# Find your balance

August 2020

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# Sidestep a few must-dos and find your balance

Summer is out and it’s time to tackle a hectic autum. No doubt,  there will be complicated day-to-day logistics to cope with and early  mornings to endure. But what if we decide to make the most of the precious moments inbetween – and bring some of the laid-back vacay mood right into the rainy season?
Finding a good balance in life is about allowing yourself time to  recharge, which is infinitely more easy when sidestepping a few must-  dos, holiday style. So, have a marathon lie-in on a weekday. Ignore the  washing up and take a nap. Cuddle up in the sofa and binge-watch your favourite series. Whatever makes you happy and well-rested.



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# Wake up to a balanced breakfast

It’s surprising what a good night’s sleep can do for the morning mood.  For example, it means that you can look as content as this guy at 6.30  am. Not only that, getting 7 hours or more of sleep improves your memory, reduces inflammation and stress, plus lots more.

And there’s no one right way of securing the precious rest. When space  is sparse (or when one more night of co-sleeping with the kids is one  too many) a sofa bed may very well be the top choice.
So, bring on school runs and tooth brushing. You’ll be ready.

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**GRÖNLID 2-seat sofa-bed ₩909,000** W196×D98, H104cm. Bed size 140×200cm. Inseros white 592.780.91
**BERGPALM quilt cover and 2 pillowcases ₩49,900** Quilt cover W240×L220cm. Pillowcases L50×W80cm. 004.232.50
**ODDLAUG sound absorbing panel ₩29,900/15 pack.** Ø17cm. 804.273.67



PH170949 **BERGPALM quilt cover and 2 pillowcases ₩49,900** Quilt cover W240×L220cm. Pillowcases L50×W80cm. 004.232.50

BERGPALM quilt cover and pillowcase are made with a thicker yarn creating a handcrafted, vintage feel. It's 100% cotton, a natural and durable material that becomes softer with every wash. Like with all our products, the cotton comes from more sustainable sources. That means it's either recycled or grown with less water, less fertilisers and less pesticides.



PH170953 **LAPPTÅTEL pillow, high, side/back sleeper ₩5,900/each** L50×W80cm. 604.603.72

Thanks to the polyester ball fibre filling and the soft microfibre fabric, LAPPTÅTEL is easy to fluff and shape, supporting you in all the right places. It can be washed frequently at high temperatures and it dries quickly. Another good thing? The filling is made of recycled polyester, meaning that we've used less new raw materials during production.



PH170950 **GRÖNLID 2-seat sofa-bed ₩909,000** W196×D98, H104cm. Bed size 140×200cm. Inseros white 592.780.91

During the day it's a bustling living room, at night it turns into a comfy bedroom. All you need is a sofa bed, soft bedding, and lighting that works for an evening read.Add a sideboard for all the bits you want handy at bedtime.



PH170954 **ODDLAUG sound absorbing panel ₩29,900/15 pack.** Ø17cm. 804.273.67

Giving a bit of extra thought to sound can be a great way to improve sleep. It's more difficult to doze off in noisy surroundings; it goes without saying. And even if ODDLAUG panels don't equal silence, they absorb sound from chitter-chatter and clattering of pots and pans and lead to a lower sound level in general. The effect depends on the number of panels you put together and how you hang them.

# Out of balance? Lean back in a sofa bed

To say that multifunctional furniture is clever is an understatement. Like no other products, they make everyday life more flexible. Take sofa beds, for example. They're not only somewhere to snuggle up together on rainy days (or on any day, really); they are also the perfect place for sweet dreams. Being extra deep, super easy to fold out and with a thick bed mattress in high resilience foam, GRÖNLID is a great choice whether you plan to stay awake or not.




PH170951 **GRÖNLID 2-seat sofa-bed ₩909,000** W196×D98, H104cm. Bed size 140×200cm. Inseros white 592.780.91

# Warm wood with Scandi roots

Make your bedroom even more inviting with a bed  frame in warm wood and comfortable linen headboard  pillows. BJÖRKSNÄS has its roots in Scandinavian craftsmanship traditions and boasts fine carpentry  details. It’s beautiful and durable – and a great addition  to any space.

PH172803 **BJÖRKSNÄS bed frame ~~₩474,000~~** W170×L214, H55cm. 404.016.04

# Some days, the best way to stay balanced is to hit snooze

Most of us feel decidedly more in balance when there are fewer deadlines to meet and less stressful mornings to get through. While must-dos are unavoidable parts of everyday life, we can still make sure to treat ourselves to a breather every chance we get.

