



Harald Klüh, GRASS Global Brand Manager

Harald Klüh is brand expert and trend scout for the Austrian movement specialist GRASS. His international market observations are continuously incorporated into the product developments of GRASS and set striking accents that inspire furniture designers and convince consumers. Harald Klüh loves provocation. His motto: "If you don't exaggerate sometimes, you won't be heard".

Born in 1963 in Darmstadt, Germany. A-levels. Studied communication design at the Hochschule für Gestaltung in Darmstadt. 1986, while still a student, founded the design agency KLÜH & AUSER GmbH. 22 years of design and brand consulting for companies such as WELLA, KARSTADT, PROCTER & GAMBLE, SCHNEIDERSÖHNE, RADEBERGER. Global Brand Manager of GRASS GmbH since 2008.

"Futurists like Harald Klüh, the effervescent Global Brand Manager at Austrian movement specialist GRASS, look far into the future, assimilating emerging trends and translating them into meaningful direction that can be shared with GRASS customers. When Harald speaks, audiences listen wide-eyed, open-mouthed and spellbound. His vision penetrates decades into the future and his far-reaching prophecies are punctuated with corroborating facts gleaned from every industry in every corner of the globe. His commitment is absolute: this will happen. This is what the future will look like".

"What does future hold?", FURNITURE MAGAZINE, UK