/220 x W90 x H75 cm.

Alison dining chair, Town fabric dark grey 33, crome legs, W47,5 x D60,5 x H83 cm.









Napoli handwoven kelim rug, grey striped, leather rim, W170 x L240 cm. Grand Metro chandelier, antique brass, D78 cm, length of arm L27 cm. LEN112 poster, black alu frame, W70 x H100 cm.

Bovi dinner series, brown/ blue stoneware, dinner plate D26 cm, lunch plate D20 cm, bowl D12,5 cm or D18 cm, mug H9 cm.

> Daxx sideboard, walnut melamine/dark grey lacquered doors, W217 x D43 x H85 cm.







AKITA

Akita dining table, oak melamine top plate, black lacquered metal legs, L200 x W90 x H75 cm.

Lolly dining chair, black lacquered bend wood, black polyester seat cushion, W45 x D53 x H85 cm.



Akita sideboard, oak melamine with black melamine doors, L164 x D44 x H79 cm. The rule of Life alu art, W50 x H70 cm. Strada shelf, oak melamine, W45 x D35 x H108 cm. Strap pendant, black metal, black leather strap, D36 cm.



Vintage dining chair, birch antique black painted, black lacquered metal, W51 x D45 x H88 cm. Moon 40 dining chair, black plastic seat, black lacquered metal runners, anthracite fabric, W51 x D51 x H81 cm. **Gusto** trolley, silver lacquered aluminium top, black powder coated iron shelves & frame on castors, W80 x D26 x H73,5 cm.













WE'VE GOT YOU COVERED

Do not worry about stains. Simply remove the cover on the Diva dining chair and have it dry-cleaned very practical and cleverly thought through.

Diva dining chair, with removable cover, Bogota BO100 anthracite fabric, steel legs anthracite matt lacquered, W47 x D69 x H92 cm.









MARTE

Marte bed, for mattress 180 x 200 cm, light brown artificial leather, L212 x W195 x H120 cm.

Smart nightstand, high gloss white, 1 drawer/1 flip door, L51 x H42 x D39 cm.



-





Peony rug, green/white, D150 cm. Moon side table, set of 2, antique mirror top, black lacquered metal base, H45 x D60/H36 x D50 cm. Blue Nights poster art with black alu frame, W60 x H80 cm. Facet table lamp, clear facetted glass, brass base, H26 cm.



