



Variable™ Monochrome

Content delivery package 2024

Celebrating 45 years of movement

Join us in celebrating 45 years of movement and innovation with a new colorful edition of Variable™ Monochrome.

In this presentation, we invite you to explore the new colorways and available assets. This document is intended for internal use by our partners, to better understand the new edition and become familiar with the launch material.

We hope you enjoy browsing through the new assets. We look forward to making this launch a success together with you.

Content

01 Introduction

02 Assets

Content

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02 Assets

A colorful homage to the original kneeling chair

Variable™ was designed in 1979 by Peter Opsvik. It is the original kneeling chair and has set the standard for this furniture category. Decades since its conception, the chair remains unique in its construction, function, and quality, and with the rise of new ways of living and working – more relevant than ever. Variable™ Monochrome is a colorful homage to the original kneeling chair and acts as a symbol of our continued excitement for designer Peter Opsvik's unparalleled approach to sitting.



Reviving the icon

Variable™ has an untraditional shape and form, grounded in function and unaffected by trends. The chair received mixed reactions when it first debuted in 1979. 45 years later, the original kneeling chair still provokes and excites with its untraditional appearance and strong character. It is the most popular chair in the Varier collection and is loved by many for the remarkable sitting experience it provides. The Variable™ Monochrome series features seamless transitions from wood to upholstery enhancing the chair's iconic shape.



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™. 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	299 EUR
	299 GBP
	3.799 NOK
	3.799 SEK
	2.499 DKK



