

### **Matre revives Norwegian design with pride and global ambitions**

Matre is a new Norwegian furniture brand that blends iconic classics with contemporary design and sustainable values. Founded in 2023 by Elizabeth Matre-Aas and Ole Kristian Aas, Matre aims to restore the legacy of Norwegian furniture craftsmanship and share it with the world.

By reintroducing timeless designs from Fredrik Kayser, Sigurd Resell, and Knut Sæter, alongside collaborations with emerging Norwegian designers, Matre showcases the best of Norwegian aesthetics and artisanal quality. All production takes place locally in Sunnmøre, with a strong focus on tradition, precision, and passion.

Matre launched its first collection – the Vatne Collection – at Kunstnernes Hus in Oslo, receiving enthusiastic response from both industry professionals and consumers. The furniture is now available through selected retailers across Norway.

In addition to furniture, Matre presents a textile collection developed in collaboration with Kvadrat/Innvik and textile designer Saga Nilson. The collection features classic wool stripes, inspired by Elizabeth's lifelong connection to the pattern. All surplus materials are repurposed into cushions and accessories, reflecting Matre's holistic and sustainable approach.

With support from Innovation Norway and the 'Made in Norway' label as a mark of quality, Matre is preparing for international expansion in 2025. The brand also promotes Norwegian design through initiatives like 'Design Salon' – a professional forum for dialogue and collaboration within the industry.

**The vision is clear:** To put Norwegian design back on the global map – with pride, quality, and a distinct identity.