



Bly Studio

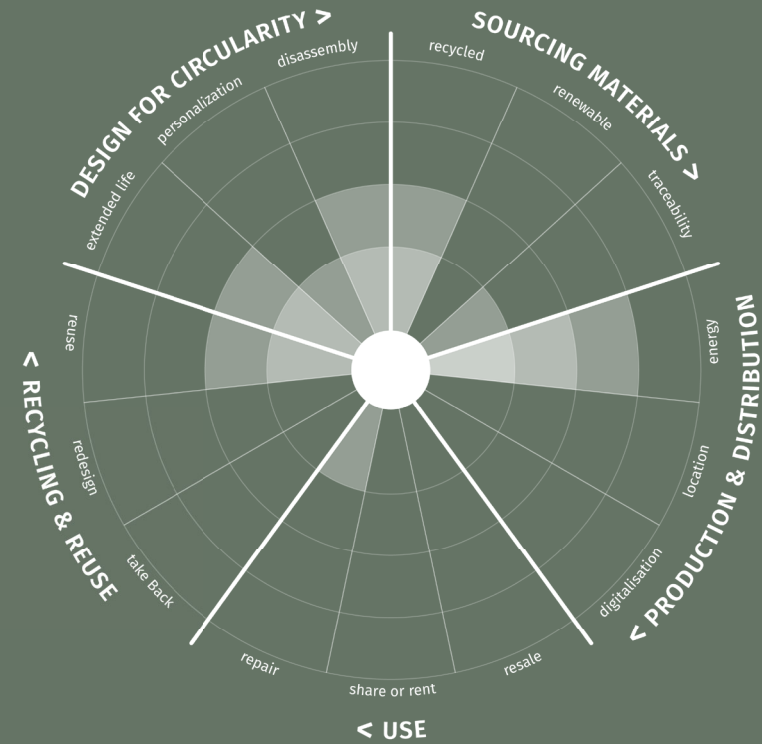
Bly Studio is a newly established design studio founded by Eva Fly and Anne Brandhøj, who always strives to create memorable visual expressions. The design duo brings their common curiosity and aesthetic understanding into play and designs furniture and interior products with a strong sense of functionality.



How they work on circular economy

The design duo always tries to consider the climate impact in the design process by using as little material as possible and clarifying how consumers can disassemble the product.

Soft Spot is a highly comfortable lounge chair. It is big and voluminous - and can be flat-packed. It is designed with the desire to create great comfort with a sustainable approach. The arches on all three sides minimise material and enhance comfort by taking advantage of the flexibility of the upholstery. Furthermore, the design is made to emphasise that all parts can be disassembled.



DESIGN FOR CIRCULARITY

- > All product parts replaceable and easy to repair
- > Customized colouring offered
- > Product can be fully disassembled

SOURCING MATERIALS

- > Recycled PP used
- > CO2 footprint at product level calculated

PRODUCTION & DISTRIBUTION

- > Flat pack distribution and minimized material use

USE

- > Easy to repair

RECYCLING & REUSE

- > Easily changeable textiles and colour