

BRAND BOOK 2025



HAY

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In 2002, HAY was established as a new kind of design company in Denmark. Motivated by the ambition to offer good, democratic design, HAY set out to innovate new ways to answer the ever-evolving needs of modern living – but at a more accessible price point than traditional design companies.

Founders and Creative Directors Mette and Rolf Hay are committed to working with their generation's best designers to create high-quality products that are available to a wide audience.

THE BRAND



VISION

THE BRAND

HAY's ambition is to offer good, democratic design – creating well-designed products in collaboration with the world's leading designers.



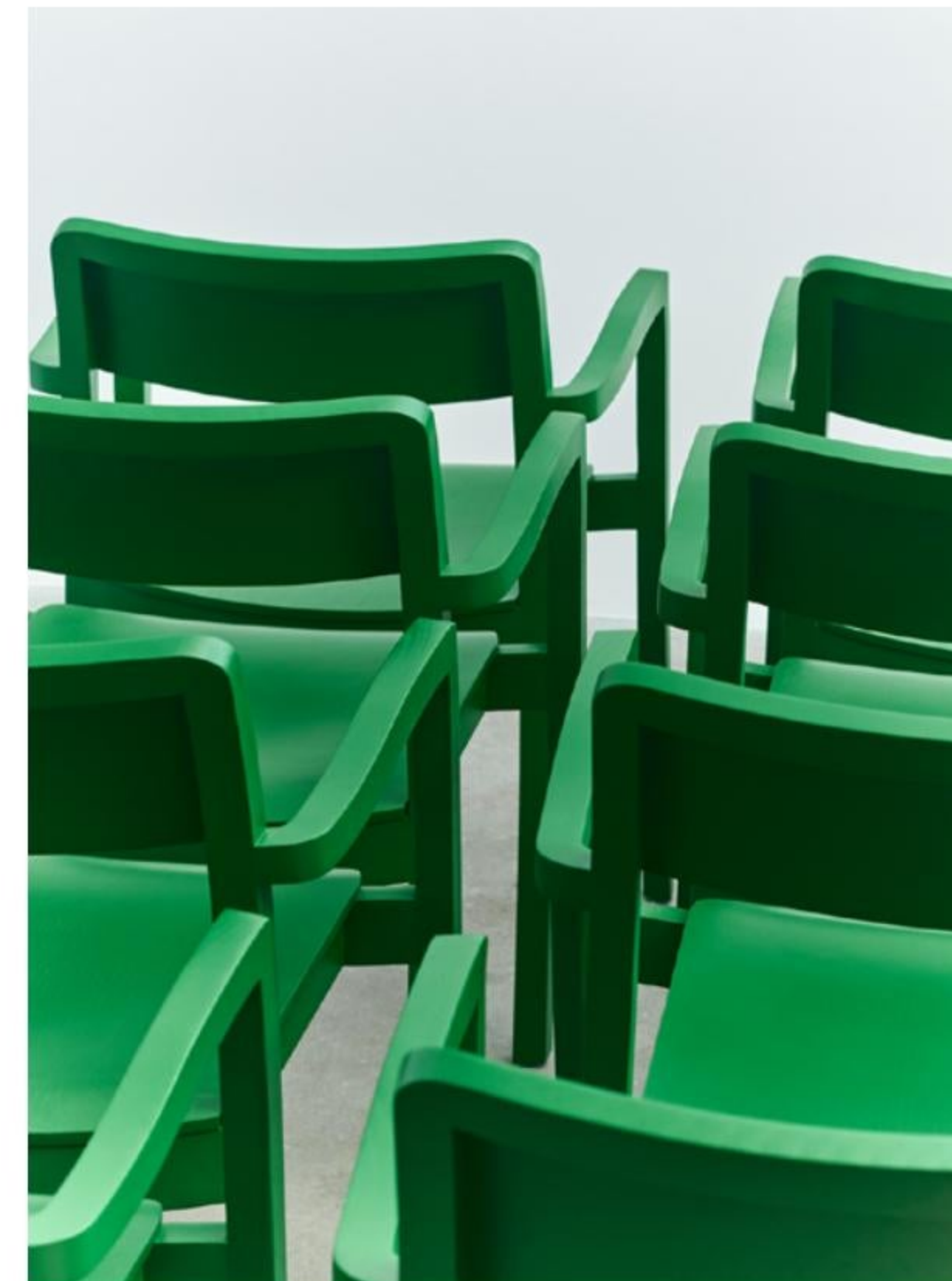
“Our goal was to work with the best designers in the world to produce high-quality products that our friends could afford. Good, democratic design for the many, not just the few.”

— ROLF AND METTE HAY, FOUNDERS
AND CREATIVE DIRECTORS OF HAY

MISSION

THE BRAND

By crafting contemporary furniture, lighting, and accessories at a more accessible price, HAY makes design more attainable for a broader audience.



STORY



THE BRAND

In 2002, HAY was established by Mette and Rolf Hay out of their deep appreciation for design. Starting with a modest offering and small store, HAY's collection has grown significantly over the years and now spans across three main categories: accessories, furniture, and lighting.



“We started HAY out of a deep love for design – it was something we felt compelled to create: a home for our passion.”

— ROLF AND METTE HAY, FOUNDERS
AND CREATIVE DIRECTORS OF HAY

After building a strong presence in the European market and making a notable impact on the design industry, HAY also set its sights on Asia for new growth opportunities. In 2018, the company entered a new chapter by partnering with the renowned American manufacturing company Herman Miller (now MillerKnoll), which acquired a majority share in HAY. This partnership aimed to introduce HAY's thoughtfully designed, affordable products to an even broader audience and establish a lasting foothold in North America, further extending the brand's global reach.

