



Multifunctional, Sustainable and Modern: Start-up SØDE Design Introduces Series of Cat Specific Furniture

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Amsterdam, Netherlands - On April 5th 2022 SØDE Design launched a collection of luxury cat accessories that helps to maintain Scandinavian elegance in your home

SØDE Design is launching ORIGAMEOW, an all-in-one bar stool and scratching post, and introducing FLOWER PAWER, a flower box and vertical scratching post. The ORIGAMEOW and FLOWER PAWER come assembled and delivered in a cardboard box, which after unpacking is easily transformed into a cat house.

Designed with the help of a veterinarian and cat behaviorist, experienced Marketing Director and Interior Designer Carøle Picou-Katmann wanted to create long-lasting pieces that offer an alternative to ugly cat furniture. Handmade in Portugal where renewable energy and good working conditions underpin the manufacturing process, these pieces of cat furniture have sustainable designs that both cats and humans alike will love.

"At SØDE Design, sustainability is crucial and we are the first to create furniture designs different from what is currently available." says founder Carøle. "Our goal is to make beautiful, functional and timeless cat furniture with the environment in mind. The furniture is made of high-quality materials, produced in Europe, with care and respect for people, cats and the environment. Our products are inspired by cats and come in a stylish Scandinavian design."

ORIGAMEOW is a multi-functional hideaway, perch, scratcher, and play space for kitties that also serves as a seat for humans. Made from premium recycled cardboard, sustainably sourced wood, and Oeko-Tex Certified fabrics that are all safe for the environment and safe for your cat. A unique play rope that is hand woven using recycled industrial waste that is durable and safe for cats to play with.

FLOWER PAWER, a wall-mounted cat scratcher with a built-in flower pot on top. Made with recycled cardboard, eco-certified wood, and Portuguese cork for an elegant and natural look. This sturdy scratcher can be mounted at any height to give your cat a nice stretch while scratching and the play rope adds extra fun.

SØDE Design is crowdfunding to raise €23,000 on Kickstarter until May 5th 2022. Perks include a discounted Early Bird FLOWER PAWER made with premium cork, cardboard, textile, and wood for €169, saving €80 off retail with delivery by October 2022.

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<https://www.kickstarter.com/projects/sodedesign/sde-design-stylish-and-sustainable-furniture-for-cat-and-human>

Press Page: <https://sodedesign.com/pages/press>

About SØDE Design

SØDE Design is the first company operating at the intersection of pet, interior and sustainability, developing stylish furniture & accessories in a Scandinavian design, for both the cat and cat owner.

