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Dawson & Co

The wait is over... highly anticipated Dutch firm &tradition hits Dawson & Co, Parnell.

Situated in the renovated E&H Buildings on The Strand, the Parnell showroom for Dawson & Co is a space to outplay all others and brings to central city an impressive furniture store boasting humble luxury and international talent.

Designed by Veneer's Kirsty Mitchell, Dawson & Co's new concept showroom is a fresh, contemporary space. The aesthetic of this showroom has a tangible focus on natural elements and how they have evolved to serve as the building blocks for our home — inside and out.

For over 38 years, the Dawson & Co family and staff have filled Kiwi homes with stylish designer furniture sourced both locally and internationally. Dawsons travels extensively and cuts no corners when collaborating with their manufacturing partners to ensure product of the best value is offered to customers.

That's why it's with great pleasure that Dawson & Co announce their latest collaborations, including Dutch Design Company &tradition. &tradition is dedicated to providing pieces based

and designed on the principles of tradition and innovation. Their unique library of furniture, accessories and lighting spans from the 1930s to the present day and includes designs by internationally renowned designers.

&tradition is renowned for working with a range of internationally acclaimed designers including Norm Architects, Jaime Hayon, Space Copenhagen, Lex Pott and reworking pieces by the legendary architect and designer, Arne Jacobsen.

Modern and contemporary, the curated selection of lighting, accessories and furniture offered by &tradition at Dawson & Co marries functionality, craftsmanship and art with modern designs, reinvented materials and updated forms to create a range of truly spectacular furnishings.

Selected &tradition pieces are now available from Dawson & Co. 115 The Strand, Parnell. dawsonandco.nz

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