

Press kit | Launching October 2025

# Instant traditional



# Tradition at the turn of an Allen key

This season, add a little Scandinavian magic to your home and turn it into the ultimate snug retreat where everyone can relax, feel welcome, and enjoy some well-deserved downtime.

Forget the pressure, dodge the drama (or at least keep it to a minimum), and focus on creating a space that's too cosy not to share. The best part? It's as easy as turning an Allen key – just add a few pieces inspired by our traditional Swedish style to design the perfect setting for new memories.

**Get ready to give your home a fun refresh – or should we say rewarm?**





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# Cosiness, anyone?

## A place like home

With new furniture and decorations in a traditional Swedish style, your home will become the go-to spot for winter gatherings. Because when everyone feels at home, they're happy campers – even the grumpiest guest.



**New TORSBORG 2-seat sofa-bed** CHF 449.- Naggen beige/pine 905.846.58 **New KANONVISKA duvet cover and pillowcase** CHF 24.95 White multicolour/ loral pattern 506.140.25 **New SANDJORD basket** CHF 9.95 Sedge 306.000.48 **New SANDJORD basket** CHF 14.95 Sedge 606.011.45 **KINNAHULT floor lamp** CHF 69.95 Ash/white 105.592.57 **New PJÄTTERYD pictures** CHF 17.95/2-pack Animal appliqué 406.018.77 **New FACELIOR cushion cover** CHF 9.95 White/embroidery dark orange 506.115.07





# Pocket-sized icons

We've shrunk our most popular designs like KLIPPAN, BILLY, MAMMUT, and DUKTIG and turned them into HUSET, a collection of miniatures for children of all ages.

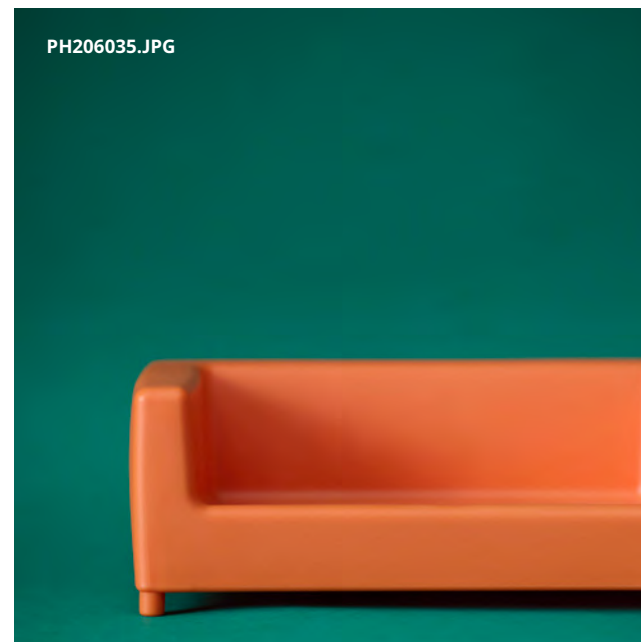
Unleash your inner interior designer and have fun arranging the HUSET furniture in the FLISAT doll's house.



New HUSET Dollhouse furniture and figures CHF 14.95 Multicolour 705.974.97 FLISAT Doll's house/wall shelf CHF 39.95 Solid pine 502.907.85