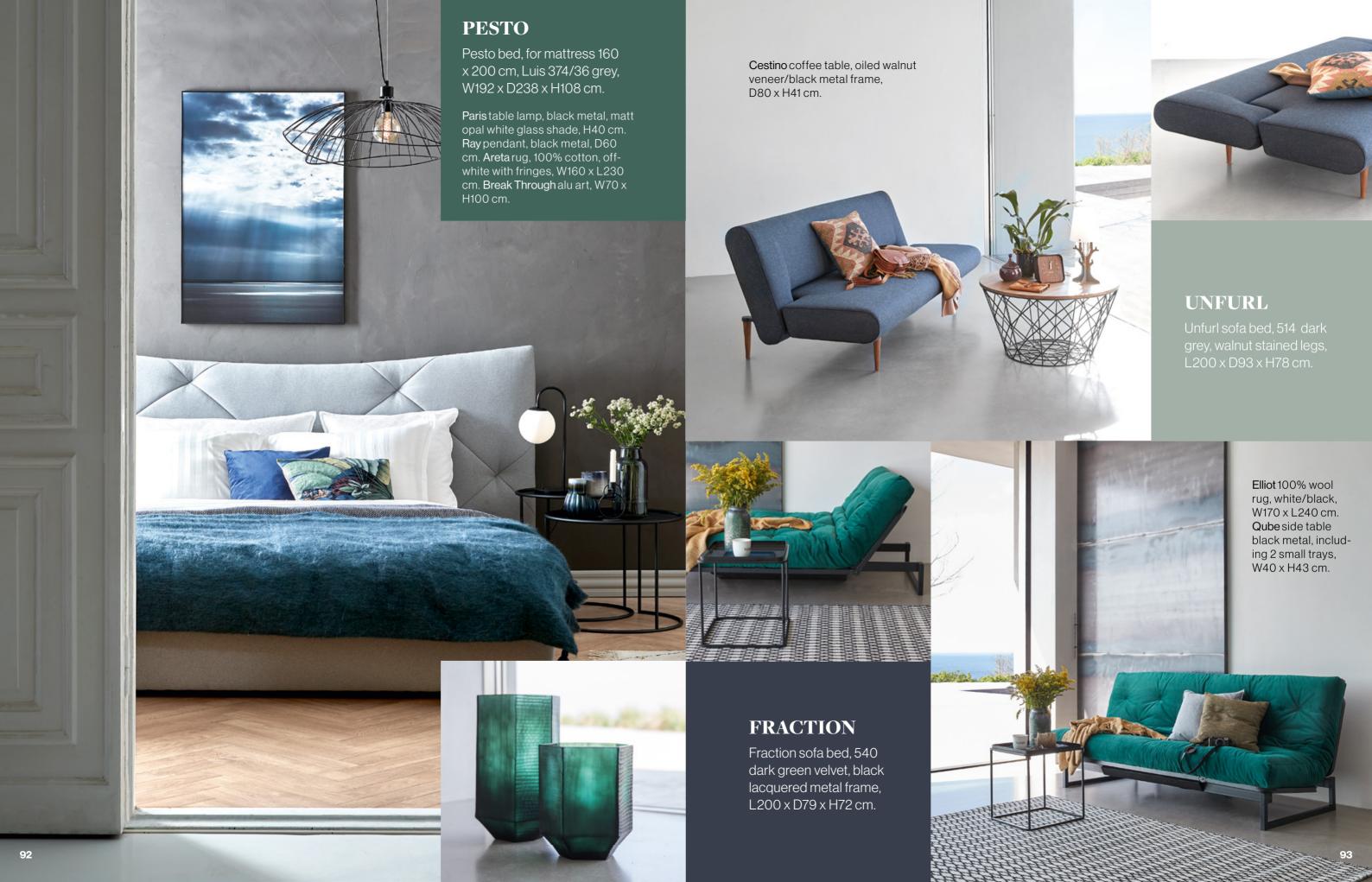


HAVANNA

Havanna bed, for mattress 180 x 200 cm, velvet grey, W198 x D220 x H120 cm.



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MAKE THE DETAILS MATTER. SMALL THINGS CREATE THE BIG PICTURE.

ACCESSORIES



Vases with patterns are a trend you do not want to miss. Spice up your home with unique handmade vases that stand out with their faceted details.



Set the mood with soft materials in calming shades of blue for a relaxing, homely atmosphere.







From the softest cushions to detailed, unique vases. Our large selection of home accessories gives you endless possibilities to personalise your home.



Display your favourites to express your identity. Let the unexpected details show who you are.

Mix and match colours, textures and materials to your liking and personalise your home.





Meet Interior Decorator, Louise Kronborg

"We all want our home to reflect

who we are"



I really like the Mostra display cabinet from the 2019 collection, I just find it very beautiful. Besides its aesthetics, it's able to display your personal objects perfectly and neatly in your home. By displaying the items that mean the most to you, you automatically allow your identity to shine throughout your home in the most visual way.

In your opinion, what factors need to be present if you want to create that homelike feeling in the home?

"To me, a homelike feeling is when you experience someone's personality in the home. Therefore, I believe it is essential to incorporate yourself and your family when decorating your space. You can do this by mixing new items with old ones that only have a special meaning to you. For example, this could be a family heirloom or an item that reminds you of a memorable holiday you had. Similarly, you can think about the functionality of your home, making it suitable for the needs of your personality. For example, if you are a very social person, you can arrange your furniture in a way that opens up your home to socialising, such as ensuring your sofas and armchairs face each other. When your home fits your personality, you will easily experience a homelike feeling."

How can people create and express their identity at home?

"I believe that you really need to consider who you are as a person, decide what is important to you and then let

your home express that. Your identity comes to life in your home by conveying your core values.

For example, if being family orientated is an important aspect of your identity, then let that be your focus and display that in your home. Additionally, you can take into consideration the room sizes available for decoration. If you live in a small place, it is important that you work with simple and functional solutions to create calmness and a chance for your identity to shine through.

