



# TJÄRLEK collection

Press kit | February 2025





# Hop into spring!



PH202050.JPG



PH201991.JPG



PH201981.JPG

As the first rays of sunshine kiss our winter-paled cheeks and the early spring flowers start to bloom, the world seems to burst into full colour. Suddenly, everything feels possible. It's time to embrace something fresh, to welcome something new, and to indulge in a little fun!

Let's jump into the season with TJÄRLEK, a collection that captures the spirit of spring with vibrant colours, hand-painted patterns, and playful shapes. And of course, spring wouldn't feel complete without little bunnies.

The TJÄRLEK collection lets you sprinkle some fun in your home with tableware, glassware and textiles that match the season's mood. What's great is that you can bring the feeling of spring with you and use these items all year round. Enjoy!

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*"For the TJÄRLEK collection, I wanted to add that little extra that allows you to easily create a lovely and inviting table setting for all kinds and sizes of festive occasions. The objects are inspired by the happiness I felt as a child in the spring when nature bursts with colours and comes to life. Like how the shapes of the bowl and the plate are reminiscent of the different stages of the flower, from a small bud to being fully in bloom."*

Designer **Hanna Grann Dalrot**





# Cheers to spring!

Gather your loved ones and celebrate the new season with the TJÄRLEK collection. With its playful shapes, watercolour patterns and cheerful colours, the collection captures that wonderful feeling of renewal that goes hand in hand with spring.

These glassware, tableware and decorations create an instant uplifting vibe and make your guests feel welcome. Here's a toast to sunnier days and new beginnings. Cheers!





PH202046.JPG **New TJÄRLEK side plate 5.95** Stoneware. Ø20cm. White 905.870.96



PH202034.JPG **New TJÄRLEK bowl 4.95** Stoneware. Ø15, H7cm. Yellow 705.870.97



PH202048.JPG **New TJÄRLEK bowl/egg cup 2.95** Stoneware. Ø5, H5cm. Yellow 405.870.89

## Invite spring to the table

Set a fun spring table with these colourful tableware and patterned napkins. Why not serve your dishes with a little something extra? Whether they're bell pepper appetisers shaped like carrots or a squiggly topping on soup – it's often the small things that create the biggest smiles.





These are not just pretty napkins. They can also be a great icebreaker. Get a contest going and see who could fold the funniest bunny.

PH202042.JPG **New TJÄRLEK paper napkin 2.80//30-pack** Paper. W33×L33cm. Flower 105.870.95



PH202047.JPG **New TJÄRLEK place mat 2.95** 100% cotton. W45×L35cm. Multicolour 905.871.00

When designer Hanna Gran Dalrot created these patterns, she started by painting them with watercolours to achieve an organic feel and a sheer, almost transparent, effect. The colour shifts are also seen on the glasses and vases in the collection.





PH202043.JPG **New TJÄRLEK paper napkin 1.50/30-pack** Paper. W24xL24cm. Dotted 905.870.82

Inspired by the joy of childhood springs, designer Hanna Gran Dalrot created this sheer dotted pattern reminiscent of meadow flowers, while also hinting at the designs often found on hand-painted eggs.

**New SMYCKA articial wreath 12.95** Powder coated steel and plastic. Ø45cm. Forsythia yellow 905.937.90

PH202044.JPG





# Make your table pop

*“For the TJÄRLEK collection, I wanted to capture the happy expressions and colours of spring and Easter. I often find inspiration through my inner child and love playing with shapes.”*

Designer Marta Krupińska

New TJÄRLEK egg cup 4.95 Stoneware. Ø6, H10cm. Yellow 605.870.93

PH202036.JPG







PH201989.JPG **New TJÄRLEK baking cup 1.95/65p** Silicone treated bleached chlorine-free paper. Ø5, H4cm. Multicolour 405.874.47



PH202032.JPG

Make your spring 'fika' – the Swedish coffee break – extra special with the TJÄRLEK collection. With these flower-shaped baking cups and blooming tableware, it will surely be a sweet moment to remember.



# Enjoy 12 months of spring

You can use these vases, candlesticks and glasses year after year. These glass items are like jewels for your dining table, but they're just as beautiful to display too. Let them add a little sparkle, not just to spring celebrations, but to everyday life as well.

PH201991.JPG **New TJÄRLEK glass 16.95/4-pack** Glass. H3cm. Vol 30cl. Multicolour 305.870.99





Mix and match colourful candles for an eye-catching display.

PH202033.JPG **New TJÄRLEK candlestick 12.95** Tinted clear lacquered glass. Ø12, H7cm. Multicolour 305.922.46



PH202041.JPG **New TJÄRLEK tealight holder 9.95** Tinted clear lacquered glass. Ø13, H3cm. Multicolour 605.870.88

These candlesticks and tealight holders are crafted from solid glass and feature uneven surfaces. Their organic shapes catch and reflect the candlelight and create a warm, inviting atmosphere.



**Make your home  
bloom all year  
round**



**New TJÄRLEK vase, set of 3 12.95** Glass. Multicolour 505.871.02 PH202039.JPG





# There's always room for more bunnies

After a long winter, it's time to decorate your home with bright colours and playful shapes that match the season's mood. Why not decorate with spring's eternal icons?

The egg cup wasn't initially designed to resemble a rabbit. However, when designer Marta Krupińska created the blue bunny bowl, the design team loved it so much that they decided to extend the design to the egg cup as well. And so, the little rabbit family was born.

PH201981.JPG **New TJÄRLEK hanging decoration, set of 6 5.95** Paper. Multicolour 505.880.50





Perfect for candy egg hunts during spring, and for storing your secret stash of candy the rest of the year.

