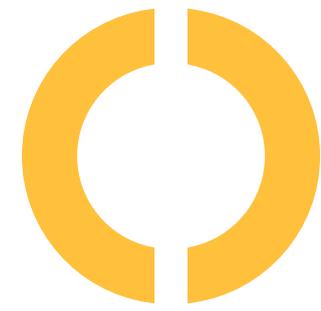


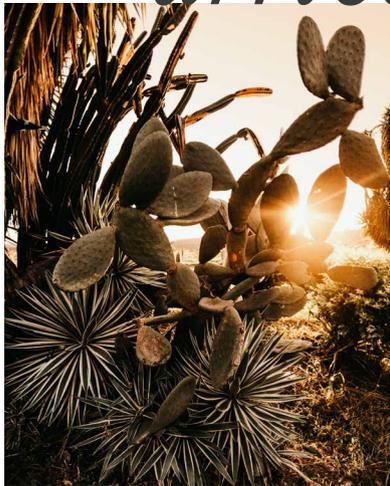
DEDON

Open up  
to *Spirit*  
*of Place*



6

# The feeling of having *arrived*



For more than 30 years we have been traveling the world, discovering people, places and stories that inspire us. We collect moments and memories under open skies. Feelings that lead to realizations: It is the energy that makes a place unique. The feeling of having arrived. The Spirit of Place.

The Spirit of Place offers access to an exclusive world of DEDON. A world of experiences, inspirations and stories. A very personal dimension of outdoor luxury. The classic DEDON design is transformed, and traditional craftsmanship expresses its energy afresh as it interacts with creative freedom. This is how we cultivate the power of the new and the feeling of uniqueness. Individual luxury without limits.



Spirit  
of Place



# Embrace the *Spirit* of *Place*





LOON  
FLAIR



12



Mysterious  
Desert



13



FLLAIR



KIDA  
SATELLITE  
DALA





DAYDREAM



TIBBO  
SCOORA



Mysterious  
Desert

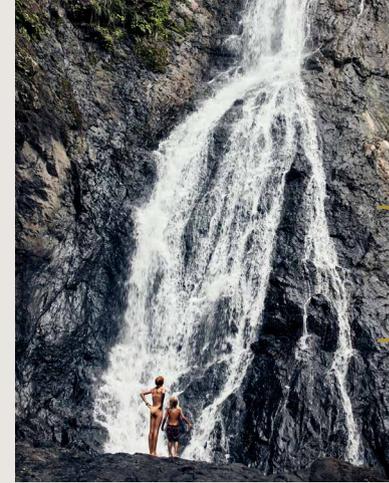
MU  
SEAX  
THE OTHERS





DALA  
MBRACE  
SCOORA  
OMBII





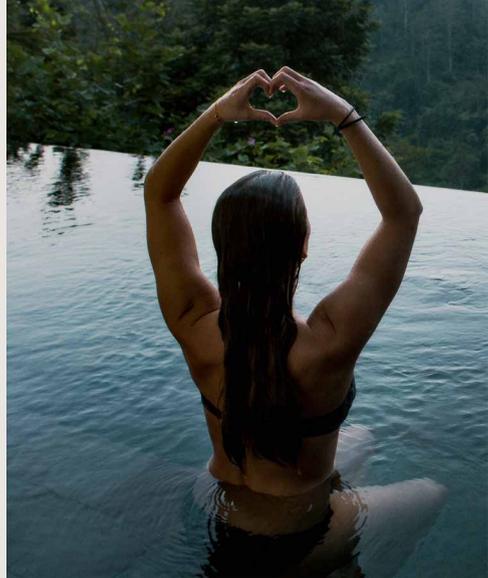
Feel <sup>☀</sup>  
the *Spirit*  
of *Place*



♥ Wherever you are, I feel at home



TIBBO  
DALA  
MBRACE



Here I am,  
where I am  
supposed  
to be.

Isak Dinesen



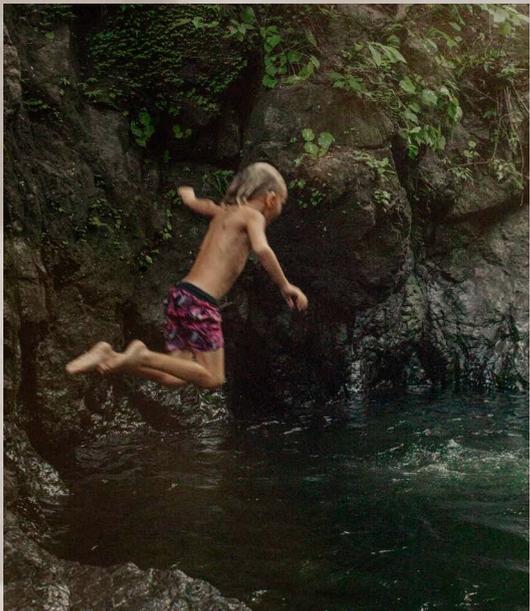
SEASHELL GRAND  
LOON



ENJOY  
YOUR  
SOUL



MBARO  
KIDA  
IZON  
LOON



DIVE IN



Spiritual Mountain

You ask me why I live in the green hills. I smile and make no reply, my heart at peace.

