

Pressemitteilung

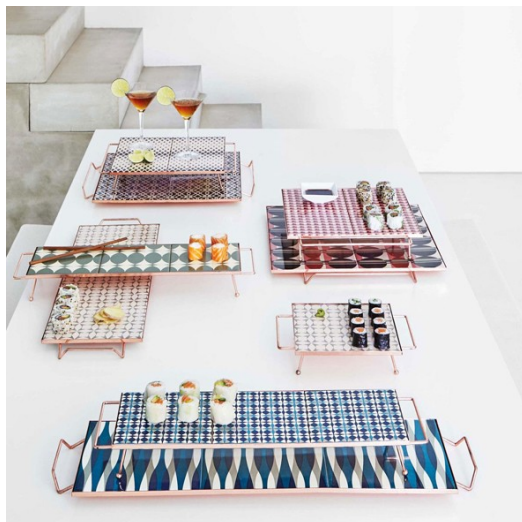
Discover the latest outdoor trends for 2017 with AmbienteDirect

While it's snowing outside and everybody is longing for some cosyness inside, the interior industry is preparing for the new outdoor season. These will be the most anticipated outdoor trends of 2017: the Ethno Style with its cosmopolitan attitude and brands like GAN and Kettal spreads oriental flair. Our all-time favourites – outdoor furniture with French charme – are still represented with the French brand Fermob and continue to be in style. Furthermore, hospitality will be a big issue featuring serving trolleys by Röshults or Skagerak. With our design favourites of 2017, dinner parties and time to relax with friends and family will be more stylish than ever.

All products are available online – www.ambientedirect.com

ETHNO STYLE

Colourful, patterned blankets, rugs, cushions, and poufs are characteristic for the ethno style. With embroidered plaids and patterned kilims, elements from various countries and cultures can be stylishly incorporated. Warm and cool at the same time, with colours from the Far East and golden accents, this trend is perfect for cosmopolitan travellers.



GAN: Mix & Match

Mix it: The new trays by GAN with different patterns in many colours look great by themselves, but also make for amazing combinations – a true eye-catcher. Practical and stylish at the same time, they are the perfect companions for special invitations or a cosy evening at home.

[Check out the collection here](#)



Kettal: Cala

Wonderfully woven: Despite its transparency, the chair possesses a bold presence. Launched in two versions, Cala is highly versatile. The combination of natural materials and modern design defines its trendy character.

[Check out the collection here](#)



SKAGERAK: Edge Brass Plate

Stylish & multifunctional: The Edge tray is a versatile assistant. It complements the terra cotta flower pots from the Edge series and can be used as saucer, but also makes for a beautiful serving tray.

[Check out the collection here](#)



KETTAL: Mesh Outdoor Sofa

New inspiration: Contrasts define the new Mesh sofa by Kettal. Natural and synthetic, hard and soft materials, as well as transparency and opaqueness create an attractive interplay.

[Check out the collection here](#)

FRENCH STYLE

In 2017, French outdoor collections are charming as ever. Coming season will be dominated by French design at its best: happy, colourful & with that special something.



FERMOB: La Môme

Re-interpretation of a classic: Olivier Gence won the design competition with a design based on the famous bistro chair. Easily folded away, with larger bars and a lot more colour variations, this is a modern version of the Parisian classic from 1889 and a homage to Édith Piaf.

[Check out the collection here](#)



PETITE FRITURE: Trame Garden Chair

Representing France with clear lines and versatility: Amandine Chhor and Aïssa Logerot designed the Trame chair for indoor and outdoor use. Available in black, white, grey, and yellow, as well as with cushion or without, it is the perfect chair for a variety of occasions – and is simply a looker.

[Check out the collection here](#)



FERMOB: Adada Rocking Horse

A dream for every child: Here, functionality and style are perfectly combined. Conforming with safety regulations, kids can play with Adada indoors or outdoors. The lightweight rocking horse won't leave any scratches on the floor and is perfectly suited for outdoor use thanks to a special finish.

[Check out the collection here](#)



FERMOB: Balad Stand High

This light made it big: The Balad lamp can be hung into the large supporting stand in the sizes 25 cm and 38 cm, painting a modern picture. With 6 different colour versions, visual cues are created with ease.

[Check out the collection here](#)

BE MY GUEST

Especially in summer, serving trolleys and side tables are especially popular. With these design favourites, food and drinks can be presented in style and friends and family will be impressed.



FERMOB: Happy Hours

True to its roots: The shape of the Happy Hour side table is reminiscent of a bottle, inspired by Fermob's roots in the Beaujolais region. The tray is removable and up to 6 bottles can be transported in its frame.

[Check out the collection here](#)



SKAGERAK: Fuori

Atypical for Skagerak: Designed by Monique Consentino, the Fuori serving trolley convinces with its avant-garde shape. Aluminium and teak wood create an exciting interplay of materials and make Fuori a practical and stylish companion.

[Check out the collection here](#)



RÖSHULTS: Röshults Garden Serving Trolley

Scandinavian functionality: The Röshults Garden Kitchen Collection designed by Broberg & Ridderstråle is complemented by this trolley. Characteristic are the linear shapes, typical for Swedish design. The heat-resistant top shelf and two further shelves offer lots of space.

[Check out the collection here](#)

Since 1998, Germany's leading online retailer has been offering all lovers of classic and modern design a wide selection of new and original lighting, furniture, and accessories by over 350 world wide renowned brands, like Artemide, Cassina, Fritz Hansen, HAY, Kartell, Vitra, and many more. In the DesignHaus in Munich, Germany, the company has created a unique shop-in-shop concept that presents the entire world of design in an innovative manner on an area of more than 5,000 square metres. A digital shopping guide leads the customer through the exhibition via iPad and smartphone, offers easy access to product information and even lets you switch the lamps on display on and off. All design pieces can be ordered comfortably from www.ambientedirect.com, via fax, phone, or in person in the DesignHaus. Delivery is carried out safely and inexpensively by international transport partners.

Upon request, we are also always available to help with photo material research as well as for questions and interviews.

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