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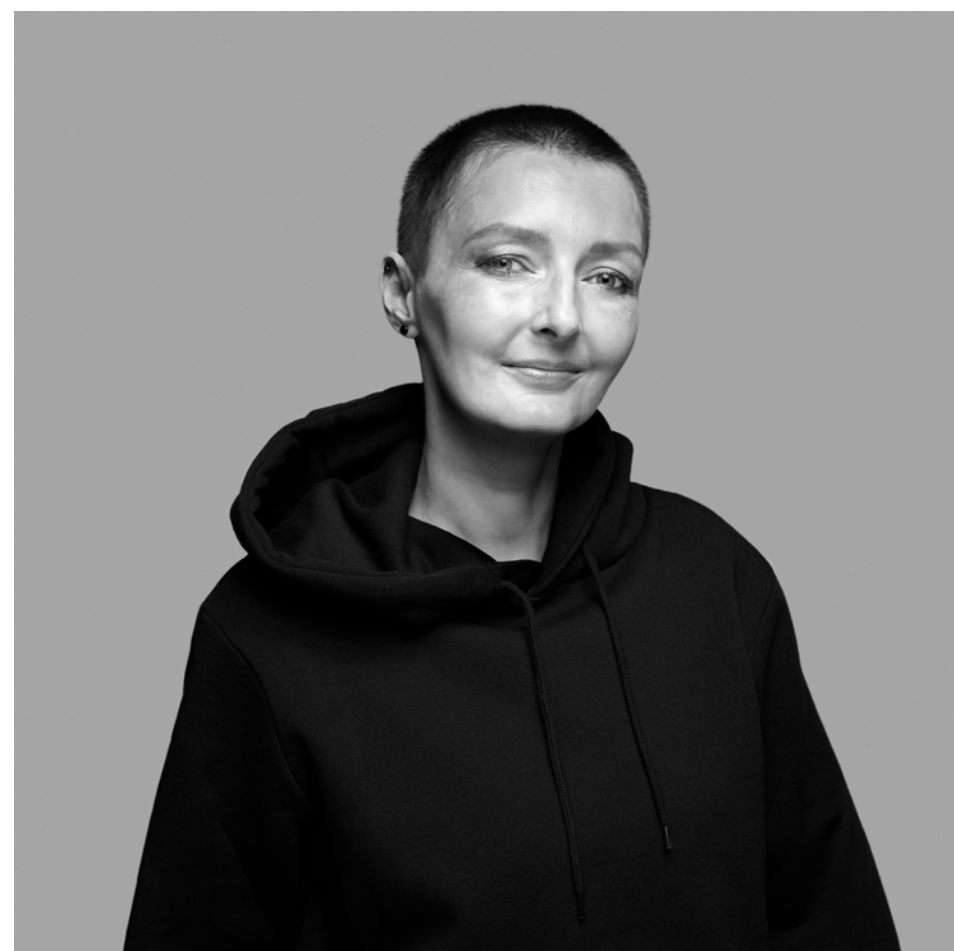


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New Huset Dollhouse furniture and figures CHF 14.95 Multicolour 705.974.97

“Role play is important for children’s development and the colourful doll’s house furniture and animal figures in the Huset series are perfect for this. We hope the animals’ interchangeable elements spark children’s desire to create their own stories.”

**Marta Krupinska**, Designer  
**David Wahl**, Designer



New Huset Dollhouse furniture and figures CH 14.95 Multicolour 705.974.97

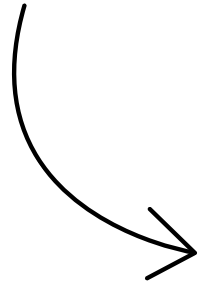


# Canvas made to hang out

Give your room an instant traditional vibe by placing several canvases on the wall and adding solid fabric squares for contrast.

The charming motif printed on the PJÄTTERYD pictures adds depth and character to any wall.

The PJÄTTERYD pictures featuring animal appliques come in pairs, making it super easy to kick off your canvas art collection.



New PJÄTTERYD pictures CHF 17.95/2-pack Animal appliqué 406.018.77

New PJÄTTERYD pictures CHF 17.95/2-pack Animal appliqué 406.018.77

Product overview | October 2025



PE965790.JPG

**New TORNSBORG 2-seat sofa-bed CHF 449.-** Clear acrylic lacquered solid pine. Fabric: 100% polyester. W154xD95, H82cm. Naggen beige/pine 905.846.58



PE970053.JPG

**New KANONVISKA duvet cover and pillowcase CHF 24.95** 54% cotton and 46% viscose/rayon. Designer: Eva Lundgreen. Duvet cover L200xW150cm. Pillowcase L50xW60cm. White multicolour/floral pattern 506.140.25



PE926566.JPG

**LAGERPOPPEL cushion cover CHF 4.95** 100% polyester. L50xW50cm. Blue-grey 805.618.03



PE899632.JPG

**TÄRNABY table lamp CHF 29.95** Steel and glass. Designer: Stina Lanneskog. Ø15cm. W10xH25cm. Dimmable beige 605.080.72



PE963606.JPG

**New PJÄTTERYD pictures CHF 17.95/2-pack** 100% polyester. Inside frame: Fibreboard. W40xH40cm. Animal appliqué 406.018.77



PE968572.JPG

**New FACELIOR cushion cover CHF 9.95** 100% cotton. Designer: Eva Lundgreen. L50xW50cm. White/embroidery dark orange 506.115.07



