



VariableTM Plus Monochrome

Content delivery package 2024

Varier®

Say hi to Variable™ Plus Monochrome

We are pleased to share that Variable™ Plus is now also available in the newly introduced Monochrome colorways. Inviting also those who crave the support and variation the backrest provides, to incorporate vibrant, modern colors in their homes, studios, and workspaces.

In this presentation, we invite you to explore the newest addition to the Varier collection and available assets. If you have any questions or concerns, please do not hesitate to contact us.

Content

01 Introduction

02 Assets

Content

01 Introduction

02 Assets

Variable™ Plus in the new Monochrome colorways

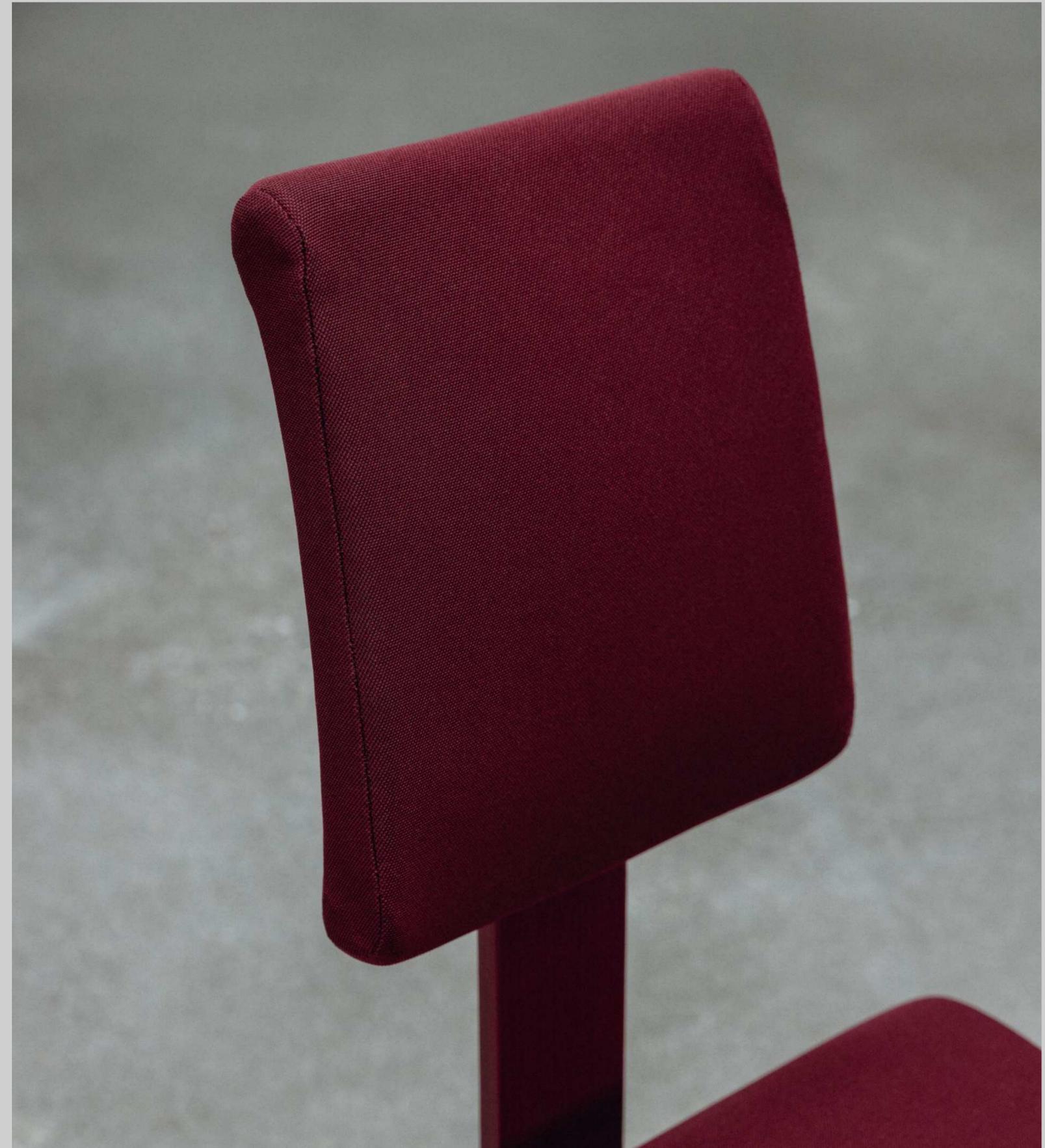
Following the positive response the 2024 edition of Variable™ Monochrome has received thus far, we are proud to introduce the Variable™ Plus Monochrome. Inspired by the timeless design of the original kneeling chair from 1979, Variable™ Plus was introduced in 2021. Designed by Peter Opsvik, Variable™ Plus features a backrest with an upholstered cushion, encouraging a wider range of sitting positions while retaining the iconic kneeling chair's benefits.



Variable™ Monochrome in ONE

ONE is a knitted textile made from 100% recycled polyester, obtained entirely from post-consumer plastic waste. The textile is made in Italy and is OEKO-tex certified and also complies with the Global Recycled Standard.

ONE offers great flexibility making it a perfect match for Variable™ Plus. The textile is soft to the touch and has a slight shine to it. With 100.000 Martindale, the textile is durable and fit to meet the demands of everyday life.