So, even if chronic snoozing isn't great for sleep quality, there are mornings when the best thing you can do is to say yes to an unexpected lie-in. Getting those extra precious minutes of shut-eye may very well be what saves the day.

PH171177 New **TUFJORD upholstered bed frame ₩699,000** W150×L200, H109cm. Gunnared blue 104.464.06

New **FYRTUR block-out roller blind ₩179,000/each** W100×L195cm. 604.081.76




PH171180 **KLUBBSPORRE ergonomic pillow, multi position ₩49,900** L41×W70cm. 804.460.97

**FJÄLLARNIKA duvet, warm ₩49,900** W150×L200cm. 904.590.27

When it comes to bedtime set-ups, we all have different preferences, but the things to consider are more or less the same – like which pillow to choose. KLUBBSPORRE ergonomic pillow is made of memory foam, topped with a cooling gel layer. The foam cradles your head, neck and shoulders, relieving tension and pressure, while the gel gives a cool, soothing surface.



PH171154 **KUNGSBLOMMA quilt cover and 2 pillowcases ₩49,900** Quilt cover W240×L220cm Pillowcases L50×W80cm. 904.230.81

Another key to comfort? The bedding. KUNGSBLOMMA is woven from the finest yarn made of cotton and lyocell, a cellulose fibre made from wood. The blend absorbs and draws moisture away from your body and keeps you comfortable all night long.

# Leave the world outside

Create the perfect ambience in your bedroom with lots of textiles that soften sound and with blackout curtains or blinds that make your room extra dark at night – and that stops the morning sun from flooding in when it isn't welcome. If you go for a blind like FYRTUR, you won't even need to leave your comfy bed to adjust it, just use the remote.
Need even more to achieve the block-out you want? Try using an eye mask, as an extra barrier.



PH171179 New **FYRTUR block-out roller blind ₩179,000/each** W100×L195cm. 604.081.76
New **TUFJORD upholstered bed frame ₩699,000** W150×L200, H109cm. Gunnared blue 104.464.06
**KUNGSBLOMMA quilt cover and 2 pillowcases ₩49,900** Quilt cover W240×L220cm Pillowcases L50×W80cm. 904.230.81

# Be embraced by a headboard

Give your bedroom an even cushier look with an upholstered bed frame. TUFJORD has a rounded headboard that doesn't only make it much more comfy to cuddle up when it's time for bed, it's an open invitation for daytime naps. Great for keeping focus, and lots more.

PH171155 New **TUFJORD upholstered bed frame ₩699,000** W150×L200, H109cm. Gunnared blue 104.464.06

# Sometimes, love is all about giving date night a miss

Life is a balancing act. Accelerating into autumn, there's so much we must find time for and so much that we don't. Before we know it, summer laziness has turned into job frenzy – and we only have vague memories of what it was like to feel completely rested.

That's why there are times when the most loving thing you can do is to give in to tiredness, kick off the shoes, put off the toothbrushing – and rock your darling to sleep.

PH171037 **SLATTUM upholstered bed frame ₩199,000** W150×L200, H85cm. Knisa light grey 804.463.75
**HILLEBORG block-out curtains, 1 pair ₩39,900** W145×L250cm. 204.250.31



PE732477



PH171033
**HILLEBORG block-out curtains, 1 pair ~~₩39,900~~** W145×L250cm. 204.250.31

Whether you want to shut out street light or sunlight– block-out curtains have you sorted. HILLEBORG is made from recycled PET bottles, resulting in a fabric that doesn't only fall softly and evenly but that is a more sustainable choice. To create an even softer expression, go for a layered curtain solution where different textures and hues make for a great whole.

# Find the perfect balance

It’s no secret that feeling too hot or too cold affects sleep quality. Pick a mattress that circulates air if you tend to get too warm and one that traps heat if the opposite is true. Another, even easier, tip is to look into the bedding. If you’re prone to getting chilly at night, make sure to choose a thick, warm duvet with lots of filling. If you instead get too warm, go for a lighter duvet or just a sheet and blanket – or choose SMÅSPORRE all seasons duvet. It’s made up of one light warm and one warm duvet that can be joined together or taken apart, meaning that it works great all year round.



PH171036 SKOGSLÖK **ergonomic pillow, multi position ₩9,900** L40×W75cm. 804.526.96
**SMÅSPORRE duvet, light warm ₩39,900** W240×L220cm. 204.570.17

# For a softer experience

Upholstered in a woven fabric, SLATTUM is a bed  frame that effectively combines modern, simple design  and softness. Lean back against the comfy, padded headboard or throw in an abundance of cushions if you  want an even softer experience.

