

Press kit

Good vibes incoming

Launching
April 2025

New LYCKAN stol 995 kr Yellow/birch
veneer 005.691.86



Ready for a fresh start?

Whether you're moving into your first home, preparing for tiny feet, or just looking to refresh your space, new beginnings are exciting but can also feel a little overwhelming.

Will a pink cushion or quirky egg-themed bedding change the world? Maybe not, but they're more than decor. They're little moments of joy, making you smile and think, "Yes, this is my place."

This season, we're introducing three vibrant coordinations full of bold patterns, lively colours, and playful details that'll light up your home. Looking for just one or two pieces? We've got that, too.

Because those good vibes? They make your home feel like yours.

PH202891.JPG



New **KLIBBKORSÖRT** kuddfodral 39 kr White/multicolour 306.010.19 New **GURLI** kuddfodral 29 kr Pink 705.987.55
New **SANELA** kuddfodral 59 kr Bright pink 505.909.20
New **KUNGSLJUSMAL** avpassad tyglängd 159 kr Multicolour/bird floral pattern 306.011.37



Sit tight, exciting news awaits:

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New **ÖGONLOCKSMAL** kuddfodral
49 kr Black/white 706.009.99 New
MÄSTERROT kuddfodral 39 kr White/
black 505.996.28 New **BJÖRKGRÄMAL**
påslakan 149 kr 16 Black white/dotted
105.911.82



“When designing the spring 2025 textile collection, I wanted to focus on new beginnings. All things bright and optimistic. I included soft pastels and vibrant hues to create a feeling of bloom and to inspire moments of joy and connection to nature. I especially love the sunny side up egg on ÖGONLOCKSMAL cushion cover – it brings a twinkle to your eyes! I hope this collection helps everyone to welcome the arrival of spring into their homes with open arms.”

Hannah Wilcox, Designer





Brighten up

You don't need to go big to refresh your home. A smiley FRÖVÄXT vase, an ÖGONLOCKSMAL egg-themed cushion and a SPETSBOJ table lamp will instantly lift the entire room, and bring a touch of joy to your every day.

New ÖGONLOCKSMAL påslakan 149 kr 16 Black/white/yellow 006.000.35 **New**
BLÅMUNKAR kuddfodral 39 kr White/black/dot pattern 605.996.37

Make every morning feel sunny side up

Looking to wake up with a smile? The new Scandinavian modern style coordination is here to brighten your mornings! Think fresh blinds that block out the light but still bring the fun, a vibrant yellow chair, and bold black-and-white patterned rugs and cushions.

Want to add a playful twist? Try our new egg-themed bedding and match with your little one for a “sunny side up” start to the day. We can’t promise it’ll make getting out of bed easier, but your bedroom will be refreshed in an instant and ready to shine!

New ÖGONLOCKSMAL påslakan 149 kr 16 Black/white/yellow 006.000.35 **New** ÖGONLOCKSMAL kuddfodral 49 kr Black/white 706.009.99 **New** LYCKAN stol 995 kr Yellow/birch veneer 005.691.86 **New** ÖGONLOCKSMAL bäddset för spjalsäng 169 kr Flower white/yellow 505.985.20 **New** FRÖVÄXT vas 79 kr White 605.919.19



Bright-eyed or grumpy? It's all part of the fun.

PH202957.JPG

The bright
LYCKAN chair
works perfectly
as a bedside
table too!



Tip!

Give black and white a playful update. A splash of colour can wake up your space, refresh the vibe, and brighten your mood for the day ahead.



New SCHERSMIN påslakan 399 kr 16 White 005.997.44 **New** RÖDALM ram med poster 199 kr Sunny-side up 705.949.22 **New** VÄNDPLATS matta, kort lugg 599 kr White/black dotted 306.009.39

PH202941.JPG

New ÖGONLOCKSMAL kuddfodral 49 kr Black/white 706.009.99 **New** MÄSTERROT kuddfodral 39 kr White/black 505.996.28 **New** BJÖRKGRÄMAL påslakan 149 kr 16 Black white/dotted 105.911.82



The brightest way to block out the sun

Say hello to the new FRIDANS blackout blind, your ticket to block out the world, and bring in a little sunshine!

