

Making a stylish impression with Iittala knives

Iittala's new range of knives forms a natural extension to the company's kitchen line, and offers exemplary attention to detail combined with the last word in functionality. The latter is essential to the success and usability of good kitchen utensils, and is always a core design criterion for Iittala. The right materials, excellent technical quality, and timeless form are just as important as well. The Finnish designer **Janne Loiske** has succeeded in incorporating all these qualities into his new range of kitchen knives.



Mixing and matching products from different designers lies at the heart of Iittala's approach to its kitchen line, and draws on the timeless quality of all the items in the range. Janne Loiske's new knives fit very well into this mix. While having their own distinctive identity, they make a perfect foil for other Iittala products.

Professional quality for the home cook

Iittala's knives are manufactured from high-quality carbon steel, and the shape, edge, and thickness of their blades are carefully designed to compliment each other. The steel is stamped, tempered, and ground to give a flexible, resilient, and long-lasting blade. The eye-catching design is finished off with red-striped handles.

The range offers even the most demanding home cook a knife for every need: a small and large chef's knife, a serrated bread knife, a small general-purpose knife and a peeling knife.. A handsome wooden case is provided for those purchasing the entire range.

The vision behind the end-product

Janne Loiske (born in 1971) currently works as Director, Strategics for Provoke Design. In addition to product design, Loiske is particularly interested in the strategic role design can play in a company's business:

"The added value that design can bring to a company is something that interests me a lot. Companies can grow the added value of their business both through good products and stronger product brands.

"Design is always a joint effort, and often involves compromises along the way. Which is why it's important that everyone on a project shares the same vision and the same ultimate goal."

Iittala's goal is to offer timeless design that will go on serving users for years to come. It is quite a demanding goal, and one that all the company's partners share as well. We believe that a growing number of consumers in the future will choose products that are not only capable of standing the test of time and offer excellent functionality, but also feature designs that will be as stylish tomorrow as they are today – just like Janne Loiske's knives.

Product information, deliveries 18.8.2008

Chef's knife, big, 344 mm
Chef's knife, small, 300 mm
Bread knife 358 mm
Short utility knife 230 mm
Peeling knife 193 mm

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