

Campaign

ALEX & ALEX HIGH



FOGIA

ALEX is one of our most popular seating systems

Its seamless, easygoing design is built for deep comfort and suits many different spaces. Tweak ALEX to find your perfect style, choosing from a range of modular seating options, colourways, backrest heights and legs. To celebrate ALEX's new look with NOAH fabrics, we're sharing a campaign price on the seating system.



ALEX 3-SEAT + CHAISE LONGUE

NOAH 07 LIGHT BEIGE

ALUMINUM LEGS





Made for living

ALEX was specially designed to adapt across different stages of life. Its modular design ensures it remains part of the home over the years. Our responsible design and production philosophy means our ALEX sofas come with a 5-year warranty, and an extended 15-year warranty on the FSC-marked frame.*



*FOGIA
WARRANTY



ALEX 2-SEAT + CORNER
+ 3-SEAT
NOAH 26 RUST
ALUMINUM LEGS



ALEX OTTOMAN
NOAH 26 RUST
ALUMINUM LEGS

ALEX 2-SEAT + CORNER + 3-SEAT
NOAH 26 RUST
ALUMINUM LEGS

Different comfort and style

To cater to different needs, the *Alex* sofa system's back cushion comes in two heights. *Alex* offers a relaxed shape, while *Alex High* (with a 7 cm higher back cushion) is more supportive for the back. Whichever you choose, you'll experience optimal comfort and style.



ALEX



ALEX HIGH



ALEX & ALEX HIGH
NOAH 38 DARK GREEN
ALUMINUM LEGS

Fabric made from 100% recycled materials

The NOAH fabric is made from 100% recycled materials. It's a long-lasting, innovative fabric that's made for comfort both at home and in work and leisure spaces. Subtly textured yarns merge into a pleasingly softweave with a minimalist feel. Simple to care for, it comes in a Mediterranean-inspired colour palette. NOAH fabrics are OEKO-TEX certified and PFC-free.



NOAH PRODUCT
SHEET



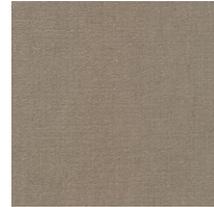
05 NATURE



07 LIGHT BEIGE



08 DARK BEIGE



18 MOLE



20 YELLOW



26 RUST



32 LIGHT GREEN



38 DARK GREEN



45 BLUE



49 LIGHT BLUE



53 DARK GREY



54 LIGHT GREY



Little effort is needed to keep your sofa clean. Most common stains can be easily and quickly removed from NOAH fabrics. Our straight-forward care instructions show how to easily care for your sofa – and enjoy the long life that ALEX was designed for.



CARE
INSTRUCTIONS

No new, raw materials here! The NOAH fabric is made completely from fibres that've been recycled from PET bottles and post-consumer polyester straps.





ALEX 3-SEAT + CHAISE LONGUE

NOAH O7 LIGHT BEIGE

ALUMINUM LEGS



Focus Combinations



ALEX 2,5-SEAT
32.060 NOK



ALEX 3-SEAT
32.060 NOK



ALEX OTTOMAN LARGE
8.815 NOK



ALEX 3-SEAT + CHAISE LONGUE
53.985 NOK



ALEX 2-SEAT + CORNER + 3-SEAT
70.625 NOK

Alex / Alex High Seating System

Prices below are incl. removable Noah upholstery and legs.

1-seat
w. armrests



86 x 92

15.700 NOK
(ord. 18.470 NOK)

1-seat
w. 1 armrest



76 x 92

14.080 NOK
(ord. 16.565 NOK)

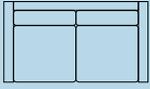
1-seat w/o
armrests



66 x 92

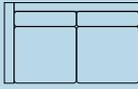
12.970 NOK
(ord. 15.260 NOK)

2-seat



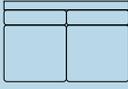
152 x 92

26.630 NOK
(ord. 31.330 NOK)



142 x 92

24.820 NOK
(ord. 29.200 NOK)



132 x 92

23.275 NOK
(ord. 27.385 NOK)

Corner



92 x 92

15.250 NOK
(ord. 17.940 NOK)

Ottoman



67 x 67

8.815 NOK
(10.370 NOK)



67 x 47

8.145 NOK
(ord. 9.580 NOK)

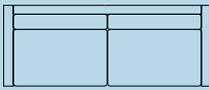
Chaise Longue



82 x 150

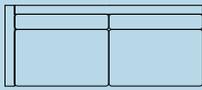
23.425 NOK
(ord. 27.560 NOK)

