

Stern

For the first time at the imm cologne

Tuesday, 13.11.2018



Stern armchair "Artus VIP": The base made of stainless steel allows a dynamic sitting, as it responds to the displacement of the center of the body. Photo: Stern

The imm cologne announces an interesting new addition. For the first time, the well-known outdoor specialist Stern participates in the fair.

The company will present its highlights for the summer of 2019 in Hall 10.1 (Booth F-028). At 144 square meters, the focus is primarily on those products that show how furniture in the exterior and interior areas increasingly merge and form a single unit. This applies for high quality fabrics with special coatings specially developed for outdoor use. They combine the look and feel of interior furniture with the necessary properties for permanent outdoor use.

With the participation in the imm cologne Stern wants to show, how the enterprise wants to implement the outdoor lifestyle trends 2019. In addition one hopes to be able to make new, above all also international contacts in Cologne.

The Stern brand, with more than 70 years of company history, was awarded the German Brand Award

Winner 2018 by the German Design Council. "We are particularly proud of this recognition and it encourages us to have taken the right path with our development to the brand," emphasizes Stern CEO Jürgen Frank Brackmann.

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