The company's husband-and-wife founders, Rolf and Mette Hay, continue to hold the remaining shares in their eponymous design brand, with Rolf serving as Creative Director for HAY Furniture and Lighting, and Mette as Creative Director for HAY Accessories.

“MillerKnoll is the perfect partner to expand HAY's position in North America. On a personal level, Herman Miller and the work of Charles and Ray Eames are big reasons for what we do what we do today, and we are excited to align with a company that shares our sense of purpose and values.”

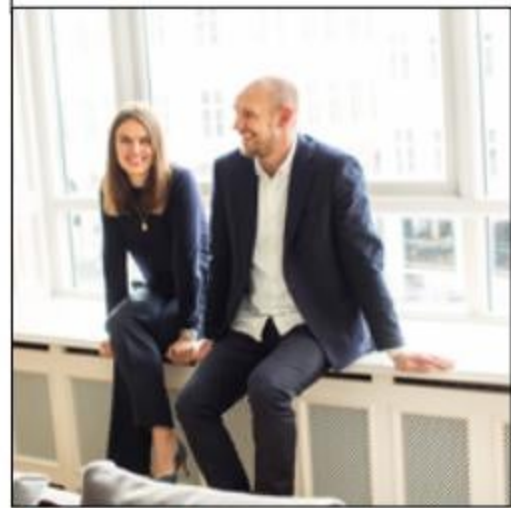
— ROLF HAY, FOUNDER AND CREATIVE DIRECTOR OF HAY FURNITURE & LIGHTING



Today, HAY retails in over 70 countries worldwide, with its four-storey flagship store and showroom located in the heart of Copenhagen. Additionally, HAY operates 13 exclusive showrooms for wholesale dealers, architects, and design professionals, offering a dedicated space for inspiration, collaboration, and showcasing the brand's evolving collections.



2002
HAY was founded



2006
HAY Aarhus



2008
HAY Copenhagen
office
HAY House
Copenhagen
Flagship store
Nobody Chair



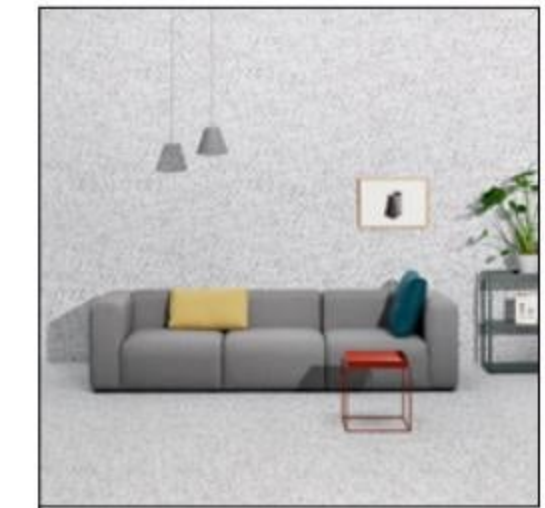
2010
About A Chair
Tray Table



2012
HAY Berlin
HAY Bremen
HAY Sales Organisation
(founded in UK, Germany
and Norway)
HAY APAC founded



2014
HAY Shanghai, Taikang
HAY Aalborg
HAY Lyngby
HAY Mini Market Rinascente
HAY Mini Market Bon Marché
HAY Mini Market Selfridges
HAY Mini Market Liberty
HAY Mini Market Illum
Samsung × HAY



2003
HAY Pilestræde
CPH



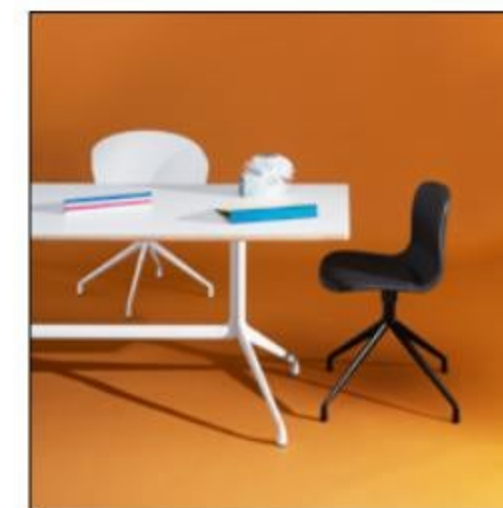
2007
HAY Supplier
companies in
China, India and
Turkey



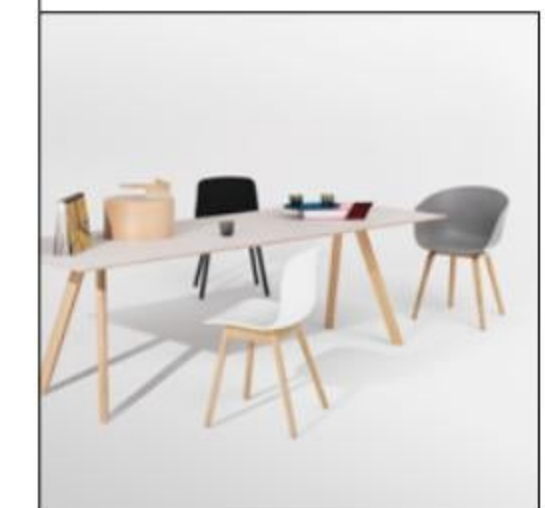
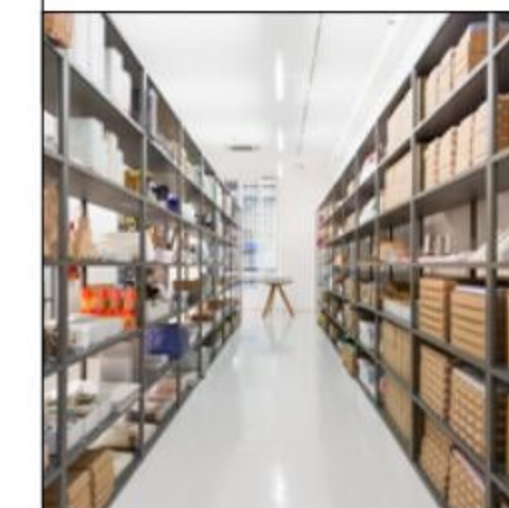
2009
HAY Oslo