PE968568.JPG

**New SVAMPFLY cushion cover CHF 7.95** 100% cotton. Designer: Darja Nordberg. L50xW50cm. Dark blue 105.844.88



PE967420.JPG

**New SANDJORD basket CHF 9.95** Clear lacquered sedge. Ø30, H14cm. Sedge 306.000.48



PE967298.JPG

**New SANDJORD basket CHF 14.95** Clear lacquered sedge. Ø46, H20cm. Sedge 606.011.45



PE892939.JPG

**KINNAHULT floor lamp CHF 69.95** Solid ash, steel and plastic. Designer: Sarah Fager. Ø30, H150cm. Shade Ø37cm. Ash/white 105.592.57



PE727347.JPG

**FLISAT doll's house/wall shelf CHF 39.95** Solid pine. Designer: S Fager/J Karlsson. W58xD22, H59cm. 502.907.85



PE977517.JPG

**New HUSET dollhouse furniture and figures CHF 14.95** Painted plastic. Designer: M Krupińska/D Wahl. Living room/kitchen multicolour 705.974.97



PE962670.JPG

**BRUGDHAI jar with lid CHF 9.95** Coloured glazed stoneware. Designer: Francis Cayouette. Ø13, H12cm. Vol 1l. Beige 305.961.69



PE962668.JPG

**BRUGDHAI jar with lid CHF 5.95** Coloured glazed stoneware. Designer: Francis Cayouette. Ø9, H9cm. Vol 0.3l. Beige 105.961.70



PE935480.JPG

**HAVSTA nest of tables, set of 2 CHF 169.-** Stained, clear lacquered solid pine. White 604.042.01



PE874927.JPG

**PERSBOL armchair CHF 199.-** Tinted clear lacquered solid birch and birch veneer. Designer: Nike Karlsson. W69xD70, H84cm. Birch/Tibbleby beige/grey 503.501.90

Image overview | October 2025



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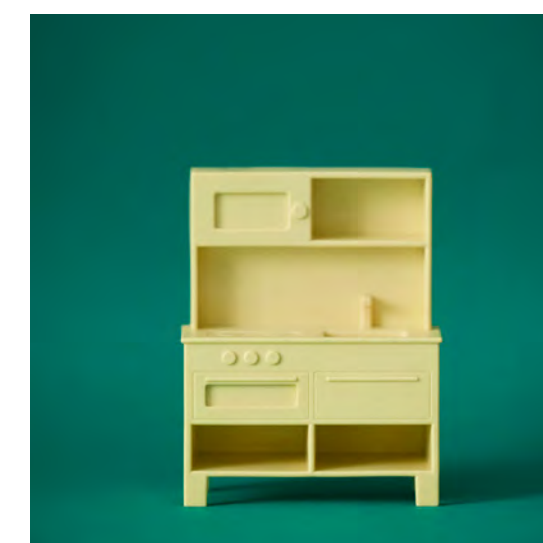
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# Northern nights

Embrace the cosy – or *mysig* – side of the season with a bedroom makeover in traditional style. Your duvet cover, cushions, and rugs might be fresh off the shelf, but they're woven with years of Swedish folklore and craftsmanship.



New, but with an old soul



New BRUDKRUSBÄR duvet cover and pillowcase CHF 39.95 Black multicolour/floral pattern 706.148.16 New TRATTKAKTUS cushion cover CHF 7.95 Multicolour 906.179.32 PERSBOL armchair CHF 199.- Black/Tibbleby beige/grey 505.259.20 New HAVSTA chest of 3 drawers CHF 249.- Black 105.994.75 New FULLTALIG candlestick, set of 3 CHF 16.95 Brass-colour 006.089.70 New PINGSTYSYREN mirror CHF 64.95 Light yellow-beige 906.100.92





# Glow back in time

Inspired by traditional kerosene lamps, TÄRNABY looks like a lamp with a story to tell. Small and easy to move, it combines the charm of traditional design and the handiness of dimmable lighting. All style, no flames.



Stina Lanneskog, Designer



TÄRNABY table lamp CHF 29.95 Dimmable beige 605.080.72

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“TÄRNABY lamp is inspired by traditional kerosene lamps. The visible light bulb emulates a live flame and provides mood lighting which is soft and warm.”