Li Bai

MBRACE ALU  
PORCINI  
NESTREST





KIDA  
BELLMONDE  
OMBII

Spiritual  
Mountain





MBRACE  
 MU  
 THE OTHERS  
 PORCINI  
 ROII





Enjoy <sup>♡</sup>  
the *Spirit*  
of *Place*





SEASHELL NUO  
BELLMONDE

Endless  
Ocean



The sea is everything ...  
it is the 'Living Infinite'.

Jules Verne



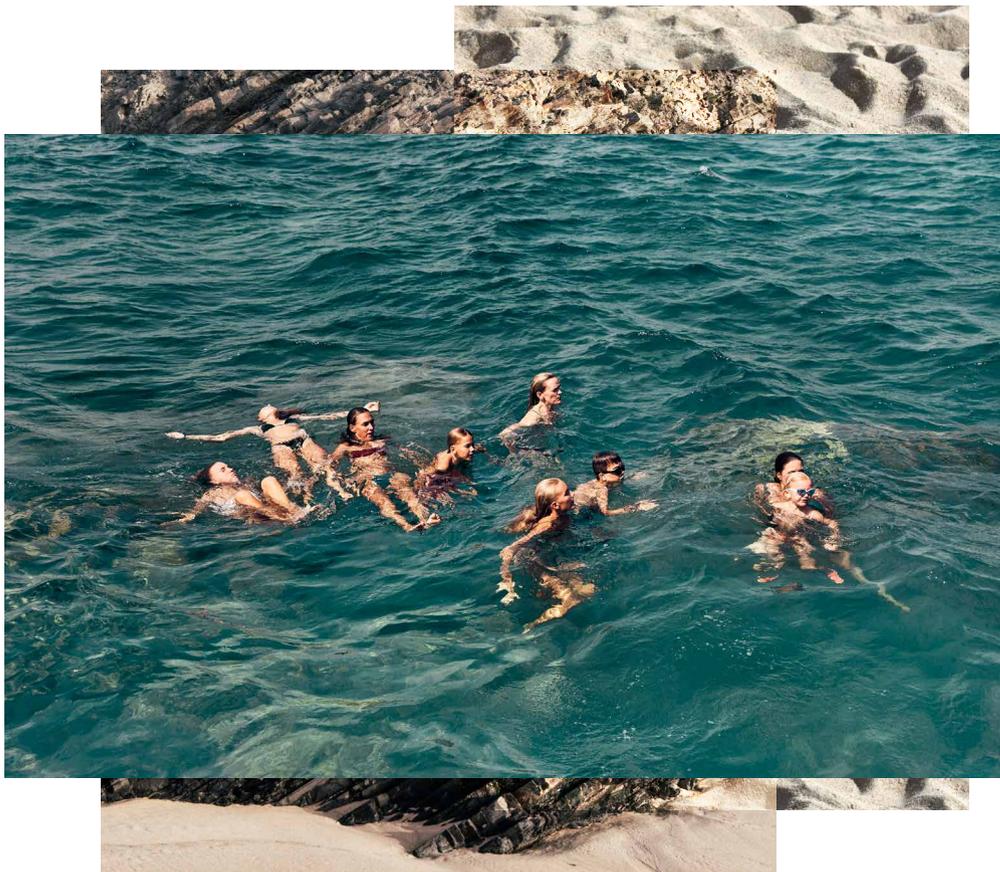


Endless  
Ocean



SEASHELL NUO





The luxury of clarity



FAIRISS  
OCEAN

ATOLO  
SATELLITE



dive in



Endless  
Ocean



45

ATOLO



Discover  
the *Spirit*  
of *Place*



SWINGREST  
MBRACE

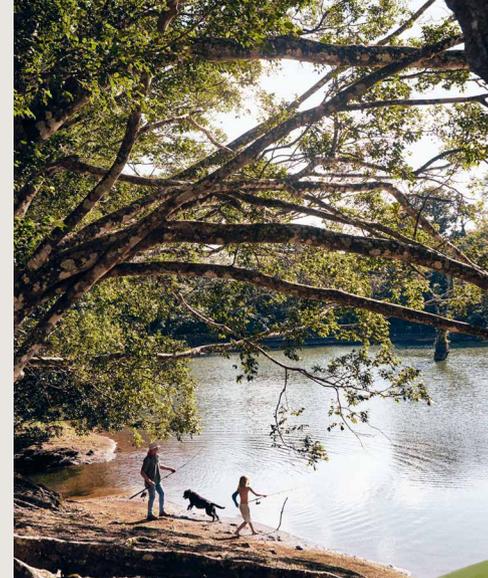


50



BELMONDE  
MBRACE ALU

Secret  
Lakeside



SEAX  
SATELLITE



51



- PAROS
- BELLMONDE
- BABYLON
- IZON
- LEAF





*The Original.*  
Handcrafted  
with passion.

