



CARRY IN COLOUR

ENGLISH
PRESS RELEASE

PLEASE WAIT
to be
SEATED



CARRY IN COLOUR: A BOLD NEW LOOK FOR THE TV STAND



The popular CARRY TV stand is now available in two fresh colourways: Jaipur and Fig Purple.

New colours join the PLEASE WAIT to be SEATED palette: Jaipur, a soft, dusty pink, and Fig Purple, a deep, earthy plum. Both colours are now available for the Carry TV Stand, bringing fresh expression and personality to your TV area.

Jaipur is warm and unapologetic - sure to turn heads and invite smiles. Inspired by the sun-faded buildings of Jaipur, India - often called The Pink City - the new colourway channels the feel of light terracotta, burnt peach and faded blush. It brings instant, playful contrast to any TV area, softening the visual impact of screens. A perfect choice for anyone ready to break the mould and introduce a bold splash of colour into their living space.

Fig Purple, on the other hand, adds a sense of calm depth. Its rich blend of dark plum and muted burgundy, with subtle hints of brown and black, feels grounded and elegant - creating a quiet statement without overwhelming the room. It pairs beautifully with warm neutrals, gold accents or soft blush tones. The darker palette complements the clean lines of a TV setup while softening its presence, making the space feel more considered, curated and inviting.

Come see it for yourself

Join us at [3daysofdesign](#) to explore our new arrivals

Where: Esplanaden 2, 1263 Copenhagen

When: June 18-20, 2025



THE CARRY TV STAND

Inspired by the shape of an artist's easel, CARRY lifts your TV off the ground and gives it a light, almost floating presence. The gently curved steel frame forms a sculptural silhouette that balances lightness with stability. Add the optional castors, and CARRY becomes fully mobile - easy to roll, rotate and reposition as your space or needs change.

Designed by Danish studio 3PART, CARRY pairs visual lightness with everyday practicality. It supports screens from 40 to 65 inches, while subtle leather straps at the back hold the TV securely in place. The slight tilt positions the screen at an ideal viewing angle.

To complete the sleek, minimalist look, the optional CARRY TV pocket attaches discreetly to the back of the stand, hiding cables and media boxes for a clean, clutter-free setup.

[DOWNLOAD PRESS MATERIAL](#)



PRODUCT HIGHLIGHTS

- Designed by 3PART
- Made of polished or powder-coated steel
- Fits flat screens from 40" to 65"
- Available in multiple colours
- Available with castors
- Height: 92 cm
- Width: 81 cm
- Depth: 38 cm

[CARRY PRODUCT FACTS](#)



ABOUT THE DESIGNER

3PART is a hybrid design and innovation company combining strategy, business development, design, and engineering. Their work spans lifestyle products, industrial design, and life-critical hospital equipment.

Founded in 1998 by industrial designer Simon Skafdrup, the partnership now includes Business Development Engineer Lasse Oxbøll and car designer Simon Sneftrup. With a belief in design as a force for change, 3PART creates durable, meaningful products with a 'fewer, but better' philosophy - resulting in over 450 successful designs and more than 35 Danish and international awards.

[LEARN MORE ABOUT 3PART](#)

PLEASE WAIT to be SEATED is part of the Eva Solo brand portfolio.

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