

AUTUMN/WINTER '24

# SOFACOMPANY



Dive into our new collection of natural colours,  
tone-on-tone aesthetics, subtle but visually  
interesting textures, and elevated materials.  
Join us as we explore the great indoors.





AW24

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“OUR SWIVEL-BASE  
BABETTE ARMCHAIRS-  
BEAUTIFUL FROM  
EVERY ANGLE.”

-KATRINE BJØRN





autumn/winter 2024

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SOFACOMPANY is headquartered in  
Denmark with showrooms in 28 cities  
spanning 7 countries.

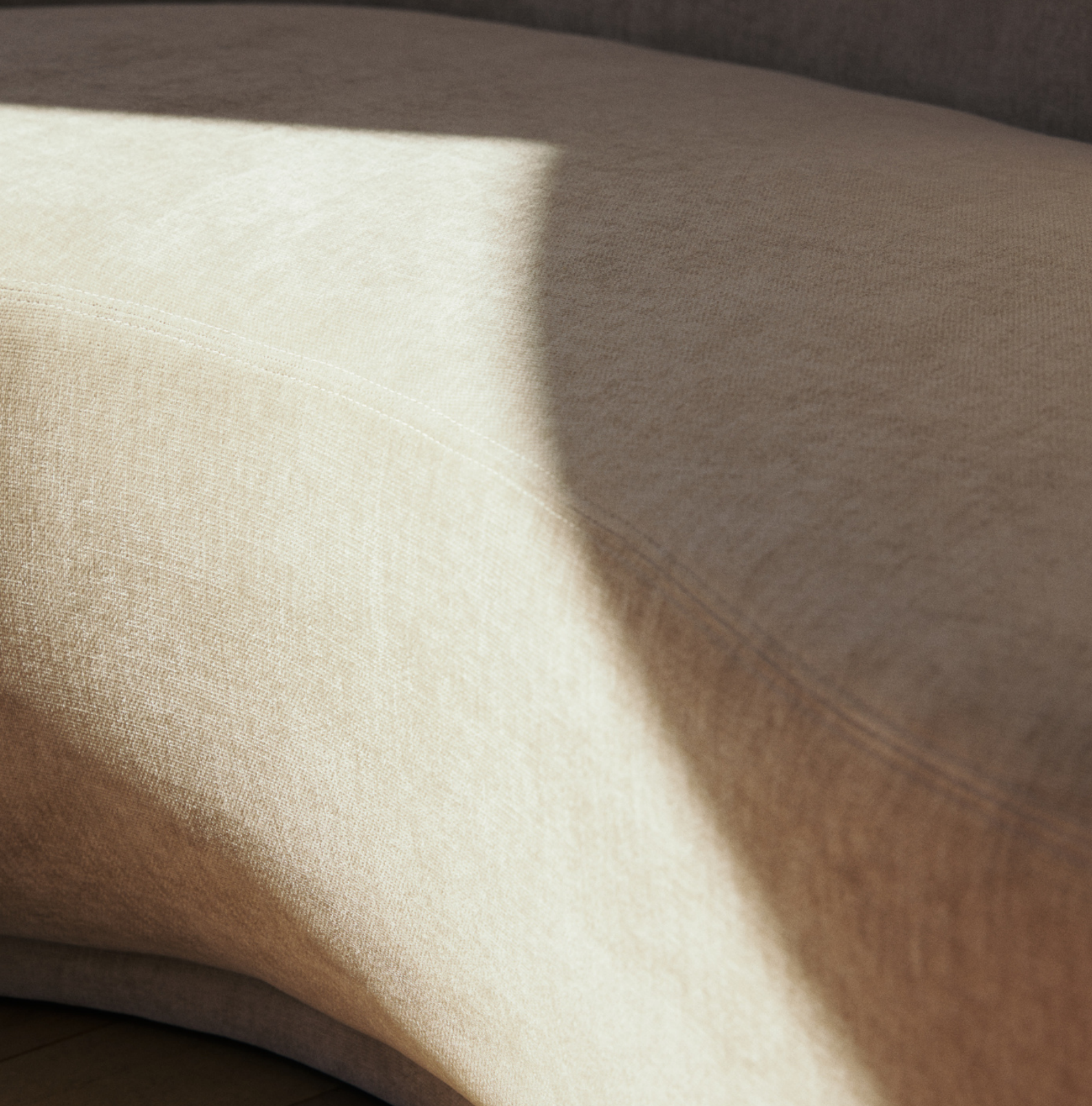


AW24

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# QUIET LUXURY

For Autumn/Winter '24, we're embracing the trend of Quiet Luxury - authentic and understated elegance with a 'less is more' approach. The campaign emphasises investment pieces for the home, echoing timeless fashion staples.