At a generous 195 cm long, it gives you full privacy and blocks out all light to transform your room into the perfect spot to sleep — day or night.

Plus, it's ideal for keeping that annoying TV glare at bay, so you're all set for those epic movie marathons. Just don't forget the popcorn!



FRIDANS mörkläggnings rullgardin 299 kr
W100×L195cm. White yellow/striped 605.956.96

Creating a safer home for everyone

Designed with safety in mind, this blind is completely cordless to keep our little ones out of harms way.



FRIDANS block-out mörkläggnings rullgardin 249 kr W80×L195cm. White yellow/striped 805.956.95 FRIDANS mörkläggnings rullgardin 299 kr W100×L195cm. White yellow/striped 605.956.96 FRIDANS mörkläggnings rullgardin 349 kr W120×L195cm. White yellow/striped 405.956.97



"With the NATTHÄGER collection, I want to transform bedtime into an exciting jungle adventure with zebras roaming, tigers roaring and crocodiles splashing around! All with cute ears and tails and in colours that reflect tropical hues"

Hannah Wilcox, Designer

New NATTHÄGER påslakanset 149 kr
16 Multicolour/jungle 205.952.93 New
NATTHÄGER kudde 149 kr Blue/tiger
005.953.26 New NATTHÄGER matta,
kort lugg 299 kr Blue orange/toucan
505.953.24

"The hand puppets
are especially
guaranteed to spark
the imagination!"



PE966772.JPG

New NATTHÄGER handdockset 119 kr s3 Crocodile zebra/tiger multicolour
205.972.54



New NATTHÄGER matta, kort lugg 299 kr Blue orange/toucan 505.953.24 MAMMUT barnpall 99 kr In/
outdoor/red 705.819.91

A smile



New LYCKAN stol 995 kr Yellow/birch veneer 005.691.86 005.691.91

...from every angle



The iconic LYCKAN chair comes in classic birch, black (limited markets only), and a new bright yellow wood veneer for instant good vibes.



“I enjoy working with simple, basic shapes, but I also want to find a personality in what I design. With LYCKAN, I aimed to create a dining chair that makes you happy. An everyday friend that is easy to like, both when you see it and when you sit on it. With a soft, rounded back that embraces you, and a nice flexibility in the seat. Hopefully, a relationship with the chair will arise, grow, and mature with all dinners and moments you enjoy in it.”

Henrik Preutz, Designer

Get comfy!

The cantilever design offers a gentle bounce and curves that mould to your body shape, keeping you comfy whether you’re enjoying dinner or lost in a good book. Plus, the warm wood grain shines through, adding an inviting touch that begs you to sit back and stay a while.



New LYCKAN stol 995 kr Yellow/birch veneer 005.691.86 **New LYCKAN stol 995 kr** Birch veneer 005.691.91
New LYCKAN stol 995 kr Black/birch veneer 205.691.90



PE963065.JPG
New ÖGONLOCKSMAL påslakan 149 kr 16 54% cotton, 46% viscose/rayon. Designer: Hannah Willcox. Duvet cover W150xL200cm. Pillowcase W60xL50cm. Black/white/yellow 006.000.35



PE949877.JPG
New ÖGONLOCKSMAL kuddfodral 49 kr 100% cotton. Designer: Hannah Willcox. W50xL50cm. Black/white 706.009.99



PE840527.JPG
KLEPPSTAD sängstomme 1 695 kr 100% polyester and powder coated steel. Designer: Ebba Strandmark. W166xL207, H86cm. Mattress W160xL200cm. White/Vissle beige 104.926.72



PE929403.JPG
STOMSÖ väggmonterat sängbord 299 kr Powder coated steel, particleboard and foil. Designer: Ellen Hallström. W36xD26, H20cm. Birch effect white/blue 705.678.05



PE957371.JPG
New ÖGONLOCKSMAL bäddset för spjäsäng 169 kr 54% cotton, 46% viscose/rayon. Designer: Hannah Willcox. Duvet cover W110xL125cm. Pillowcase W35xL50cm. Sheet W60xL120cm. Flower white/yellow 505.985.20



