

Winter holiday

October 2021





Let's sprinkle a little magic this season

We believe the everyday should feel a little more special at this time of year. Here you will find inspiration and ideas to make home warm and ready to welcome the season like you dreamt about.

We will help you to bring that extra, filling the season with generosity and joy through your own creative mix of classic favourites and new traditions.



Light up someone else's smile

It's that time of year when the lights go on. It can be pretty special to walk along the street and see them appear... which makes you realise, every light you hang in your window or your garden isn't just for you, it's for everyone who sees it.

Lighting up this festive season wouldn't be the same if we were the only ones who did it. It works because we all do it. We can all join in and celebrate together, and in sharing our creativity with others, we each make our own contribution to the special atmosphere.



Ideal for trees both indoor or out, bring a twinkle to your neighbourhood with this chain of 24 flashing golden star lights.

PH180034.JPG **New STRÅLA LED lighting chain with 24 lights, star flashing/outdoor 29,99 805.028.37**



PH180033.JPG **New STRÅLA LED lantern, outdoor/battery-operated 19,99 905.028.13**

This LED lantern is battery-powered, so you can hang it in a tree or on a balcony away from a power supply and bring a warm glow to every passer-by.



Spread the joy

Hanging star lights in your window is a big tradition in Scandinavia. Perhaps that's not surprising, given that it gets pretty dark up here in the winter. But wherever you are, you can send a little seasonal sparkle out into the world from your window with this new range of snowflake-style star lampshades.



The festive period doesn't have to mean bright lights and intense colours. The natural tone of these decorative stars gives your window a subtle, organic beauty this season.



PH180038.JPG **New VINTER 2021 hanging decoration, star-shaped 2,99/10 pack.** 305.041.41

Bring natural decorations together with found objects from the natural world, with these new decorative stars made from dried plant parts, with a 100% jute ribbon.



Homemade winter wonderland

These paint brushes have shorter solid birch handles, making them easier for little hands to control. Try using sour milk as a simple, natural paste for creating a winter scene on your window at home. It's fun to make festive decorations together with your kids.



The big reveal

So, you've found the perfect gifts for all your loved ones. Now to make sure that the wrapping of them isn't an afterthought. After all, it may be what's inside that counts, but a smart outfit goes a long way, too.

Depending on how much time you have to spend, and how much of your own creativity you want to put in, here's some inspiration for great ways to finish your gift-giving with a flourish.

Time for a little creative fun?
This pack of three festive
tape rolls let's you add your
own decorative touches to
presents and cards.



PH180041.JPG **New VINTER 2021 roll of tape 3,-/3 pack. Mixed patterns green** 504.993.94 **New VINTER 2021 gift box, set of 3 3,99** 805.040.87



PH180042.JPG **New VINTER 2021 tea towel 3,99/2 pack.** 604.988.17

Japanese 'furoshiki' is the art of beautifully wrapping items in cloth rather than paper. Think origami with a tea towel. It might take a few attempts to get the hang of it, but the results are pretty satisfying.



Dreaming of a green Christmas?

From decorated evergreen trees to holly wreaths and mistletoe, the festive period happens against a backdrop of green. Give your gifts that green winter theme this year with natural pattern designs – and a splash of red from little robin redbreast.



A feast for everyone is served

We all want to play a role in making this special time of the year extra magical. Setting the table for that big celebratory meal is something children love to be a part of.

Just the suggestion of a colour theme or a decoration idea can be the spark that leads young energy into a whirl of creative activity. Let the preparations begin...



Bring the freshness of nature to your festive dinner table – even in the heart of winter. This mistletoe-patterned table runner combined with leaf-like decor and light chain add a light, organic atmosphere.



PH180048.JPG **New VINTER 2021 hanging decoration, set of 4 4,99** 505.018.15

This set of four mistletoe-inspired hanging decorations makes a great addition to your place tags at the party table. Handy for a kiss under the mistletoe, too.



The gnomes are at home

Create a little of that festive magic for the kid in all of us with these LED lantern houses. They will cast a warm glow on your family time, while the design gives the sense of looking in on a miniature winter world. The only question is, who's looking at who?