PH171039 **SLATTUM upholstered bed frame ₩199,000** W150×L200, H85cm. Knisa light grey 804.463.75

# Create a breathing space just for you

The list of things that affect our sleep is long, and can seem daunting  to say the least. Instead of getting stressed out by do's and don'ts,  rights and wrongs – that will only make it that much harder to fall  asleep at all – consider a few essentials. You want a comfortable place  to sleep, in a room where light and sound work for you, where the temperature is right and where the air is fresh.

With these boxes ticked, it can only get better. So go ahead and let in  the breeze and bring in the greenery (or don't).

PH171158 **GUNRID air purifying curtain, 1 pair ₩34,900** W145×L250cm. 804.592.21
**HAUGA upholstered bed frame ₩249,000** W150×L200, H100cm. Vissle grey 504.463.53
New **SPIKVALLMO quilt cover and 2 pillowcases ₩17,900** Quilt cover W200×L230cm. Pillowcases L50×80cm. 904.664.38

# A good time to clear the air

Cleaner air can work wonders for your sleep quality,  so why not give it a try? One tip is to bring in air-filtering green plants – peace lilies are particularly
great. Another advice is to go for a curtain like GUNRID.  It doesn’t only look good and help create a cosy atmosphere – it’s also an air purifier that improves the  indoor climate. How it works? The curtain is treated with a mineral-based coating that reacts to natural light  and breaks down air pollutants. It’s a new and simple  way to clean air in your home, without using electrics or  complex filter systems.

PH171157 **GUNRID air purifying curtain, 1 pair ₩34,900** W145×L250cm. 804.592.21



PH170946 New **SPIKVALLMO quilt cover and 2 pillowcases ₩17,900** Quilt cover W200×L230cm. Pillowcases L50×80cm. 904.664.38

The textiles you bring into your bedroom are essential in creating the right level of snugness. Not only that, they give you the chance to decorate and re-decorate as often as you like without touching a paintbrush. By mixing and matching colours, patterns and textures of everything from curtains and quilt covers to cushions, it's easy to create your dream haven – and to change it around completely whenever you fancy.



PH170941 **LUNDTRAV pillow, high, side/back sleeper ₩19,900** L50×W80cm. 904.602.57

Go for a high pillow if you're a side or back sleeper, choose a low one if you sleep on your stomach – the main thing is that your head and neck get the right support. Whatever model you prefer, LUNDTRAV pillow is perfectly plump. The feathers/down filling and the cotton fabric breathe and allow air to circulate, making sure the temperature stays even.



PH170942 **New RESENSTAD rug, flatwoven ₩399,000** W170×L240cm. 504.805.49

The thick, flat-woven wool rug RESENSTAD adds warmth to every space. It's handmade by skilled craftspeople in India and Bangladesh, meaning that no two rugs are identical.



PH170943 **HAUGA upholstered bed frame ₩249,000** W150×L200, H100cm. Vissle grey 504.463.53

Are you a bedtime reader? A breakfast in bed lover? A today-I'll-work-from-the-bed kind of person? Without a doubt, all of that will be comfier when you lean back against a soft upholstered headboard and add just the right number of cushions.

# Everyone deserves a break, even dinosaurs

If you've ever met an unhinged dinosaur, you know they can be a right nightmare. So help your kids create the perfect nesting place for all their prehistoric animals. That way you don't only make sure no soft toys will roam the house, together you and your child have a chance to create the perfect place for cuddles and bedtime stories – with room for humans, dinosaurs and all other play-friendly species.

PH171162 **KURA reversible bed ₩199,000** W90×L200, H116cm. 402.538.11
New **KURA bed tent ₩29,900** L165×H68cm. 004.642.12
New **JÄTTELIK quilt cover and pillowcase ₩24,900** Quilt cover W150×L200cm. Pillowcase L50×W80cm. 804.641.28



PH171041 New **JÄTTELIK quilt cover and pillowcase ₩24,900** Quilt cover W150×L200cm. Pillowcase L50×W80cm. 804.641.28



PH171040 New **JÄTTELIK soft toy, dinosaur/Stegosaurus ₩9,900** L50cm. 604.712.19

# Snuggle up to a Stegosaurus

Good sleep is just as vital for children as it is for adults – if not more. An inviting bed, made with dinosaurs of all shapes and sizes, makes it a bit easier for young, aspiring palaeontologists to get into bed. Why not go through the favourites as a way to wind down before it's time to sleep? Venturing a guess, your child will teach you a thing or two about everything from Stegosaurus to Tyrannosaurus Rex.