# Outdoor Revolution

DEDON was founded on innovation, beginning with its groundbreaking fiber, luxurious yet weatherproof. What followed was a revolution in outdoor living. DEDON engaged world-renowned designers. Established its own fiber lab and production facilities in Germany, along with zero-waste furniture manufacturing on Cebu Island in the Philippines. Created icons of modern design. Added new materials to the mix. Garnered the most prestigious awards. And extended its reach to more than 100 countries.

NESTREST:  
Pioneering  
the unknown  
adventure.

Discover,  
explore and  
enjoy life  
*outdoors.*



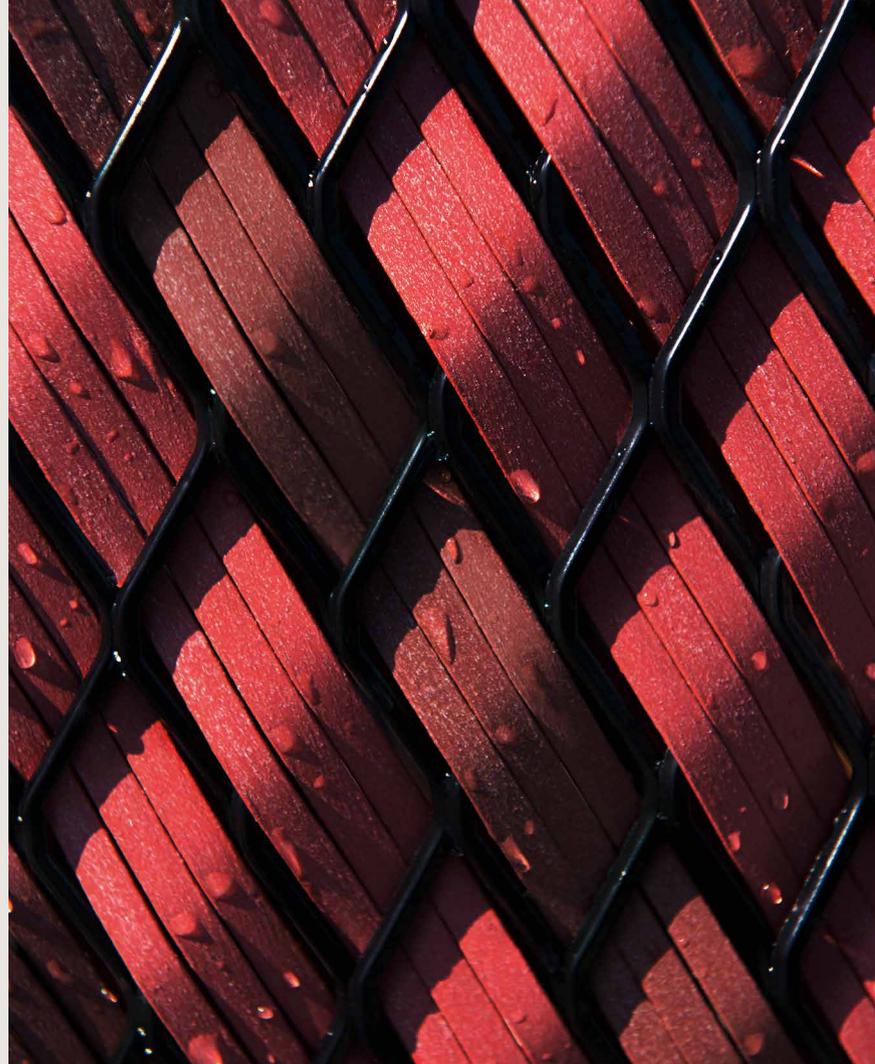
The icon of  
the outdoors.

35 years ago, DEDON launched an outdoor revolution. Innovative by nature, the company never looked back.

# The DEDON Fiber

Strong enough to withstand the elements. Supple enough to weave into art. Versatile enough to inspire the world's leading designers for more than 3 decades. That's DEDON Fiber, the standard of quality. The material that sparked a revolution in outdoor living by setting a new benchmark in luxury and durability for outdoor furniture.

