

# LIVING GEORG JENSEN

EST. 1904



## A NEW ELEPHANT COLLECTION FOR CHILDREN

AS AN ADDITION TO THE BELOVED ELEPHANT DESIGNS, LIVING GEORG JENSEN NOW EXPANDS THIS ICONIC DESIGN AND PRESENTS A FULL RANGE OF CHEERFUL PRODUCTS FOR CHILDREN AND THE YOUNG AT HEART.

### A CHARMING ELEPHANT

Introduced in 1987 by industrial architect Jørgen Møller, the elephant has since become a LIVING Georg Jensen classic. Whether the money box or bottle opener, this impressive animal has become a design staple - and now, for the first time, the LIVING Georg Jensen design team has created the impressive Elephant Collection.

With a playful and heart-warming spirit, the Elephant Collection has been created to brighten a child's world with both pieces for the nursery and the everyday. A line of tableware for everyday use features the iconic animal accented on cup and plate while it is engraved on the playful cutlery.

A series of design objects adds a humorous and fun spirit to the range. Two picture frames with the elephant featured in the corner, candleholders and a new version of the cherished money box, all in mirror-polished stainless steel are perfect for a youthful spirit. The candleholders are a collector's item suitable for the most important events in life.

### STIMULATING AND DAZZLING

With a stimulating puzzle in European oak and a charming set of figurines in European oak and wengé, the collection offers two great toys. Their design ensures they can also be used as creative decor and offer the perfect possibility to present children and playful adults with the LIVING Georg Jensen universe.

Finally, also in mirror-polished stainless steel, a mobile can dazzle and develop the imagination of every child as it captures and reflects the light, while a miniature case in aluminium is perfect for storage of fond and important memories such as the first teeth.

With the new Elephant Collection, LIVING Georg Jensen expands through this beloved design, introduced more than a quarter of a century ago. With the creation of a range for children, this new addition to the expansive LIVING Georg Jensen universe presents a unique take on playful home decor and cheerful toys and makes it possible to bring the tasteful LIVING Georg Jensen world to our smallest loved ones.