

## Vitsoe launches its 'starter collection'

Vitsoe, the furniture company best known for the 606 Universal Shelving System designed by Dieter Rams, has launched its 'starter collection' that comprises four simple shelving configurations priced from \$285 to \$775 available to buy online at vitsoe.com.

Vitsoe's renowned shelving system has often been referred to as "Lego for grownups" owing to the great flexibility in the positioning of shelves and cabinets on the elegant wall-mounted tracks. The fact that it is called a system is not accidental: you can add to it, rearrange it and, best of all, take it with you when you move.

Also included in the delivery is Vitsoe's fabled installation package with a spirit level, wall fixings and instructions that have been called "the best I have ever come across".

This is by no means a here-today-and-gone-tomorrow online buying option. In exploring vitsoe.com the visitor will find a feast of information explaining the company's 50-year history, its quality of service and compelling customer loyalty.

The starter collection offers four simple options, from a fledgling library to a home for an ever-expanding wardrobe. Of course, a customer new to the world of Vitsoe will quickly discover the ease of adding more shelves as needs grow.

The smallest system costs \$285 and comprises two aluminum tracks and two shelves, ideal for that annoying pile of books that is sitting on the floor.

Vitsoe's online starter collection opens the doors to the opportunity of a lifelong storage-problem solver.

All four options are available with either off-white or black shelves and can be found at vitsoe.com.

### Notes to Editors

**Vitsoe (pronounced 'vit-soo')** is the furniture company that produces the 606 Universal Shelving System designed by the seminal industrial designer Dieter Rams in 1960. 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.



## Starter collection



### Starter collection (small)

**\$285.00**

Start small and add to it: two shelves of 81/2" usable depth and two 221/2" E-Tracks



### Starter collection (medium)

**\$535.00**

Perfect for alcoves: two shelves of 113/4" usable depth and two at 81/2" usable depth and two 45" ETracks



### Starter collection (large)

**\$775.00**

Store all of your books and CDs: three shelves of 113/4" usable depth and three at 81/2" usable depth and two 671/2" E-Tracks



### Starter collection (hanging rail)

**\$590.00**

Somewhere to store coats and shoes: one hanging rail of 141/4" depth, two shelves at 113/4" usable depth and two 671/2" E-Tracks