



KONGELIG HOFLEVERANDØR

**KAY  
BOJESSEN  
DENMARK**

BRAND PRESENTATION



# RENOWNED DESIGNER. TRUE BUSINESS MAN.

Kay Bojesen had a unique talent. A true craftsman – he was a skilled silversmith and designer working in a range of mediums and design disciplines.

Bojesen started designing toys when his son Otto was born. Inspired by his own father's earlier efforts, he made simple, wooden toys that children were captivated and inspired by. He was able to bring wood to life like no other designer by creating playful toys with a cheeky sense of humour.

His design philosophy was not about toys that are realistic, but toys that are true to imagination – inspiring creativity through play. With lines that smile, Kay Bojesen's designs were created to bring out the child within us all.

Deeply committed to his work, Bojesen was a man full of character and spirit. When attempts were made to copy his iconic designs he would fight for the integrity of his life's work. Though playful when creating, he was a serious business man with true grit and edge.

Kay Bojesen is one of Denmark's most prolific artisans and has over 2,000 designs to his name. To this day, he is still one of most loved and revered Danish designers.

**KAY BOJESSEN (1886 – 1958)**

# THE KAY BOJESSEN TIMELINE



**1922**

Kay Bojesen debuts as a toy designer at a toy competition in Copenhagen



**1932**

He opens a basement shop and workshop in Bredgade, Copenhagen



**1940**

For the 70<sup>th</sup> birthday of King Christian X, Kay Bojesen produces his own life guards



**1951**

The beloved monkey is born in 1951 – the same year as his silverware wins first prize at the world exhibition in Milan



**1952**

Ursula the Bear is created, inspired by bear cubs at the Copenhagen Zoo



**1991**

Rosendahl Design Group acquires the rights to Kay Bojesen



**2012**

The Songbirds are recreated from old photos from Kay Bojesen's family album



**2018**

Bojesen's solo exhibition at Trapholt Museum opens



**2019**

The Panda is launched to celebrate new pandas arriving at Copenhagen Zoo

# UNFOLDING THE BRAND STORY





# BRINGING WOOD TO LIFE

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Playful wooden toys with a  
cheeky sense of humour



# AWAKENING THE CHILD WITHIN US ALL

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Our designs create a sense of play  
that inspires your imagination



# A GIFT FOR LIFE

A timeless gift to celebrate all  
of life's landmark occasions





# BRAND STORY

When it comes to Danish design, Kay Bojesen is one of the most beloved Danish brands. A creative, playful universe, full of love. From cheeky wooden monkeys to the Queen's own guard, these simple designs are created to inspire play and capture your imagination.

We always insist upon the pillars of Danish design; Quality, craftsmanship, empathy and imagination. That's how we create design for life. Designs that follow you along life's journey – a gift for every landmark moment; it's a universe that grows with you.

Each piece is full of personality, with a unique ability to conquer our hearts. Inspiring us to stay playful wherever life takes us, and to celebrate the lasting relationships we build along the way.

We call our story;

**A Gift for Life**



# BRAND PILLARS

## Craftsmanship



High-quality finish and attention to detail

Honest and sustainable materials using  
only FSC certified wood

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## Warmth & Love



Our designs help celebrate the landmark  
occasions that make a life

Lasting, playful, yet decorative gifts that  
are made to gather memories

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## Imagination



Inspiring imagination through simple toys

Our designs inspire children of all ages to play

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# TARGET AUDIENCE

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Home life is important to the Kay Bojesen couple and they enjoy creating a cosy environment and spending time on projects around the house.

They are particularly fond of Danish design and value craftsmanship that lasts. When buying a gift for a special occasion, they put a lot of thought and energy in to choosing a personal gift that will both stand the test of time and bring out a smile or a fond memory.



Established  
Design-discerning  
Considerate  
Humorous

**82%**  
own the house they live in.

**71%**  
have an interest in interior design.

**700,000**  
Danish homes host Kay Bojesen's iconic monkey

# SOME FANS ARE SERIOUSLY PLAYFUL!

Kay Bojesen's super fans are serious about play! Their collections have a life of their own, which their owners document and post about online. The scale and scope of their play shows just how much Bojesen's design can spark the imagination.



# CATEGORIES

Babies



Gallery



Figurines



Menageri



Categories

# BABIES



Categories

# GALLERY



Categories

# FIGURINES





Categories

# MENAGERI



Tone of Voice

# PLAYFUL, WARM, DANISH



## Playful

We make designs to inspire play – so we do the same with our written communication – writing to inspire a playful expression for readers.



## Warm

Kay Bojesen is a gift for life and shows people that you care. This sense of warmth should be evident in our written communication.



## Danish

Kay Bojesen is a celebration of Danish design that still endures to this day. Our writing should reflect this proud heritage and the tradition and principles of Denmark.

Visual style

# PICTURE STYLE



Visual style

# DESIGN ELEMENTS

PRIMARY LOGO



FONT

**HEADINGS  
IN DIN NEXT  
HEAVY**

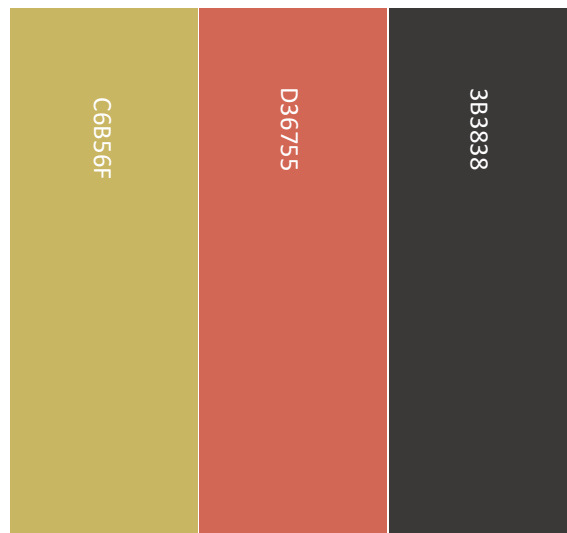
Subheadings in  
Din Next Regular

Paragraph in Din Next Light

ABCDEFGHIJKLMN

OPQRSTUVWXYZÆØÅ

COLOURS



AD