2011
About A Table
Bella Coffee Table
Bella Desk



2013
HAY Munich
HAY Waterfront
HAY Sønderborg
HAY Odense
HAY Amsterdam
HAY Antwerp



2015
HAY Sydney
HAY Frederiksberg
HAY Rotterdam
HAY Bath
HAY Hasselt
HAY Mini Market MoMA
HAY Nuremberg
HAY Beijing
HAY Sales Organisation
(founded in Holland)

2016

HAY Shanghai, Yanping
HAY Shanghai, Pudong
HAY Bordeaux
HAY Bangkok
HAY Beijing
HAY Seoul
HAY Milan, Salone
del Mobile,
La Pelota

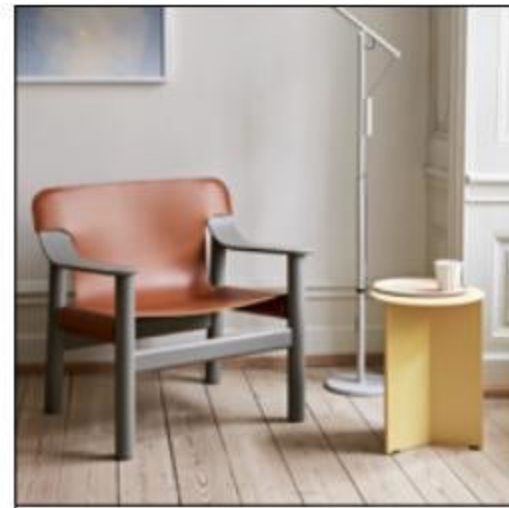


2017

HAY Trondheim
HAY Hangzhou Intime
HAY Hangzhou In77
HAY Chengdu In99
HAY Chengdu Mix City
HAY Suzhou
HAY Kitchen Market
launch

2018

New Order 2.0
HAY Milan, Salone del Mo-
bile, Palazzo Clerici
HAY Seoul II
HAY Shanghai, Changfeng
HAY Aarhus Ryesgade 5
HAY Tokyo
Herman Miller partnership
including licence for HAY in
North America
HAY Portland
HAY Costa Mesa
HAY Chongqing
HAY Xi'an
SONOS × HAY



2019

3 Days of Design
HAY Chicago



2020

3 Days of Design
HAY Gallery, virtual tour
Eco Certifications
New Order configurator
Suicoke × HAY

2021

3 Days of Design
HAY House 2.0 CPH
HAY Berkeley
Eco Delivery
CHART Art Fair

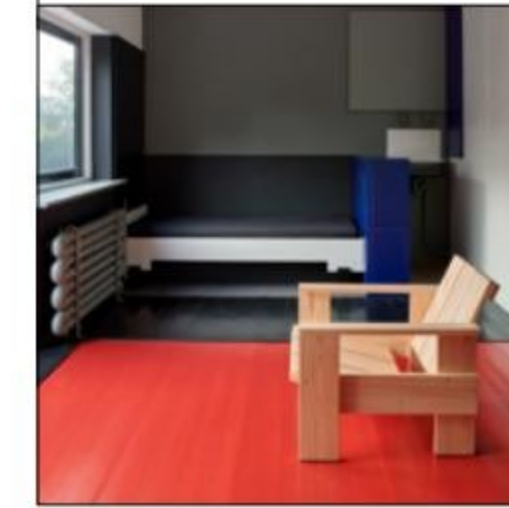


2022

20 years of HAY 2002-2022
3 Days of Design
Herman Miller × HAY
Laila Gohar × HAY Sobremesa Collection
HAY Book by Phaidon
CHART Art Fair