Delightful to touch, durable against the elements.



DEDON fiber reflects DEDON's commitment to excellence, with products that endure even the harshest environments — whether in deserts or on the decks of yachts and cruise ships. Researched, developed and manufactured at the company's own state-of-the-art production facilities in Northern Germany. Resistant to chlorine, salt water, and sun. Beloved by customers for its luxuriousness of color, texture and touch. At DEDON, specialists and leading designers work side by side, continuously innovating new profiles and textures to suit the designs of individual collections. Never settling for less than the best.



Unique among outdoor brands, DEDON owns and operates the entire production of its luxurious hand-woven furniture, from fiber to frame to finished product.

DEDON Fiber: unbeatable for its strength, weather-resistance and beauty.



DEDON Fiber endures where others cannot, delivering the unmatched quality and durability that have become synonymous with our brand.

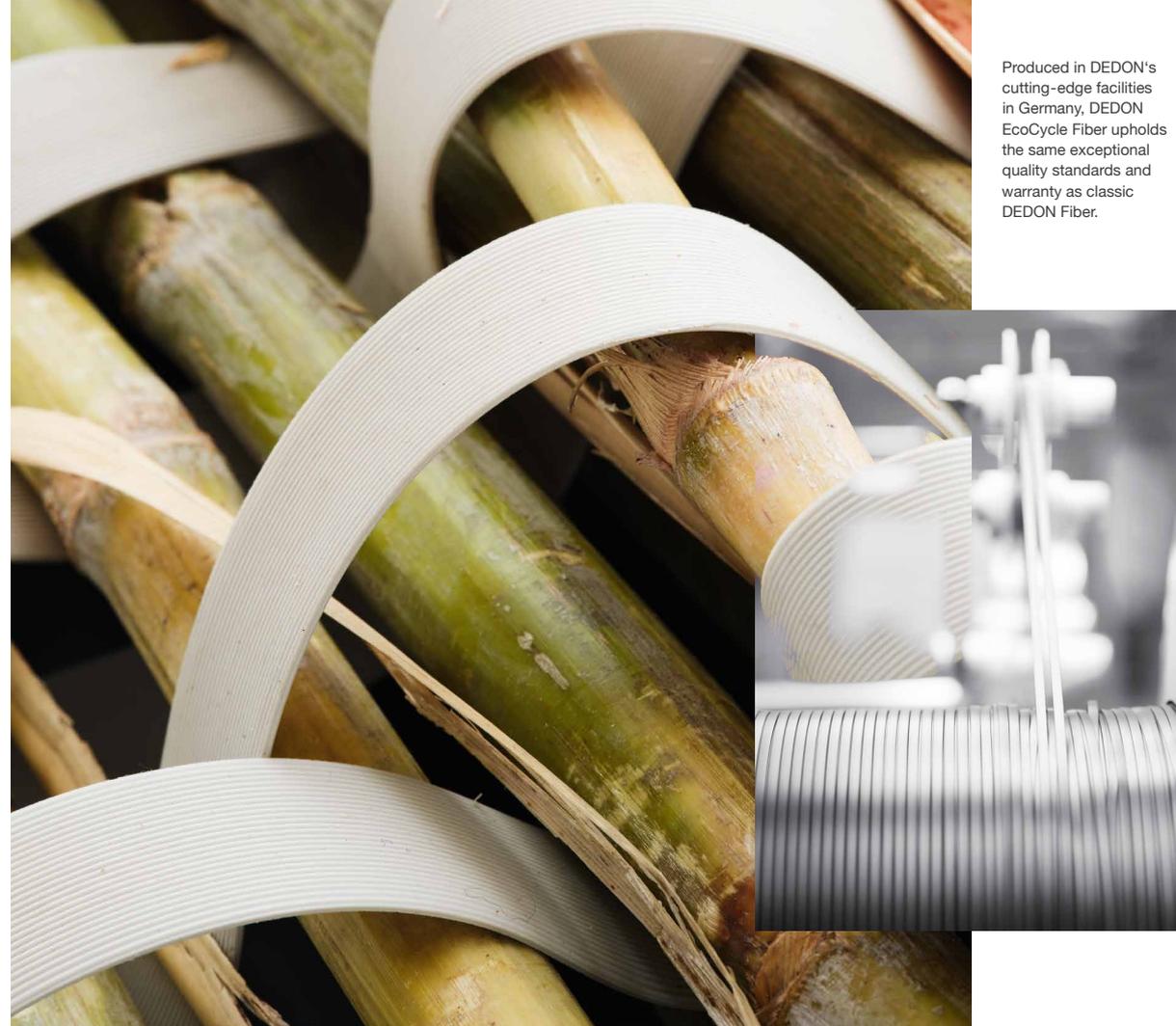


To date, DEDON EcoCycle Fiber finds expression in collections like SEALINE, SEASHELL NUO, and SEASHELL GRAND.



