

Press release

2nd of August, 2018

## SKT. PETRI and Frama unveil their exclusive product collaboration

The Danish design house Frama and the historic Copenhagen-based hotel SKT. PETRI has joined forces to develop the hotel's new exclusive range of toiletries.

The 'St. Paul's Apothecary Collection' is created with inspiration from the historic St. Pauls Apotek in Copenhagen, currently home to Frama's creative studio and store. The collection is a unique series of skin and hair products, with only natural ingredients.

### History and design as a common denominator

Frama is renowned for its clean lines and creative design solutions that combine new and old items. In eight years, the design studio has become one of Scandinavia's leading and most groundbreaking brands in furniture and lifestyle design.

"We see a story in everything we do. Therefore, the collaboration with SKT. PETRI is exciting for us as both companies are very passionate about the fact that our design and aesthetics are based around our surroundings and history," says founder of Frama, Niels Strøyer Christophersen.

Last year SKT. PETRI, housed in Vilhelm Lauritz's iconic building from 1928, went through a thorough renovation with a close focus on the history and design of the house. Because of this, General Manager Jesper Stubgaard, sees Frama as an ideal partner.

"With Frama's St. Pauls Apothecary Collection, we have found a partner that matches the SKT. PETRI DNA. Their products are of high quality with a timeless and Scandinavian expression and I am looking forward to give our hotel guests the same aesthetic experience," he says.

### Launch of the new products

St. Paul's Apothecary Collection is a genderless series inspired by the old pharmacy's dark wood panels and floor-to-ceiling shelves. In addition to their hand soap and hand lotion, Frama is in connection with this collaboration, launching a hair and body series including shampoo, conditioner, body wash and body lotion. The products can be found in all room categories from August 9th and can also be purchased in SKT. PETRI's retail shop.

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## SKT. PETRI

SKT. PETRI is located in architect Vilhelm Lauritzen's heritage-listed building from 1928, which previously housed the Daells Varehus department store. After having been vacated in 1999, the building underwent a complete refurbishment in 2002-2003, a project overseen by Erik Møller Architects. A large atrium glass facade was added in the hotel lobby area. Later in the same year, SKT. PETRI opened as a hotel. After a full refurbishment in 2016-17 the hotel now offers 288 rooms of which 26 are suites, including a restaurant and bar, lounge area, seven meeting rooms, a garden courtyard and a fitness studio.

## FRAMA

Frama embodies a straightforward approach to design and aesthetic. They work with solid and natural materials, with a simplistic design language. Frama Studio Store is located in the former St. Pauls Apotek, which traces back to the 1800's. Here you can study their St. Pauls Apothecary Collection, Permanent Collection and Studio Collection, including their award-winning kitchen design.