



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

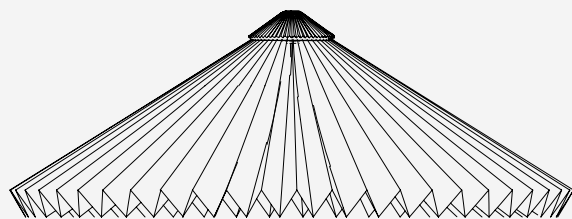


HAY x Liberty Matin Table Lamp | Ros

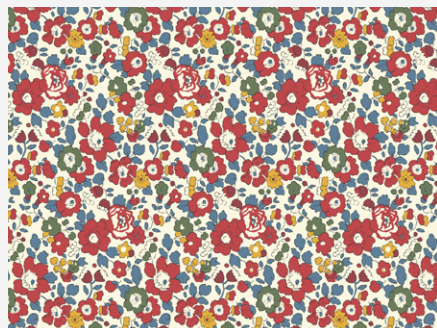


Shade 300

Liberty prints



Mitsi



Betsy Ann



Ros



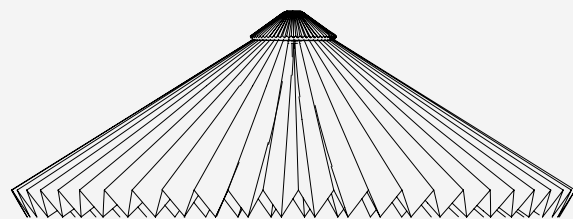
Ed



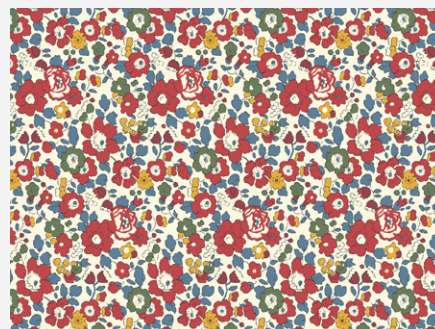
Cherry Drop

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

HAY
×
LIBERTY.



Matin Table Lamp x Liberty | Betsy Ann & Ed

HAY X LIBERTY

PRODUCT FACT SHEET



HAY

HAY X LIBERTY

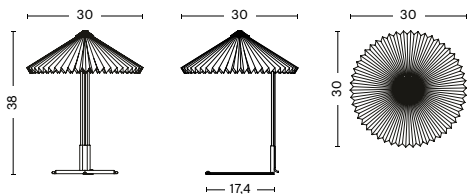
DESIGN BY INGA SEMPÉ, 2023

Featuring Liberty's distinctive floral print on the Matin Shade's classic pleated construction, the Liberty Shade brings together two iconic designs in a poetic and timeless design. The shade's delicate yet contemporary expression brings an inviting atmosphere to most rooms in the home. The shade comes in two different sizes that fit Inge Sempé's Matin Table Lamp and is available in five selected prints.

HIGHLIGHTS

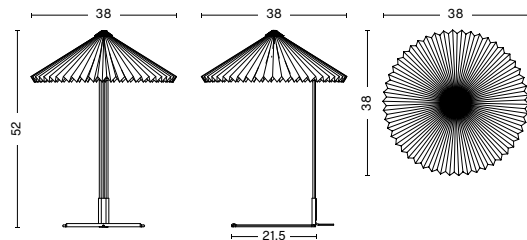
- Part of a progressive and technologically advanced lighting collection.
- A family of contemporary table, ceiling, and wall lamps.
- Elegant table lamp with a steel wire bent frame, paired with a pleated cotton shade in different colours.
- CE approved.
- Integrated LED light source ensuring a life span of at least 25,000 hours of use.
- Inline step dimmer.
- Available in two sizes and suitable for both private and office environments.

DIMENSIONS



MATIN TABLE LAMP 300

WIDTH 30 CM
DEPTH 30 CM
HEIGHT 38 CM



MATIN TABLE LAMP 380

WIDTH 38 CM
DEPTH 38 CM
HEIGHT 52 CM

MATERIALS

SHADE

Cotton fabric laminated with a PVC sheet. Black top screw in injection moulded ABS.

LAMP BODY

Bent steel wire with polished brass finish or mirror plated steel, precision cast steel counterweight and injection moulded ABS.

CORD

Black silicone cable.

INLINE SWITCH

Injection moulded ABS.

COLOUR & FINISH | LAMP BODY






Please note that the colour codes are indicative.



POLISHED
BRASS

COLOUR & FINISH

Please note that the colour codes are indicative.

SHADE COLOUR	SIZE		
		MATIN TABLE LAMP Ø300	MATIN TABLE LAMP Ø380
LIBERTY MITSU		●	●
LIBERTY BETSY ANN		●	●
LIBERTY ED		●	●
LIBERTY ROS		●	
LIBERTY CHERRY DROP		●	

TECHNICAL SPECIFICATIONS

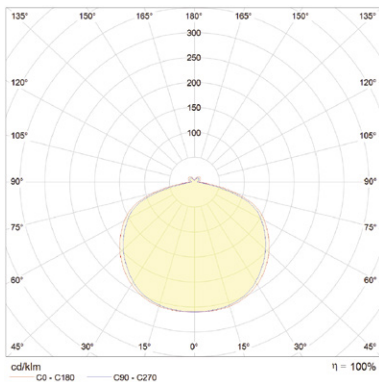
LIGHT SOURCE	DIMMABLE	POWER SUPPLY	IP	CORD LENGTH	SWITCH
Integrated LED, 5W, 150lm, 2800K warm white	Yes	220-240V AC at 50/60Hz	20	200 cm	Inline step dimmer. Located 50 cm from lamp base.

TEST SPECIFICATIONS*

FLUX (LUMENS)	CCT (KELVIN)	CRI (1-100)
150lm	2800K, warm white	85

*Photometrics and the specification shown is taken using the integrated LED bulb fitted in the production luminaire.


PHOTOMETRICS



CERTIFICATES

CE APPROVED

This product has been assessed and complies with the essential requirements of the relevant European directives.

LED   **IP20**   **UK CA**

Tested according to the following European EN / IEC standards which relate specifically to electrical lighting products including

- EN 55015:2013 (radio disturbance)
- EN 61547:2009 (EMC immunity)
- EN 61000-3-2:2014 (EMC compatibility)
- EN 61000-3-3:2013 (EMC compatibility)
- EN 60598-2-4:1997 (portable luminaires)
- EN 60598-1:2015 (general requirements)
- EN 62493:2010 (human exposure to EMC)

COUNTRY OF ORIGIN

China

DOWNLOADS

Packshots and lifestyle photos, 2D / 3D files, care and maintenance, instructions, test certificates, product fact sheets, and product presentations are available in our Digital Library at hay.com.

LINK TO DIGITAL LIBRARY