

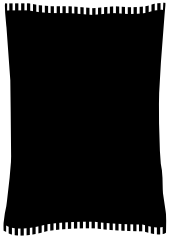
& Tradition®



Press Release

Untiteld AP10
All The Way To Paris
2021

&Tradition launches



AP10

Product category

Throw

Production Process

The throw is composed of woven cotton and wool.
The throw undergoes a special treatment after weaving.

Environment

Indoor

Materials

48% Cotton, 28% Wool,
12% Viscose, 12% Polyamide

Colours / Finishes

Electric Blue
Light Beige
Dark Green
Desert Yellow

Dimensions (cm/in)

210cm / 82.6in × 150cm / 59.1in

Design year

2021

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Untiteld AP10

All The Way To Paris

2021

Adorned with a grid motif, this stylish throw by All the Way to Paris suits any season.

Bring order to your interior with All the Way to Paris' latest throw. Crafted from a blend of cotton, wool, viscose, and polyamide, this lightweight throw is intended as a year-round accessory that will follow you from sofa to outdoor seating.

Founded in 2004, All the Way to Paris is a Danish-Swedish design studio located in Copenhagen. For founders Petra Olsson Gendt and Tanja Vibe, inspiration is a tricky thing to trace. The duo – whose brand envelops everything from art direction to illustrations and objects for the home – credit their accumulative experiences as shaping their unusual designs.

“We’ve always been fascinated by the grid,” explains All the Way to Paris co-founder Petra Olsson Gendt of their latest piece’s motif. In design terms, their interest in grids as an urban planning tool translated to a series of throws that are adorned with a criss-crossed pattern.

When it came to choosing colours for the throw, Gendt explains that they selected four different options – Light Beige, Desert Yellow, Dark Green & Electric Blue – to allow for different moods. “Some will add a colourful accent to an otherwise neutral room, but others will blend in more” she says. “They were designed to stand alone, but they’ll enhance one another when stacked together.”

For &Tradition CEO and founder Martin Kornbek Hansen, the throw embodies All the Way to Paris’ talent for eye-catching design. “This piece will quickly become a home staple,” he says. “Not just for the softness of its material, but because its subtle grid pattern packs a stylish punch.”



&Tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1920s to the present day and includes designs by internationally renowned designers.