2023

HAY × Liberty
3 Days of Design
Crate Collection
Boa Table



2024

HAY Dogs
ASICS × HAY
Carlsberg × HAY
3 Days of Design



INSPIRATION

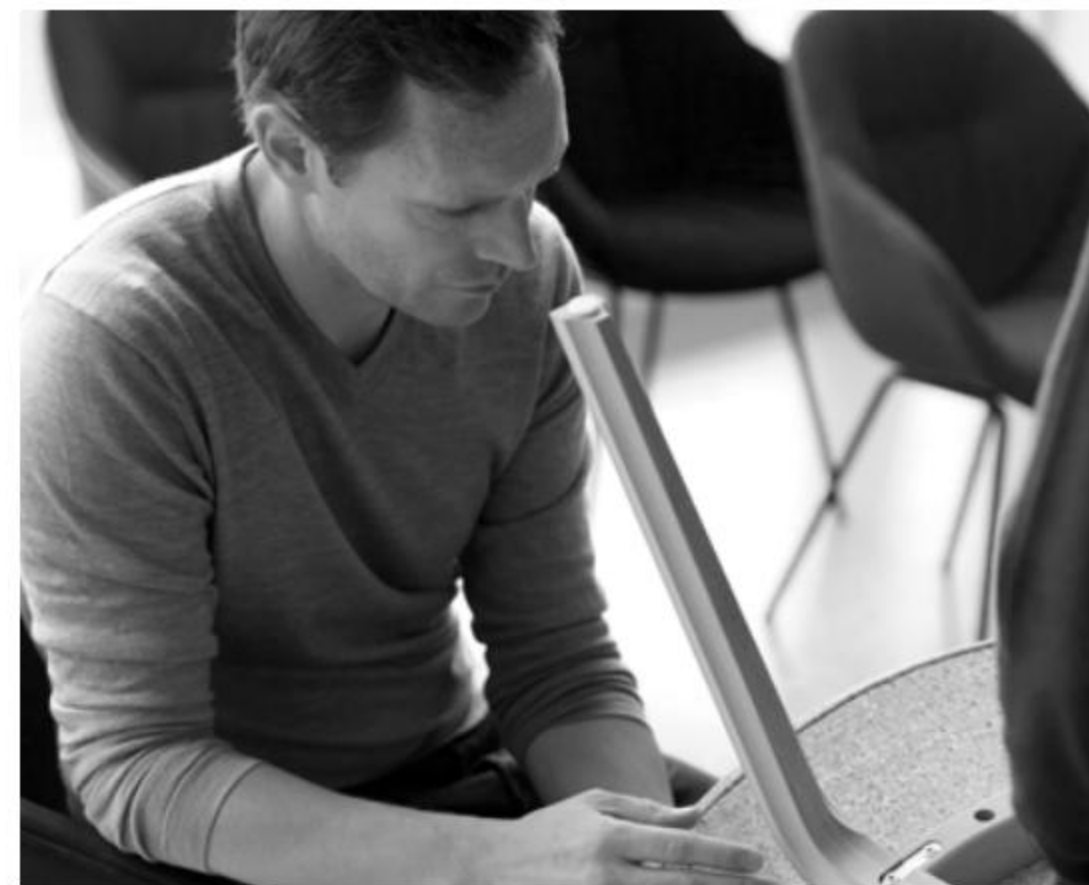
THE BRAND



At HAY, we collaborate with the world's leading designers in a democratic context, drawing inspiration from three primary sources: art, architecture, and contemporary culture. We have always paid close attention to, and drawn inspiration from, our surroundings, and staying attuned to the pulse of contemporary culture allows us to keep pace with the world around us.

“What I admire about art is the unexpected, the originality; architecture is, of course, the context and the home of what we create, and contemporary culture reflects the spirit of the time and what's happening right now. I would say that the best products we've made at HAY exist somewhere between these three environments, drawing inspiration from a bit of everything.”

— ROLF HAY, FOUNDER AND CREATIVE DIRECTOR OF HAY FURNITURE & LIGHTING



VALUES

THE BRAND



Even as we have expanded to inhabit multiple continents and to include ever-more design categories, five essential values at the core of HAY continue to shape and motivate the company today.

“At HAY, our goal has always been to foster a warm, sympathetic approach in everything we do. To truly democratise design, we had to go beyond the products themselves to create meaningful connections in every interaction.”

— ROLF HAY, FOUNDER AND CREATIVE DIRECTOR OF HAY FURNITURE & LIGHTING

PASSION

We are driven by a love of design and a commitment to innovation. We challenge ourselves to create products that people truly appreciate, not only for the tasks they accomplish but also for the way they look and feel. This involves rethinking everyday items in new, original ways, while also embracing cutting-edge methods and technologies.

FUNCTION

At HAY, form will always follow function. Our products are beautiful, fresh, and stylish, but we believe that usability and comfort should come first. Our designs prioritise the essential.

BELONGING

Creating democratic design requires more than just the physical products. It demands a reimagined approach to an industry that has often felt inaccessible – a commitment to the way we show up in the world: how we engage with designers, suppliers, and customers, and ultimately, in the products we make. Because, without these warm, sympathetic relationships, design itself would lack purpose.

RESPONSIBILITY

High-quality means thoughtfully designed, well-crafted, and built to last. At HAY, we strive to minimise our environmental footprint while making durable products that we hope will be used for a long time.

COMMUNITY

HAY is an international company; our design crosses borders. From our designers to our suppliers to our product development teams, working together is fundamental to our brand.



PRODUCT





HAY draws motivation and inspiration from the realities of contemporary life, where traditional boundaries between personal and professional spaces have become increasingly fluid. We continually develop innovative solutions to meet the evolving needs of modern living – whether at home, in the office, or beyond. To address these demands, our products span furniture, lighting, and accessories, all designed to be flexible, versatile, and diverse.

This versatility ensures our products seamlessly integrate into any environment, whether it's a living room, office, hotel lounge, or café. In this spirit, HAY celebrates the beauty of everyday life by offering fresh perspectives on products that are essential to our daily routines.

“At HAY, we make furniture and design for many different environments – at home, in public spaces, in professional spaces, and all the spaces in between. We have always tried to focus on the people who are going to use the products, and we have always tried to design products for the life they live.”

— ROLF HAY, FOUNDER AND CREATIVE DIRECTOR OF HAY FURNITURE & LIGHTING



“I have always been extremely fascinated by everyday objects. I love working on products that we have in our hands daily. For me, everyday life is my biggest inspiration.”

— METTE HAY, FOUNDER AND CREATIVE DIRECTOR OF HAY ACCESSORIES

PRODUCT CATEGORIES

HAY PRODUCES CONTEMPORARY ACCESSORIES, FURNITURE, AND LIGHTING.