Stina Lanneskog, Designer



# Three looks, one style

Give your home that warm, traditional feel with cushions inspired by Swedish folklore and craftsmanship. Darker hues, vibrant reds, muted tones – which one is your favourite?



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New TRATTKAKTUS cushion cover CHF 7.95 Multicolour 906.179.32 PERSBOL armchair CHF 199.- Black/Tibbleby beige/grey 505.259.20



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New TÄGSÄCKMAL cushion cover CHF 7.95 White/ loral pattern 006.208.73 PERSBOL armchair CHF 199.- Brown-red/Tibbleby beige/grey 705.259.19



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New SVAMPFLY cushion cover CHF 7.95 Dark blue 105.844.88 PERSBOL armchair CHF 199.- Birch/Tibbleby beige/grey 503.501.90

Product overview | October 2025



PE936046.JPG

**STJÄRNÖ** bed frame CHF 279.- Powder coated steel. Designer: Ebba Strandmark. W168xL209, H135cm. Anthracite 395.633.29



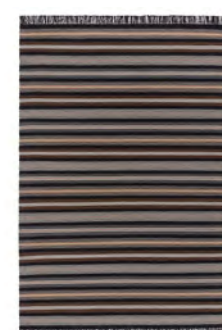
PE970092.JPG

**New BRUDKRUSBÄR** duvet cover and pillowcase CHF 39.95 100% cotton. Designer: Malin Gyllensvaan. Duvet cover W150xL200cm. Pillowcase W60xL50cm. Black multicolour/floral pattern 706.148.16



PE983731.JPG

**New TRATTKAKTUS** cushion cover CHF 7.95 100% cotton. Designer: Eva Lundgreen. W50xL50cm. Multicolour 906.179.32



PE973125.JPG

**New RÄVAROR** rug flatwoven CHF 249.- 100% wool. Designer: Maria Vinka. L240xW170cm. Handwoven black/brown grey 206.109.05



PE983995.JPG

**New FULLTALIG** candlestick, set of 3 CHF 16.95 Aluminium, Acrylic coating. Designer: Aaron Probyn. Brass-colour 006.089.70



PE983728.JPG

**New FLIKBRUNÖRT** throw CHF 14.95 100% polyester. L170xW130cm. Check pattern 206.123.96



PE983996.JPG

**New LADUSVALA** tealight holder CHF 3.95/3-pack Glass. Designer: Junyi Lyu. Ø5, H5.5cm. Mixed colours 206.059.04



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**New SJÖMAKT** desk lamp CHF 34.95 Powder coated steel. Designer: Wiebke Braasch. Ø19, H49cm. Shade Ø15.5cm. Beige/ash 905.956.66



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**New HAVSTA** chest of 3 drawers CHF 249.- Stained, clear lacquered solid pine. W81xD45, H89cm. Black 105.994.75



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**New SVAMPFLY** cushion cover CHF 7.95 100% cotton. Designer: Darja Nordberg. L50xW50cm. Anthracite 505.845.04



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**New NARRKOLV** pendant lamp CHF 59.95 Rattan. Designer: Akanksha Deo. Ø56, H14cm. Rattan 005.943.41



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**New PINGSTSYREN** mirror CHF 64.95 Painted solid pine and glass. W60xD4, H80cm. Light yellow-beige 906.100.92



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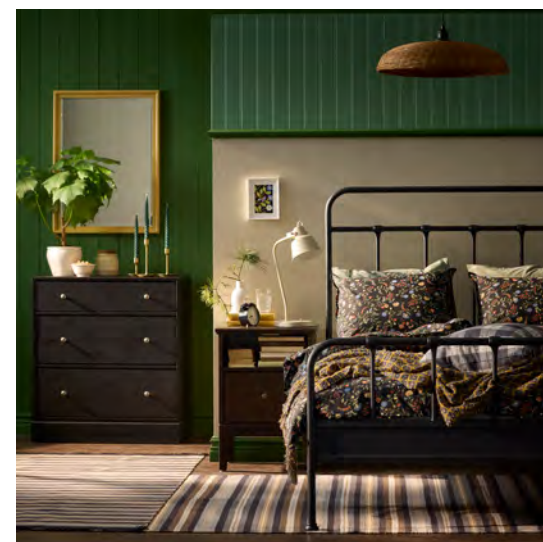
**IDANÄS** bedside table CHF 119.- Clear lacquered beech veneer. Designer: F Cayouette/J Karlsson. W47xD40, H68cm. Dark brown stained 804.588.15