If you go down to the woods today...

With all the mystery of a fairytale, the spruce tree is the symbol of everything magical, especially in the festive period. This wipe-clean place mat is a simple, practical evergreen companion for little ones at mealtime – whether they are two- or four-legged.



PH180254.JPG **New VINTER 2021 artificial Christmas tree, in/outdoor 179,- 904.947.71** Hanging decorations are sold separately.

Add a little extra sparkle

We tend to think we know all about Christmas, and then every year we discover the old traditions and seasonal favourites afresh, and are surprised by our own excitement. This year, we can help you bring a little fresh festive sparkle to your living room with

decorations inspired by all the traditions of the season – full of animals with magical powers, trees transformed by light and the twinkle of a star in the night sky. After all, Santa comes from Scandinavia, remember?



Say hello to your furry friends

Inspired by the animals of the Scandinavian winter forests, these festive baubles are a little outside the expected – perfect for this magic time of year. The set of three baubles – a fox, a hare and a deer – come with ribbons included, ready to be hung on your tree.

Twinkle, twinkle, pretty big star

In Scandinavia, people like to welcome the festive season with a star lamp illuminating the window. Add a little Nordic magic to your home with this new range of lampshades for pendant or table lamps with green and gold mistletoe patterns.





These handmade paper decorations with jute ribbons are made using leftover textiles and waste materials from Indian plant production.

This makes them an environmentally friendly treat for your tree, putting waste materials to good use rather than burning them and causing pollution.

PH180261.JPG **New VINTER 2021 hanging decoration, set of 6, mixed shapes 4,99** 905.040.96 **New VINTER 2021 decoration, Christmas tree 5,99** 505.041.02
New VINTER 2021 garland, Christmas tree shaped 2,- 205.040.90



PH180259.JPG **New VINTER 2021 jug 15,99/each** 605.041.49 **New VINTER 2021 mug 4,99** 805.041.53
New VINTER 2021 serving bowl 12,99 005.039.92 **New VINTER 2021 nutcrackers 7,99** 605.104.52

This stoneware jug and matching mug aren't just beautiful to look at – they are handmade by skilled artisans at our social entrepreneur partner Doi Tung in northern Thailand.



Let's celebrate colour

This new collection of mouth blown glasses – each made by a craftsman – create a rich green palette when displayed alongside each other. And if you want to get more practical, the cork lids make them perfect for storing festive treats, too. Compliment with these hanging glass tree decorations that are reminiscent of Scandinavian spruces. They sparkle different shades of green when light shines through.

PH180260.JPG **New VINTER 2021 vase 4,99/each** H12cm. 305.007.89 **New VINTER 2021 vase 9,99/each** H20cm. 305.008.45
New VINTER 2021 jar with lid 5,99/each 70cl. 205.007.80 **New VINTER 2021 jar with lid 9,99/each** 2.5l. 905.007.86
New VINTER 2021 bowl, set of 2 17,99 Ø28 and Ø17cm.105.008.89 **New VINTER 2021 hanging decoration, Christmas tree 9,99/3 pack.** 605.020.65



PH179937.JPG **New** STRÅLA LED 5-armed candelabra 29,99 705.028.14 **New** VINTER 2021 mug 2,-/each 704.988.74

Time to share the good things

Christmas doesn't have to be complicated. The festive holiday season is a time for celebrating the simple pleasures – like dining with loved ones. Here are some easy decorative additions inspired by the traditional rustic charm of a Scandinavian winter home.



A Swedish cottage made of cookies

Up for a little fairytale in the forest? Sweet details like piped icicle and boughs of greenery lend realistic charm to a simple cottage. A light dusting of confectioners' sugar mimics freshly fallen snow. With this gingerbread house, you simply join the pieces of baked gingerbread dough with icing according to the instructions in the package.