Color overview

Marine
6515



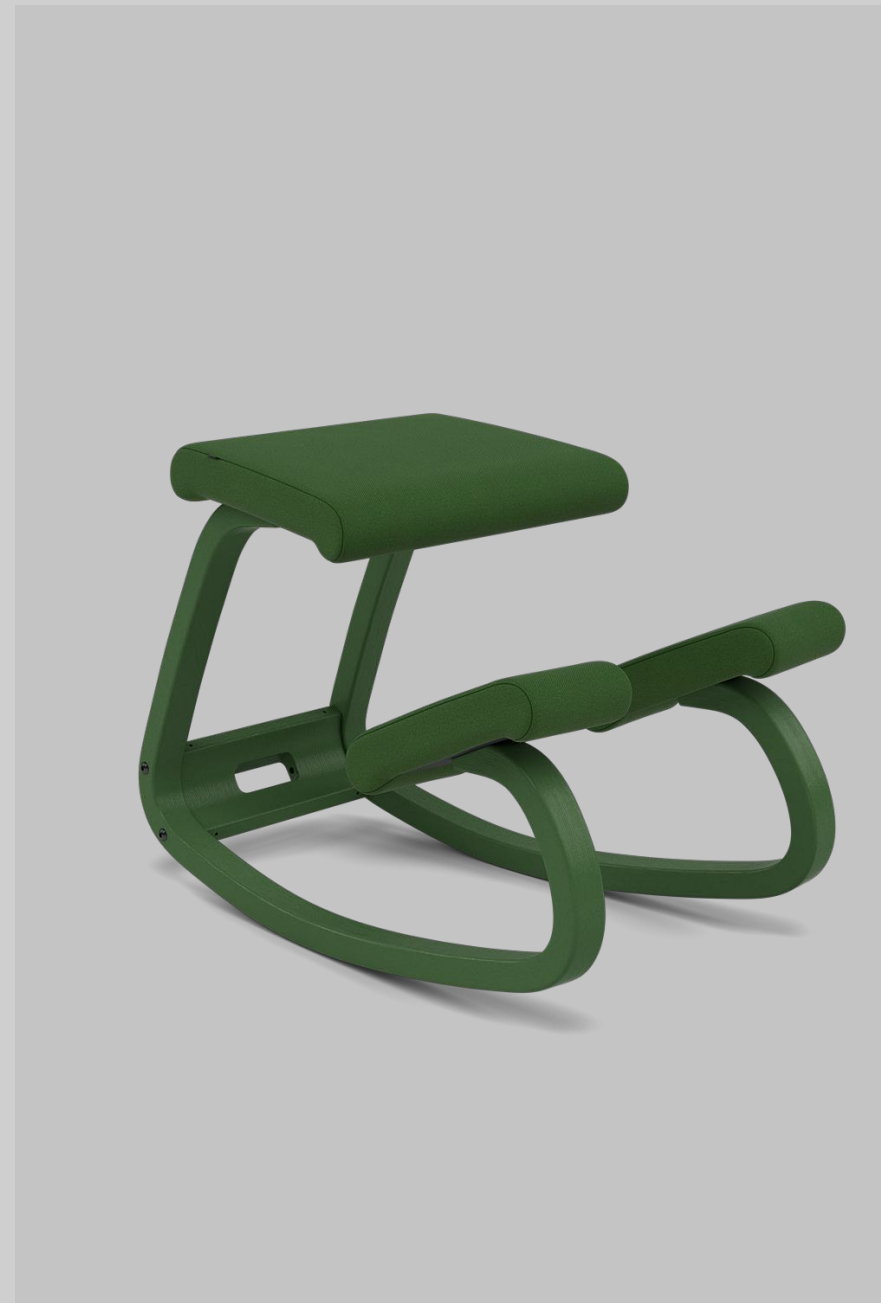
Grotto
7026



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

Launch material

Variable™ Monochrome

The launch material includes both high-resolution digital images and a series of analog images shot on Kodak Portra 400 film, offering a grainy and warm ambiance. The iconic Villa Stenersen in Oslo, drawn by Norwegian architect Arne Korsmo in the 1920s, is the perfect backdrop for the new colorways. The Villa features vibrant colors, untraditional use of materials, and an impressive display of Edward Munch paintings.

→ [Access the analog images here](#)

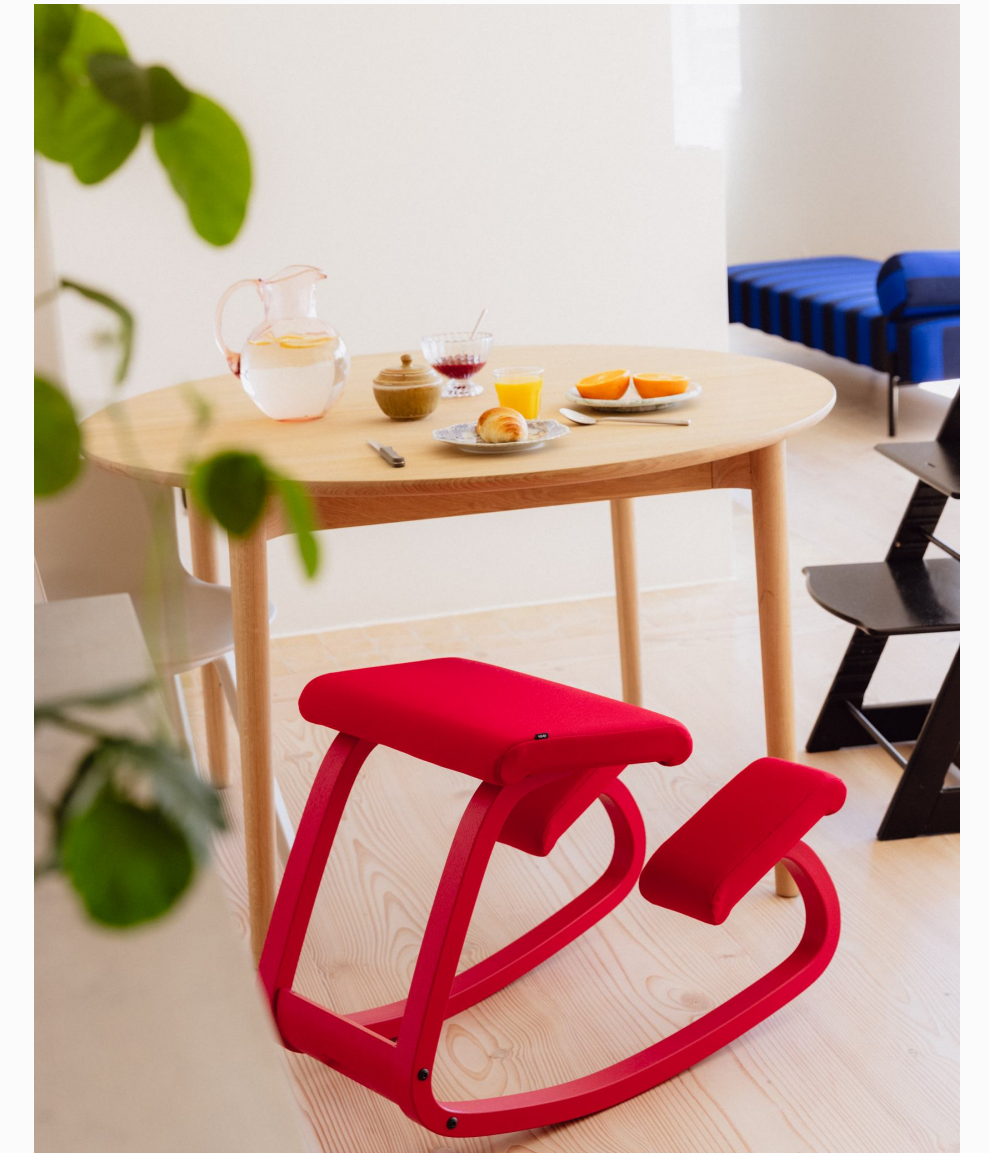
→ [Access the digital images here](#)



