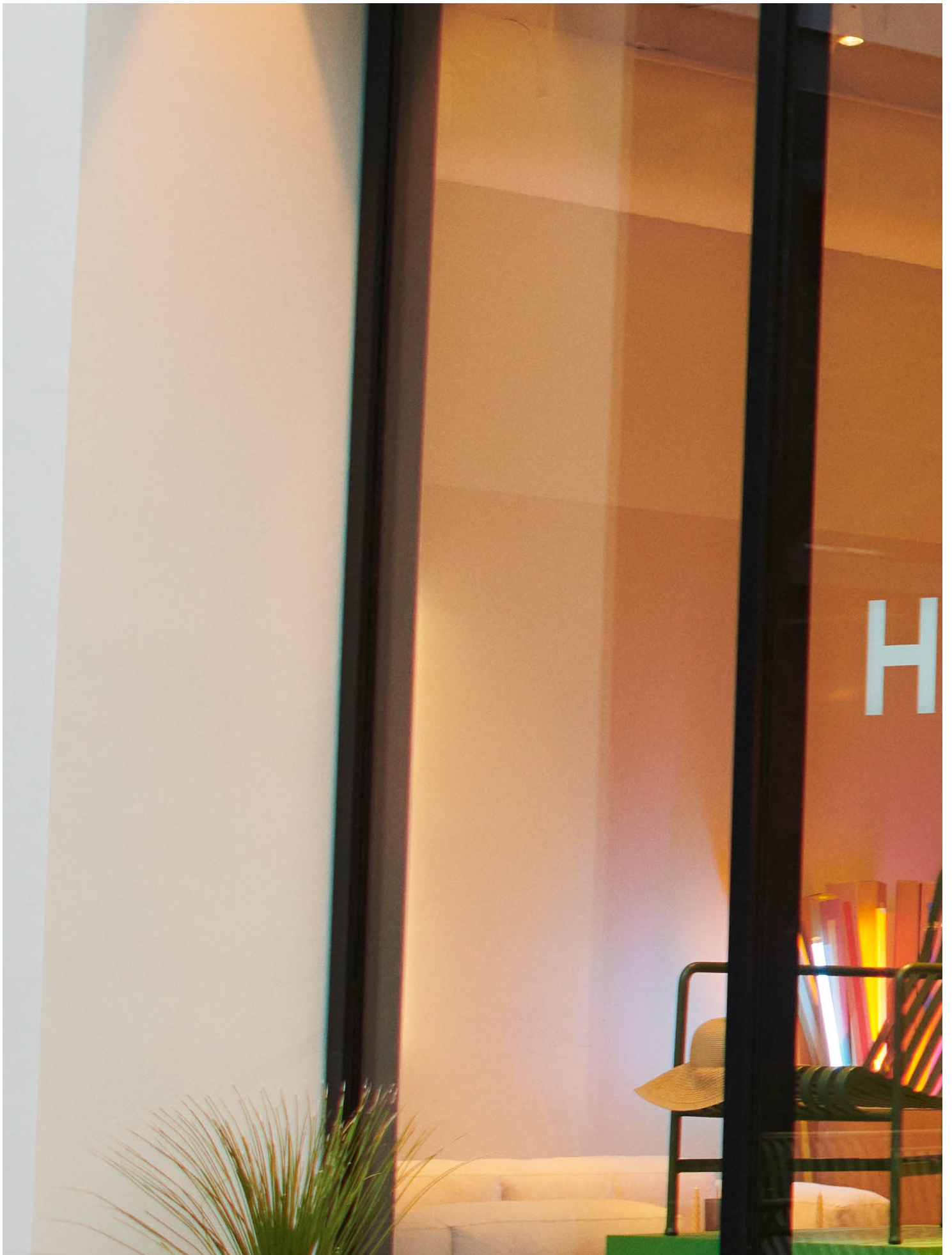


HAY Opens New Store In Berkeley, CA

Danish design brand continues North America expansion with fifth retail storefront opening







Stamford, CT – April 26, 2021 – HAY, the Danish design brand dedicated to creating accessible contemporary furniture and accessories that elevate the small moments of everyday life, and a subsidiary of Herman Miller Group, announces the opening of its fifth North American location in Berkeley, CA. The new store follows last month's opening of the brand's fourth location in Chicago's Fulton Market district.