As we embrace the cooler weather, we transform our homes into sanctuaries. Picture tone-on-tone aesthetics, subtle but visually interesting textures, and elevated materials. We get ready to explore the great indoors. Drawing from our Danish roots and the concept of Hygge, we embrace the power of minimalism and we recognize the profound impact it can have. A well-designed home and workspace, free from visual clutter, enhances focus and creativity and frees up the mind for creative thinking.







Pebble Rust



Aulla Cacao



Danny Cream



Moss Rust



Pasha Dune



Maya Cream



Vega Sand Dune



Free Sage



Planet Grey Green



Fabio Grey Green



Forest Dust Blue



Form Blue Grey



autumn/winter 2024







BABETTE SWIVEL ARMCHAIR, AULLA CACAO

DESIGNED BY  
KATRINE BJORN





CHARLIE BENCH, MAYA CREAM

DESIGNED BY  
LINE NEVERS KRABBENHÖFT





# DAPHNE MODULAR

Daphne modular sofa: A floating sofa for the whole family. This modular sofa offers a unique combination of versatility and luxurious comfort, designed with a floating appearance and concealed legs to add a touch of elegance and spaciousness to any living space.

*DESIGNED BY LINE NEVERS KRABBENHÖFT*

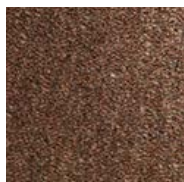


## MODULAR SOFA

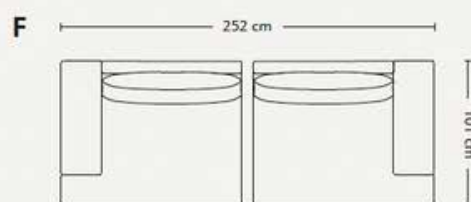
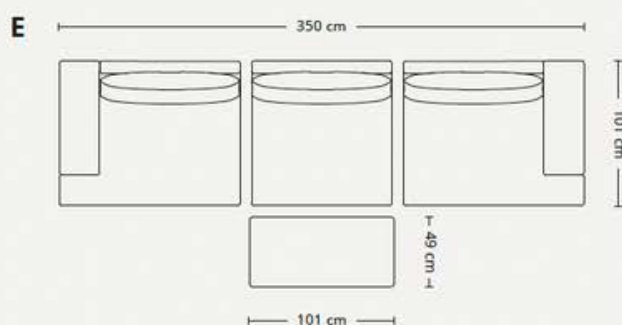
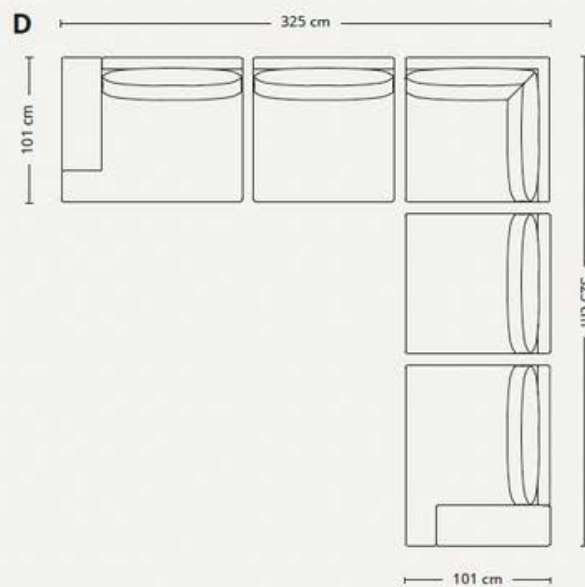
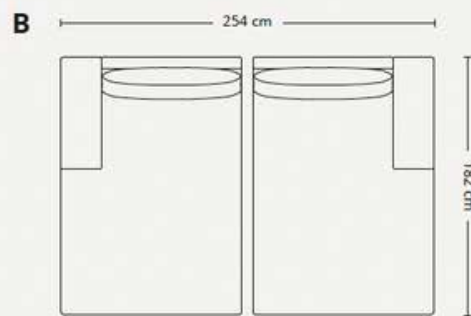
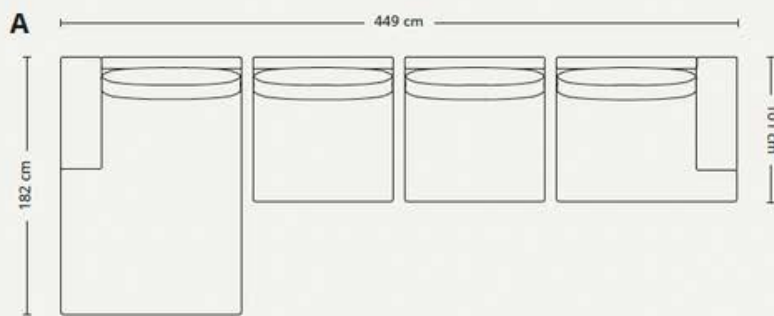
### Variants

