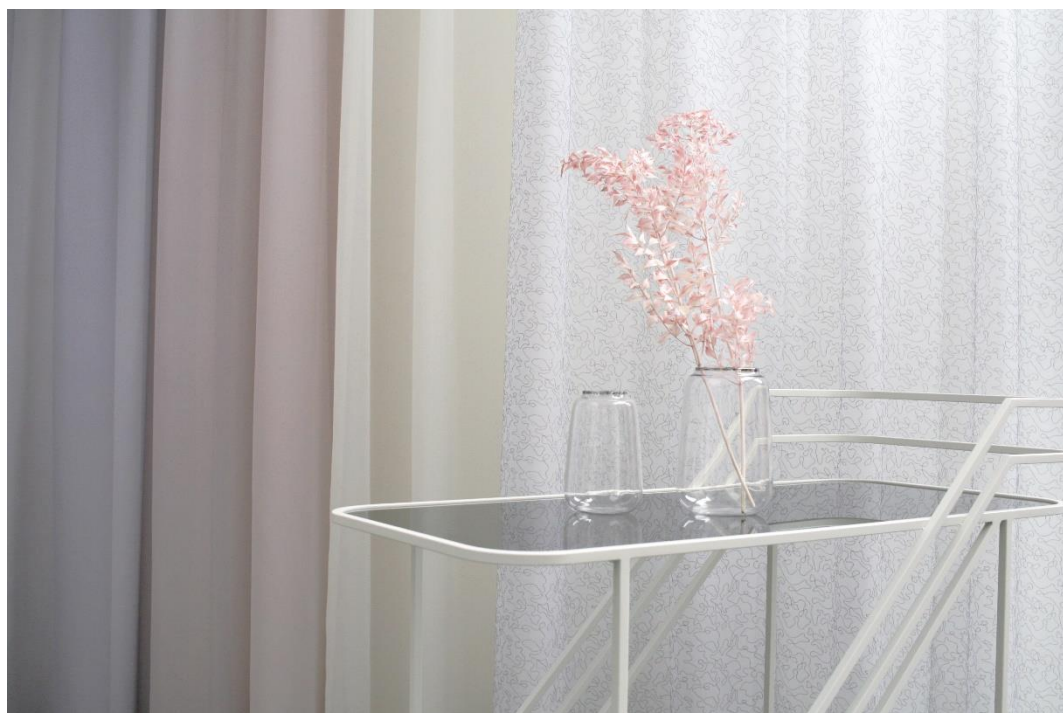


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Collection 2021

Fragrance of the North



left: Marla CS, right: Marlene CS

A fabric collection that appeals to all our senses comprises a variety of perfectly harmonising components – like a fragrance only fully unfolding through its interplay of top, heart and base notes. This was the image guiding us in the development of the nya nordiska collection 2021. Our path of associations here led us to the clarity of Nordic nature that offers all the elements of this fascinating interplay. Serving as inspiration for our textile top note are delicate clematis blossoms, soft moss inspires the tactile-centred heart note while heather sets the tone for the interlinking base note. The result is a balanced textile composition comprising familiar and new elements, look and touch, natural authenticity and innate exclusivity. Inspired by the fragrance of the North.

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left: Chelsea, right: Scarlet

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Jonte (Uni), Jona (Stripe)



left: Marlene CS, right: Alva FR

Tender clematis blossoms find their textile counterparts in **Alva FR**'s soft-hued transparency and the curved filigree lines of **Marlene CS**, subtly complemented by **Chelsea** shimmering like dew drops. Fleecy soft moss serves as nature's template for exciting textures with a woolly touch as embodied by tactile delights such as bouclé **Charlie** or the organic patterns of **Rune**, that appeal to both the eye and fingertips. Firmly rooted in the earth, heather determines the scenery without pushing to the fore – just like those natural basics **Jonte**, **Jona** and **Scarlet**, proving with their informal tabby weave and elegant satin just how multi-faceted linen is.

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left: Rune, Charlie, right: Charlie, Palermo

Our closeness to nature, however, goes beyond merely viewing it as a source of inspiration. The Scandinavian approach to protecting our environment and resources determines all of our daily business – from fabrics made from recycled materials and green electricity to halving our paper consumption over the past two years. These are just some of the many ways we consciously put the environment front and centre – so we can also enjoy the inspiration of nature in the days to come.

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Rune (Curtain, upholstery), Charlie (Cushions, Plaid), Palermo (Cushions)

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Palermo

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