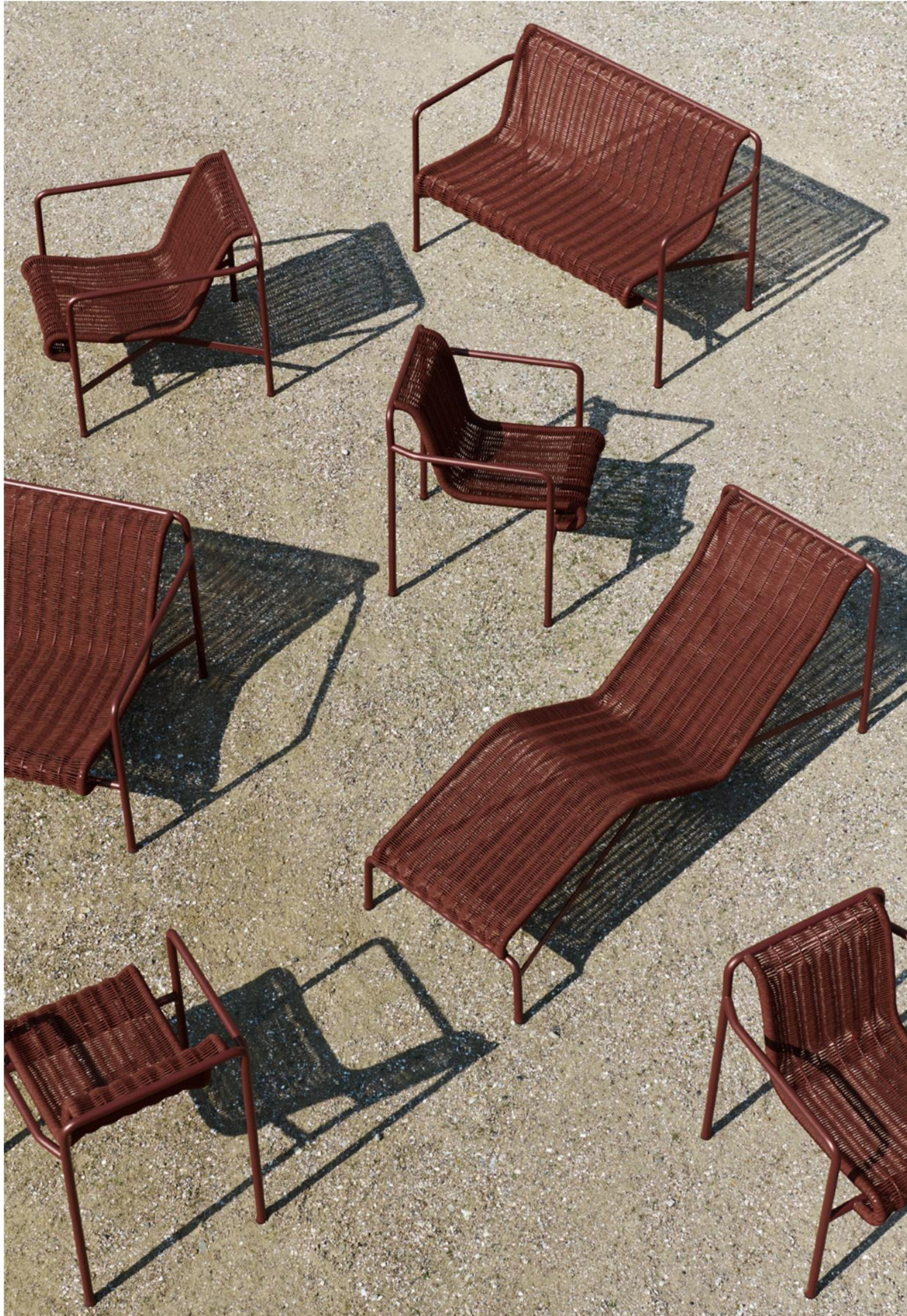
We insist on creating products that are relevant, original, and, perhaps most importantly, needed. We care deeply about the ideas and vision behind everything we make and believe that starting with a clear purpose – whether driven by a new technology or an innovative material – fosters a more seamless development process and results in better, long-lasting products.



PRODUCT

FURNITURE

Our furniture collection is diverse and adaptable to a wide range of indoor and outdoor environments. Each item is available in numerous colours, fabrics, and finishes, allowing people to customise every product to suit their preferences and needs.







LIGHTING

Our lighting collection blends strong design principles with fresh forms and new technology. All our products use LED bulbs or modules, offering longer-lasting and more energy-efficient lighting.



PRODUCT



ACCESSORIES

We believe in the importance of details. Our extensive collection of accessories consists of beautiful, original, everyday objects, including items for indoor living, kitchen, dining, rugs, travel, bed, bath, and accessories for dogs.







PRODUCT



FABRICS

HAY curates fabric selections from some of the world's leading textile manufacturers, including Kvadrat, Maharam, and Romo, while also engineering its own series to cater to specific needs and express HAY's essence through material design and innovation.



REISSUES: DESIGNS FROM THE PAST WITH CONTEMPORARY RELEVANCE

“Where we see that a designer and/or manufacturer shares HAY’s democratic approach to design and appreciation of innovation, an opportunity for collaboration arises. Ideas that resonate with modern life, regardless of when or where the design was conceived, are what make reissues relevant today.”

— ROLF HAY, FOUNDER AND CREATIVE DIRECTOR
OF HAY FURNITURE & LIGHTING

While HAY is a contemporary design company, we look to design history and engage with it in ways that inform and enrich what design is today. It’s remarkable that most of the ideas uncovered still have a place in modern life and remain relevant.

HAY has had the privilege of collaborating with foundations, estates of celebrated designers, and renowned furniture manufacturers to breathe new life into iconic designs from the past.