Pebble Rust

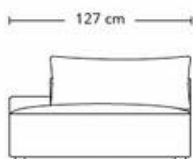
Maya Cream



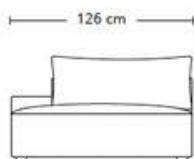




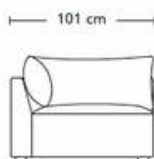
**SAMMENSÆT  
FARVER OG  
MODULER  
SOM DU VIL  
BESLAG MEDFØLGER**



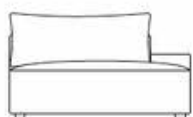
1-pers chaiselong-  
modul, venstre



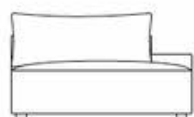
1-pers modul,  
venstre



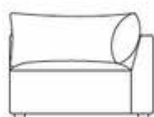
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venstre



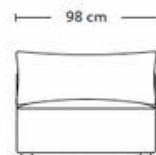
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modul, højre



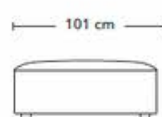
1-pers modul,  
højre



1-pers hjørnemodul,  
højre



1-pers modul



Fodskammel





OTIS, ARMCHAIRS, MAYA CREAM

DESIGNED BY  
CATHRINE RUDOLPH





BEACH PEBBLE COFFEE TABLE

COLOUR  
NATURAL SANDSTONE



# ROSE 2.5-SEATER

Rose is an organically shaped fully upholstered couch that is comfortable as she is unique. Comparable to a 3 seater in size, her asymmetrical shape and floating expression introduces a natural and informal element to your living space.

*DESIGNED BY NIKOLINE TRYDE HØLUND*



## 2.5 SEATER SOFA

### Variants

Maya Cream  
Danny Cream

**R23,999.00**





Similar to investing in an enduring fashion staple that transcends seasons, we apply the same principle to our furniture. We're focused on investment pieces - timeless furniture and classics that delight our senses year after year. We prioritize longevity, striking a balance between style and comfort. Classic designs in home décor can become a canvas for the expression of your own style, personality, and the changing trends that inspire you.





AW24

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# AYA

## 4-SEATER SOFA





Aya is part of our “Japandi” range, a fusion between classic Japanese and classic Scandinavian style, where the core focus is on simplicity and form, clean lines, and natural materials. Her legs consist of a cohesive frame manufactured from beautiful soap-treated oak.

Designed by Nikoline Tryde Hølund



# AYA 4-SEATER

The core focus is on simplicity and form, clean lines, and natural materials. Her legs consist of a cohesive frame manufactured from beautiful soap-treated oak. Her inner frame is manufactured using FSC-certified wood (Forest Stewardship Council) and comes with a lifetime guarantee.

*DESIGNED BY NIKOLINE TRYDE HØLUND*

## 4-SEATER SOFA

### Variants

4-Seater | Planet Grey Green

4-Seater | Agnes Brown

3.5-Seater | Planet Grey Green

3.5-Seater | Agnes Brown

**R 44,999.00**





# LEONORA 3.5-SEATER

Leonora is a low, deep and exquisitely luxurious floating sofa with an ultra-soft feel, making it the perfect lounge sofa for the entire family.

Here, Leonora is adorned with a soft, hospitality-quality fabric in a light beige shade. The fabric used is woven from 100% recycled polyester.