Specifications

General	Designer	Peter Opsvik
	Year	2024

Upholstery	Textile	ONE
	Producer	Fidivi

Colors	Poppy	ONE 4028
	Marine	ONE 6515
	Forest	ONE 7029
	Grotto	ONE 7026
	Plum	ONE 4503

RRP	549 EUR
	549 GBP
	6.499 NOK
	6.499 SEK
	4.299 DKK



Color overview

Marine
6515



Grotto
7026



Plum
4503



Forest
7029



Poppy
4028



FIDIVI*

Founded in 1941 FIDIVI remains a family-owned business to this day. The company has a rich history from the production of curtains and clothing to supplying textiles to the automotive sector. At the heart of FIDIVI's business lies the love for people, sensitivity towards the environment, and a true and great passion for fabrics.

FIDIVI's production takes place in Poirino, Italy. Their entire production is powered by 100% green and renewable energy. The weaving facility is equipped with a 500 KW photovoltaic system that produces almost half of the internal energy needs. The remaining energy which is needed to produce, is bought exclusively from renewable sources.



Content

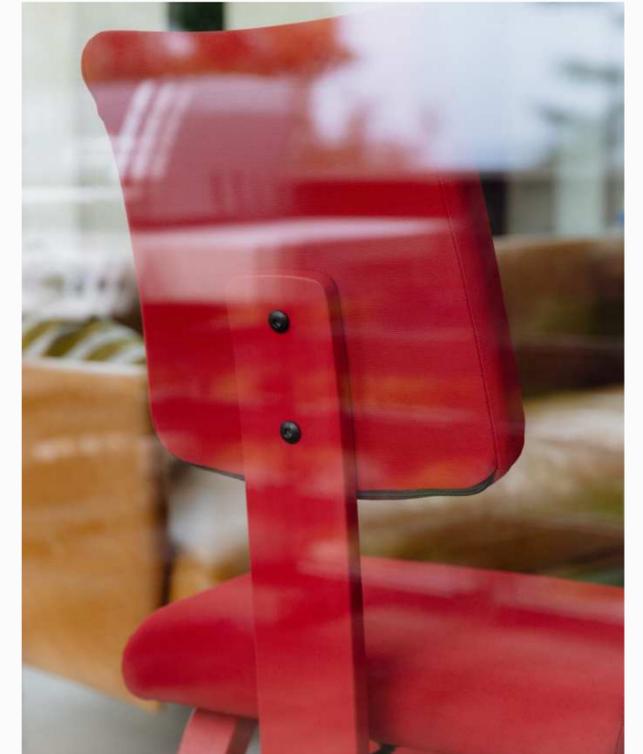
01 Introduction

02 Assets

Home material Still images

Images showcasing all five colorways in realistic settings in a modern home.

→ [Access the files here](#)



Crop the photos to fit the format you need.

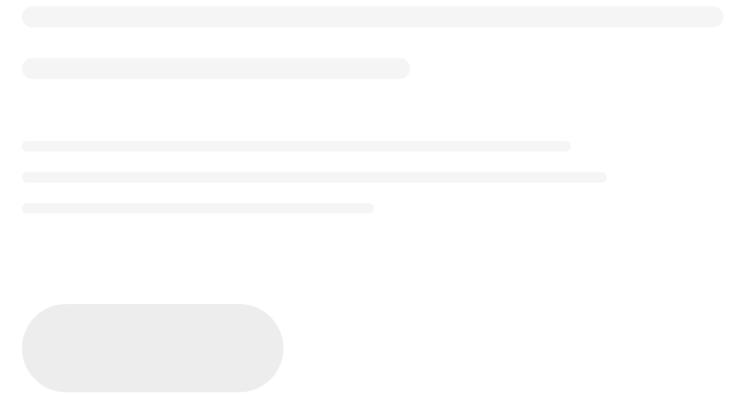
Packshots White background

Product shots of the five colorways from different angles, including close-ups.

→ [Access the files here](#)



Variable™ Plus Monochrome



Crop the photos to fit the format you need.

Product text

Variable™ Plus Monochrome

Updated product text for retailers selling Variable™ Plus Monochrome.

A colorful homage to the original kneeling chair. The Monochrome series features seamless transitions from wood to upholstery enhancing the chair's iconic shape. Add a pop of color to elevate your space and enjoy the remarkable sitting experience Variable™ Plus offers.

Designed to enhance your sense of well-being while seated, Variable™ Plus is an advancement of the iconic Variable™. Featuring a backrest with an upholstered cushion, the chair inspires you to vary between a wider range of sitting positions. Variable™ Plus is an ideal companion for work and study sessions, or whenever you need to stay seated for longer periods. It follows your body's natural movements and allows you to switch between kneeling and more traditional postures. Based on the balans® concept, its tilted seat relieves pressure on the lower back and reduces tension in the neck and shoulders. Variable™ Plus is free from mechanical adjustment parts, making it lightweight and intuitive to use.

Still curious?

Head over to brand.varierfurniture.com
for more information and inspiration.

We are Varier®.
Welcome to our brand.

To set our company in motion, we need a brand identity that is easy to work with. This is why we've gathered our most important assets and guidelines, all in one place.

Access resources

📄 Discover the basics

→ brand.varierfurniture.com