A taste of Sweden

Bring a little flavour of Scandinavia to the festive season wherever you celebrate with this traditional Swedish glögg. Glögg is a non-alcoholic mulled fruit drink with spices including cinnamon, cardamom and ginger. Enjoy it served hot for a Swedish winter day with raisins and chopped almonds added, or drink it chilled. Glögg goes perfectly with Swedish sweet treats like ginger thins and toffees.





A tree with a difference

For a unique take on Christmas, this steel spruce tree is a framework for your imagination. Use the curled wires to hang cards, small gifts, or traditional baubles like these shimmering glass Dala horses and wooden ornaments. Whatever you want to create your own holiday feeling.

Place a larger Dala horse – a traditional Swedish souvenir made from waste from furniture manufacturing – beneath the tree for added festive cheer. This one is made from red mottled cork.



Create the traditional elegance of festive candlelight in a safe way with these LED candelabras and battery-operated candle holders.



PH179939.JPG **New STRÅLA lampshade 3,99** Ø48cm. 205.037.31 **New STRÅLA lampshade 5,99** Ø70cm. 105.035.95 **New STRÅLA lampshade 7,99** Ø90cm. 805.037.28

These new star lampshades bring a hint of nature into your home with their intricate green and gold leaf and mistletoe designs.

PH179938.JPG **New STRÅLA LED 5-armed candelabra 29,99/each** 705.028.14 **New STRÅLA LED candle holder, battery-operated 8,99/each** 405.028.15
New STRÅLA LED candelabra, circle/battery-operated 14,99/each H22cm. 505.028.34
New STRÅLA LED candelabra, circle/battery-operated 14,99 H33cm. 205.028.35

Find beauty in the everyday

We believe form and function should go hand-in-hand, such as in the beauty of these handmade steel wireframe items – great on the table filled with fruit or bread, but also striking when displayed on the wall.



Image overview

These are all the images included in this part of the seasonal launch campaign, presented in all available formats and dimensions.



PH180037.JPG



PH180034.JPG



PH180033.JPG



PH180036.JPG



PH180035.JPG



PH180039.JPG



PH180038.JPG



PH180031.JPG



PH180032.JPG



PH180040.JPG



PH180041.JPG



PH180042.JPG



PH179941.JPG



PH180045.JPG



PH180046.JPG



PH180044.JPG



PH180043.JPG



PH180051.JPG



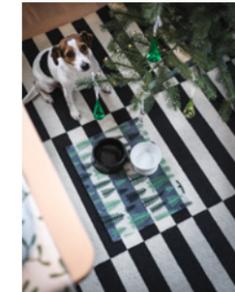
PH180048.JPG



PH180047.JPG



PH180049.JPG



PH180050.JPG

Image overview



PH180254.JPG



PH180255.JPG



PH180258.JPG



PH180256.JPG



PH180257.JPG



PH180262.JPG



PH180261.JPG



PH180259.JPG



PH180260.JPG



PH179937.JPG



PH179943.JPG



PH181145.JPG



PH181146.JPG



PH181147.JPG



PH179942.JPG



PH179938.JPG



PH179939.JPG



PH179940.JPG

Film

These are all the films included in the Winter launch campaign, presented in a smartphone aesthetic, and ending on a priced product.



Mini-chef-Ep2_9x16
Social media, Story 9:16
Lengths: **25 sec**
Versions: **Full and clean**



Mini-chef-Ep2_4x5
Social media, Post 4:5
Lengths: **25 sec**
Versions: **Full and clean**



Mini-chef-Ep2_16x9
Format: **16:9**
Lengths: **25 sec**
Versions: **Full and clean**

Stop motion

These are all the stop motion included in the Winter launch campaign. Use them to demonstrate a simple how-to solution or build a narrative.



Xmas-wrapping_9x16
Social media, Story 9:16
Lengths: **15 sec**
Versions: **Full and clean**



Xmas-wrapping_4x5
Social media, Post 4:5
Lengths: **15 sec**
Versions: **Full and clean**

Cinemagraph

These are all the cinemagraphs included in the Winter launch campaign, using subtle movements to add emotional depths to the content.



