



Upholstered Mirra™ Frequently Asked Questions

Why has Herman Miller introduced an upholstered version of Mirra?

For two quite compelling reasons:

1. Our early focus group research showed there was an interest in an upholstered version of Mirra, as well as the non-upholstered original.
2. The upholstered option creates all kinds of fresh, fun new possibilities for adding Mirra to virtually any workspace.

Doesn't adding fabric run counter to Mirra's original design concept?

Not at all. Mirra's new upholstery material, named Latitude™, does not follow the traditional foam-and-fabric formula. In fact, no foam is used in the upholstery process. Instead, Latitude's spacer-knit technology gives the upholstery a cushion-like feeling that stretches with the user's movements, yet always recovers with no loss of shape or elasticity.

Still, doesn't upholstery change Mirra's characteristic look and performance qualities?

Mirra's look and performance standards are in no way compromised in its upholstered version. Latitude is engineered specifically for Mirra's TriFlex™ back. Since no foam is used, the chair retains its exceptional aeration and flexibility. And because of the sheerness of Latitude's material, Mirra's now-familiar silhouette also remains unchanged.

Who created Latitude and what, if anything, sets it apart?

Fabric maker Milliken created Latitude, and its unique 3-D knit effect is used on Mirra exclusively.

Is adding upholstery a response to negative feedback from the marketplace regarding Mirra's look?

No. Interest in, and response to, Mirra by its target market has been overwhelmingly favorable. As mentioned previously, Herman Miller identified an interest in an upholstered version of Mirra early on, and is pleased to offer the option now.

Mirra was the first product to be scrutinized from the ground-up by Herman Miller's Design for Environment (DfE) team. Did they have any involvement in the upholstered version?

Yes, the DfE team played a key role in the engineering of a suitable upholstery fabric for Mirra. The fabric does not alter Mirra's overall DfE score. Additionally, the polyester material used is 100 percent recyclable at the end of its useful life.

Is there any precedent at Herman Miller for adding upholstery to a previously non-upholstered product?

Yes. Those familiar with Herman Miller's product design heritage will recognize that Mirra's upholstered back is similar aesthetically to an upholstered option introduced to fiberglass shell chairs designed for Herman Miller by Charles and Ray Eames in the 1950s.

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What does Studio 7.5, the design cooperative that created Mirra, think of the chair's new upholstered aesthetic?

The Studio 7.5 team equates Mirra's design to sportswear, in terms of the importance of fit and performance. If the upholstered option provides a better fit and improved function for a particular user, then it meets their primary design criteria.

Mirra now has 17 colors to choose from, and thousands of possible color combinations.

Why so many?

The colors we have chosen are based on feedback we have received since Mirra's introduction in 2003 and focus group research. Additionally, Mirra's palette reflects the latest trends in color and design.

Doesn't adding upholstery and so many colors make specifying Mirra more complex?

No. Basic black and primary colors are an easy choice, as is matching colors to complement the design direction of an office interior. Consequently, the process can be as simple or as complex as desired.

How much does the upholstered option for Mirra cost?

In keeping with the chair's value in the mid-market range, the upholstered option adds approximately \$90 to Mirra's list price.

Can upholstery be added to previously purchased Mirra chairs?

Yes, the upholstered back can be retrofitted to a Mirra chair for a nominal fee. More information is available through Herman Miller dealers.