



Press Release
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Svenskt Tenn adds Concierge desk for in-store pickup of online orders

The Swedish design company, Svenskt Tenn, now adds in-store pickup as an option for online customers. They will be served by the new Concierge desk – or may just stop by in the street and have items brought to their cars. To enable this new service, the Svenskt Tenn store has been rearranged, which also has enabled the Interior Design Studio to move into an expanded space making its services more easily available.

By making use of the back entrance to the store at Strandvägen 5 in Stockholm, Svenskt Tenn's Concierge desk can deliver orders directly to cars, without the need for customers to park or entering the store.

"We believe this service will be highly appreciated by our online customers," says Thommy Bindefeld, Marketing Director at Svenskt Tenn. "For customers in our store, the Concierge will also be a welcome resource for guidance and information about our products and their origins."



As the Concierge desk is introduced, the Interior Design Studio at Svenskt Tenn also opens its new, expanded section in the store. Svenskt Tenn has engaged in interior design projects ever since the company was founded in 1924, and today the studio is staffed by five decorators and interior designers. Some recent assignments include the interior of the "Bobergs Matsal" restaurant at the NK department store, the conference facilities at the Sturebadet Spa, as well as a number of private residences of varying sizes and styles, in Sweden and internationally.

"The interior designers will blend products from Svenskt Tenn's range with furniture from auction houses or other, contemporary designs – always guided by client needs and preferences," says Thommy Bindefeld. "This makes for a personal style where no two interiors will appear alike, precisely in line with Josef Frank's interior design philosophy which is the foundation for their work."



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Images can be downloaded from svenskttennpress.se. Username: *Press*. Password: *Tenn*

Svenskt Tenn is an interior design company with retail stores at Strandvägen in Stockholm and online. Since 1975, Svenskt Tenn is owned by the Kjell and Märta Beijer Foundation, which provides research grants within ecology, medicine and the preservation of Swedish interior design tradition.