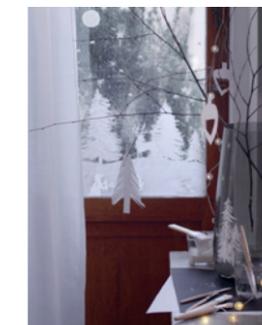
VINTER2021-deco-baubles_9x16
Social media, Story 9:16
Lengths: **08 sec**
Versions: **Full and clean**



VINTER2021-deco-baubles_4x5
Social media, Post 4:5
Lengths: **08 sec**
Versions: **Full and clean**



Window-decor_9x16
Social media, Story 9:16
Lengths: **27 sec**
Versions: **Full and clean**



Window-decor_4x5
Social media, Post 4:5
Lengths: **27 sec**
Versions: **Full and clean**



VINTER2021-deco-baubles-cat_9x16
Social media, Story 9:16
Lengths: **20 sec**
Versions: **Full and clean**



VINTER2021-deco-baubles-cat_4x5
Social media, Post 4:5
Lengths: **20 sec**
Versions: **Full and clean**

Product overview



PE816971.JPG

New VINTER 2021 artificial Christmas tree, in/outdoor 179,- Plastic and powder coated steel. Ø135, H210cm. Green 904.947.71



PE817135.JPG

New VINTER 2021 decoration, Christmas tree shaped 12,99 Powder coated steel. Designer: Maria Vinka. L37, H85cm. Green 805.039.88



PE817024.JPG

New VINTER 2021 decoration bauble, set of 3 9,99 Comprises: 3 baubles (H11, 9.5 and 9cm). Polystyrene plastic. Designers: S Edholm/L Ullenius. Animals 604.986.57



PE817021.JPG

New VINTER 2021 decoration, bauble 12,99/20 pack. Glass. Ø6cm. Mixed colours 204.985.84



PE817040.JPG

New VINTER 2021 hanging decoration, horse-shaped 6,99/3 pack. Painted glass. L7, H6.5cm. Red 005.020.68



PE817041.JPG

New VINTER 2021 hanging decoration, Christmas tree 9,99/3 pack. Glass. H9cm. Green 605.020.65



PE817044.JPG

New VINTER 2021 hanging decoration, star-shaped 2,99/10 pack. Dried plant parts and 100% jute. L8, H8cm. Natural 305.041.41



PE817036.JPG

New VINTER 2021 hanging decoration, set of 4, mixed shapes 7,99 Comprises: 4 hanging decorations (H10, 9, 6 and 3cm). Clear lacquered solid pine and 100% jute. Designer: Lisa Reiser. 105.039.82



PE817137.JPG

New VINTER 2021 hanging decoration, set of 4, mistletoe 4,99 Comprises: 2 pairs of mistletoes (H19 and 12.5cm) and 2 pairs of mistletoes (H14 and 12.5cm). Bleached chlorine-free paper. White/green 505.018.15



PE817152.JPG

New VINTER 2021 garland, Christmas tree shaped 2,- Paper and 100% jute. Designers: A Deo/F Wiersma. L190cm. Green 205.040.90



PE817038.JPG

New VINTER 2021 hanging decoration, set of 6, mixed shapes 4,99 Comprises: 1 bauble (Ø6.5cm), 2 diamonds (H8 and 7cm), 1 heart (H7cm), 1 Christmas tree (H9cm) and 1 bell (H8cm). Paper and 100% jute. Brown 905.040.96



PE817159.JPG

New VINTER 2021 decoration, Christmas tree 5,99 Paper. Ø20, H30cm. Green 505.041.02



PE829550.JPG

New VINTER 2021 decoration, horse 4,99 Cork. L14, H14.5cm. 405.040.08



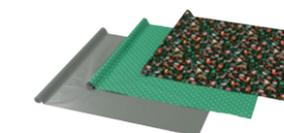
PE817154.JPG

New VINTER 2021 gift box, set of 2, Christmas tree shaped 4,99 Comprises: 1 gift box (22.5x19.5x5.5cm) and 1 gift box (14.5x11x4cm). Paperboard. Designers: A Deo/F Wiersma. Green 105.040.81