#### A journey towards sustainable excellence

Guided by a mission to foster sustainable alternatives, DEDON is dedicated to exploring and integrating sustainable materials. The groundbreaking DEDON EcoCycle Fiber exemplifies this commitment to sustainability. This innovative material reflects our mission to provide environmentally conscious choices without sacrificing quality or performance. Derived 90 % from plant-based resources, DEDON EcoCycle Fiber is an eco-friendly alternative to conventional, fossil-fuel-based products. The remaining 10 % consists of pigments and stabilizers to ensure the quality of the fiber. DEDON EcoCycle Fiber offers the same luxurious look and texture as traditional DEDON Fiber along with the same unrivaled strength and weatherability.



Produced in DEDON's cutting-edge facilities in Germany, DEDON EcoCycle Fiber upholds the same exceptional quality standards and warranty as classic DEDON Fiber.

Inside DEDON's state-of-the-art fiber production facilities.



DEDON manufacturing site in Mandaue City, Philippines.

DEDON produces its handwoven furniture exclusively at its own zero-waste facilities on Cebu Island, Philippines, where master weavers create woven patterns of incomparable artistry and innovation. DEDON first went to Cebu Island, for the talent of the weavers, but it stayed for the smiles, the culture and the way of life. The company regards Cebu as its second home, providing an excellent work environment and social benefits that promote teamwork and camaraderie.

# Cebu Island, *Heartquarters*

Cebu Island —  
home away  
from home.





DEDON's aluminum frames are precision-welded by hand.



Inside DEDON's R&D lab in Cebu.

Established in 2000, DEDON Philippines is strategically located in the heart of Cebu Island's furniture district. Our 15,500 square meter manufacturing center is a bustling hub of creativity and expertise, where around 260 expert craftsmen work diligently every day.



Taking a break at DEDON's production facility in Cebu.



An ancient  
handcrafting  
tradition,  
thriving today.

The art of weaving, deeply rooted in the history of Asia, is a skill inherited and perfected by our master weavers in the Philippines, who are among the most talented in the world. Their creativity and expertise are showcased in weaving patterns of incomparable intricacy, innovation, and artfulness. Our artisans employ diverse techniques and fiber types to skillfully create designs ranging from light and open to solid, tightly woven patterns, resulting in each piece of DEDON furniture being a distinctive and handwoven masterpiece.

# The Art of *Weaving*

Manufactured entirely  
in-house, every woven  
DEDON creation is the  
embodiment of modern  
technology and centu-  
ries-old artisanship.



Exceptional  
craftsmanship  
truly sets  
DEDON apart.

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# *Passion* for Quality

DEDON selects only the finest materials for its luxury outdoor furniture, working exclusively with suppliers who share its passion for quality. From premium teak to industrial-strength ceramic to advanced fabrics from the US and Europe, every material suits the individual needs of its collection. DEDON provides the perfect selection for any setting, ensuring that users can savor the pinnacle of outdoor living.



Thoughtful  
material  
selection.



Each piece is  
manufactured  
at its best.

Crafted by the hands of  
highly skilled artisans,  
dedicated to excellence  
in the luxury outdoor  
furniture market.

# We work together

DEDON collaborates with the world's top designers, from famous names to rising stars, on collections that consistently win the most prestigious design awards. Our in-house research and development department works closely with each designer, integrating their creative visions into innovative solutions that not only enhance quality, functionality and style, but also capture the quintessential values of DEDON.

Jean-Marie Massaud shares his inspirations.



**Zeal for exceptional design.**



Stephen Burks with his KIDA lounge chair.



Sebastian Herkner MBRACEs city life.



