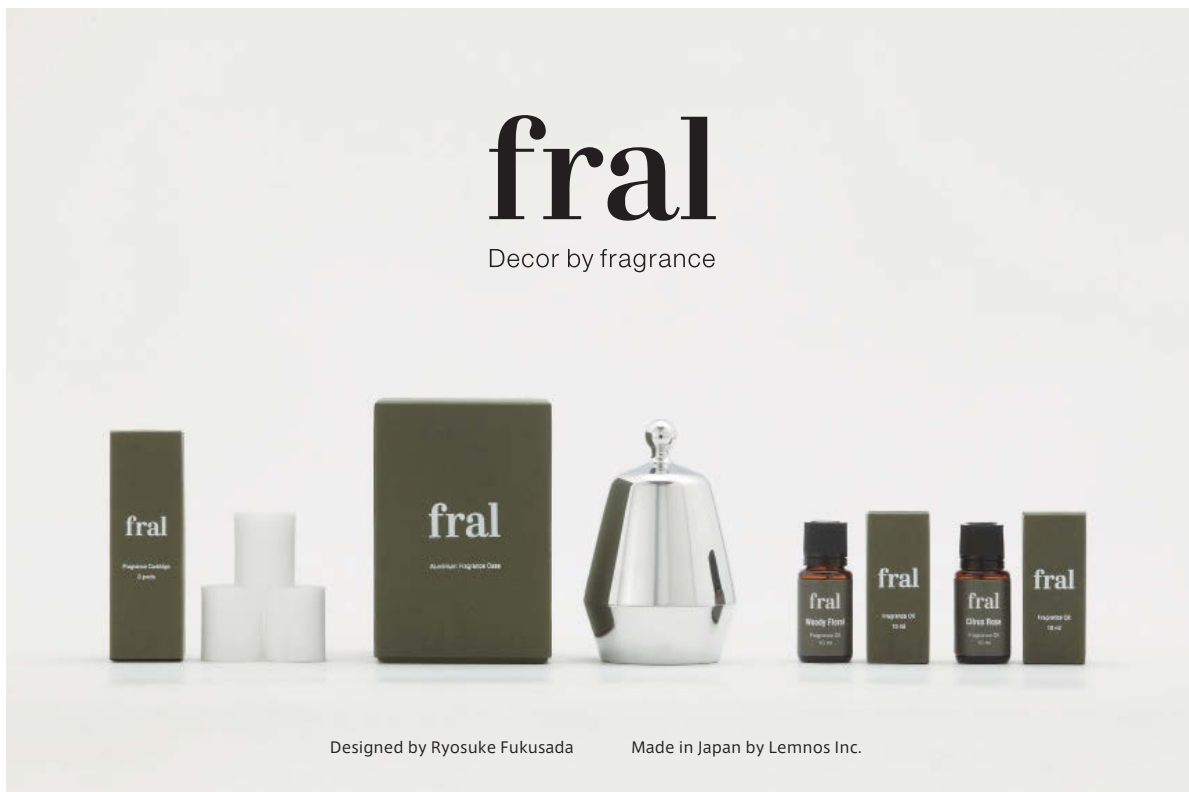


fral: an aluminium fragrance case with a refined shape and beautiful lustre

We are pleased to announce our latest product in collaboration with Lemnos. As part of the Decor by fragrance range, introducing the aluminium fragrance case with a refined shape and beautiful lustre; fral.

fral delivers a new way of enjoying scent by combining fragrance and aluminium, made with precision machined and delicate hand-worked aluminiumware. The aluminium fragrance case, with its beautiful lustre and refined yet adorable shape, makes the interior of your home even richer in scent and appearance.

Lemnos Inc. is due to release this unique fragrance case designed by Ryosuke Fukusada on August 1st 2019.



Brand concept

Lemnos works with many well-known designers to design fine items, skillfully crafted to maximise the attractiveness of materials for timeless design. Our innovative Japan-made products are highly reputed and have won many awards in Japan and abroad such as Good Design Award. We will continue to propose innovative and permanent beauty in our products.



fral colours your room with scent

Many conventional reed diffusers have similar appearances, shape and function because of using a basic cartridge. fral is an unprecedented diffuser that uses a highly airtight case and high a water retention special fibre cartridge.