X-LINE CHAIR BY NIELS JØRGEN HAUGESSEN

Originally designed by Danish designer Niels Jørgen Haugesen in the late 1970s, HAY has relaunched the design in exclusive new colours and finishes selected by HAY, thoughtfully chosen to bridge the past and present.



PRODUCT

CRATE COLLECTION BY GERRIT RIETVELD

Initially designed in 1934 to make use of surplus wooden shipping crates by Dutch architect and designer Gerrit Rietveld in 1934, the Crate Collection was reintroduced by HAY and Rietveld Originals in 2023.



REY COLLECTION BY BRUNO REY

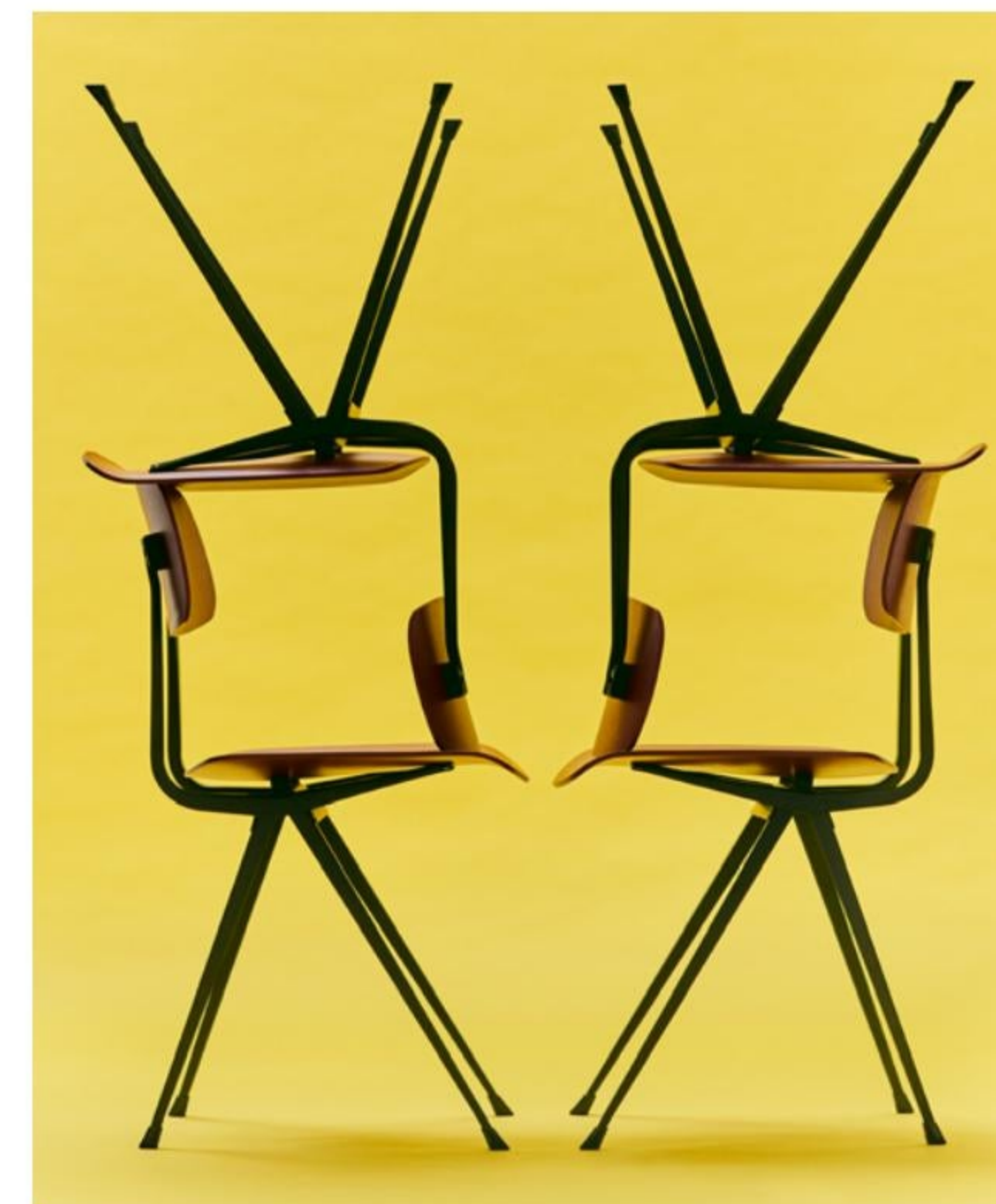
In 2022, HAY partnered with original furniture manufacturer Dietiker to respectfully reimagine the entire 1971 Rey Collection in new colours selected by HAY and updated proportions.



PRODUCT

HAY & AHREND

HAY has collaborated with Ahrend to reintroduce iconic designs from the 1950s by Friso Kramer and Wim Rietveld. The Result Chair, created by Kramer and Rietveld, was re-released in 2017, along with Rietveld's Pyramid Table. In 2020, HAY brought back Kramer's Revolt Chair, which features a distinctive bent-steel frame and a seat made from a sustainable blend of recycled post-consumer and virgin ABS, available in a range of colour options.



J-SERIES REINTRODUCED BY HAY

In 2011, HAY reintroduced J-Series, FDB Furniture's classic collection from 1933, which features chairs by renowned designers such as Børge Mogensen, Poul M. Volther, Folke Pålsson, and Jørgen Bækmark, available in their original form in updated colours for contemporary living by HAY.



