

Press release February 2017 / New website

We are very proud to introduce the new HAY.dk. For a long time now, the HAY website has not been the platform we wanted it to be. We have worked for years to put together the right team, the right look and the right way to show the products that are a part of our collection.

It may have taken multiple attempts and required longer than expected, but the new site is a digital version of the HAY world we have created over the last fourteen years. As the digital window into the HAY experience, we hope the site will not only demonstrate the range and flexibility of HAY but will also show the community surrounding the HAY world.

HAY was founded on the ethos of creating furniture and accessories that serve modern lifestyles and new ways of living, and with that in mind the new site is designed as a source of inspiration and information, including prices and store locations throughout the world. We hope you will find the site as fulfilling and exciting as we do.

“We have been searching for a digital space where we can show all the different vibes and ways of living with HAY for a long time. The new site is all about images and letting the products speak for themselves, which is the way we have been working with HAY since the very beginning.” - Mette Hay

HAY