PH202035.JPG **New TJÄRLEK bowl with lid 19.95** Stoneware. Ø12, H22cm. Turquoise 405.870.94



PH202040.JPG **New TJÄRLEK hanging decoration, set of 6 5.95** Paper. Multicolour 505.880.50

***"I hope these playful and colourful objects with their clean and simple design will bring joy and happiness to this lovely season for many years to come."***

Designer **Marta Krupińska**



Create an inspiring spring tree display that blooms all year round with a bunch of yellow sprays or a colourful decoration branch. Hang whatever you like to make it more personal. Enjoy!

**New SMYCKA** artificial spray 3.95 100% polyester.  
H70cm. In/outdoor/forsythia yellow 105.937.94

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Image overview TJÄRLEK collection



PH202014.JPG



PH202013.JPG



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PH202032.JPG



PH202043.JPG



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Image overview TJÄRLEK collection



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PH202040.JPG



PH202037.JPG



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Image overview TJÄRLEK collection



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PH202005.JPG



PH202019.JPG



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PH202015.JPG



PH202008.JPG



PH202016.JPG



PH202000.JPG



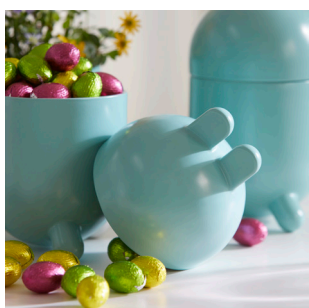
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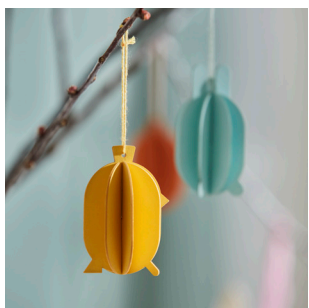
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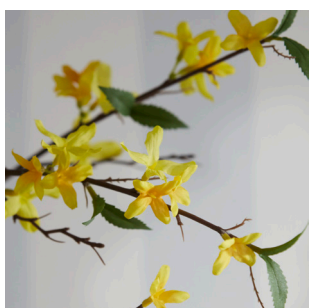
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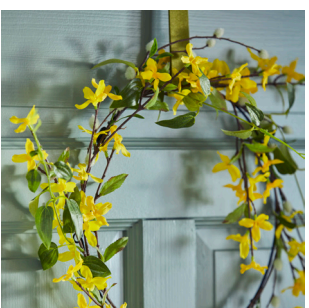
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PH202006.JPG



PH202031.JPG



Product overview TJÄRLEK collection



PE952323.JPG  
**New TJÄRLEK side plate 5.95**  
Stoneware. Designer: Hanna Grann Dalrot. Ø20cm. White 905.870.96



PE952321.JPG  
**New TJÄRLEK bowl 4.95**  
Stoneware. Designer: Hanna Grann Dalrot. Ø15, H7cm. Yellow 705.870.97



PE952314.JPG  
**New TJÄRLEK bowl/egg cup 2.95**  
Stoneware. Designer: Hanna Grann Dalrot. Ø5, H5cm. Yellow 405.870.89



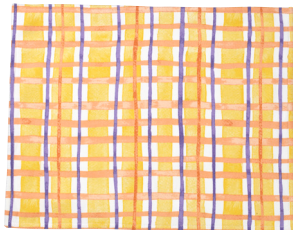
PE952316.JPG  
**New TJÄRLEK baking cup 1.95/65p**  
Silicone treated bleached chlorine-free paper. Designer: Marta Krupińska. Ø5, H4cm. Multicolour 405.874.47



PE952322.JPG  
**New TJÄRLEK paper napkin 1.50/30-pack**  
Paper. Designer: Hanna Grann Dalrot. W24×L24cm. Dotted 905.870.82



PE952310.JPG  
**New TJÄRLEK paper napkin 2.80/30-pack**  
Paper. Designer: Hanna Grann Dalrot. W33×L33cm. Flower 105.870.95



PE952311.JPG  
**New TJÄRLEK place mat 2.95**  
100% cotton. Designer: Hanna Grann Dalrot. W45×L35cm. Multicolour 905.871.00



PE952317.JPG  
**New TJÄRLEK vase, set of 3 12.95**  
Glass. Designer: Hanna Grann Dalrot. Multicolour 505.871.02



PE952313.JPG  
**New TJÄRLEK candlestick 12.95**  
Tinted clear lacquered glass. Designer: Hanna Grann Dalrot. Ø12, H7cm. Multicolour 305.922.46



PE952319.JPG  
**New TJÄRLEK tealight holder 9.95**  
Tinted clear lacquered glass. Designer: Hanna Grann Dalrot. Ø13, H3cm. Multicolour 605.870.88



PE952312.JPG  
**New TJÄRLEK glass 16.95/4-pack**  
Glass. Designer: Hanna Grann Dalrot. H15cm. Vol 30cl. Multicolour 305.870.99



PE952315.JPG  
**New TJÄRLEK bowl with lid 19.95**  
Stoneware. Designer: Marta Krupińska. Ø12, H22cm. Turquoise 405.870.94



PE952320.JPG  
**New TJÄRLEK egg cup 4.95**  
Stoneware. Designer: Marta Krupińska. Ø6, H10cm. Yellow 605.870.93



PE952318.JPG  
**New TJÄRLEK hanging decoration, set of 6 5.95**  
Paper. Designer: Marta Krupińska. Multicolour 505.880.50



PE959438.JPG  
**New SMYCKA arti icial spray 3.95**  
100% polyester and plastic. H70cm. In/outdoor/forsythia yellow 105.937.94



PE959467.JPG  
**New SMYCKA arti icial wreath 12.95**  
Powder coated steel, 100% polyester and plastic. Ø45cm. Forsythia yellow 905.937.90



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# Enjoy!

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