

A shelf is for life not just for Christmas...

At Vitsoe, as we look to the festive season, we often find ourselves wondering how we can contribute to, and indeed encourage, a more sustainable Christmas-time. This year we venture that starting life with Vitsoe and living better, with less, that lasts longer is a good place to start. So we have made the first step towards living better even easier for Christmas; for the first time, our starter collection will be available to pick up and take away from our Duke Street shop.

Starter collection

With four simple options, from a fledgling library to a home for an ever-expanding wardrobe, the starter collection allows you to start life modestly with Vitsoe and add to it later as life demands. Priced from £155 and usually only available to buy online at vitsoe.com, these four down-to-earth shelving configurations will be packaged ready for wrapping and placing under the tree.

The collection offers affordable admission to a gentler world with a long term vision; it is a modular furniture system which will be yours for life and encourages buying only what you need now, then adding to it, rearranging it and taking it with you wherever you move. A Christmas gift with the highest design integrity at its heart.

The starter collection will be available in-store at Vitsoe, 3-5 Duke Street, London, W1U 3ED from November 2010.

Notes to editors

Vitsoe (pronounced 'vit-soo') is the British furniture company that produces the 606 Universal Shelving System. Established in 1959 Vitsoe's proposition was to create furniture that offered a neutral canvas on which to paint a colourful life and its pioneering ethos was to **live better, with less, that lasts longer**. Today Vitsoe remains true to these values and continues to work with Dieter Rams to improve this timeless furniture system that is produced in the UK and sold to customers worldwide via vitsoe.com, two Vitsoe shops (in London and New York) and exclusive international retail partnerships.

Vitsoe
3-5 Duke Street
London W1U 3ED
Telephone +44 (0)20 7428 1606

Opening hours
Monday to Saturday 1000 - 1800
Sunday closed



Starter collection



Small £155.00

Start small and add to it: two shelves of 22cm usable depth and two 57cm E-Tracks



Medium £295.00

Perfect for alcoves: two shelves of 30cm usable depth and two at 22cm usable depth and two 114cm E-Tracks



Large £435.00

Store all of your books and CDs: three shelves of 30cm usable depth and three at 22cm usable depth and two 171cm E-Tracks



Hanging rail £315.00

Somewhere to store coats and shoes: one hanging rail of 36cm depth, two shelves at 30cm usable depth and two 171cm E-Tracks