

HAY

Horsens, March 8, 2016

Dear HAY and Wrong for Hay dealer,

We hereby inform you about a change regarding the Wrong for Hay brand and collection.

In order to create more focus in our product development we have decided that our design studio in Copenhagen will focus on designing and developing furniture and accessories whilst the design studio in London will focus on lighting exclusively.

Sebastian Wrong and his London-based development team will in the future be focusing on lighting only, and a new lighting brand will be created. The new lighting brand will be called 'wrong.london'. The current lighting collection by Wrong for Hay is the beginning, and future new products for the brand 'wrong.london' will be lights only.

Furniture and Accessories launched as part of the Wrong for Hay collection will move into the HAY Furniture and HAY Accessories collections.

The transition will formally take place in April but we are informing you in advance as we have already moved the products in our current pricelist. The new brand and website will be launched in April. The new website will be located here: www.wrong.london.

We would like to thank you all for your support with Wrong for Hay products, and look forward to building on this further together with the new structure.

In case of any questions, please feel free to contact us.

Very best wishes,

HAY and wrong.london