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.

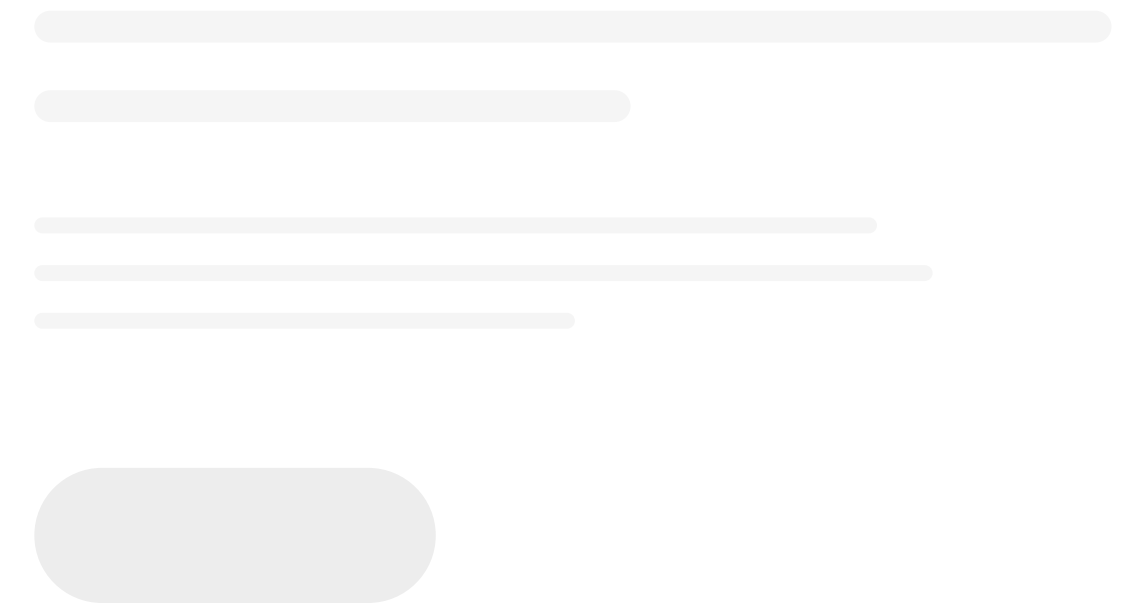
Packshots White background

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

→ [Access the files here](#)



Variable™ Monochrome



Crop the photos to fit the format you need.

POS
Print

Print-ready POS material in A3 and A4.

→ [Access the files here](#)

Varier.

