Pal









Lobby

Dag Hjelle



As a third generation Hjelle, Dag is armed with precise skills he learned while growing up and working every summer in the factory. "Being part of this family business has taught me a lot about craftsmanship, materials and techniques," he says. Dag is always working closely together with our retailers to find out what is in demand and he has a great eye for proportions and details, with a great focus on comfort.