



FRITZ HANSEN

SERIES 7™
EVER THE SEVENER

7:14 AM COLOUR EDITION

7:14 AM is Fritz Hansen's new colour palette inspired by the Danish morning light, exclusively available on the Series 7™ as the icon celebrates seven decades in 2025.

SALES SHEET 2025



7:14 AM COLOUR EDITION

A colour palette inspired by the morning light in Denmark

Inspired by Denmark's morning light, the 7:14 AM colours capture the serene beauty of early autumn skies on Arne Jacobsen's iconic Series 7™ chair. Featuring five soft hues - Green, Beige, Pink, Violet, and Blue - paired with a Rainbow base, these ethereal wash-tones evoke the colours of a dawn sky.

Designed to harmonise with both the existing Fritz Hansen colour range and each other, the 7:14 AM shades bring a clean, nuanced transformation to any space. Subtle yet evocative, these colours complement a wide range of interior styles, enhancing them with a touch of Nordic light.





SURFACE SELECTION

SHELL

The colour palette “7:14 AM” captures the gentle, captivating colors experienced on an early autumn morning. A palette that is soft, reflective, and slightly cool, mirroring the serene, atmospheric quality of Danish light. It is aiming to create a sense of tranquility, natural beauty, and understated elegance, capturing the essence of Denmark’s unique and ever-changing light.

The shell is available in lacquered veneer in five colours →

BASE

The Rainbow base is crafted from semi-recycled steel, seamlessly welded and coated with a zinc chromate finish. This process creates a transparent golden rainbow effect, exceptionally durable, that develops a unique patina over time, deepening the iridescent colours. The transparent finish allows the pure steel structure to shine through, revealing the natural hairlines created during manufacturing, which are subtly visible through the iridescent tint. The result is a delicate, flecked appearance when viewed up close.

