



## Upcoming Danish interior design brand Mumutane launches new collection in London

### **A new brand combining Nordic minimalism with African colours**

Mumutane is an upcoming Danish home interior company designing cushions combined of vibrant, colourful textile prints and Nordic minimalism. During London Design Week Mumutane has been selected as part of the exhibition *Designing for Circularity* together with five Danish interior companies who all work with sustainability and circularity.

For the past two years Mumutane has had great success designing vibrant colourful cushions in a mix of aesthetic African wax prints and luxury leftover textiles from Kvadrat together with a social responsible production. Now Mumutane expands the collection with new product categories.

More and more people challenge the minimalistic, monotone interior style, by choosing home decor with expressive patterns and bright colours. And it is no longer only cushions that light up the living room, the dining room is increasingly decorated with lively designs as well.

### **Brand new products**

We present both seat cushions and tablecloths in selected colours and prints. Seat cushions make the dinner moments more enjoyable and comfy, and bring the classic shell chairs up to date with a playful detail. The design of the seat cushions are adapted to match different iconic shell chairs e.g the classical Arne Jacobsen and the chairs of Eames.

In addition to the dining room, Mumutane presents a line of table cloth and table runners to create a unique and cheerful table setting. These products are made to order, and are perfect in combination with both the classical Royal Copenhagen tableware, rustique ceramics or elegant glass tableware.

At last, we introduce a quilted plaid with a luxury expression. The colourful and graphical prints on the front, and soft high-quality wool on the back provide an exclusive feeling. The plaid is thick and heavy, and a perfect match to make yourself more comfortable on a daybed, bench or even as a bedcover. It's both functional and aesthetic and brings a unique expression into your home interior.

### **Mumutane Circular; a take-back program**

Every piece of textile is a resource which needs to be used and reused as long as possible in order to minimise the environmental impact. With that in mind, Mumutane recently launched a *take-back* program to ensure the cushions are reused and upcycled again and again.

On the platform *Mumutane Circular* returned cushions go through a process, where they are cleaned, repaired, or maybe even re-sewn into new cushion designs or new products before they are available for purchase at the new platform at a reduced price.

### **Minimise resources to maximise impact**

The objective is to create *products with purpose*, which is why Mumutane has a sustainable approach with a focus on minimising textile waste, improve work conditions in low-income countries and support production with social impact businesses in Denmark.

*“So many resources are left behind. We need to explore how we make the most out of materials, because of our scarce resources and minimise consumption in general”,* says the founder Maria Kastrup Lausten.

### **B Corp certification**

The environmental and social responsibility agenda together with the “give work” philosophy is a mindset that is rooted in the core of Mumutane's strategy. Therefore, Mumutane succeeded being certified as a B Corporation in 2021.

### **Press**

Available press photos and logos for download [here](#)

Cushion catalog available for download [here](#)

### **Mumutane by the numbers**

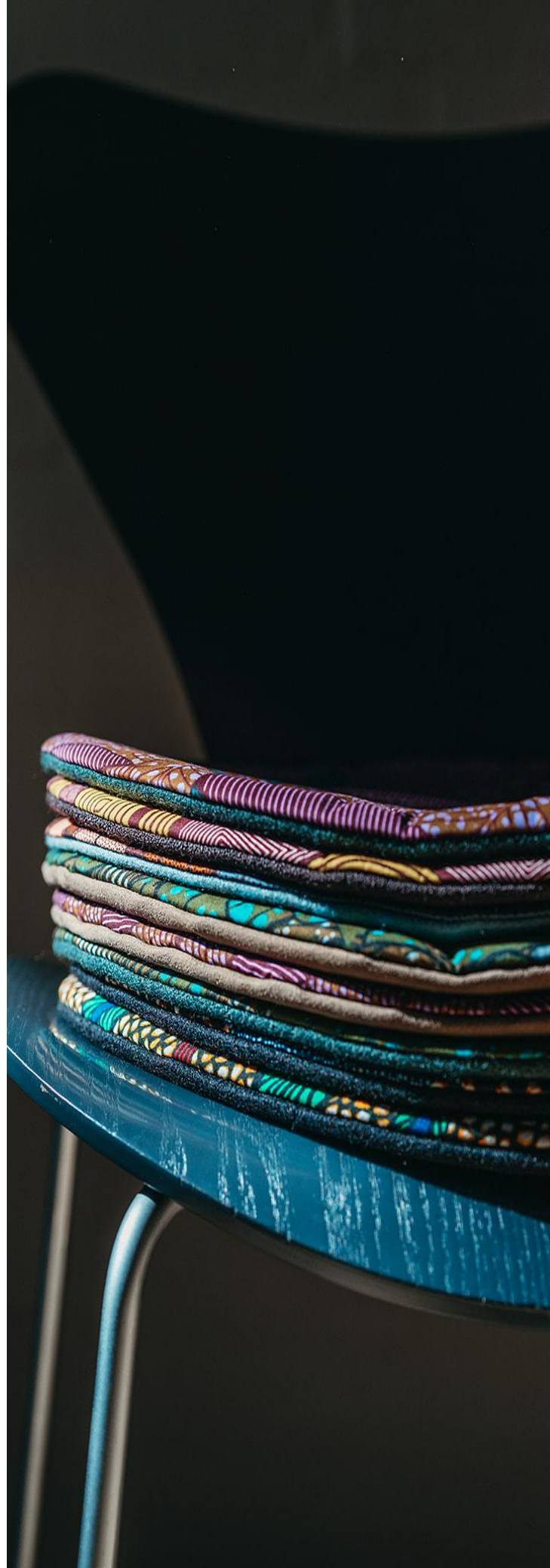
2018: Founding year  
2021: Certified B Corporation  
2021: Product of the Year at Formland

### **Exhibitions**

2022: Rossana Orlandi's Gallery / Milan Design Week  
2022: Circular Furniture Days / 3 days of design, Copenhagen  
2022: Designing for Circularity / London Design Festival

14+: Different countries of customers and clients

115+: Different colourful prints and patterns at [www.mumutane.com](http://www.mumutane.com)



# mumutane

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## Social media

Instagram: @mumutane

Pinterest: @mumutane

Linkedin: @mumutane

Facebook: @mumutanecom

Hashtags: #mumutane

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## Contact

Maria Kastrup Lausten

Founder & owner

+45 6166 4722

maria@mumutane.com