Variable™
Monochrome

Celebrating 45 years of movement



A4



Variable™
Monochrome

A colorful homage to the original kneeling chair

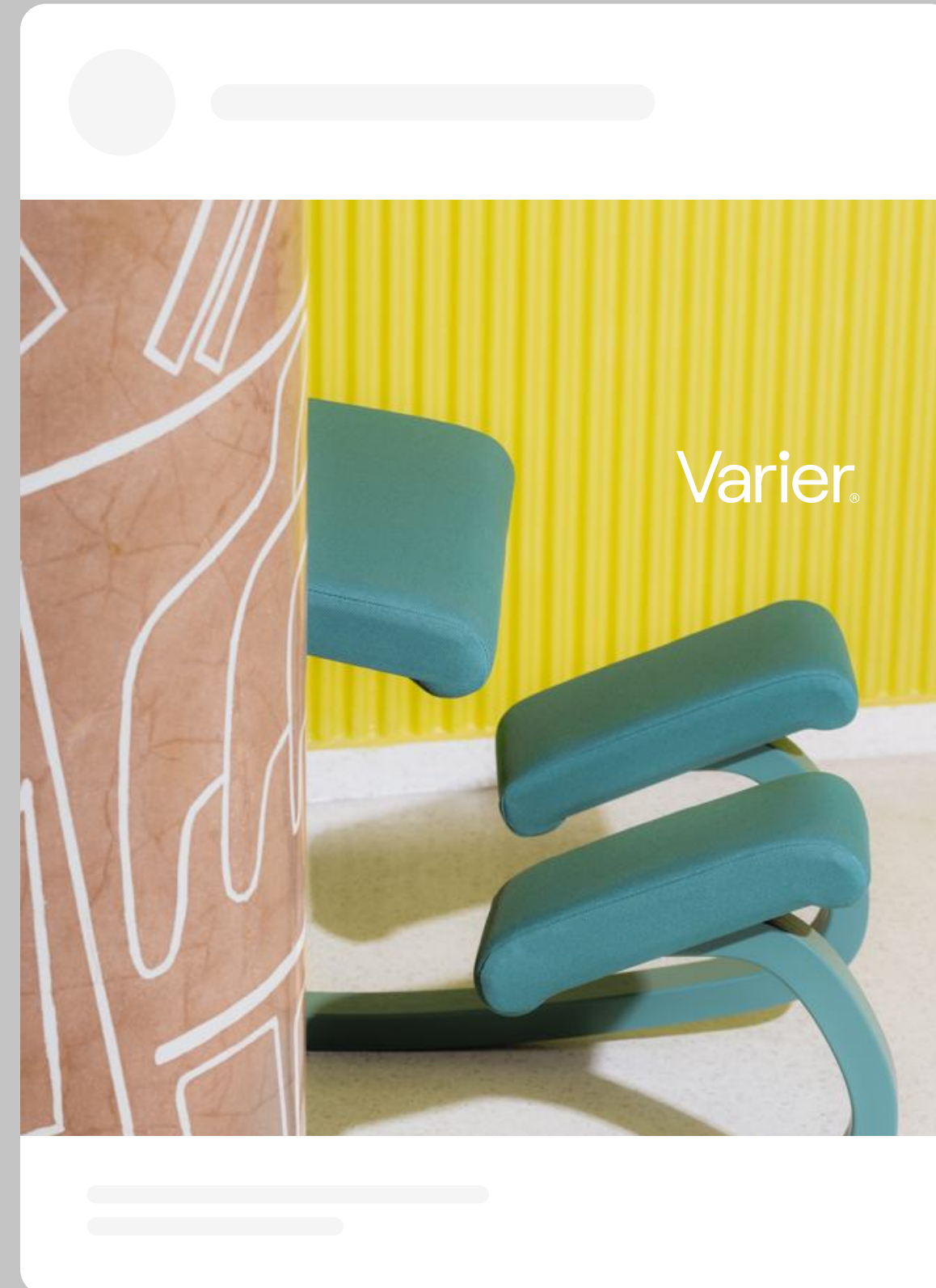
Varier.

A3

Social assets Paid & organic

Images optimized for Instagram. Can be used for both paid and organic posts and stories

→ [Access the files here](#)



Product text

Variable™ Monochrome

Updated product text for retailers selling Variable™ Monochrome.

A colorful homage to the original kneeling chair. Variable™ Monochrome features seamless transitions from wood to upholstery enhancing the chair's iconic shape. Add a pop of color to elevate your space, while still enjoying the remarkable sitting experience of the original Variable™.

Designed to enhance your sense of well-being while seated, Variable™ 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™ is free from mechanical adjustment parts, making it intuitive to use, lightweight, and easy to move around.

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