If you have lots of space to work with, you can consider dividing your room into several smaller spaces that represent qualities of who you are, while ensuring calmness in the room, by keeping the colours in the same nuances."

How can you incorporate the big trend "mix and match" when creating a homelike feeling?

"By mixing and matching styles or textures, you can give new life to your home. At the same time, it can bring out your personality perfectly as well. This is possible because your selection of furniture and home accessories can, to some extent, mirror your personality. For instance, by using



My personal favourite from the 2019 collection is the Ambi mirror.
Lately, I've been very inspired by mirrors and their modes of expression. I like that they create a feeling of "a room in a room" with their reflections, while being decorative at the same time. Therefore, I think they are a great replacement for wall art.

materials such as marble, velvet and brass in your home décor, you can create a feeling of wellbeing and luxury in your everyday life. You can create a homely feeling by mixing and matching items that are special to you, since those items will make you feel a sense of familiarity and ease. Likewise, you can mix and match plaids and cushions to create a relaxing and welcoming atmosphere, that will make you feel comfortable and capture that homelike feeling. The "mix and match" trend really allows us to be ourselves, which is what I really love about this trend."

How is your identity expressed in your home?

"To me, it is very important that everything in my home is carefully selected based on what I find beautiful and reflect within myself – no matter whether it's new, old, heritage or even second-hand. I practice this by selecting furniture and home accessories according to the advice I mentioned earlier, where I keep the colour nuances in the same family, but break it up with a different variety of materials. By doing this, my interior decorator side is allowed to express itself freely in how I decorate my home."

Where do you get your inspiration from?

"I get my inspiration from various places, such as fairs I have visited, a new art exhibition or from social media like Pinterest or Instagram. I take the inputs I get from these places, interpret them and incorporate them into my own work".

What does a homelike feeling mean to you?

"To me, a homely feeling is a place where I feel at ease. It is a place that is comfortable, where you can be yourself 100 percent and find peace."

What needs to be present for you to feel at home and comfortable?

"For me to feel at home, I need my "whole life" gathered into one room. This would be in the form of my closest friends, family memories, family heirlooms and lots of home interior pieces, carefully selected according to my own taste."

Louise Kronborg's 3 main tips for decorating your home

1: Create an entirety

"You can create an entirety by keeping all colour nuances in the same colour scale. This will help to produce a visual calmness in the room and can provide a strong connection to the rest of your home. Another way to enhance the coherence between rooms is to use the same flooring in connecting rooms, especially if you live in a small place."

