



Tuscany villa with Playtower Outdoor 260x340 cm in Bali 27

## Press release:

### Bring a touch of Italy to your outdoor space - Exclusive outdoor living

Tuscany embodies the art of living well. With its rolling hills, sun-drenched vineyards, and olive groves, framed by stately cypress-lined avenues, it reminds us of life's simple pleasures. Now Eilersen is launching the new Playtower and Bun Outdoor collection, bringing a touch of Italian idyll to the outdoor space.

In this picture-perfect setting, outdoor living thrives in its purest form. Imagine sinking into a luxurious lounge area, where comfort and design come together as one. Plush cushions, elegant lines, and exquisite details embody Scandinavian simplicity and quality. This is the ultimate retreat to unwind in under the warm Italian sun. Celebrate the joy of outdoor living from the comfort of the new Playtower sofa, designed by Jens Juul Eilersen. Playtower is made with weather-resistant fabrics that ensure the furniture lasts for many years, whether under the Tuscan sun or in a Danish garden.

[Download photos and press release here](#)

When Playtower was designed, Eilersen added another sofa to its collection - but Playtower is much more than a sofa. Playtower is also a daybed, a guest bed and a chaise longue, making it a truly multi-functional piece of furniture. And now Eilersen is introducing an outdoor version - so you can bring the same stylish design and signature comfort from the living room to your terrace.

"We're thrilled to unveil an outdoor version inspired by our classic sofa collection. It's been a long-awaited project, but we refused to compromise on quality, design, or comfort. With Playtower Outdoor, we've definitely succeeded. It feels like a natural extension of our collection," explains Nils Juul Eilersen.

With its simple design, Playtower fits in anywhere - from the cosy apartment balcony to the large garden terrace. By combining multiple elements, you can create a spacious, versatile sofa where the modules fit perfectly together but also work individually. Playtower offers the option of lightweight, movable backrests paired with matching, elegant back cushions. A special material is fitted under the backrests to ensure they do not slip during use and provide solid and comfortable support.



Playtower Outdoor 260x340 cm in Bali 27  
The cost is USD 22.136, including VAT.

#### Facts about Eilersen outdoor foam:

Outdoor cushions from Eilersen consist of an outer rain, sun and algae-resistant polypropylene and polyester fabric.

The padding features Eilersen's unique "QUICKDRY" foam, allowing rainwater to flow freely through the cushions, ensuring they dry quickly after a downpour. The special foam also allows air to circulate freely inside the cushions. QUICKDRY has built-in anti-bacterial protection.

The seat and back pad have a removable cover. The loose outdoor cushions do not have a removable cover.



[Download photos and press release here](#)

For further information:  
PR Manager Lisa Kjær +45 2380 7813 lkj@eilersen.eu

#### From coach to couch

Founded in 1895, Eilersen has focused on craftsmanship, quality, and innovation. The journey began producing coaches, and since the 1930s, Eilersen has been making beautiful, high-quality couches based on the same traditional values of excellent craftsmanship and innovation, that founded the company almost 130 years ago. This has made Eilersen a well-known and recognized high-end brand internationally.