*DESIGNED BY KATRINE BJØRN*

## 3.5 SEATER SOFA

Variants

Form Cream

**R35,999.00**





AW 24

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PAULA, MAYA CREAM  
DESIGNED BY  
LINE NEVERS KRABBENHØFT



# PAULA 3-SEATER

Experience the ultimate in luxury and design with our Paula couch. Her alluring curves and award-winning style invite you to indulge in comfort and absorb sophistication.

*DESIGNED BY LINE NEVERS KRABBENHØFT*



dd Danny cream and moss rust to variants

## 3-SEATER SOFA

### Variants

- 3-Seater | Maya Cream
- 3-Seater | Planet Grey Green
- 3-Seater | Moss Rust
- 3-Seater | Danny Cream

**R27,999.00**



EUROPEAN  
PRODUCT  
DESIGN  
AWARD



reddot winner 2021



# ANNA 3-SEATER

Slip into something more comfortable. Our Anna 3-seater couch is hugged by a snug-fitting slipcover. Our most popular 3-seater couch can be dressed for any occasion in minutes. Simply choose from our extensive wardrobe of over 20 slipcover colourways and refresh your living room at a fraction of the cost of a new couch.



## 3-SEATER SOFA

Variants

AW24 Colourways

**R24,999.00**



*DESIGNED BY CATHERINE RUDOLPH*



autumn/winter 2024

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# IVY DAYBED

Ivy is a daybed with a very minimalist and industrial style. The combination of the soft fabric contrasts beautifully with the wooden frame in oak and the curved legs in chrome. The removable backrest gives the Ivy Daybed a level of sophistication and versatility.

## DAYBED

Variants

Vega Sand Dune | Chrome Legs

**R26,999.00**



*DESIGNED BY TIM TORP HANSEN*





# ERNEST 3-SEATER

Ernest is a floating sofa with a beautiful and simple architectural style. Our designers created this sofa with a slipcover that can easily be replaced. Not only does this ensure that Ernest is easy to clean and maintain but it's also possible to change the colour of your sofa simply and cost-effectively.

*DESIGNED BY TIM TORP HANSEN*

## 3-SEATER SOFA

Variants

Vega Sand Dune | Chrome Legs

**R28,999.00**





# CLARA SLEEPER SOFA

Crafted with exceptional attention to detail, our Clara Sleeper sofa features sleek and elegant Scandinavian design. The Clara Sleeper Sofa is not only a magnificent design but is functional too - seamlessly transforming from a cozy sofa into a comfortable bed for guests.

*DESIGNED BY PHILIP BRO LUDVIGSEN*

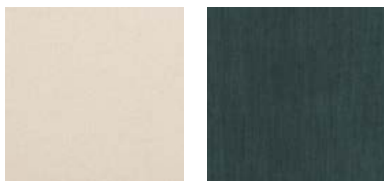
## SLEEPER SOFA

Variants

Pasha Dune

Forest Dust Blue

**R36,999.00**





autumn/winter 2024

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# VIVICA SLEEPER SOFA

The Vivica Sleeper Sofa's design is inspired by Italian lounge aesthetics with a focus on depth, softness, and plenty of space. Vivica's movable chaise effortlessly transforms the sofa from a chaise longue to a sofa bed with a side table.



## SLEEPER SOFA

Variants

Agnes Brown

**R42,999.00**



*DESIGNED BY ASGER TRØST JØRGENSEN*





# CHILL SLEEPER SOFA

Our versatile Chill Sleeper sofa is a seamless blend of practicality, quality, and premium design. With the Chill Sleeper, transforming your living room into a comfortable guest space has never been easier. Simply remove the cushions and unfold the mattress to reveal a comfortable bed in under 30 seconds.

*DESIGNED BY SØREN LE SCHMIDT*

## CHILL SLEEPER

### Variants

Form Blue Grey | Black Metal Legs

Pasha Dune | Black Metal Legs

**R39,999.00**







CHARLIE BENCH, MAYA CREAM

DESIGNED BY  
LINE NEVERS KRABBENHÖFT





HONEY POUF, MAYA CREAM

DESIGNED BY  
NIKOLINE TRYDE HØLUND



# ALMA ARMCHAIR

Alma armchair has an organic expression inspired by the way beach stones are laid in natural, imperfect layers. This is particularly evident in the asymmetrical back, which gives the chair a slightly artistic character.