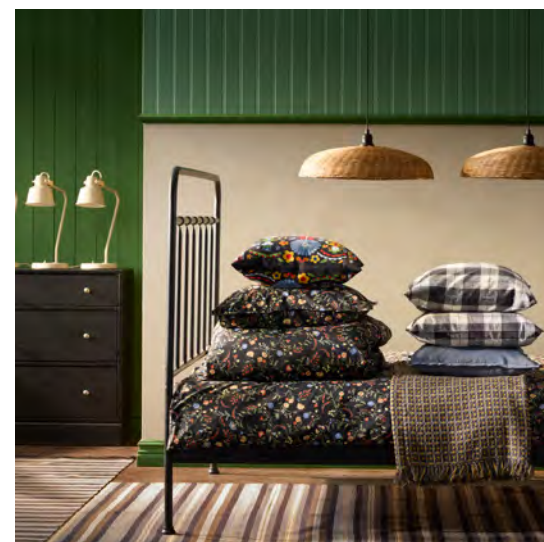
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**PERSBOL** armchair CHF 199.- Tinted clear lacquered solid wood and birch veneer. Designer: Nike Karlsson. W69xD70, H84cm. Black/Tibbleby beige/grey 505.259.20

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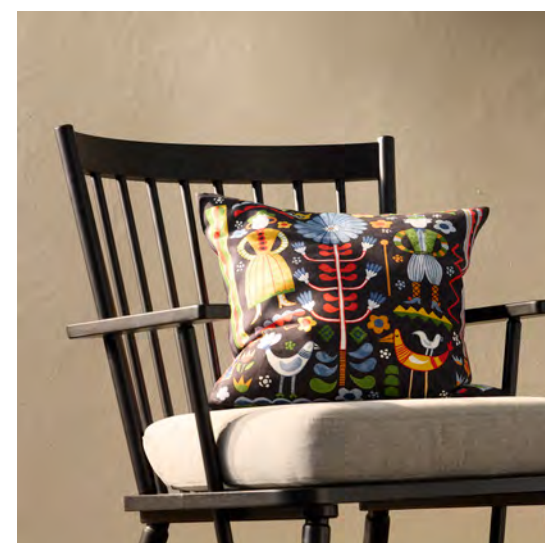
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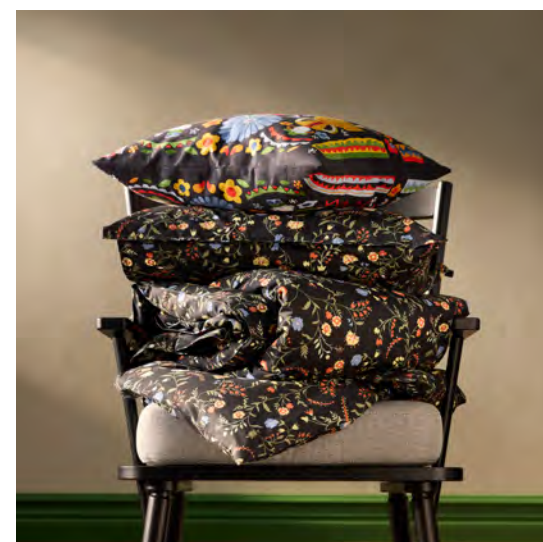
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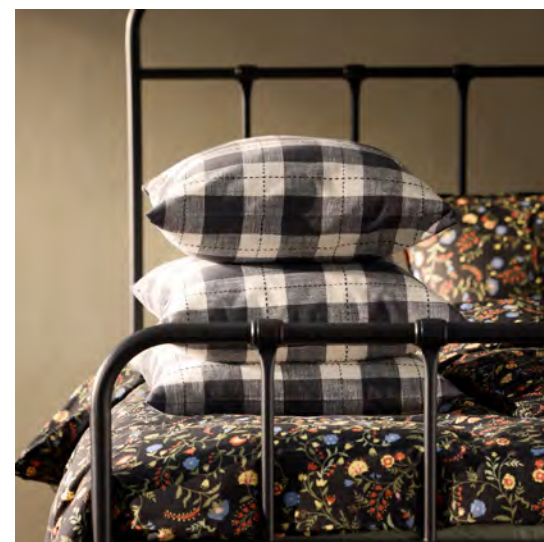
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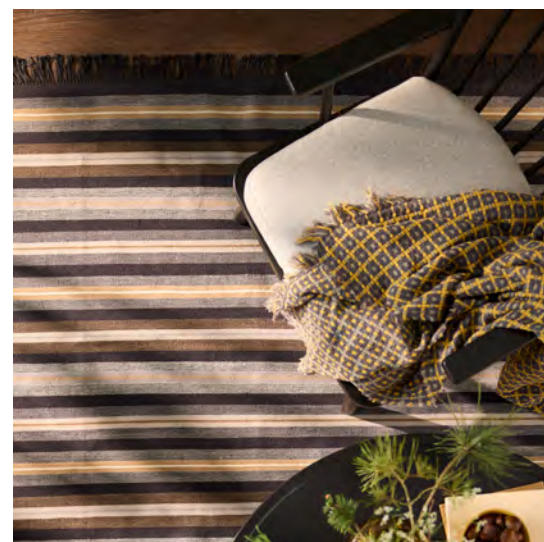
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# Wake up in a dream

