

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 flatware, paired with crisp cotton napkins made with leftover material from sheet production.

< PH200229.JPG
New FRÖJDA Napkins \$3.99/4pk 805.814.53
New GODMIDDAG Side plate \$1.49/ea 805.850.26
New FRÖJDA Flatware set \$49.99/16pcs 105.814.18

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New FRÖJDA Decoration \$6.99 705.813.21



"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 coupes \$19.99/4pk 205.813.85
New FRÖJDA Tray \$9.99 205.814.08





The FRÖJDA collection is designed to easily elevate the room with paper garlands, twinkling fairy lights, and the glow of an LED lantern – and turn any gathering into a warm and inviting celebration!

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New FRÖJDA Pendant lamp \$24.99 505.821.52
> PH200223.JPG
New FRÖJDA LED lantern \$19.99 005.841.96





"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



PE945133.JPG

New FRÖJDA Hanging decoration \$4.99 Paper. Designer: L Hilland/M Axelsson. Requires assembly. Ø11¾". Chrome effect 105.814.04



PE945125.JPG

New FRÖJDA Champagne coupes \$19.99/4pk Dishwasher safe. Glass. Designer: L Hilland/M Axelsson. Holds 7 oz. Clear glass 205.813.85



PE945154.JPG

New FRÖJDA Tray \$9.99 Dishwasher safe. Stainless steel. Designer: L Hilland/M Axelsson. L17×W6×H¾". 205.814.08



PE945127.JPG

New FRÖJDA Flatware set \$49.99/16pcs Includes four of each: fork, knife, spoon and spoon. Dishwasher safe. Stainless steel. Designer: L Hilland/M Axelsson. 105.814.18



PE934298.JPG

New GODMIDDAG Side plate \$1.49 Stoneware. Designer: Maria Vinka. Ø8". White 805.850.26



PE947029.JPG

New FRÖJDA Wine glasses \$19.99/4pk Glass. Designer: L Hilland/M Axelsson. Holds 16 oz. Clear glass 205.861.56



PE945135

New FRÖJDA Napkins \$3.99/4pk Cotton/lyocell. Imported. L12×W12". White 805.814.53



PE945128

New FRÖJDA Decoration \$6.99 Stainless steel. Designer: L Hilland/M Axelsson. Requires assembly. H14". Disco ball/chrome effect 705.813.21



PE934217.JPG

New FRÖJDA LED lantern lamp \$19.99 Powder-coated steel, glass and plastic. Designer: Qian Jiang. Requires 3-AA batteries, sold separately. Requires assembly. Ø7, H11". Battery-operated outdoor/dimmable black 005.841.96



PE934374.JPG

New FRÖJDA Pendant lamp \$24.99 Powder-coated steel. Designer: Lisa Hilland. Requires 3-AA batteries, sold separately. Requires assembly. Ø13". Battery-operated white 505.821.52



PE934191.JPG

New FRÖJDA LED 4-armed candelabra \$21.99 Powder-coated steel. Designer: Lisa Hilland. Requires assembly. W11¼×H18½". Metal/white 805.839.18



PE934214.JPG

New FRÖJDA LED table decoration \$9.99 Powder-coated aluminum. Requires 3-AAA batteries, sold separately. Requires assembly. L7×H4". Battery-operated silver-color 105.821.54



Contact

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