*DESIGNED BY KATRINE BJØRN*

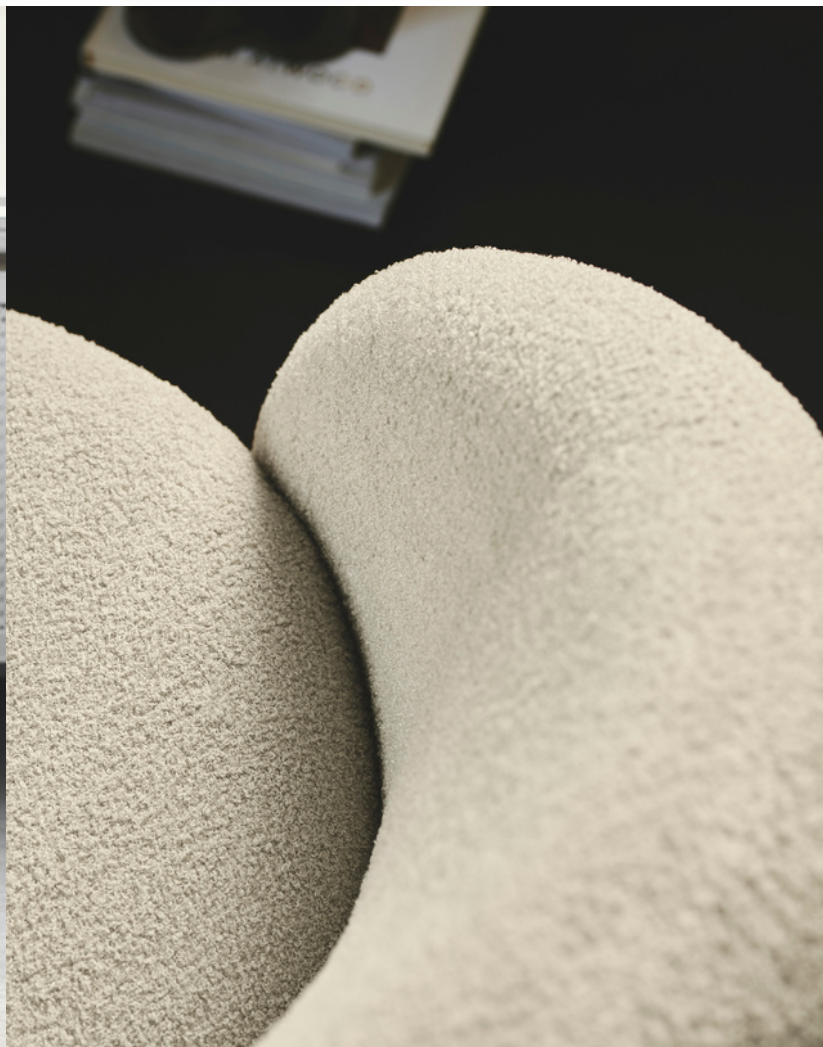


## SWIVEL ARMCHAIR

Variants

Now Stone

**R15,999.00**





# OTIS ARMCHAIR

Otis was created based on the idea of scaling down a classic old-school armchair so that it could fit better into the small home. With its round shape and the narrow angled legs, Otis is both sweet to look at and really good to sit in.

*DESIGNED BY CATHRINE RUDOLPH*

## ARMCHAIR

### Variants

Pebble Rust

Maya Cream

**R14,999.00**





# BABETTE ARMCHAIR

The Babette chair is one of those celebrated designs – it was awarded Best in Design by Schöner Wohnen in Germany and has recently been nominated as Design Favourite by Bolig Magasinet in Denmark.

*DESIGNED BY KATRINE BJØRN*



## SWIVEL ARMCHAIR

### Variants

Maya Cream  
 Danny Cream  
 Moss Rust  
 Aulla Cacao

**R15,999.00**





AW24

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BABETTE SWIVEL ARMCHAIR, DANNY CREAM

DESIGNED BY  
KATRINE BJORN



# ENZO ARMCHAIR

Enzo is an armchair with a modern and classic Scandinavian design. The focus is on simplicity, clean lines, and natural materials with a soap-treated oak frame, loose, soft cushions, and light paper yarn as an extra design detail.

*DESIGNED BY MATHIAS MOURITSEN*

## ARMCHAIR

### Variants

Maya Cream

Vega Sand Dune

**R14,999.00**





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DESIGNED BY CATHRINE RUDOLPH

# JUDI ARMCHAIR

This swivel base lounge chair is glamorous, classic and cool. Wrapped in our ultra-soft fabric, this chair just oozes style and luxury.