Stretch out in bed, pull back the curtains, and let the sunshine do its thing. The smell of coffee and the sound of laughter drift from the kitchen. Time to get up and enjoy a day with no plans.



**New HEMNES day-bed frame with 3 drawers** CHF 349.- Grey-green 806.228.92 **New BRUDKRUSBÄR duvet cover and pillowcase** CHF 39.95 White multicolour/floral pattern 806.147.45 **New HEMNES chest of 3 drawers** CHF 229.- Grey-green/light brown stained 706.107.38 **New CINTIAKAKTUS pre-cut fabric** CHF 14.95 White/multicolour 606.081.56 **New AMBARÖNN plant pot** CHF 14.95 White 405.594.92 **New TRATTKAKTUS cushion cover** CHF 7.95 Multicolour 906.179.32 **New TÄGSÄCKMAL cushion cover** CHF 7.95 White/floral pattern 006.208.73 **PERSBOL armchair** CHF 199.- Brown-red/Tibbleby beige/grey 705.259.19

Master the art of doing nothing







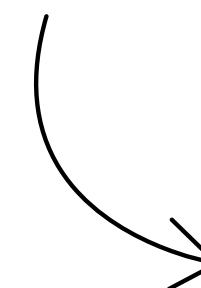
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New CINTIAKAKTUS pre-cut fabric CHF 14.95 White/multicolour 606.081.56

# Craft your way into a traditional look

Transform your space using pre-cut fabric to create extra storage spots for plates, mugs, and anything else that needs a bit more room. Or use the fabric as a tablecloth to add a traditional touch to your meals!

Pre-cut fabric is perfect for creating something unique and personal – whether it's a gift or something for you or your home.



PH206009.JPG

# A bit of Swedish countryside in your home

Designer Eva Lundgreen was inspired by her trip to the Dalarna and Sundborn regions of Sweden to create charming patterns in a traditional look. The vivid natural colours of Swedish artists Carl and Karin Larsson inspired her designs.



Eva Lundgreen, Designer



New HEMNES day-bed frame with 3 drawers CHF 349.- Grey-green 806.228.92 New CINTIAKAKTUS pre-cut fabric CHF 14.95 White/multicolour 606.081.56 New TRATTKAKTUS cushion cover CHF 7.95 Multicolour 906.179.32 New TAGSÄCKMAL cushion cover CHF 7.95 White/floral pattern 006.208.73 New FACELIOR cushion cover CHF 9.95 White/embroidery dark orange 506.115.07

“I allow myself to be free and playful when I sketch. I want to reach a flow where the hand and pencil create on their own. It’s wonderful when that happens.”

Eva Lundgreen, Designer





New FACELIOR cushion cover CHF 9.95 White/embroidery dark orange 506.115.07 PERSBOL armchair CHF 199.- Brown-red/Tibbleby beige/grey 705.259.19

“This collection is built on inspiration from old handicraft from different parts of the countryside of Sweden – Jämtland, Hälsingland, and Dalarna.”

Eva Lundgreen, Designer



New TRATTKAKTUS cushion cover CHF 7.95 Multicolour 906.179.32 PERSBOL armchair CHF 199.- Brown-red/Tibbleby beige/grey 705.259.19

# More than just a bed

Daybed, sofa, single bed, double bed, storage: HEMNES adapts to fit your needs, becoming the ultimate small-space lifesaver.