2,5-seat



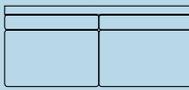
218 x 92

32.060 NOK
(ord. 37.720 NOK)



208 x 92

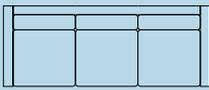
30.560 NOK
(ord. 35.950 NOK)



198 x 92

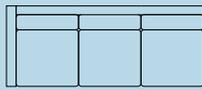
28.855 NOK
(ord. 33.945 NOK)

3-seat



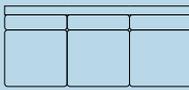
218 x 92

32.060 NOK
(ord. 37.720 NOK)



208 x 92

30.560 NOK
(ord. 35.950 NOK)



198 x 92

28.855 NOK
(ord. 33.945 NOK)

ACCESSORIES

Cushion 50 x 50

1.100 NOK
(ord. 1.295 NOK)

Armrest cover

1.855 NOK
(ord. 2.180 NOK)

Neckrest

3.070 NOK
(ord. 3.610 NOK)

LEGS



Oak

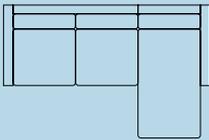


Aluminum

AVAILABLE STAINS:

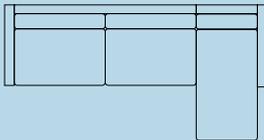
Light
Lacquered
Wenge

EXAMPLE COMBINATIONS All parts can be mirrored



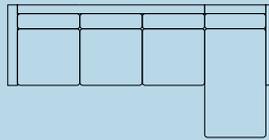
2-seat + Chaise Longue
224 x 150

48.245 NOK
(ord. 56.760 NOK)



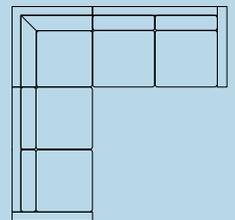
2,5-seat + Chaise Longue
290 x 150

53.985 NOK
(ord. 63.510 NOK)



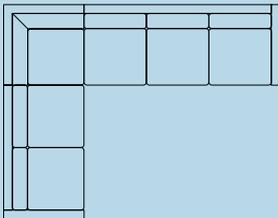
3-seat + Chaise Longue
290 x 150

53.985 NOK
(ord. 63.510 NOK)



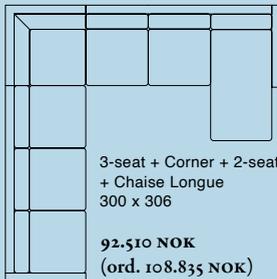
2-seat + Corner + 2-seat
234 x 234

64.890 NOK
(ord. 76.340 NOK)



2-seat + Corner + 3-seat
234 x 300

70.625 NOK
(ord. 83.090 NOK)



3-seat + Corner + 2-seat
+ Chaise Longue
300 x 306

92.510 NOK
(ord. 108.835 NOK)

Alex Seating System offers endless possibilities.

If you need help in finding your perfect combination of modules, sections and colors, please get in touch with us at sales@fogia.se, in our concept store or with any of our retailers.

All measurements are in centimeters (cm)



ALEX 2,5-SEAT
NOAH 45 BLUE
ALUMINUM LEGS

HQ & CONCEPT STORE

Finnboda Varvsväg 19A

131 72 Nacka, Sweden

PHONE: +46 855 609 100

E-MAIL: info@fogia.se

Please visit fogia.com



ALEX 2,5-SEAT



ALEX 3-SEAT



ALEX OTTOMAN LARGE



ALEX 3-SEAT + CHAISE LONGUE



ALEX 2-SEAT + CORNER + 3-SEAT

ALEX is one of our most popular seating systems. Its seamless, easygoing design is built for deep comfort and suits many different spaces. Tweak ALEX to find your perfect style, choosing from a range of modular seating options, colourways, backrest heights and legs. To celebrate ALEX's new look with NOAH fabrics, we're sharing a campaign price on the seating system.

Which ALEX will be your favorite?