*New York, USA*  
**Stephen Burks**

AHND, DALA, KIDA,  
THE OTHERS



*Hamburg, Germany*  
**Hoffmann & Kahleiss Design**

SCOORA



*Offenbach, Germany*  
**Sebastian Herkner**

MBRACE, MBRACE ALU,  
MBARQ, LOON



*Milan, Italy*  
**Toan Nguyen**

MU, WA, LOU



*Paris, France*  
**Philippe Starck**

PLAY



*Copenhagen, Denmark*  
**Edward Barber & Jay Osgerby**

TIBBO



*Paris, France*  
**Jean-Marie Massaud**

PAROS, SATELLITE, SEALINE,  
SEASHELL, SEAX



*Berlin, Germany*  
**Werner Aisslinger**

CIRQL NU



*Milan, Italy*  
**Claudio Bellini**

ATOLO



*Long Beach, USA*  
**Richard Frinier**

DAYDREAM, ORBIT, BARCELONA,  
PANAMA, TANGO



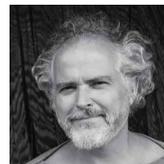
*Barcelona, Spain*  
**Harry-Paul**

BABYLON



*Hamburg, Germany*  
**Benjamin Baum**

ROII



*Draguignan, France*  
**Daniel Pouzet**

NESTREST, MINI NESTREST,  
SWINGREST



*Aarhus, Denmark*  
**Henrik Pedersen**

BELLMONDE



*Paris, France*  
**Fred Frety**

NESTREST, MINI NESTREST



*Zurich, Switzerland*  
**Arnd Küchel**

PAPYON



*London, Great Britain*  
**Samuel Wilkinson**

FLLAIR



*Antwerp, Belgium*  
**Frank Ligthart**

LEAF, LOUNGE



*Paris, France*  
**Arik Levy**

IZON



*Milan, Italy*  
**Lorenza Bozzoli**

BRIXN, PORCINI, LA MALLE

Designers we  
collaborate with



**NESTREST — Cocooning at its best**  
by Daniel Pouzet und Fred Frety

2134 meters of fiber  
16 weaving hours

Each DEDON piece stands as a tribute to our deep commitment to craftsmanship, capturing the essence of our united and thoughtful approach to design. Seamlessly blending these values, DEDON creates iconic designs that enchant and invite, nurturing a sense of togetherness under the open skies.

# Iconic Designs



**SWINGREST — A refined outdoor retreat**  
by Daniel Pouzet

2689 meters of fiber  
29 weaving hours



**LEAF** — Designed by nature  
by Frank Ligthart

912 meters of fiber  
52 weaving hours



**KIDA** — Feel as free as the breeze  
by Stephen Burks

834 meters of fiber  
38 weaving hours



**MBRACE** — A design like a gesture  
by Sebastian Herkner

875 meters of fiber  
17 weaving hours



**ORBIT** — An iconic outdoor classic by Richard Frinier

1200 meters of fiber  
90 weaving hours



**DAYDREAM** — An invitation to the dreamer in us all by Richard Frinier

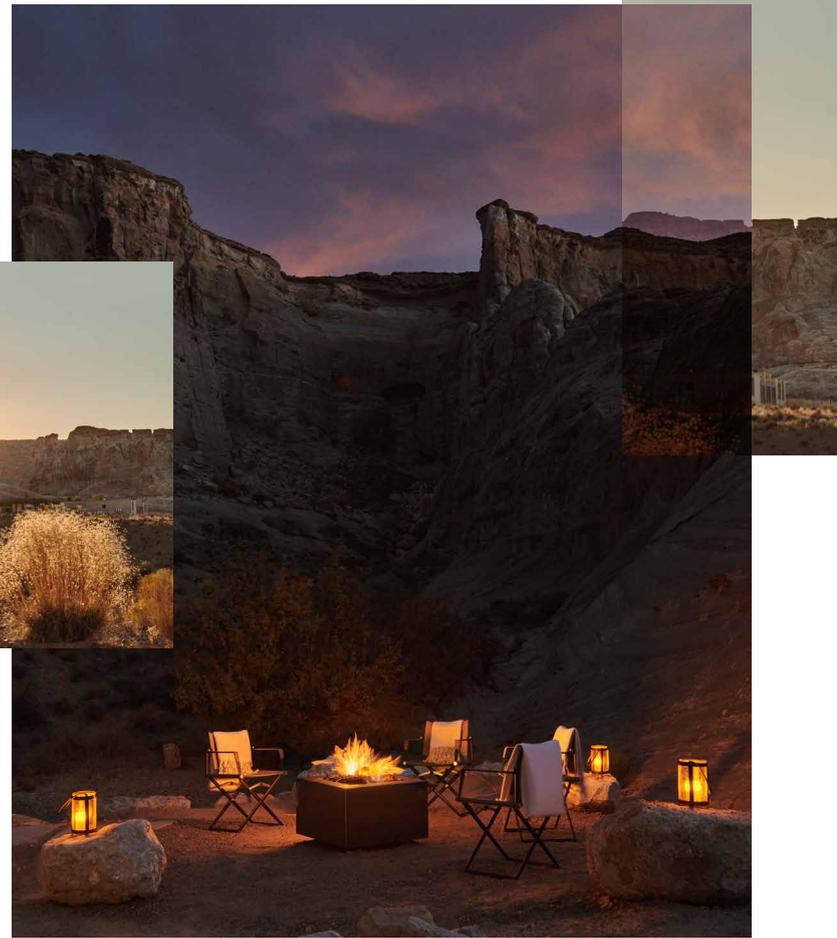
3984 meters of fiber  
112 weaving hours

# Crafted Atmospheres

Ever since our founding back in 1990, DEDON's handcrafted outdoor furniture have helped bring to life those outdoor areas where guests create lasting moments. Join our worldwide journey through exclusive spas, top-notch bars and restaurants, to poolside lounges and cruise ship or yacht decks.