PE847889.JPG
ÄLSKVÄRD spjäsäng 2 495 kr Clear lacquered solid birch and birch veneer. Designer: Sarah Fager. W65xL126, H93cm. Birch/white 503.148.09



PE955185.JPG
New BJÖRKGRÄMAL påslakan 149 kr 16 54% cotton, 46% viscose/rayon. Designer: Paulin Machado. Duvet cover W150xL200cm. Pillowcase W60xL50cm. Black white/dotted 105.911.82



PE963450.JPG
New SCHERSMIN påslakan 399 kr 16 100% cotton. Duvet cover W150xL200cm. Pillow case W60xL50cm. White 005.997.44



PE951263.JPG
New BJÖRKGRÄMAL kuddfodral 39 kr 100% polyester. Designer: Hannah Willcox. W50xL50cm. Black/white 605.996.23



PE951274.JPG
New BLÄMUNKAR kuddfodral 39 kr 100% cotton. Designer: Hannah Willcox. W50xL50cm. White/black/dot pattern 605.996.37



PE949850.JPG
New GURLI kuddfodral 29 kr 100% cotton. W50xL50cm. Yellow 905.987.59



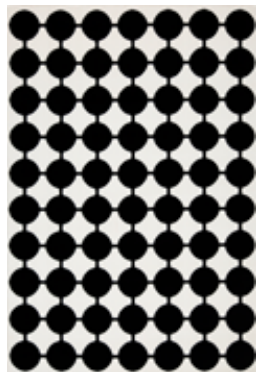
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New GURLI kuddfodral 49 kr 100% cotton. W65xL65cm. Yellow 405.987.85



PE960022.JPG
New GURLI kuddfodral 49 kr 100% cotton. W65xL65cm. dark grey 905.987.83



PE951282.JPG
New MÄSTERROT kuddfodral 39 kr 100% polyester. Designer: Tom Hedqvist. W50xL50cm. White/black 505.996.28



PE958911.JPG
New VÄNDPLATS matta kort lugg 599 kr 100% polypropylene. Designer: Ingela Håkansson Lamm. W133xL195cm. White/black dotted 306.009.39



PE933121.JPG
KLIPPOXEL pläd 199 kr 100% polyester. W130xL170cm. Off-white 705.846.21



PE933126.JPG
MOSSMOTT pläd 149 kr 100 % polyester. Designer: Luna Gil. W130xL170cm. Black/white 805.821.17



PE953171.JPG
New SPETSBOJ bordslampa 99 kr Powder coated steel. Designer: Mikael Axelsson. Ø12, H22cm. Dimmable/yellow 405.494.03



PE957826.JPG
New GULLSUDARE taklampskärm 99 kr Powder coated steel and rice paper. Ø70cm. White/handmade 805.836.16



PE660379.JPG
NYMÅNE vägg/läslampa 199 kr Powder coated steel. Designer: Mikael Warnhammar. Ø7, H11cm. White 203.569.09



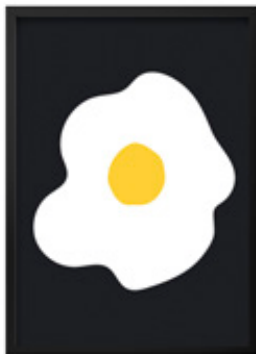
PE962728.JPG PE971477.JPG
New FRÖVÄXT vas 79 kr Pigmented glazed stoneware. Designer: M Mulder/M Vinka. Ø10, H20cm. White 605.919.19 (Bilden visar fram och baksida på vasen)



PE698269.JPG
IKORNES bordsspegel 349 kr Ash veneer and mirror glass. Designer: Ola Wihlborg. W27, H40cm. Ash 003.069.20



PE940027.JPG
KÄLLARHALS vas 149 kr Tinted clear lacquered glass. Designer: Anna Efverlund. Ø19, H22cm. Yellow 705.837.11



PE960157.JPG
New RÖDALM ram med bild 199 kr Fibreboard, paper, polystyrene plastic foil and paper. W50xH70cm. Sunny-side up 705.949.22



