**[PRESSRELEASE]**

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**Givarps takes part in Sweden Lifestyle Week Seoul, Korea 19-21 November**

Givarps are proud to announce participation at the Sweden Lifestyle Week Seoul, Korea 19-21 November 2013.

Business Sweden are hosting the special event introducing Swedish lifestyle at the Scandinavian Design House in Seoul, Korea. In Sweden Lifestyle Week 2013 there are 11 brands participating in five sessions Kitchen, Craft, Living, Kids, and Fashion that never have been shown in the Korean Market before. The companies will meet with local buyers, media and build relations to foster business opportunities while representing Swedish lifestyle.

-We are very excited to be part of this exhibition “Swedish Lifestyle Goes Seoul”. It is a continuation of our mission to position Givarps for export opportunities says Sven Isaksson (one of the brothers running Givarps).

-The positive reception we got from participating in “Swedish Design Goes Milan” at Super Studios in April have confirmed we have a concept that can translate well internationally.

-To be able to show our products (including Enok storage bench, Olof make-up/office desk, Gustav chair, and Lennart stool) in Korea will be a great opportunity and a personal highlight for me and my brother, creative director Johan Isaksson.

**Givarps**

**Brand:** In our daily lives we nourish the beautiful things we can share with our loved ones. This passion extends to our work at Givarps. As a company, we thrive on melding fine design with functionality to create stellar furniture to use and enjoy in life. Furniture for comfort and style at work and home.

**Craftsmanship:** Givarps is based in the Småland region of Sweden, known for its furniture industry. At Givarps we work with local materials and people as much as possible. The materials we use are genuine and durable.

**Brotherhood:** We (Johan and Sven Isaksson) play music together, and have since we were kids. Our passion for music strengthens our bond. We share an interest in guitars, especially electric guitars. Their feel, sound, and construction is magnificent. It’s the same craftsmanship we put into our furniture.

For more information please visit [www.givarps.se](http://www.givarps.se)

For questions and other inquires

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