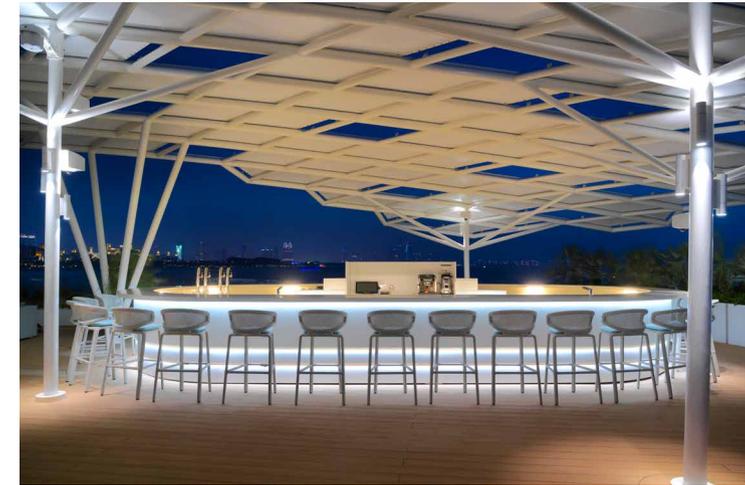
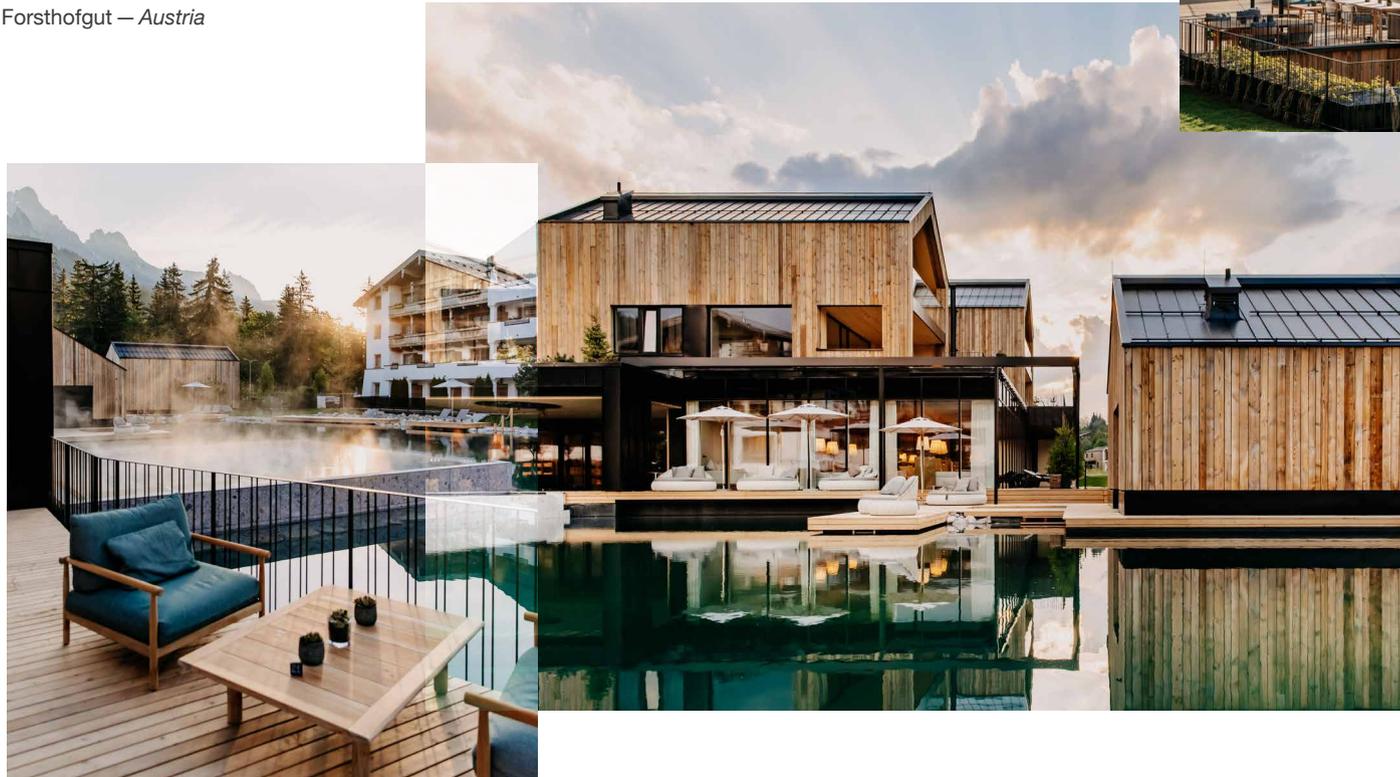