**SWIVEL ARMCHAIR** **R13,999.00**

Variants

Maya Cream

Danny Cream





# BLAIR ARMCHAIR

Our Blair armchair is an elegant lounge chair with a distinct art deco design. The backrest flows elegantly into the armrests and the beautiful line continues from the armrests to the floor. The swivel base provides excellent comfort and versatile placement options within your living space.

*DESIGNED BY CATHRINE RUDOLPH*



## ARMCHAIR

Variants

Vega Cream

**R15,999.00**







# OSCAR ARMCHAIR

Our Oscar armchair is the epitome of comfort and style. With its sleek lines and plush cushioning, Oscar is a sophisticated addition to any living space. Expertly crafted with premium materials, this armchair offers both durability and luxury.

*DESIGNED BY MALENE LILLELUND*



## ARMCHAIR

### Variants

Danny Dusty Blue  
Agnes Brown

**R14,999.00**







# ELLIE

Ellie is an elegant dining chair with a sculptural design. The soft padding and the slightly encircling backrest ensure great support and comfort.

Ellie is upholstered in a soft bouclé woven from threads in different shades of earth and rust, forming a beautiful play of colours and creating lots of depth.

*DESIGNED BY HELENE BACHMANN*

## DINING CHAIR

### Variants

Vega Sand Dune | Oak Soap Legs  
Pebble Rust | Black Metal Legs

**R5,999.00**





A high-angle photograph of a child with blonde hair, wearing a white long-sleeved shirt, sitting on a large, round, white pouf. To the left of the child is a large, round, orange ottoman. The floor is covered with a light-colored, textured rug. The text 'POUFS, OTTOMANS & FOOTRESTS' is overlaid in the center of the image.

# POUFS, OTTOMANS & FOOTRESTS

The compact size of small pieces allows for easy placement and rearrangement, making them ideal for maximizing functionality in small apartments or rooms.





# THE PEBBLE PROJECT

pebble - pe-bal.: a small rounded stone worn by the action of water.

Pebbles are a product of erosional forces over millions of years. We are drawn to the symmetry and texture of these innately beautiful objects.



## COFFEE TABLES

### Variants

Beach Pebble: 700 x 600 x 400h, 21kg

**R6,999.00**

River Pebble: 1100 x 600 x 400h, 33 kg

**R9,999.00**





# DESIGNERS

MEET OUR COPENHAGEN-BASED DESIGN TEAM





autumn/winter 2024

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ENZO ARMCHAIR, MAYA CREAM

DESIGNED BY  
MATHIAS MOURITSEN





HONEY POUF, MAYA CREAM

DESIGNED BY  
NIKOLINE TRYDE HØLUND

product  
innovation



Our dedicated in-house design team, ensures that our collections consistently reflect the latest trends in furniture design. Our commitment extends beyond initial design; we continuously refine our products to enhance the experience of living with them over time.

Our products have received  
several international awards.



reddot winner 2021



GERMAN  
DESIGN  
AWARD  
SPECIAL  
2022



BABETTE SWIVEL ARMCHAIR, DANNY CREAM

DESIGNED BY  
KATRINE BJORN






ELLIE DINING CHAIR, PEBBLE RUST

DESIGNED BY  
DESIGNED BY HELENE BACHMANN

hospitality quality





CHARLIE BENCH, MAYA CREAM

DESIGNED BY  
LINE NEVERS KRABBENHÖFT

SOFACOMPANY ensures hospitality-quality fabrics that are lightfast, durable, and easy to maintain. We use recycled polyester for sustainability, high-density foam, and nozag springs for comfort. We offer a lifetime guarantee on wooden frames and three years on fabrics, upholstery, and foam.



BABETTE, AULLA CACAO

DESIGNED BY  
KATRINE BJORN

unmatched value





Through our integrated design and production model, we consistently provide fair prices to our customers. We have a full vertical operation, taking ownership of the entire supply chain, from product concept and design to production and retail - delivering products directly from our factory.

This comprehensive approach eliminates non-value-adding links in the supply chain, thereby reducing costs. It also grants us unparalleled agility, allowing us to offer customised solutions tailored to any environment.



# SHOP NOW

SOFACOMPANY.COM

## SOFACOMPANY

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Prices shown are subject to change.

Please consult our website to confirm pricing and availability.