PE951644.JPG
New TJENA förvaringslåda m lock 49 kr Paperboard and bleached chlorine-free paper. Designer: Ingela Håkansson Lamm. L35xW25, H20cm. White black/dotted 706.010.55



PE951642.JPG
New TJENA förvaringslåda m lock 79 kr Paperboard and bleached chlorine-free paper. Designer: Ingela Håkansson Lamm. L35xW32, H32cm. White black/dotted 506.010.56



PE958731.JPG
New LYCKAN stol 995 kr Clear acrylic lacquered birch veneer and powder coated steel. Designer: Henrik Preutz. W45xD51, H83cm. Yellow/birch veneer 005.691.86



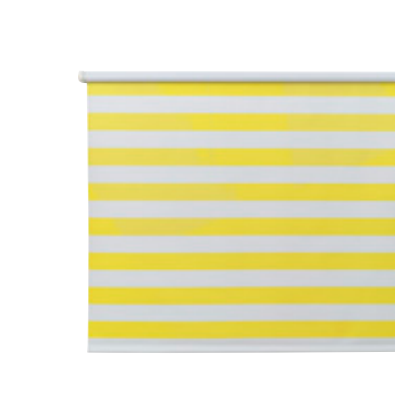
PE958732.JPG
New LYCKAN stol 995 kr
Clear acrylic lacquered birch veneer and powder coated steel. Designer: Henrik Preutz. W45×D51, H83cm. Birch veneer 005.691.91



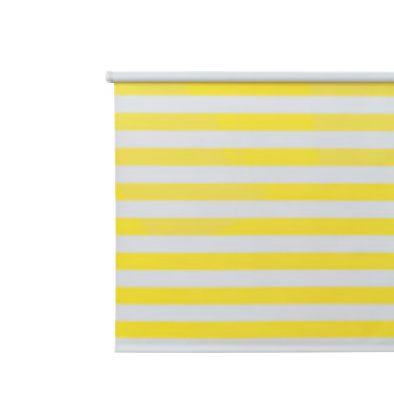
PE958730.JPG
New LYCKAN stol 995 kr
Clear acrylic lacquered birch veneer and powder coated steel. Designer: Henrik Preutz. W45×D51, H83cm. Black/birch veneer 205.691.90



PE938509.JPG
FRIDANS mörkläggningsrullgardin 299 kr 100% polyester and polypropylene plastic. W100×L195cm. White yellow/striped 605.956.96



PE938509.JPG
FRIDANS mörkläggningsrullgardin 249 kr 100% polyester and polypropylene plastic. W80×L195cm. White yellow/striped 805.956.95



PE938191.JPG
FRIDANS mörkläggningsrullgardin 349 kr 100% polyester and polypropylene plastic. W120×L195cm. White yellow/striped 405.956.97



PE957359.JPG
New NATTHÄGER påslakan 16149 kr 54% cotton, 46% viscose/rayon. Designer: Hannah Wilcox. Duvet cover W150×L200cm. Pillow case W60×L50cm. Multicolour/jungle 205.952.93



PE764765.JPG
SLÄKT utdragbar sängstomme m ribbotten 2000 kr Acrylic painted fibreboard and plastic edging. Designer: Ebba Strandmark/IKEA of Sweden. W91×L205, H71cm. Mattress W80×L200cm. White 193.264.28



PE957310.JPG
New NATTHÄGER kudde 149 kr 100% polyester. Designer: Hannah Wilcox. W50×L50cm. Blue/tiger 005.953.26



PE957364.JPG
New NATTHÄGER matta, kort lugg 299 kr 100% polyester. Designer: Hannah Wilcox. W83×L125cm. Blue orange/toucan 505.953.24



PE957312.JPG
New NATTHÄGER kuddfodral 39 kr 100% polyester. Designer: Hannah Wilcox. W50×L50cm. Multicolour/jungle 805.953.32



PE924513.JPG
MAMMUT barnpall 99 kr Polypropylene plastic. Ø30cm. W35×H30cm. In/outdoor/red 705.819.91



PE735970.JPG
MAMMUT barnpall 99 kr Polypropylene plastic. Designer: M Kjelstrup/A Östgaard. Ø30, W35×H30cm. In/outdoor/yellow 203.823.24



