

## Media Kit\_ about lasfera

### respect tradition – rethink design

Not only the finished object is important for lasfera, also all the involved economic, ecological and social aspects are taken into account. lasfera is convinced that the designer today is not only responsible for good designs, but he also needs to contribute towards resource sustainability and to make the world a better one. Behind the scenes at lasfera are the designers Svenja and Henri Garbers. After stops in London, Madrid and Beijing - where lasfera was founded in 2006 - both now work and live where, with their carpentry apprenticeships, it all began: in Cologne. From here, lasfera is always looking for interesting craftsman's arts, ecologically sustainable materials and technical new developments that can be incorporated and combined into their design works - not only locally but also globally.

To design also the path of the product to the end-customer in the same way, lasfera exclusively sells their products via selected furniture and design traders, interior designers and online design markets, which are mainly specialised in the sale of ecological products that are as sustainable as possible.

### The 6 commandments of lasfera

We want to contribute to conservation of natural resources. Therefore, we design our products from the beginning as sustainable and resource-efficient as possible.

We want to make products that are durable in quality and style - because the most sustainable product is one that is not soon replaced by another.

We want to contribute to preserving regional traditions and promote. Therefore, we use wherever possible on a regionally based craft traditions - preferably in Germany, but also globally.

We want to offer products that earn the esteem and find their fair price, our customers are willing to pay - because of their design and quality craftsmanship, but also because of the story they tell.

We are authentic in our work and in our businesses. We do what we do out of conviction and stand with our name behind it. And that's why we make our actions and associated with our products processes as far as possible transparent.

We also want to have the commercial partners who share our values. That's why we only work with companies that can credibly convey the worthiness of our products and the stories behind them - both online and offline.

### Products with a soul

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