



Press Release  
GOF - Great Outfit Oy  
16th Sept. 2019

## **Finnish softness to tame the harsh world**

**We all know how life shoots on with such a speed that most of us are gasping to even survive our daily basics. To compensate for this crazy busyness and hassle, you need to have some relieving softness in your life. GOF products stand out to fill this need and offers you a soft calming touch to your everyday life.**

At London 100% Design show Finnish brand GOF presents its collection of lifestyle design products made out of natural and recycled materials. This collection, offering you a treat of our top quality products, will bring enjoyment and hint of luxury to your life. Some of the products are wild and untamed, as others represent more sophisticated style.

GOF is a Finnish family business manufacturing lifestyle interior design products as well as fashionable clothing accessories. The company boasts more than 60 years of experience in the business offering you high quality products made out of genuine sheep fleece, leather, wool and other natural or recycled materials.

In 2008, the GOF product line was expanded to include interior design products. The first GOF living collection saw a successful launch: the sheepskin rug “Suklaapala” (Piece of Chocolate) won the international Red Dot design award. Our knowledge of materials and wide network of contacts, built up over a long time period, combined with fresh design ideas transform into high-quality, beautiful and functional products.

*“Innovative design and the use of finest, natural materials in our products are the core of GOF’s operation. For example, genuine sheep fleece gives our products exciting and unique twist”, says Antti Virta, % Entrepreneur of GOF.*

GOF is a part of stand Sense of Finland in 100% Design show. Stand D25.  
e-version of this press release and photos of the products are available at:  
[www.gof.fi/media](http://www.gof.fi/media)

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**GOF – GREAT OUTFIT OY LTD**

Great Outfit Oy Ltd. is Finnish family business located in Lahti Finland. Company was established in 2006 but it boasts nearly 60 years of experience in business with natural materials. GOF is well known in Finland from it's rugs, hides and other soft interior design items.