



HAY



LIBERTY.

New Collaboration HAY x Liberty Matin Table Lamp

The creation of Inga Sempé's Liberty Matin Shade sees HAY and Liberty joining forces to merge two iconic designs in one timeless product. The shade's classic pleated construction features Liberty's distinctive floral print, combining poetic visual delicacy with a contemporary appeal. Available in five prints selected by Mette Hay.



HAY x Liberty Matin Table Lamp | Cherry Drop



HAY x Liberty Matin Family

HAY x Liberty Collaboration

The Matin collection for HAY is one of the brand's most successful lamp collections and has been continually expanding since its launch in 2018. The goal is to pair the iconic Liberty prints with the Matin Shade to further build on this successful collection and to generate momentum around the HAY X Liberty collaboration.

About Liberty

Liberty is one of the most prominent luxury department stores in the world, located in London. It is known around the globe for its close connections to design, art and culture, and is most famous for its bold and floral print fabrics.





HAY x Liberty Matin Table Lamp | Mitsi



HAY x Liberty Matin Table Lamp | Cherry Drop

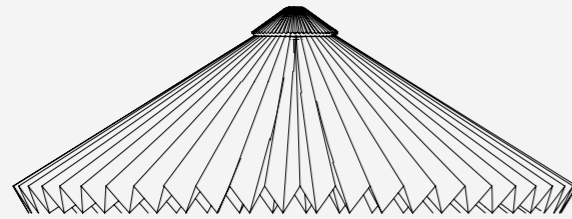


HAY x Liberty Matin Table Lamp | Ros



Shade 300

Liberty prints



Mitsi



Betsy Ann



Ros



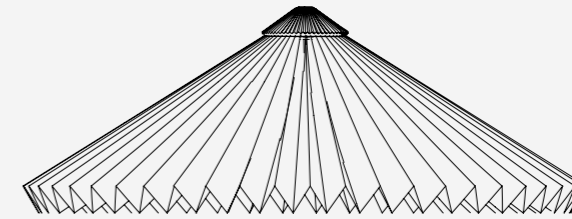
Ed



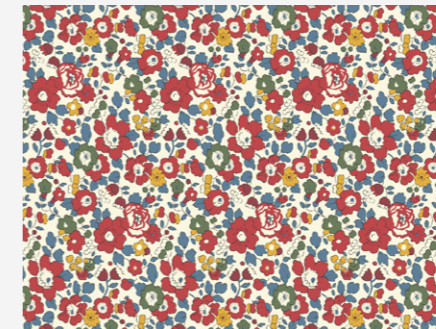
Cherry Drop

Shade 380

Liberty prints



Mitsi



Betsy Ann



Ed



HAY x Liberty Matin Table Lamp | Betsy Ann & Ed

Launch Overview

1 September 2023 Commercial Launch Exclusively at Liberty stores, HAY retail & partner stores

- Activation of press
- Activation of digital channels (social media, web, newsletters)
- Activation of stores
- Window Takeover at Liberty London

15 September 2023 Commercial Launch for wholesale dealers

- Activation of wholesale dealers' stores
- Activation of wholesale dealers' digital channels
- HAY & Liberty sustain activation on digital & physical spaces

Marketing material under embargo until 1 September 2023

Content, photos and other marketing material are available in a dedicated HAY x Liberty folder in Digital Library.

- Lifestyle photos and packshots
- Files for HAY x Liberty A4 + A5 signs
- Photos with texts for Instagram
- Styling guideline including window design layout

DIGITAL LIBRARY

Please use link below for order placement and further information.
[HAYB2B.COM](https://www.hay2b.com)

HAY
×
LIBERTY.



Matin Table Lamp x Liberty | Betsy Ann & Ed