

# DANIA

## FURNITURE



Fall 2018

[daniafurniture.com](http://daniafurniture.com)

# WE'RE CELEBRATING!

In 1963, the Scandinavian modern design movement was just beginning to take hold in the US. Our founder, who had recently moved to Northern California from Norway, quickly recognized the demand for this type of high quality, affordable furniture. With a trip back to his home country and a visit to a furniture design show in Stavanger, he explained to the factory owners that this style was rapidly gaining popularity, and convinced them to lend him a shipment of furniture on credit and a handshake.

Our first Scandinavian Designs store opened in San Rafael, CA on August 31st. "As soon as the merchandise was sold, I paid them back," he recalls with a smile. "It worked out pretty well." The initial success in introducing this minimalist style to the San Francisco Bay Area allowed him to expand swiftly. The company grew to new regions as he bought out the struggling Plummers Furniture in Los Angeles and started another new brand, Dania Furniture, in the Pacific Northwest.

To meet the increasing demand for online shopping, we excitedly launched two online stores this past year, effectively expanding our reach across the US. Serving customers nationwide brings a sense of pride and satisfaction to our founder, who still comes to work at the office each day where his sons work alongside him, and together they continue to drive this thriving family business.

Although the market is every changing, our mission to provide high-quality, modern furniture at an exceptional value remains. We look forward to the opportunities ahead and continue to explore a variety of manufacturers in other countries, always striving to keep our product selection current and compelling.

As we celebrate fifty-five years of operation, we extend our greatest thanks to you! To customers who have been with us for generations and to those discovering us for the first time, we're delighted that you share our passion for modern design. We hope that you become inspired as you shop this "lookbook" and find the furniture you love, that once placed inside your house, makes it feel like HOME.

# 55 YEARS



SHOWN ON RIGHT:

SUNDBY 81" DINING TABLE\* \$2,499, EXTENDS TO 142" – SEATS UP TO 12  
SUNDBY SIDEBOARD \$2,199, SUNDBY DINING CHAIR \$399  
LILJA TABLE LAMP \$99, LYDE ABSTRACT WALL ART \$249  
OLLA RUG \$599-\$849

\*SPECIAL ORDER OPTION FOR ADDITIONAL LEAVES – SEATS UP TO 20 | MADE IN DENMARK

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