

ENG

New Classics

Nearly seventy years after its debut, the Classic hat rack is gaining new family members. Designed by the duo Kauppi & Kauppi, the new products take their starting point in the original Classic — while looking firmly toward the future.

It was in 1959 that the Classic hat rack, designed by Gunnar Bolin, first saw the light of day. Today, it's firmly established as a true icon of Swedish design.

Almost seventy years later, Robert Bladh, CEO of Essem, saw new potential in the rack's elegant yet simple expression. Could there be a way not just to preserve its legacy, but to evolve it into a full product family?

To bring the idea to life, Bladh turned to design duo Kauppi & Kauppi — known for adapting classic forms to the present day. One such example is their acclaimed Ohm series for IFÖ. Drawing inspiration from the Classic's materials and signature rounded corners, Kauppi & Kauppi created a family of products that feel both natural and necessary.

“By using some of the iconic materials and dimensions from the original hat rack, we wanted the new pieces to fit seamlessly into the collection — while also pointing in a new direction,” explains Nina Kauppi.

The result is a collection that could just as easily belong to the golden age of functionalism — and still feel perfectly at home in today's interiors.

“We've created a family of Classic with entirely new and independent design — but we're tipping our hat to its predecessor,” says Bladh.

Together, the new product family forms a cohesive collection that can stand on its own — ready for both homes and public spaces.

The new Classic series includes a mirror, a coat stand, two versions of peg rails, and hooks — launching in July 2025.

