

HIDE LAUNDRY BASKET & OFFICE BIN

Designed by Simon Legald for Normann Copenhagen



normann
COPENHAGEN



NORMANN COPENHAGEN EXPANDS THE RESOURCEFUL HIDE COLLECTION WITH TWO NEW ADDITIONS

Normann Copenhagen unveils two new members of the Hide collection: Hide Laundry Basket and Hide Office Bin. Expanding on the innovative material principles behind the original Hide Storage Pouf, these additions bring practical design and multifunctionality into everyday storage solutions.

At the core of the Hide collection lies a commitment to exploring more responsible, circular materials. The collection is crafted from PET felt, a remarkable fabric made from post-consumer plastic bottles that undergo a transformative process where they are extruded into fine polyester fibers, which are then carefully pressed into a durable, visually appealing felt material.

As implied by their names, all members of the Hide collection are designed to cleverly store and conceal items that one wouldn't want to put on display – the laundry basket aesthetically covers dirty laundry, the office bin discreetly hides discarded drawings, and the storage pouf stores anything from children's toys to blankets to magazines.

HIDE LAUNDRY BASKET

The Hide Laundry Basket elevates the task of laundry organization with its thoughtful design. Its elongated shape and integrated handles ensure easy portability, while an optional White cotton drawstring liner simplifies the process of transporting laundry. Fitted seamlessly to the basket's streamlined silhouette, the liner combines practicality with elegance.



HIDE OFFICE BIN

Hide Office Bin reimagines the waste bin with a sleek and functional design. Its removable lid allows for the discreet placement of a plastic liner, securely hidden when the lid is in place. Ideal for maintaining a tidy, polished workspace, this design merges utility and understated aesthetics.





Simon Legald, the designer behind Hide, explains: “With PET felt, we repurpose plastic waste into durable, versatile designs that address the needs of modern life while blending seamlessly into any interior.”

Hide Laundry Basket is available in a neutral palette of Cream, Brown or Grey, and Hide Office Bin in four color options of Cream, Bright Red, Burgundy or Dark Blue, both offering a multitude of options for stylish home organization.





Hide Laundry Basket Cotton Liner
Off White



Hide Laundry Basket
Brown



Hide Laundry Basket
Cream



Hide Office Bin
Bright Red



Hide Office Bin
Burgundy



Hide Office Bin
Dark Blue



Hide Office Bin
Cream

Color: Laundry Basket: Cream and Brown. Cotton Liner: Off White. Office Bin: Cream, Bright Red and Dark Blue.
Material: PET felt (recycled PET bottles)
Price: Click [here](#) to see the pricelist in all currencies



CONNECTING PEOPLE AND SPACES

Since Normann Copenhagen's foundation in 1999, our ambition has been to challenge conventional thinking and make the ordinary extraordinary through great design.

By combining the craftsmanship, functionality and endurance characterized by our Danish design heritage with modern silhouettes and durable materials, we aim to create original products in a contemporary design that withstand the test of time. We believe in uniting people and spaces across the world and improving the quality of people's lives through the power of great design.

Our products combine functionality and design and accommodate the diversity of needs of modern life in residential and professional interiors alike.

Press info

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