PRODUCT

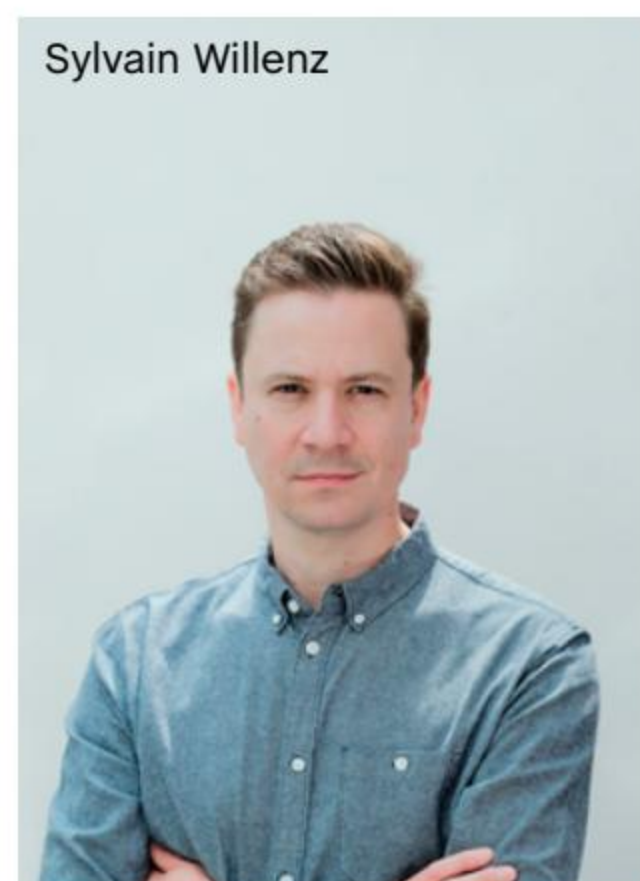
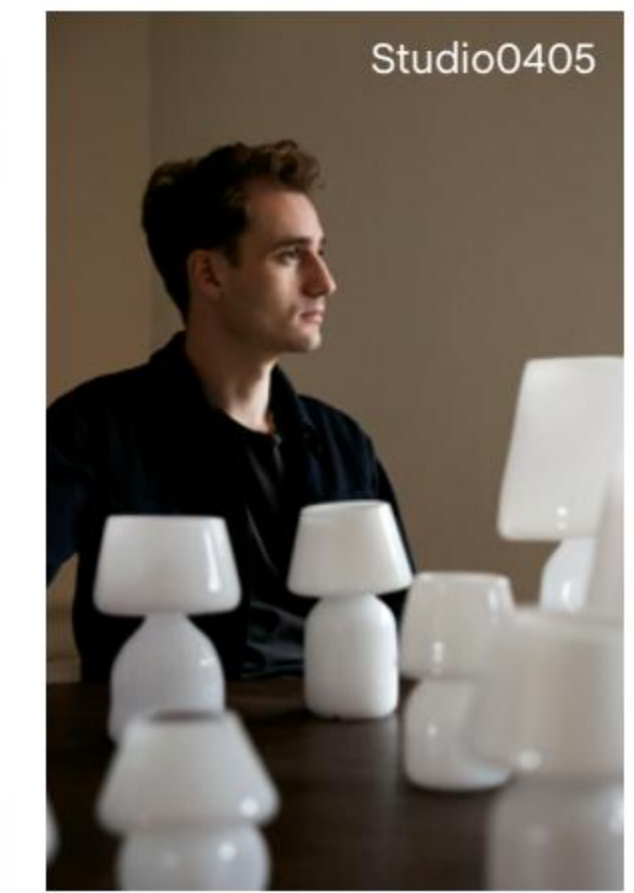
OUR DESIGNERS





At HAY, we work with established and emerging designers, artists, and makers who are located all over the world.

Our family of design collaborators includes Ronan and Erwan Bouroullec, Muller Van Severen, Laila Gohar, Jasper Morrison, John Tree, Naoto Fukasawa, Pierre Charpin, Inga Sempé, Doshi Levien, Shane Shneck, Ana Kraš, Stefan Diez, Clara von Zweigbergk, Hee Welling, George Sowden, GamFratesi, Julien Renault, Studio0405, Sylvain Willenz, Jonas Trampedach, and many others.



HOW WE WORK



OUR DESIGNERS

Since its inception, HAY has been a collaborative project shaped by extremely passionate people with shared values and a common goal. Today, HAY remains a brand that prioritises partnership and community.

Every HAY product is developed in close collaboration between HAY's Creative Directors Mette and Rolf Hay, their in-house designers and product development teams in Copenhagen, and a loyal roster of contemporary designers, artists, and makers based all around the world, whose commitment and vision contribute to every object we make. We believe in the power of working together.

“HAY was born out of our shared enthusiasm for creativity and our drive to work with inspiring people across the world – nothing more, nothing less.”

— ROLF HAY, FOUNDER AND CREATIVE DIRECTOR
OF HAY FURNITURE & LIGHTING



“You can feel that HAY started as a personal project... Today, you can still feel that. It’s one of the most amazing brands, and yet when you’re working with them it feels like a small brand.”

— ANA KRAŠ, DESIGNER

“A good project, an industrial project, is a collective effort. Of course, we are a part of it, and HAY needs us, but we need them too. It’s really about the team: Rolf and Mette Hay are at the forefront, but they are supported by a close-knit team of extremely dedicated people.”

— ERWAN BOUROULLEC, DESIGNER



COLLABORATIONS





Collaboration is at the heart of HAY and is essential to how we stay relevant. We continually seek inspiration in art, architecture, and contemporary culture to move in step with the world. We have forged partnerships with some of the world's most innovative companies because we always strive to push the boundaries of design, extending beyond our own field and exploring new ideas as a powerful means of generating inspiration.