Ideal for welcoming guests or creating an extra cosy corner, it features a soothing grey-green hue that gives a nod to a traditional look.



Not a fan of green? No worries – the HEMNES daybed is also available in white and grey!



New HEMNES day-bed frame with 3 drawers CHF 349.- Grey-green 806.228.92 New BRUDKRUSBÄR duvet cover and pillowcase CHF 39.95 White multicolour/floral pattern 806.147.45



New HEMNES day-bed frame with 3 drawers CHF 349.- Grey-green 806.228.92 New BRUDKRUSBÄR duvet cover and pillowcase CHF 39.95 White multicolour/floral pattern 806.147.45 New TRATTKAKTUS cushion cover CHF 7.95 Multicolour 906.179.32 New TÄGSÄCKMAL cushion cover CHF 7.95 White/floral pattern 006.208.73 New FACELIOR cushion cover CHF 9.95 White/embroidery dark orange 506.115.07

Product overview | October 2025



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**New HEMNES day-bed frame with 3 drawers CHF 349.-** Painted finish. W89xL209, H83cm. Mattress W80xL200cm. Grey-green 806.228.92



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**HEMNES day-bed frame with 3 drawers CHF 349.-** Painted finish. Designer: Carina Bengs. W89xL209, H83cm. Mattress W80xL200cm. White 903.493.26



PE970096.JPG  
**New BRUDKRUSBÅR duvet cover and pillowcase CHF 39.95** 100% cotton. Designer: Malin Gyllensvaan. Duvet cover W150xL200cm. Pillowcase W60xL50cm. White multicolour/floral pattern 806.147.45



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**New HEMNES chest of 3 drawers CHF 229.-** Stained, clear lacquered solid pine. Designers: K Hagberg/M Hagberg. W108xD50, H96cm. Grey-green/light brown stained 706.107.38



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**New CINTIAKAKTUS pre-cut fabric CHF 14.95** 100% cotton. Designer: Eva Lundgreen. W150xL300cm. White/multicolour 606.081.56



PE903004.JPG  
**New AMBARÖNN plant pot CHF 9.95** Stoneware. Ø19cm. D15xH17cm. In/outdoor/white 405.594.92



PE983737.JPG  
**New TÅGSÄCKMAL cushion cover CHF 7.95** 100% cotton. Designer: Inga Leo. White/floral pattern 006.208.73



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**PERSBOL armchair CHF 199.-** Tinted clear lacquered solid wood and birch veneer. Designer: Nike Karlsson. W69xD70, H84cm. Brown-red/Tibbleby beige/grey 705.259.19

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**Swedes  
nailed  
breakfast**

# A traditional way to start the day

Get up, stretch and gather around the table for a traditional Swedish breakfast – or *frukost*. Hot porridge with lingonberry jam or crispbread and butter?



- New DAGGASTER plate** CHF 4.50 Dotted/light beige 506.078.12
- New DAGGASTER deep plate** CHF 3.50 Dotted/light beige 306.078.08
- New DAGGASTER bowl** CHF 3.00 Dotted/light beige 806.078.15
- New DAGGASTER mug** CHF 3.95 Dotted/light beige 106.078.09
- New BLÄLJUS rug, flatwoven** CHF 249.- Handwoven natural/grey/brown check 305.957.06



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# Heritage design. Modern comfort.

Take a load off with an IKEA design classic. HÖGVED revives the much-loved spindle chair from the 1970s, this time with modern features. Made from solid birch and birch veneer, the clear acrylic lacquer finish highlights the wood's natural beauty, adding an elegant touch to any dining space.



Give your table a dynamic look by mixing chairs in different colours! HÖGVED is available in two colours, birch veneer and green.



New HÖGVED chair CHF 99.95 Birch veneer 906.068.20

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# A seat for everyone

Let's face it, no one wants to sit at the kid's table, not even the kids. But finding suitable seating for the littlies at the big table can be tricky. Enter AGAM. This junior chair not only provides perfect seating for the plus three's, it also adds a stylish traditional touch to your table. And what about the in-betweens that are not quite big enough for a full-size chair? Try RUDSTORP. This height adjustable stool is comfortable for people of all sizes – a quick spin is all it takes to get the perfect height.