PH171159 **New JÄTTELIK soft toy, dinosaur/Stegosaurus ~~₩9,900~~** L50cm. 604.712.19
**New JÄTTELIK quilt cover and pillowcase ~~₩24,900~~** Quilt cover W150×L200cm. Pillowcase L50×W80cm. 804.641.28



PH171044 **New KORNSNÖ LED night light, battery-operated ~~₩6,900/each~~** W8×H6cm. 404.408.94



PH171045 **KURA reversible bed ₩199,000**
W90×L200, H116cm. 402.538.11
**New KURA bed tent ~~₩29,900~~**
L165×H68cm. 004.642.12

JÄTTELIK is a new collection that has everything needed to transform a children's room into an exciting world full of prehistoric animals.
So, cuddle up under soft cotton bedding where the printed dinosaurs roam or use the bed tent to build a cosy cubby-house – or both. And don't forget that kids, as well as dinosaurs, can be a bit scared of the dark, making a soft night light the perfect solution.

# At times, inner peace is just the right tune and a recliner away

Getting back in balance isn't necessarily easier in a recliner, but it can go a long way. Then again, finding balance isn't about furniture  no matter how comfy they are and how far they lean back. It's about making room to breathe and recharge, wherever you are and whether  you have one hour or 5 minutes to spare. So, close your eyes, put on  your favourite playlist and let the mind wander.

PH171166 **GISTAD recliner ₩199,000** W66×D84, H96cm. Bomstad black 804.504.28
**YPPERLIG coffee table ₩59,900** Ø50, H40cm. 503.468.67



PH171214 **YPPERLIG coffee table ₩59,900** Ø50, H40cm. 503.468.67
**SINNLIG scented candle in glass, Sweet vanilla ₩1,500** H7.5cm.
803.374.04

You can’t go wrong with a side table. YPPERLIG, with legs in solid birch, is easy to move around and place exactly where you want it. That way your cup will always be at hand, wherever you decide to put your feet up.



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All awake, ready for a quick shut-eye or yearning for a proper nap? The neat recliner GISTAD gives you the option to sit upright, lean back or lie down without taking up much floor space. Perfect when you need to get back in balance.



PH171163 **GISTAD recliner ₩199,000** W66×D84, H96cm. Bomstad black 804.504.28



PH171216 **ODDRUN throw ₩14,900** W130×L170cm. 503.957.92

# Sometimes, nothing can throw you off balance

The power of a daytime nap can’t be stressed enough, so no need to  feel lazy for indulging in a quick kip. Experts keep telling us that 10 minutes are all it takes to recharge (and that it’s a good idea not to  exceed 20 if you’re after a vitalising shut-eye).

So, what’s so great about nodding off in the middle of the day? Well,  among other things, a nap is said to boost memory, improve job performance, lift the spirits, make us more alert and less stressed.

And after the extra Z’s, you’re ready for just about anything – even a  surprise make-over.

PH170833 **MALM bed frame, high, with 2 storage boxes ~~₩369,000~~** W150×L200, H100cm. 491.994.62
**New GURLI cushion cover ₩7,900** L65×W65cm. 604.747.03
**New HANNELISE cushion ₩9,900** L50×W50cm. 704.650.53

# After a few extra Z's?

# Go all in on the cushions

When it's time to give your head a rest, even just for a few minutes, some places are more inviting than others. And it doesn't take a lot to get there. The go-to solution spells cushions. Large ones, like GURLI, are perfect when you want to prop yourself up a bit.



PH170827 New **GURLI cushion cover ₩7,900** L65×W65cm. 604.747.03



PH170830 New **HANNELISE cushion ₩9,900** L50×W50cm. 704.650.53

With its striking chevron pattern, HANNELISE cushion makes a statement anywhere you put it. Why not let it stand out next to a solid-coloured GURLI?



PH170834 New **STOENSE rug, low pile ₩39,900** W80×L150cm. 504.821.43

STOENSE rug helps create the right relaxed atmosphere at home. The thick, soft-spun pile dampens sound and is a dream for bare feet. Go for the one, or place several next to each other.