2: Choose a maximum of two types of wood

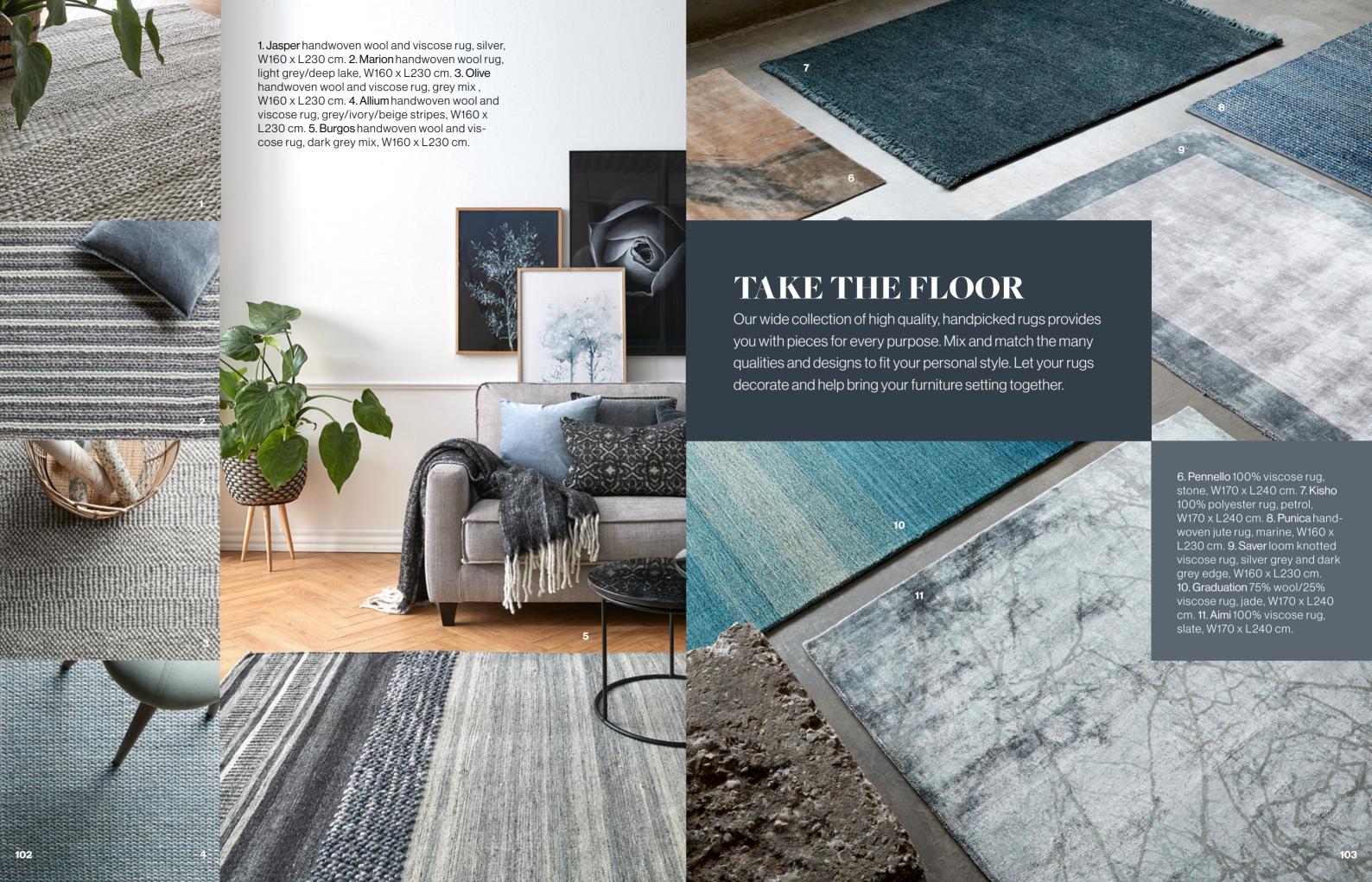
"When it comes to selecting furniture, a room can quickly become messy if you mix too many types of wood. My advice is to stick to one or maximum two types of wood and mix it with, for example, single coloured furniture pieces in different textures."