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New RUDSTORP stool CHF 39.95 Black 606.101.02

Product overview | October 2025



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**New DAGGASTER plate CHF 4.50** Pigmented glazed stoneware. Designer: Henrik Preutz. Ø26cm. Dotted/light beige 506.078.12



PE981940.JPG

**New DAGGASTER deep plate CHF 3.50** Pigmented glazed stoneware. Designer: Henrik Preutz. Ø19cm. Dotted/light beige 306.078.08



PE981931.JPG

**New DAGGASTER bowl CHF 3.-** Pigmented glazed stoneware. Designer: Henrik Preutz. Ø14cm. Dotted/light beige 806.078.15



PE981939.JPG

**New DAGGASTER mug CHF 3.95** Pigmented glazed stoneware. Designer: Henrik Preutz. Vol 40cl. Dotted/light beige 106.078.09



PE973123.JPG

**New BLÅLJUS rug, flatwoven CHF 249.-** 54% wool, 46% jute. Warp: 100% cotton. Designer: Maria Vinka. L240xW170cm. Handwoven natural/grey/brown check 305.957.06



PE969295.JPG

**New HÖGVED chair CHF 99.95** Clear lacquered solid birch and birch veneer. W40xD51, H86cm. Birch veneer 906.068.20



PE969896.JPG

**New RUDSTORP stool CHF 39.95** Acrylic painted solid pine and birch plywood. Designer: Andreas Fredriksson. Ø30, H44-55cm. Black 606.101.02



PE974263.JPG

**New AGAM junior chair CHF 69.95** Solid beech and ibreboard. W41xD43, H79cm. Light beige-yellow 606.013.67

Image overview | October 2025



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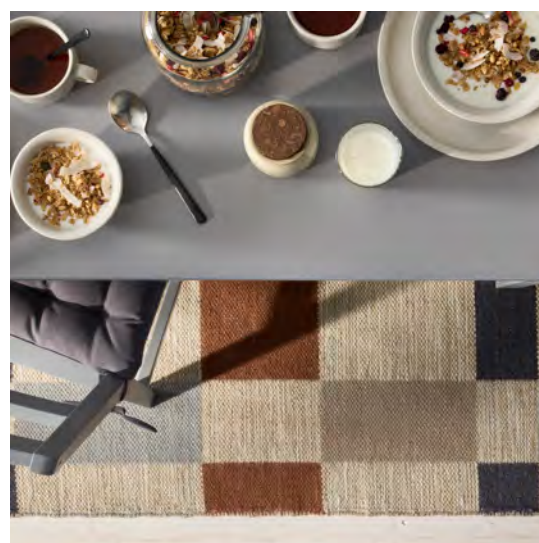
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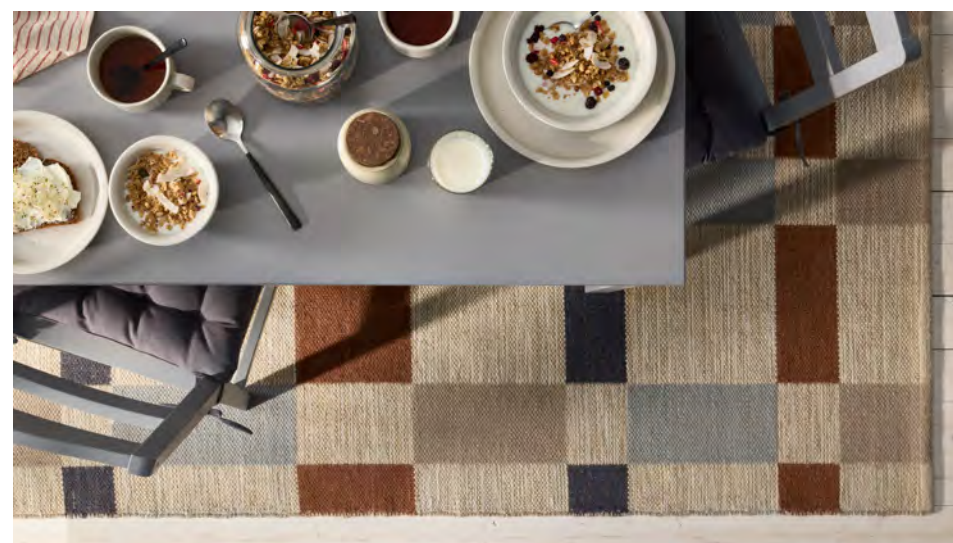
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# Enjoy!

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