Through authentic dialogues with brands that share our values and whose products and expertise span different areas, we aim to gain new perspectives and ideas that challenge our assumptions and the way we see the world.

“Collaborations always come to life with a mutual appreciation of each other's expertise and a shared set of overlapping values. Besides that, there's no set blueprint for how collaborations unfold at HAY. Each of them is unique.”

— METTE HAY, FOUNDER AND CREATIVE DIRECTOR OF HAY ACCESSORIES

ASICS

ASICS x HAY

The 2024 ASICS x HAY collaboration re-envisioned an iconic pair of shoes from the ASICS archives – the Skyhand OG, which dates back to 1994 – through the lens of HAY’s eye for aesthetics and colour. The shoes’ block colour design and accent detailing took direct reference from HAY’s Outline Pyjamas.



COLLABORATIONS

CARLSBERG

CARLSBERG x HAY

Departing from a contemporary stripe pattern and Carlsberg's iconic green colour, HAY offered its take on probably one of the most recognisable beer cans in the world. These three designs were exclusively available as limited editions in France and were served to an international audience at HAY's Cocktail Evening held at Apollo Bar during 2024's 3daysofdesign.



LIBERTY

HAY x LIBERTY MATIN TABLE LAMP

The creation of Inga Sempé's Liberty Matin Shade saw HAY and Liberty joining forces in 2023 to merge two iconic designs in one timeless product. The shade's classic pleated construction featured Liberty's distinctive floral print, combining poetic visual delicacy with a contemporary appeal.



HERMAN MILLER

EAMES CLASSICS, HERMAN MILLER x HAY

A first-of-its kind collaboration that celebrates Eames classics, reimaged in 2022 in a fresh palette that's uniquely HAY. Lifelong admirers of modern design, Herman Miller, and Charles and Ray Eames, HAY Founders and Creative Directors Rolf and Mette Hay conceived a fresh and playful take on Herman Miller classics that presents a unique vision of colour: seven new colourways meant for endless interplay and combination. The collection is available via HAY in North America, and via Herman Miller in North America, South America, Asia, Australia, and Africa.



CHART ART FAIR

LIMITED-EDITION EMBROIDERED MAGS SOFAS

In 2021 and 2022 HAY launched in collaboration with CHART 'The Aftermath of a Garden Party' and 'An Attempt to Refine the Backyard', respectively: a limited edition of Mags Sofas that featured hand-embroidered embellishments in Icelandic artist Loji Höskuldsson's signature poetic style. In 2022, 50 made-to-order reproductions of the artist's take on the Mags Soft Sofa were available for purchase for a short period.



COLLABORATIONS

SUICOKE

DEPA 2.0 SANDALS

HAY launched a new limited-edition range of the 'DEPA 2.0' sandals in April 2021, created in collaboration with iconic Japanese shoe brand Suicoke. The four new colour-blocked versions curated by Mette Hay followed the great success of the first edition launched in May 2020 and were available for purchase at selected retail locations across the world.



SONOS

LIMITED-EDITION SONOS ONE

Exploring the relationship between sound and home design, Sonos and HAY came together to reimagine the Sonos One portable speaker, which is usually designed in black and white only, in five colours specially selected by HAY. This limited-edition line was launched in the Palazzo Clerici during HAY's exhibition there for Milan Design Week 2018 and was sold through both brands' channels for a limited time.



HAY IN THE WORLD



A GLOBAL BRAND

HAY has a global presence: we operate our flagship store HAY House in Copenhagen, and over 15 HAY retail partner stores in cities all around the world including Berlin, Munich, Amsterdam, Bangkok, Tokyo, Osaka, Seoul, Bangkok, Sydney, and Melbourne.

HAY is also available through over 1,500 wholesale dealers, including Liberty (UK), Selfridges (UK), END. (UK), Le Bon Marché (FR), La Rinascente (IT), MoMA (US), and De Bijenkorf (NL), among many others, ensuring that our designs are accessible to a global, discerning audience.

Furthermore, HAY operates 13 exclusive showrooms for wholesale dealers, architects, and design professionals, where the brand and its products can be experienced, and its ever-evolving collections are showcased.

With a thriving online community of over 2 million Instagram followers, HAY connects with a creative and engaged audience worldwide.



HAY HOUSE

HAY House is the brand's flagship store and showroom in the heart of Copenhagen. Initially inaugurated in 2009, HAY House was renovated in 2021 to include the original two-storey boutique plus two additional floors with a showroom and a multi-purpose exhibition, event, and meeting space.

HAY aims to create a universe that is inviting and welcoming, with HAY House being at the heart of this universe.



“When HAY is at its best, it brings people together. With HAY House, we have tried to design a space in which generosity and warmth are present; a space that both represents the present and our vision for the future.”

— ROLF HAY AND METTE HAY, FOUNDERS & CREATIVE DIRECTORS OF HAY



'HAY', A BOOK BY PHAIDON

Published in 2022 by Phaidon in conjunction with HAY's 20th anniversary, this inspiring book explores the brand's origins and remarkable trajectory. It begins in 2002, when husband and wife Rolf and Mette Hay founded the company together, and traces its growth through partnerships with an ever-expanding roster of brilliant international designers such as Ronan and Erwan Bouroullec, Muller Van Severen, Doshi Levien, and GamFratesi.

The book also highlights brand collaborations with companies like COS, IKEA, SONOS, and others, as well as the aesthetic alchemy that makes HAY's products and retail environments so distinctive.

Featuring a foreword by John Hoke, Chief Design Officer of Nike, over 600 images, interviews with key collaborators, and an illustrated timeline of significant milestones and collaborations, this book provides a comprehensive look at HAY's journey.





HAY