Global  
ambiances —  
inspirational  
references



Amangiri Resort — *Utah*

Naturhotel Forsthofgut — Austria



Burj Al Arab — UAE



Gritti Palace — Italy



The Fontenay — Germany



Silena — South Tyrol



Waterlily — Turkey

### DEDON's offices

With more than 600 people working for the company and representations in over 100 countries, DEDON is the world's leading manufacturer of exclusive outdoor furniture.

#### LÜNEBURG, GERMANY.

##### *Headquarters for a vision*

Home to our state-of-the-art fiber production facilities as well as a fitness center, soccer field and restaurant, DEDON's headquarters in the historic Northern German town of Lüneburg are a showcase for our philosophy and values, from caring for the society to finding the right life/work balance.

#### CEBU, PHILIPPINES.

##### *Home away from home*

DEDON Philippines was established in 2000 in Mandaue City on the island of Cebu, the heart of the furniture district. It covers a 15,500 sqm manufacturing center. Around 260 expert craftsmen weave DEDON furniture every day, using centuries-old weaving techniques perfected by DEDON over the last 24 years.

#### HIGH POINT, USA.

##### *Americas headquarters*

DEDON US was incorporated in 2009 and has grown from just 5 employees to over 60. Its cushion production and back-office support a wide network of dealers and clients across the Americas.



### DEDON Showrooms

Sold in over 100 countries on six continents



# Reasons to choose DEDON



## Produced in our own facilities

The manufacturing of both DEDON Fiber in Germany and DEDON furniture in the Philippines take place in our own production facilities. This is unique in the outdoor furniture industry and ensures that fine craftsmanship is combined with innovative technology. DEDON's master weavers in the Philippines use ultra-strong fibers from our own DEDON production. For our contract partners, in-house production also means special opportunities for customization.

## Sustainability

It is DEDON's corporate philosophy to create furniture and accessories of such high quality that they need never be thrown away. Produced in our environmentally-sound facilities in Northern Germany, DEDON Fiber is 100% recyclable and free from pollutants and heavy metals. In addition DEDON incorporates recycled materials into our products whenever feasible.

## World's best fiber

No matter if it's desert wind, salt water or frost, DEDON Fiber is tested against all weather conditions and for 10 years' UV resistance. Produced in Germany by our team of specialists, it is unrivaled for strength, color fastness and longevity. And because DEDON Fiber is developed entirely in-house, we are able to work with designers to create innovative solutions, including unique colors, textures and profiles.

## Design

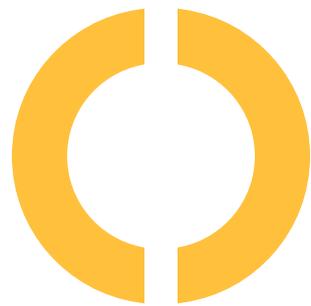
DEDON collaborates with the world's top designers, from famous names to rising stars, on collections that consistently win the most prestigious design awards. Our in-house research and development department is able to work closely with each designer on solutions and innovations that make all the difference in terms of quality, function and style.

## The right material for every setting

Specialists in outdoor living spaces of all kinds, DEDON selects the right material for every setting, from covered terraces to exposed poolsides to sandy beaches to wild nature. That's why, in addition to the world's best fiber, we work with highest-quality teak, aluminum, woven textiles, ceramics and upholstery, all manufactured with passion for excellence.

## Global reach

Distributed in more than 80 countries, with showrooms and sales office around the world, DEDON is a global company with a global mindset. We travel the world — with furniture and our team — as part of our ongoing adventure, and no island or secret hideaway is too remote for us. Wherever our contract partners have projects to undertake, DEDON is available and ready to help.



#### IMPRINT

Creative Direction DEDON GmbH Katja Brandt, sooi GmbH Arndt Johannes; Art Direction DEDON GmbH Tobias Fuchs, sooi GmbH Annette Brinkmann; Photography Oliver Pilcher, Oliver Helbig, Rainer Hosch, Gerhardt Kellermann, Moritz Peters; Production & Execution Cornelia Drews; Copy Alex Marashian, Martina Reimann, Mairie Beautyman; CGI Production & Visualization sooi GmbH; Print Beisner Druck GmbH & Co. KG

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