

nya nordiska spring collection 2020: »lagom«



on the left: Oscuro FR 2.0, on the right: Blast

Naturalness in the Most Gorgeous Northern Lights

»Lagom« is a Swedish term describing that delightful ideal between “too much” and “too little”. This attitude to life of perfect balance was also decisive for the development of the nya nordiska collection 2020. High-quality textiles that create a relaxed interior, radiating the naturalness, lifestyle and clarity of the North.

Modern design, natural fibres and striking structures are the unmistakable signature of nya nordiska. Sixteen new, inspiring qualities are combined in the current »lagom« collection, including five exclusive fabrics developed in cooperation with London-based product designer **Bodo Sperlein**. Wool, linen and cotton caress the eyes and fingertips, organic structures convey a sense of craftsmanship and fluffy surfaces ensure a sense of well-being. At the same time, each fabric maintains the ideal measure of things: between exclusivity and suitability for everyday use, highlight and basic, eye-catcher and team player - simply »lagom« in every respect.

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Perfect Match: Basics for all cases

The qualities Lia 2.0, Zero 2.0, Oscuro FR 2.0 and Bjarne belong to the easy-care plain fabrics, which can be used universally with an attractive texture and a wide range of colours. The slightly crashed decoration fabric **Lia 2.0** is one of the absolute favourites in the nya nordiska range and has been given a contemporary upgrade with a more matte finish in 20 current colours. Cotton satin **Zero 2.0** with its flattering feel, 300 cm width and 27 colours is suitable as a decorative soloist, lining fabric or skin-friendly bed linen. The flame retardant decorative fabric **Oscuro FR 2.0** with its particularly soft feel and 99.9% blackout creates a relaxed atmosphere by reducing light and noise. Canvas **Bjarne** spreads natural casual chic. The finely grained surface of its linen-cotton blend is convincing in 40 colour combinations as decoration with casual drape as well as a light upholstery fabric.



Lia 2.0



Melino

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Gentle Touch: textile hand caressers

Henry, Malva, Alma and Elif appeal to all the senses. Their haptics attract looks and fingertips alike. The heavy upholstery fabric **Henry**, for example, with its fluffy, naturally irregular structure and manufactured character, spreads pleasant warmth. Casual soft chic is the distinguishing feature of decoration fabric **Malva**, whose trendy bouclé look with woven structure and fluffy surface is used room-high. Coloured threads of a cotton effect yarn run over the delicate linen base fabric of **Alma**. The regular fixation of these threads makes them look like strings of textile pearls and creates a sophisticated three-dimensionality. The straight lines with bouclé structure contrast vividly with the semi-transparent background of **Elif**, creating a clear architect's style.



Alma & Henry

Wonderful Wool: knitted look and feel

With Bristol, Melino and Sensa CS, three versatile newcomers vary cosy wool-feeling for the interior. The elegant upholstery professional **Bristol** made of pure wool is woven in two colours and, thanks to contrasts in warp and weft, is given additional sophistication as a cover for armchairs, sofas or upholstered beds. As a room-high decorative fabric, **Melino** interprets the wool theme in a light way. Its filigree structure combines the soft feel of a high wool content with the uncomplicated character of synthetic fibres. The semi-transparent decoration fabric **Sensa CS** carries textile sensuality into public spaces as well, combining a wool-like structure and soft touch with the requirements of flame retardancy.

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London calling: nya nordiska X Bodo Sperlein



Blitz

For the spring collection 2020, five exclusive new fabrics were created in cooperation with the multiple award-winning London product designer **Bodo Sperlein**. Blast, Blitz, Boom, Balbo CS and Boja CS have their creative roots in preticism, a specifically English contribution to modernity. For **Blast**, a cubist motif was interpreted in a contemporary way as a generous jacquard pattern on a fine-threaded cotton quality. **Blitz** is a decoration fabric that combines cubic forms in collage-like fashion to form an all-over pattern. **Boom** uses this pattern as a print design on recycled wool, which is suitable for both decoration and upholstery. The semi-transparent decoration fabrics Balbo and Boja signal their suitability for objects by the addition of CS: **Balbo CS** shows a design reminiscent of raindrops with a hatched effect, **Boja CS** shows a net structure that stretches coral-like over the feather-light base fabric.

The current spring collection 2020, for example, offers a spectrum with which the private and contract sectors can be designed in a way that is as diverse as it is contemporary - for living spaces that spread the natural comfort and relaxed naturalness of »lagom«, because they are neither understated nor exaggerated, but rather find the ideal textile measure of things. **Typically nya nordiska.**

Kind regards
nya nordiska

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