

New year celebration

Press kit | Launching October 2024





Let the celebrations begin!

Ready to shine? Introducing our new timeless FRÖJDA collection, featuring all the essentials to decorate, entertain, feast, and celebrate with loved ones—regardless of the occasion.

Inspired by the bubbly spirit of New Year's Eve and the crisp Swedish winters, the FRÖJDA collection incorporates metal, glass, and textiles that contrast and play with the light, thoughtfully designed by Lisa Hilland and Mikael Axelsson.

So, slip on your dancing shoes, hang up those flat-packed disco balls, and get ready to raise your coupes. Welcome to a shimmering collection that radiates warmth and brilliance, all without the shiny price tag!



Add some sparkle to your celebrations with a silver and white theme reminiscent of the snowy Swedish landscape.

Set the table with shimmering decorations, elegant glassware, decorative candlesticks, and stainless steel cutlery, paired with crisp cotton napkins made with leftover material from sheet production.

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New FRÖJDA napkin \$4.99/4-pack 805.814.53
New GODMIDDAG side plate \$1.99 805.850.26
New FRÖJDA 16-piece cutlery set \$59.99 305.814.17

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New FRÖJDA decoration \$12.99 705.813.21



“The champagne coupe in the FRÖJDA collection is nice to hold and has a timeless elegance with a faceted surface that makes your set table sparkle. Great to serve on the tray from the same collection which holds four coupes of festive bubbly.”

Lisa Hilland & Mikael Axelsson
Designers

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New FRÖJDA champagne coupe \$17.99/4-pack 205.813.85
New FRÖJDA tray \$9.99 205.814.08





“The disco ball in the FRÖJDA collection comes in a flat-pack and is easy to fold out – and fold up again to save for the next party or birthday. With a room filled with silvery balls, you create that right party atmosphere in a flash!”

Lisa Hilland & Mikael Axelsson
Designers

Product overview



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New FRÖJDA hanging decoration \$7.99 Paper. Designer: L Hilland/M Axelsson. Ø30cm. Chrome effect 105.814.04



PE945125.JPG

New FRÖJDA champagne coupe \$17.99/4-pack Glass. Designer: L Hilland/M Axelsson. H14cm. Holds 20cl. Clear glass 205.813.85



PE945154.JPG

New FRÖJDA tray \$9.99 Stainless steel. Designer: L Hilland/M Axelsson. L44xW14, H2cm. 205.814.08



PE945127.JPG

New FRÖJDA 16-piece cutlery set \$59.99 Stainless steel. Designer: L Hilland/M Axelsson. 305.814.17



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New GODMIDDAG side plate \$1.99 Stoneware. Designer: Maria Vinka. Ø20cm. White 805.850.26



PE947029.JPG

New FRÖJDA wine glass \$17.99/4-pack Glass. Designer: L Hilland/M Axelsson. H21cm. Holds 47cl. Clear glass 205.861.56



PE945135.JPG

New FRÖJDA napkin \$4.99/4-pack 60% cotton and 40% lyocell. L30xW30cm. White 805.814.53



PE945128.JPG

New FRÖJDA decoration \$12.99 Stainless steel. Designer: L Hilland/M Axelsson. H35cm. Disco ball/chrome effect 705.813.21



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