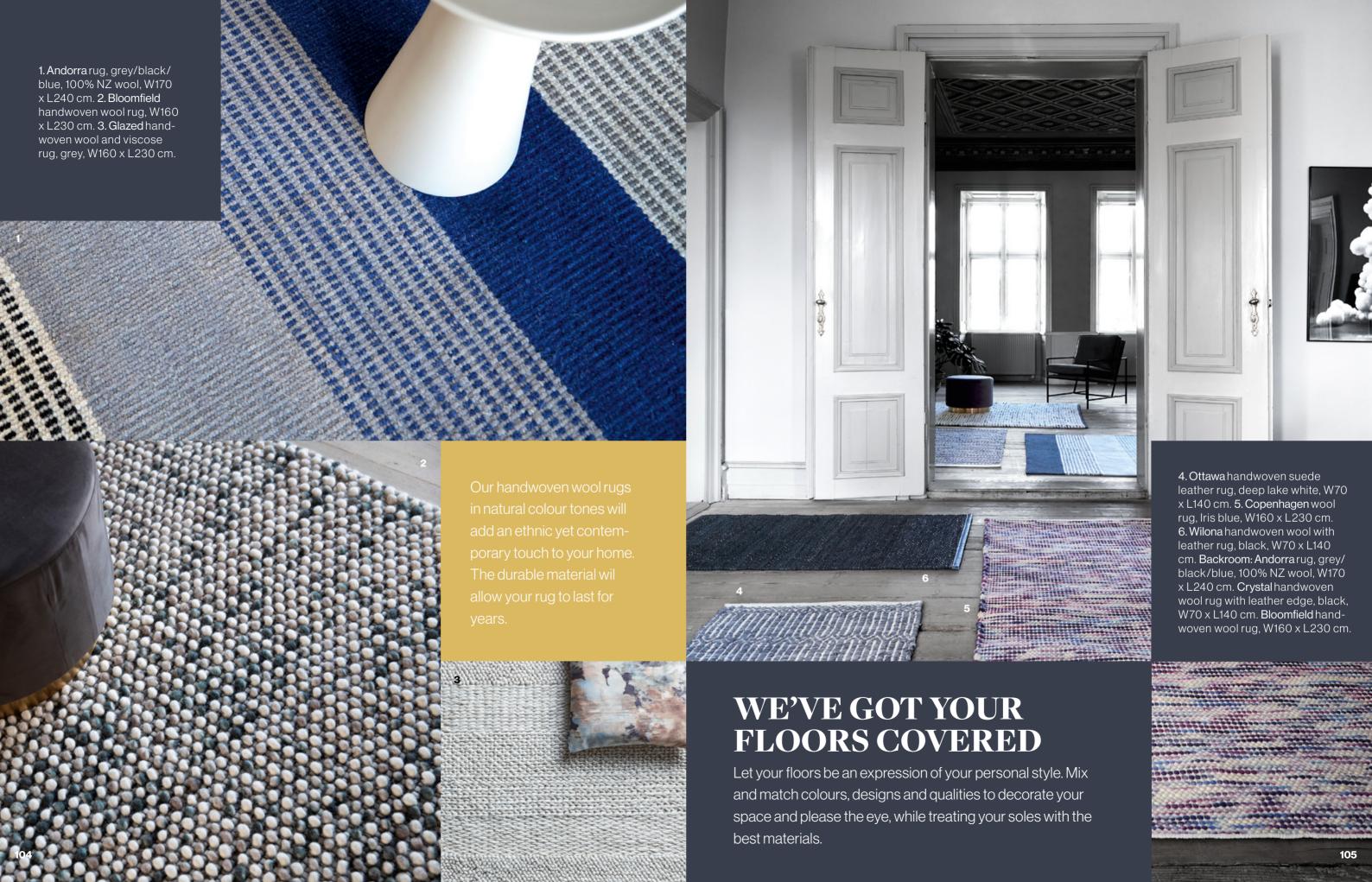
3: Mix materials

"Textures give life to your home décor. Therefore, I suggest that you mix different materials, such as wood, brass, marble, velvet, glass, wickerwork, wool and ceramic. This will help give energy to any room. However, be careful not to mix just anything, such as copper with brass for example, as all materials still need to complement each other to some extent for the room not to appear confused."















SLOW DOWN

1. Hosiery Diamond cushion, light grey, W50 x H30 cm. Royal Baba cushion, grey-taupe, with fringes, W45 x H45 cm. Renna reindeer skin, W70 x L110 cm. 2. Crystal Black cushion, black embroidery, W60 x H40 cm. Luna cushion, rose knit work, W50 x H50 cm. Peony cushion, velvet with floral print, W45 x H45 cm. Dag cushion, asphalt, with tassels, W60 x H60 cm. 3. Cozy by Dosy bed linen, 100% organic cotton, light grey, W140 x L200

or W140 x L220 cm, also available in white and pale green. 4. Skagarak cushion, dusty blue, W50 x H50 cm. Janerio cushion, velvet with feather print, W50 x H50 cm. Gwen cushion, quilted petrol blue velvet, W45 x H45 cm. Veronica Duo cushion, light blue velvet, back in dark green velvet, W50 x H50 cm. Lovisa cushion, Midnight blue, with fringes, W45 x H35 cm. Lucy blanket, vintage indigo blue, white fringes, W130 x L150 cm.



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Beirut, Sin El Fil

Facing Hilton-Metropolitan Hotel. Phone: (+961) 1481381

Beirut, ABC Verdun

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Highway next to Exotica. Phone: (+961) 9831731

Bekaa, Cascada Mall

Ground Level. Phone: (+961) 8 513 985-6

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Riyadh

King Abdullah Road, near Al-Kitab roundabout & NCB Bank Opposite to King Saud University.

Jeddah

Ahmed Al Attas Street, Souq Shatea, Next to Al Sawary Mall, Al Zahraa District.

Ahsa

Ain Najam Street, King Saud Road, Facing Danube & Tamimi store.

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