# Versatility for the win

Whether for a nap or a solid 8 hours sleep, some beds are more inviting than others. MALM looks just as great anywhere you place it – freestanding or with the headboard against the wall. The sides can be adjusted so you can use mattresses of different thicknesses, and under the bed two drawers provide plenty of storage space.
Except being comfortable and versatile, the clean and simple design ensures that MALM will look good whatever cushions, quilt covers and throws you bring in.

PH170831 **MALM bed frame, high, with 2 storage boxes ₩369,000** W150×L200, H100cm. 491.994.62

# Lounge your way to the perfect school-life balance

Is there a better way to wind down after a day of presentations, loud classmates and running back and forth to the locker than just hanging out with your favourite crowd?

Lounging around is hugely underestimated – especially when the pressure is on to achieve great things. So, whatever you do, make sure to grab every opportunity to get busy doing nothing. And do it the way you love best, with the people you like most.

PH170844 **SLÄKT bed frame with underbed and storage ~~₩259,000~~** W90×L200, H80cm. 492.277.52
**ENEBY bluetooth speaker ₩69,900** W20×D8, H20cm. 604.013.92
New **LYKTFIBBLA quilt cover and pillowcase ₩14,900** Quilt cover W150×L200cm. Pillowcase L50×W80cm. 404.664.26



PH170841 New **SARAKAJSA cushion ₩5,900** L30×W58cm. 304.728.09



PH170839 New **LYKTFIBBLA quilt cover and pillowcase ₩14,900** Quilt cover W150×L200cm. Pillowcase L50×W80cm. 404.664.26

## Mismatch? Nope

There's no such thing as a mismatch when it comes to patterns (or at least it's highly subjective what's hot or not). So, why not go all in and do your very own take? Use textiles, from curtains to rugs via quilt covers, as your bold exclamation marks. That way, you don't only add to the snugness – you can change the way the whole thing looks in the time it takes to change cushion covers.



PH170838 **ENEBY bluetooth speaker ₩69,900** W20×D8, H20cm. 604.013.92

Place ENEBY anywhere you want to experience clear, powerful sound. Just connect to any Bluetooth enabled device and start playing all your favourite tunes. Also, being portable, ENEBY is super easy to bring with you everywhere you go.



PH170842 **SLÄKT bed frame with underbed and storage ₩259,000** W90×L200, H80cm. 492.277.52

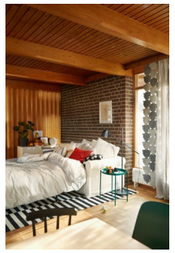
When the underbed is rolled out, SLÄKT turns into a great place to hang out, with room for surprisingly many (when there's a will, there's a way). If none of the friends spend the night, the extra bed is rolled back in the blink of an eye.

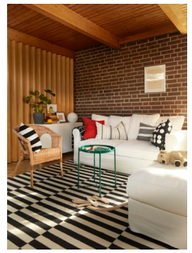
# Image overview

Still images visualising the three levels of each idea,
i.e. the overall idea with models, the interior solution  without models, and the products.

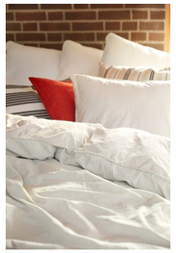

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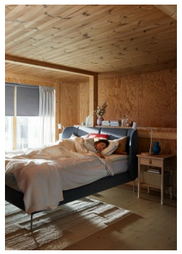

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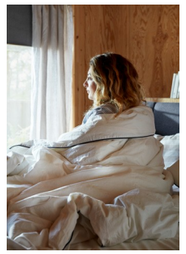

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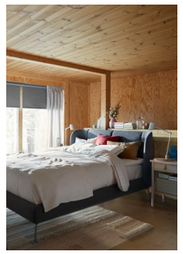

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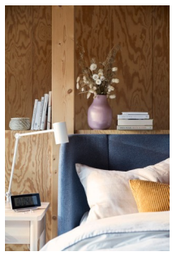

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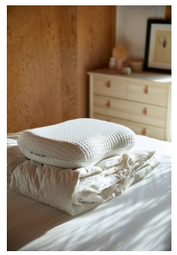

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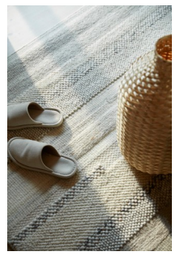

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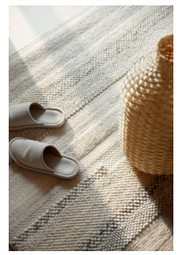