In personal spaces such as bedsides and tabletops, fral spreads the scent to the optimum range. Drop a few drops of room fragrance oil onto the dense fibre cartridge and leave the cover off. When you want to reduce the smell, or when you do not need the smell, simply put the cover over the cartridge. By replacing the cartridge, you can easily change the fragrance and enjoy the various scents.

The advanced technology of aluminium castings improves the sealing performance when the cover is closed, and helps to retain fragrance when the smell is not needed, preventing volatilisation. fral also incorporates a feature that allows you to easily carry and move it around in your home.

The special highly water-retaining fibres used for the cartridge enhance the diffusion of aroma while retaining the fragrance oil.

The Decor by fragrance range offers two kinds of original scents. Formulated by a Japan-based perfumer, it is made using all natural ingredients, including those from Grasse, France.



fral fragrance case

FE19E-01 Size: W 78 x D 78 x H 117 mm Weight: 390 g / Material: Aluminium (mirror polished) 2 cartridges for fragrance included Price: ¥ 10,000 + tax / JAN: 4515030081128



fral cartridge

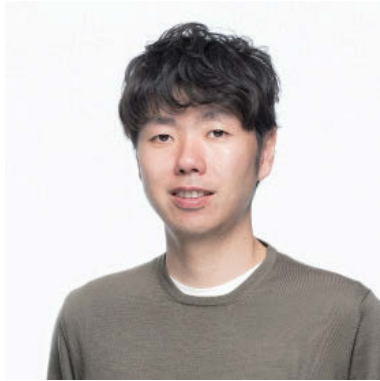
FE19E-02 Size: W30 x D30 x H35 mm Weight: 3 g / Material: Composite fibre (PP, PE) Cartridge for fragrance set of 3 Price: ¥ 1,000 + tax / JAN: 4515030081135



fral room fragrance

FE19E-03 Woody Floral Price: ¥ 3,000 + Tax / JAN: 4515030081142
FE19E-04 Citrus Rose Price: ¥ 3,000 + Tax / JAN: 455030081159 10ml Essential Oil (Naturally-Derived Plant Essential Oil), Ethanol

DESIGNER PROFILE



Ryosuke Fukusada

Born in 1979 in Osaka, Japan. He studied product design at Kanazawa College of Art from 1998 to 2002. He then worked for Sharp Corporation in Japan as designer for consumer electronic products until 2007. After transferring to Italy, he graduated from Domus Academy, Master in Interior and Living Design course. From 2008 to 2012, he worked for Studio Urquiola in Milan as assistant designer of product design for Patricia Urquiola. He then started his own design studio in October 2012 in Kyoto, Japan. He currently works with some international clients.

COMPANY PROFILE



TAKATA Lemnos Inc. was founded in 1947 as a brass casting manufacturing industry in Takaoka-city, Toyama Prefecture, Japan and we launched out into the full-scale business trade with Seiko Clock Co., Ltd. since 1966.

We entered into the development for the original planning from late 1980 and "Lemnos Brand" recognized as the global design clock by a masterpiece "HOLA" designed by Kazuo KAWASAKI which released in 1989.

Afterwards, we made a lot of projects with well-known designers who took in active in Japan and overseas such as Riki WATANABE, Kazuo KAWASAKI, Shin AZUMI, Tomoko AZUMI, Kanae TSUKAMOTO etc. and we made announcement of their fine works abounding in artistry and prominent designs.

Our Lemnos products are made carefully by our craftsmen finely honed skillful techniques in Japan. They surely bring out the attractiveness of the materials to the maximum and create fine products not being influenced on the fashion trend accordingly. TAKATA Lemnos Inc. definitely would like to be innovative and continuously propose the beauty lasts forever.

Tokyo Showroom & Office

1F Chat Noir Bunkyo,3-7-14,Otsuka,Bunkyo-ku,Tokyo,112-0012
JAPAN

10:00-18:00 (Closed Saturday and Sunday)

www.lemnos.jp

PRESS ENQUIRY

Takata Lemnos Inc.

Press Office

mail : press@lemnos.jp

TEL : +81-3-5981-8120 / FAX : +81-3-5981-8365