

AXEL VEIT

The Axel Veit Brand Story



Axel Veit



Alexander Rehn

The design, development, and marketing of high-end furniture is my great passion for more than 25 years.

After holding executive positions with the furniture brands Classicon and Garpa and some years of representing American high-end brands like Dunbar, Giati, and Sutherland in Germany I have started the adventure to develop my own furniture collection.

The crucial kick happened in 2013 with the meeting of Alexander Rehn when he exhibited his first works as a young and aspiring designer talent at the Salone Satellite in Milan.

These two criteria are always leading our designs:

- Firstly: To create contemporary modern pieces by taking the clear and reduced designs of Midcentury furniture as a role model.
- Secondly: To achieve the best possible ergonomics and seating comfort.

**„Modernism means freedom – Freedom to mix, to choose, to change,
To embrace the new but to hold fast to what’s good.“**

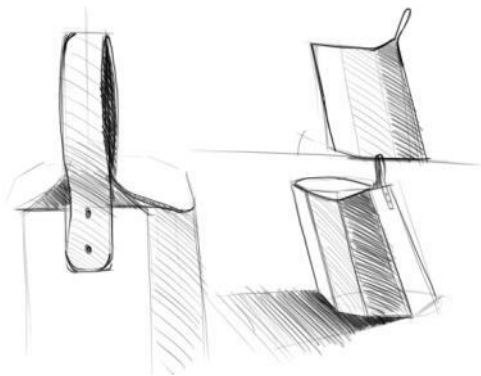
This quote by the American designer Edward J Wormley (1907-1995) perfectly reflects our attitude and approach.

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A complex process: From the first drawing to the final furniture piece

According to this Alexander and I meticulously pursue the development of a new furniture piece. First drawings and renderings are just a start. The subsequent production of a model in its original size has the essential function with which we thoroughly test and optimize the ergonomics and proportions.

Here are some examples for this process when we designed the Marlon 8Stool Rocking Stool:



Some of the initial drawings



Model in real size for testing the rocking function



Looks real but is still only a rendering



Almost one year lays between the first drawing and the final product

Another important goal is the high-end craftsmanship for the manufacturing of the entire Marlon Collection. Therefore we make it in Germany at highest standards. We want to use resources carefully and we want to make our furniture so it lasts. All woods that we use are certified by FSC; we source our fabrics, leather, and other accessories from within the EU.

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