The base is available in steel in two finishes →



VARIANTS



7:14 AM GREEN



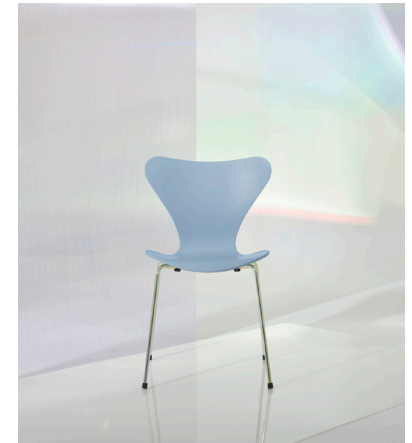
7:14 AM BEIGE



7:14 AM PINK



7:14 AM VIOLET



7:14 AM BLUE



RAINBOW



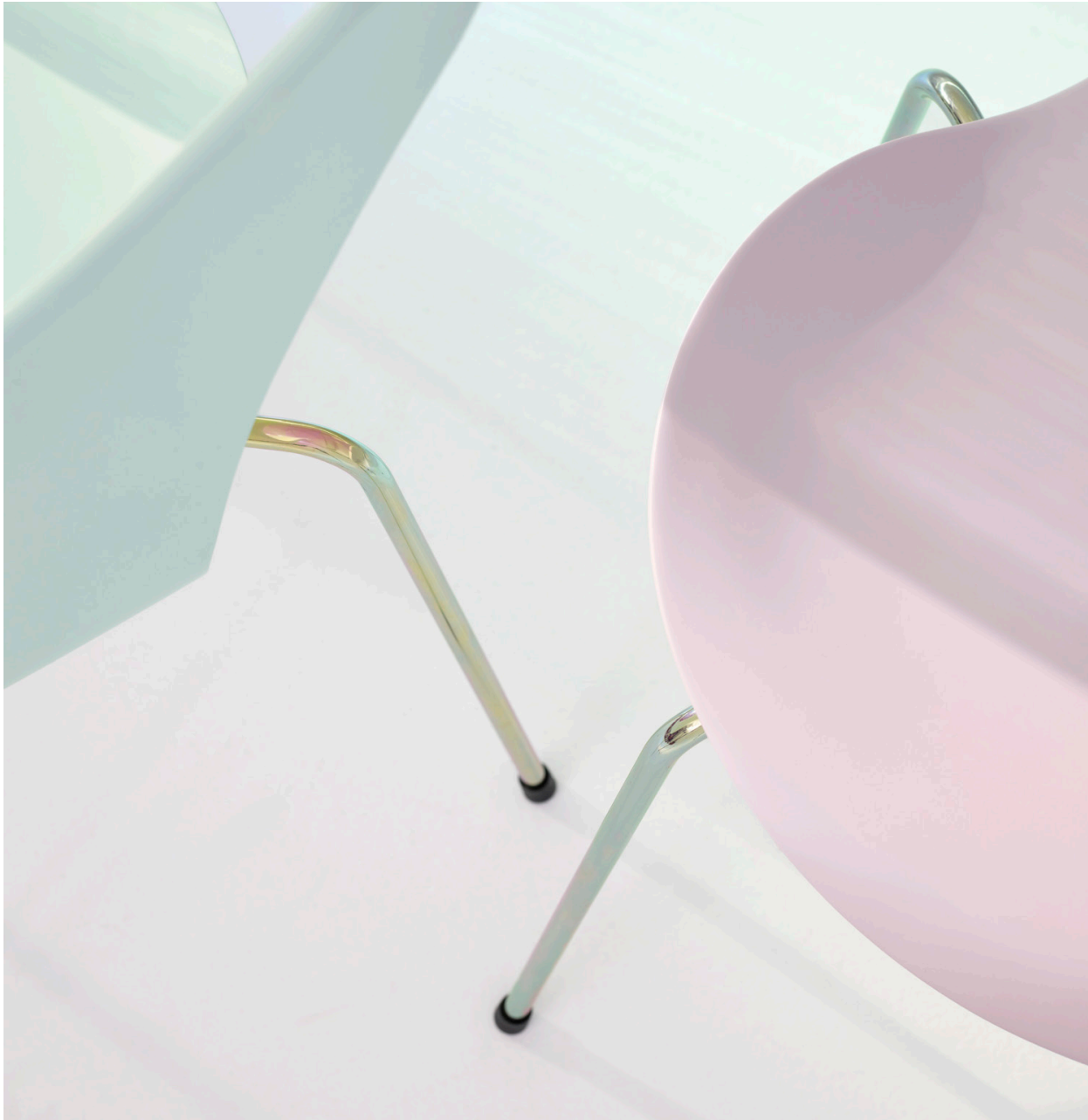
CHROME

*Colour, gloss level and structure are only indicative.
Please see samples for actual reference.*



USP'S

- Fresh new look celebrating seven decades of the Series 7™.
- Colours are linked to the famed Danish Nordic light, the origin place of the Series 7™.
- Colours fit with contemporary appeal of soft, pastel tones in interior design.
- International appeal of clean, soft colours that complement most décor schemes.
- Colours based on the Fritz Hansen colour range to fit with existing collection.
- The Rainbow base adds a unique, eye-catching touch while accentuating the light colours of the shell.
- Chrome base option for easy pairing option in interiors featuring chrome elements.



SALES INFORMATION

KEY DATES

- Available to order: February 6th, 2025 from PP
- Marketing assets available: February 6th, 2025
- Market launch date: March 3rd, 2025

LEAD TIME

5 weeks (ex works)

MODELS

- 3107: Chair with Rainbow base
- 3107: Chair with Chrome base

PRICING

EUR (19 %)	EXCL.	INCL.
Series 7 - 7:14 AM	410	489

ABOUT THE DESIGNER

It is said that as a child growing up in Copenhagen, Arne Jacobsen painted over the Victorian wallpaper in his bedroom. But young Arne did not cover his walls with typical childish drawings or paint the ornate wallpaper boyish blue. Instead, he decided to paint his room entirely white. His decision may seem commonplace today, but in the early twentieth century white walls were not yet in fashion. From the very beginning, Arne Jacobsen was ahead of his time.

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