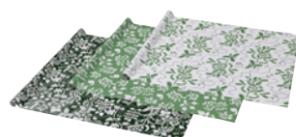
PE817153.JPG

New VINTER 2021 gift box, set of 3 3,99 Comprises: 1 gift box (14x14x10cm), 1 gift box (11x11x8cm) and 1 gift box (8.5x8.5x6cm). Paperboard and 100% cotton. Designers: A Deo/F Wiersma. Green/red 805.040.87



PE817092.JPG

New VINTER 2021 gift wrap roll 3,99/3 pack. Paper. Designers: S Edholm/L Ullenius. L3xW0.7m. Animal pattern green 104.997.96



PE817093.JPG

New VINTER 2021 gift wrap roll 3,99/3 pack. Paper. Designers: S Edholm/L Ullenius. L3xW0.7m. Leaf pattern white/green 304.993.90



PE817088.JPG

New VINTER 2021 gift wrap roll 2,-/each Paper. Designers: S Edholm/L Ullenius. L3xW0.7m. Bird pattern grey 404.992.81



PE817103.JPG

New VINTER 2021 roll of tape 3,-/3 pack. Paper. Designers: S Edholm/L Ullenius. L5m, W1.8cm. Mixed patterns green 504.993.94



PE817120.JPG

New VINTER 2021 string 3,- 100% jute. L25m. Green 404.996.86



PE817119.JPG

New VINTER 2021 string 3,- Paper. L40m. White/green 704.996.61



PE750424.JPG

New VINTER 2021 ribbon 4,99 Paper. L100m. White 204.996.73



PE817117.JPG

New VINTER 2021 ribbon 3,- Paper. L50m. Red 404.996.72



PE653445.JPG

New VINTER 2021 string 3,- Paper. L40m. White/red 204.996.54

Product overview



PE816995.JPG

New VINTER 2021 vase 4,99
Glass. Designer: Maria Vinka. Ø8, H12cm. Light green 305.007.89



PE816942.JPG

New VINTER 2021 jar with lid 5,99
Glass and cork. Designer: Maria Vinka. Ø12, H18cm. 70cl. Light green 205.007.80



PE816944.JPG

New VINTER 2021 jar with lid 9,99
Glass and cork. Designer: Maria Vinka. Ø12, H18cm. 2.5l. Green 905.007.86



PE816994.JPG

New VINTER 2021 vase 9,99
Glass. Designer: Maria Vinka. Ø15, H20cm. Green 305.008.45



PE816991.JPG

New VINTER 2021 bowl, set of 2 17,99
Comprises: 1 bowl (Ø28, H8cm) and 1 bowl (Ø17, H5cm). Designer: Maria Vinka. Green 105.008.89



PE817124.JPG

New VINTER 2021 basket 7,99
Powder coated steel. Designers: A Deo/F Wiersma. Ø20, H8cm. Black 905.037.42



PE817126.JPG

New VINTER 2021 serving stand 12,99
Powder coated steel. Ø25, H12.5cm. Black 205.037.45



PE817128.JPG

New VINTER 2021 trivet 4,99
Powder coated steel. Designers: A Deo/F Wiersma. Ø20, H2cm. Black 605.037.48



PE817161.JPG

New VINTER 2021 jug 15,99
Stoneware. Designer: Andreas Fredriksson. Ø12, H25cm. 1l. Black/green 605.041.49



PE817162.JPG

New VINTER 2021 mug 4,99
Stoneware. H8cm. 20cl. Black/green 805.041.53



PE817149.JPG

New VINTER 2021 serving bowl 12,99
Clear lacquered aluminium. Designer: Andreas Fredriksson. L20xW16, H6cm. 005.039.92



PE817145.JPG

New VINTER 2021 nutcrackers 7,99
Clear lacquered aluminium. Designer: Andreas Fredriksson. L16cm. 605.104.52



PE816970.JPG

New VINTER 2021 mug 2,-
Stoneware. Designers: S Edholm/L Ullenius. H9cm. 30cl. Bird pattern white/red 704.988.74