PE966772.JPG
New NATTHÄGER handdockset 119 kr s3 100% polyester. Designer: Hannah Wilcox. Crocodile zebra/tiger multicolour 205.972.54

Still images



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PH202927.JPG



PH202929.JPG



PH202925.JPG



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PH202942.JPG



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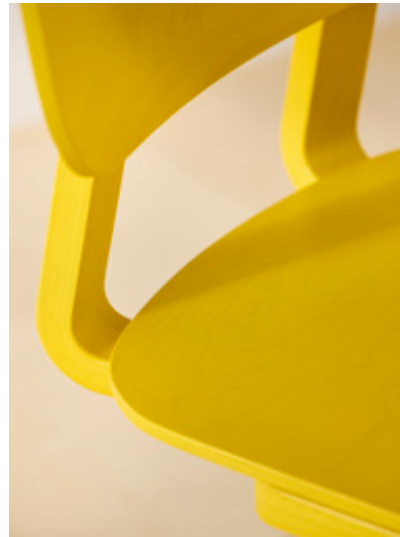
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PH202951.JPG



PH202960.JPG



PH202949.JPG



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Happiness incoming

Refresh your home and bring a smile to your day with playful pops of colour. Add TRÄDSTAM candle holders inspired by swim rings, multicoloured KLIBBKORSÖRT bedding and a bright pink GURLI cushion for an instant lift to your home and mood.

New TRÄDSTAM ljusstake för blockljus 49 kr Dark pink/white 305.919.30 **New** TRÄDSTAM värmeljushållare 49 kr Dark blue/white 505.919.29



**Store it, tidy
up and slide it
out of sight!**



Let the good vibes roll

Ready to give your room a lift? Mix and match bursts of pink, orange, and blue, plus playful patterns like stripes, florals, and bold squares to create a space that makes you think, “Yes, this is my place.”

With smart updates like a new daybed with hidden storage, a trolley that moves wherever you do, and vibrant textiles, creating a feel-good space full of good vibes has never been easier.

New KUNGLJUSMAL avpassad tyglängd 159 kr Multicolour/bird floral pattern 306.011.37 **New** RIDSTIG matta 799 kr Off-white/green 606.009.66 **ÄLGANÄS** klädhängare 249 kr Light blue 205.923.41 **New** VIHÄLS dagbäddstomme med förvaring 1 795 kr White 895.715.86



The KUNGSLJUSMAL meter fabric can be used to create a kimono, cushion cover, or any other fun item you can imagine.

Tip!

Home need a pick-me-up? Mix patterns in the same colour family for an instant refresh, or pair a bold print with solid cushions to let it shine. It's a quick way to make your space feel totally you.



New KÄLLARHALS vas
99 kr Orange 505.837.12

A playful KÄLLARHALS vase ties together the mix of colours, shapes and patterns for a fun, eclectic vibe.

PH202871.JPG



New KLIBBKORSÖRT påslakan 99 kr 16 Multicolour 306.000.10 New KLIBBKORSÖRT kuddfodral 39 kr
White/multicolour 306.010.19



PE963053.JPG
New KLIBBKORSÖRT påslakan 99 kr 16 54% polyester, 46% viscose/rayon. Designer: Hannah Wilcox. Duvet cover W150×L200cm. Pillow case W60×L50cm. Multicolour 306.000.10



PE949862.JPG
New KLIBBKORSÖRT kuddfodral 39 kr 100% cotton. Designer: Hannah Wilcox. W50×L50cm. White/multicolour 306.010.19



PE977541.JPG
New VIHALS dagbäddstomme med förvaring 1 795 kr Particleboard, fibreboard, acrylic paint and plastic edging. Designer: Ola Wihlborg. W86×L206, H75cm. Mattress W80×L200cm. White 895.715.86



PE957217.JPG
LOSHULT rullvagn 499 kr Tinted clear acrylic lacquered solid pine. Designer: Nike Karlsson. W38×L38, H82cm. Pine 405.762.79



PE953851.JPG
ÄLGANÄS klädhängare 249 kr Powder coated steel and galvanized steel. Designer: Henrik Preutz . Ø33, H173cm. Light blue 205.923.41