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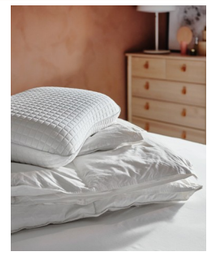

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**NEW!**


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**NEW!**

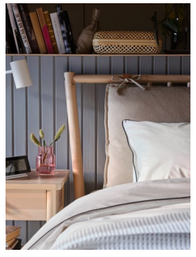

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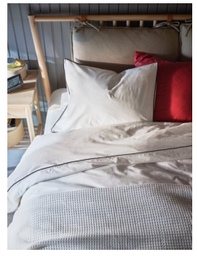

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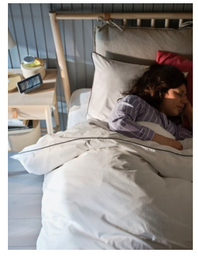

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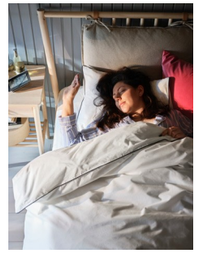

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PH172803


PH172845


PH172842


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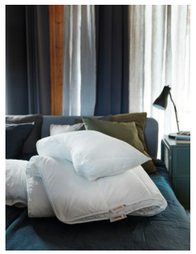
# Image overview



PH171039



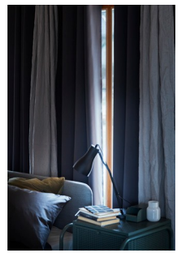
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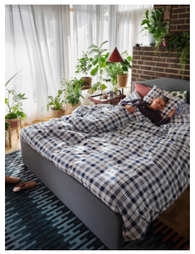
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PH171036



PH171033



PH171158



PH170944



PH170943



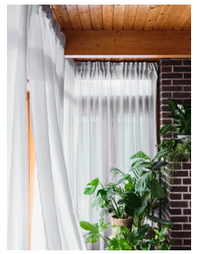
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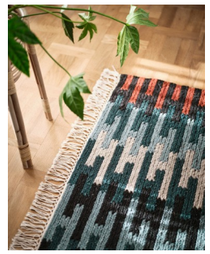
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PH171157



PH170940



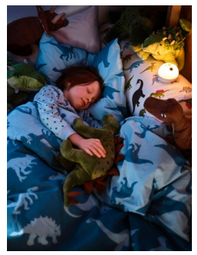
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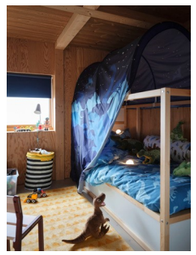
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PH171160



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PH171042



PH171041



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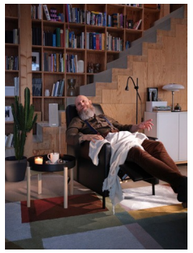


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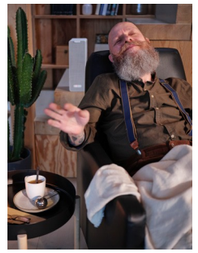


PH171040

# Image overview


PH171166


PH171165

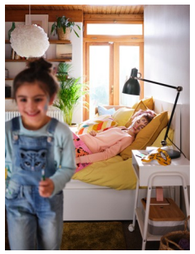

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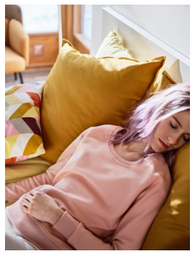

PH171216


PH171214


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PH170830


PH170829


PH170834

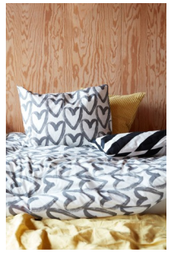

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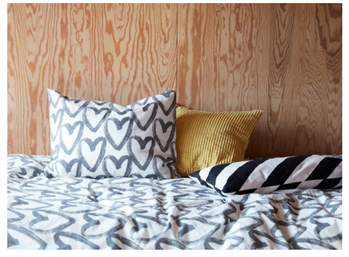

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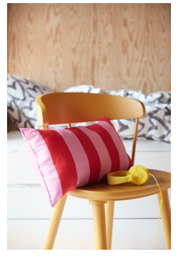

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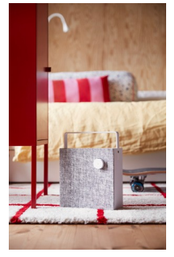

PH170836


PH170842


PH170840


PH170839


PH170841


PH170838


PH170837

PH170829

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