



Discover home from home comfort in the midst of nature with Outwell



There's nothing like the feeling of sleeping under canvas, waking to the sound of birdsong and spectacular vistas, and inhaling glorious fresh air. It's truly invigorating, awakening the senses and relaxing the mind.

Camping is a fantastic holiday for the whole family, offering everyone the chance to switch off and have fun. But a holiday outside doesn't have to mean roughing it. For those who don't want to sacrifice their creature comforts, glamping is the way to go. Glamping is a delectable mix of luxury and outdoor adventure, giving families home from home comfort in natural surroundings. So they can enjoy the best of both worlds.

With the sumptuously comfortable Outwell Relax Furniture Range, it's easier than ever for campers to create their own slice of glamping heaven. Drawing upon our Scandinavian heritage, the Outwell Relax Range is a triumph of style, luxury and great design. Every product is made to enhance comfort and make outdoor holidays even better.

A few key pieces from the Relax range makes all the difference, transforming tenting holidays from basic to brilliant in a flash. For those looking for the ultimate outdoor relaxation, here are our glamping essentials.

Top of the list is somewhere ultra comfy to laze about on. Imagine spending the day exploring, then coming back to the campsite tired and happy, and sinking into a soft, cosy armchair or sofa under the stars. Pure bliss! With cushioned padding and ergonomic form, the Outwell Kentucky Lake Chair and Sardis Lake Sofa are ideal for snuggling up on and unwinding after a busy day of fun. For many campers they've become an essential part of their camping set up.

"Now we do not want to go on holiday without our Outwell Saris Lake Sofa," says experienced campers, Liv and Per. "We love that we can sit with our children without them falling out of the sofa or feeling trapped. We have even considered whether we should buy an extra. It has become a must-have and not just nice to have."

For those who like extra back support, try the all-new Outwell Tally Lake Chair with its high backrest and comfy cushioning. It's a great place to curl up with a good book and also folds to a small packsize for easy carrying from car to campsite.

Another luxury addition that's definitely worth investing in is an ultra comfy sunbed or lounger. The magnificent Fontana Lake is soft, cushioned and ultra luxurious, providing top to toe comfort for sunbathing, reading or napping – just remember the sunscreen! Thanks to its extra leg at the foot for increased stability, it can also be used as a bed at night as it's that comfortable.

"The Outwell Relax Range is all about easy and convenient home from home comfort. Lightweight with no assembly required, campers can simply unfold the chairs, sofas and sun loungers for instant luxury from the moment they arrive. Camping will never be the same again," says Product Manager, Kirsten Mathiasen.

So wave goodbye to the days of just making do at the campsite. Because with the Outwell Relax Furniture Range, luxurious glamping is here to stay.

Notes to editors

To view the Outwell Furniture collection, please visit: <https://www.outwell.com/en-gb/ecommerce/camping-furniture>

Featured products from the Outwell Relax Range:

- Sardis Lake (£ 130.00) <https://www.outwell.com/en-gb/ecommerce/camping-furniture/sardis-lake>
- Tally Lake (£ 80.99) <https://www.outwell.com/en-gb/ecommerce/camping-furniture/tally-lake>
- Fremont Lake (£ 58.00) <https://www.outwell.com/en-gb/ecommerce/camping-furniture/fremont-lake>
- Seneca Lake (£ 68.99) <https://www.outwell.com/en-gb/ecommerce/camping-furniture/seneca-lake>
- Grenada Lake (£ 109.99) <https://www.outwell.com/en-gb/ecommerce/camping-furniture/grenada-lake>
- Kentucky Lake (£ 115.00) <https://www.outwell.com/en-gb/ecommerce/camping-furniture/kentucky-lake>
- Fontana Lake (£ 161.99) <https://www.outwell.com/en-gb/ecommerce/camping-furniture/fontana-lake>

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Background

The Outwell story begins in 1995, when CEO Henrik Arens saw a gap in the market and massive potential in offering high-quality family tents and family camping equipment at reasonable prices. Outwell initially comprised a small collection of innovative and thoroughly tried-and-tested tents and a compact range of accessories to cover the needs of campers as they enjoyed the outdoor life on camp sites across Europe. The concept

was successful from the outset. The idea that you could buy everything for family camping from a single brand appealed strongly to retailers and end-users alike. They were also secure in the knowledge that these high-quality products had clever features which made it even easier to create something intrinsic to successful camping: those unforgettable moments!

Since spring 1995, Outwell has never looked back. Outwell is now the leading family camping brand and it is sold in more than 45 countries.

Innovation and product quality are given highest priority and we have state-of-the-art rain and wind testing equipment. The tent collection comprises more than 60 different tents and the range of accessories now includes about 700 products, so we are now a real one-stop shopping brand for every family dreaming of relaxing and unforgettable camping holidays.

Find out more at www.oase-outdoors.dk/en-gb/about-us/history

Images

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