PE949834.JPG
New GURLI kuddfodral 29 kr 100% cotton. W50×L50cm. Pink 705.987.55



PE960021.JPG
New GURLI kuddfodral 29 kr 100% cotton. W50×L50cm. Bright orange 205.987.67



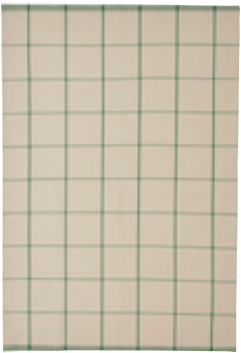
PE933066.JPG
New SANELA kuddfodral 59 kr 100% cotton. W50×L50cm. Bright pink 505.909.20



PE958039.JPG
New KUNGSLJUSMAL avpassad tyglängd 159 kr 100% cotton. Designer: Hannah Wilcox. W150×L300cm. Multicolour/bird floral pattern 306.011.37



PE963545.JPG
New PELARTUJA överkast 249 kr 100% cotton. W150×L250cm. White 506.003.73



PE961018.JPG
New RIDSTIG matta slätvävd 799 kr 100% cotton. Designer: Johanna Jelinek. W200×300cm. Off-white/green 106.033.35



PE749065.JPG
RISBYN taklampa 199 kr Rice paper, birch veneer and steel. Designer: Lisa Hilland. Ø57, H64cm. Onion shape/white 104.040.91



PE727575.JPG
NÄVLINGE LED klämspot 129 kr Polycarbonate plastic and steel. Designer: Henrik Preutz. L34cm. White 704.498.88



PE962530.JPG
New TRÄDSTAM ljusstake för blockljus 49 kr Pigmented glazed stoneware. Designer: M Mulder/M Vinka. Ø16, H4cm. Dark pink/white 305.919.30



PE962536.JPG
New TRÄDSTAM värmeljushållare 49 kr Pigmented glazed stoneware. Designer: M Mulder/M Vinka. Ø16, H4cm. Dark blue/white 505.919.29



PE940024.JPG
New KÄLLARHALS vas 99 kr Tinted clear lacquered glass. Designer: Anna Efverlund. Ø11, H26cm. Orange 505.837.12



PE957900.JPG
SKÅLBODA fätölj med plymå Ransta 958 kr Powder coated steel. Designer: Niels Gammelgaard. W64×D69, H71cm. Orange 695.749.

Still images



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PH202875.JPG



PH202871.JPG



PH202879.JPG



PH202881.JPG



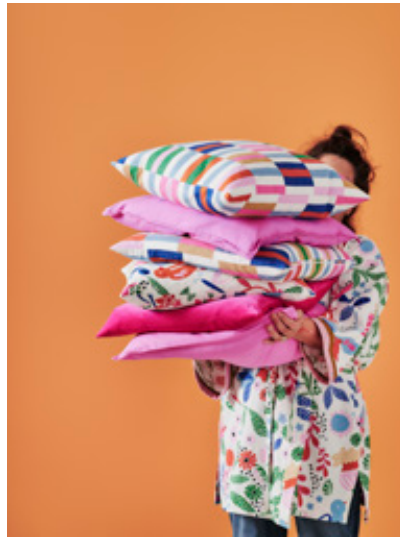
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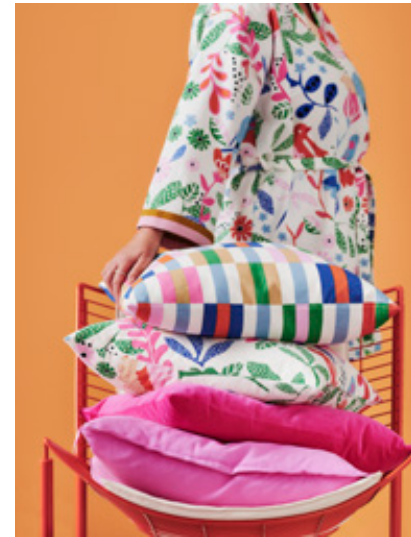
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PH202885.JPG



PH202891.JPG



PH202884.JPG



PH202890.JPG



PH202887.JPG



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