As many retailers shift away from brick-and-mortar stores, Herman Miller Group Retail, which includes HAY, Design Within Reach and Herman Miller, remains committed to taking an omnichannel approach as it continues to expand HAY's retail presence in North America and meet the customer where and how they want to shop.

"In recent months, we've found customers are wanting to shop home decor in-person, especially as they near the end of their decision-making process," said Debbie Propst, President, Herman Miller Group Retail. "While our online channels have become increasingly important in serving our customers this past year and will remain so, the brand experience is still inherently physical, particularly when it comes to investing in furnishings for our homes."

Located on Fourth Street in West Berkeley – a historic shopping district for home and design – the 3,000-square-foot store blends innovative building processes, natural materials

and light for a palette that balances HAY's modern aesthetic and showcases its colorful offering of furniture, textiles, kitchenware and tabletop.

HAY was founded in 2002 and collaborates with some of the world's most forward-thinking designers to create products that serve a range of home spaces that span living, dining, home office, outdoor and many different environments in between.

"Our mission has always been to make good design accessible, and we're excited to introduce the Berkeley community to HAY's offering," said Rolf Hay, Co-Founder of HAY. "We believe it's the small details that make life a bit more beautiful and fulfilling each day, and we're excited to share HAY's way of living with this new audience," added Mette Hay, Co-Founder of HAY.

At HAY Berkeley, shoppers will find fresh interpretations of color, form and function, to create vibrant and bright spaces, designed to improve every day – making the ordinary a bit more extraordinary. They'll discover desk accessories and office organizers (\$5-\$55); planters and garden tools (\$20-\$55); lighting (\$55-\$695); and furniture ranging from accent tables (starting at \$95) to sofas (from \$1995), outdoor (\$95-\$895) and more.

"The Bay Area is a place of innovators and creators who share our affinity for good design," said Propst. "We're excited to expand that love of design with the opening of HAY Berkeley and look forward to customers discovering a new destination for thoughtful, well-priced design solutions in their neighborhood."

To celebrate the new opening shoppers will receive 10% off their first in-store purchase, as well as a free HAY tote bag through May 31, 2021. The offer cannot be combined with other promotions or discounts.

HAY Berkeley is located at 1789 Fourth Street, Berkeley, CA 94710. Open Monday-Saturday, 10am- 6pm; Sunday: 11am-6pm.


ABOUT HAY

Founded in Copenhagen in 2002 with the ambition of creating contemporary furniture for modern living, HAY's continued vision is to create high-quality and well-designed products in collaboration with some of the world's most talented, curious and courageous designers. Inspired by the principles of architecture and the dynamic nature of fashion, the brand has found an enthusiastic international audience. Through its commitment to sophisticated industrial manufacturing processes, HAY strives to make good design accessible. Visit [HAY.com](https://www.hay.com) for more.

About Herman Miller

Herman Miller is a globally recognized leader in design. Since its inception in 1905, the company's innovative, problem-solving designs and furnishings have inspired the best in people wherever they live, work, learn, heal, and play. In 2018, Herman Miller created Herman Miller Group, a purposefully selected, complementary family of brands that includes Colebrook Bosson Saunders, Design Within Reach, Geiger, HAY, Maars Living Walls, Maharam, naughtone, and Nemschoff. Guided by a shared purpose—design for the good of humankind—Herman Miller Group shapes places that matter for customers while contributing to a more equitable and sustainable future for all. For more information visit www.hermanmiller.com/about-us.

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