PE816937.JPG

New VINTER 2021 tea towel 3,99/2 pack.
100% cotton. Designers: S Edholm/L Ullenius. W50xL70cm. White/red 604.988.17



PE816955.JPG

New VINTER 2021 table-runner 4,99
100% cotton. Designers: S Edholm/L Ullenius. W35xL130cm. Mistletoe pattern white/green 404.983.66



PE816954.JPG

New VINTER 2021 place mat 1,-
Polypropylene plastic. Designers: S Edholm/L Ullenius. L40xW30cm. Tree pattern white/green 104.983.77



PE718814.JPG

VINTERSAGA glögg, mulled fruit drink 2,50
750ml. 704.314.83



PE797391.JPG

VINTERSAGA mix of flavoured toffees 2,50
200g. 404.835.53



PE711424.JPG

VINTERSAGA gingerbread house 4,50
300g. 403.742.95

Product overview



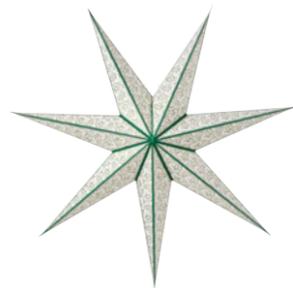
PE803364.JPG

New STRÅLA lampshade, snowflake 5,99 Paperboard. Designer: Iina Vuorivirta. Ø70cm. 405.038.53



PE817424.JPG

New STRÅLA lampshade, snowflake 4,99 Paperboard. Designer: Iina Vuorivirta. Ø48cm. 905.031.72



PE803395.JPG

New STRÅLA lampshade 7,99 Paperboard. Ø90cm. Leaf gold-colour/dot pattern 805.037.28



PE803389.JPG

New STRÅLA lampshade 5,99 Paperboard. Ø70cm. Leaf gold-colour/dot pattern 105.035.95



PE803386.JPG

New STRÅLA lampshade 3,99 Paperboard. Ø48cm. Leaf/green 205.037.31



PE803337.JPG

New STRÅLA LED lighting chain with 40 lights, battery-operated 8,99 100% polyester and ABS plastic. L4.5m. Leaf/white 205.028.40



PE803331.JPG

New STRÅLA LED lighting chain with 40 lights, battery-operated 8,99 100% polyester and ABS plastic. L4.5m. Leaf/gold-colour 405.028.39



PE418319.JPG

New STRÅLA LED lighting chain with 24 lights, star flashing, outdoor 29,99 Polystyrene plastic. L8.6m. Gold-colour 805.028.37



PE816734.JPG

New STRÅLA LED lantern, battery-operated, outdoor 19,99 Powder coated steel, plastic and glass. Designers: I Vuorivirta/F Wiersma. Ø11, H20cm. Black 905.028.13



PE803279.JPG

New STRÅLA LED lantern, house 24,99 Powder coated steel and plastic. Designers: I Vuorivirta/F Wiersma. W15, H36cm. Green 405.028.01



PE817426.JPG

New STRÅLA LED 5-armed candelabra 29,99 Powder coated steel and plastic. Designers: I Vuorivirta/F Wiersma. D12, H46cm. Black 705.028.14



PE803282.JPG

New STRÅLA LED candle holder, battery-operated 8,99 Powder coated steel and plastic. Designers: I Vuorivirta/F Wiersma. Ø5, H28cm. Black 405.028.15



PE803295.JPG

New STRÅLA LED candelabra, circle, battery-operated 14,99 Powder coated steel, nickel-plated steel and plastic. Designers: I Vuorivirta/F Wiersma. W30, H33cm. 205.028.35



PE803289.JPG

New STRÅLA LED candelabra, circle, battery-operated 14,99 Powder coated steel, nickel-plated steel and plastic. Designers: I Vuorivirta/F Wiersma. W21, H22cm. 505.028.34



PE817425.JPG

New STRÅLA LED 3-armed candelabra, battery-operated 24,99 Clear lacquered solid beech, powder coated steel and plastic. Designers: I Vuorivirta/F Wiersma. W20, H27cm. 105.028.26

