

Press Release

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**Now it’s Christmas at Svenskt Tenn
This year’s Christmas at Svenskt Tenn offers an unconventional colour palette where yellow, pink and blue tones are mixed with traditional red and green elements and classic Svenskt Tenn materials. Gathered here are Sam Wilde’s fruit-inspired *Garden of Eden* Christmas collection, Maja Sten’s *Milky Way*, and advent stars in timeless Josef Frank prints.**

Svenskt Tenn is launching a selection of new items to complement the current range, with a focus on long-term sustainability. Svenskt Tenn’s recurring Christmas exhibition, which can be experienced in both the store on Strandvägen and on the web, presents a mix of both historical and new Christmas decorations together with an array of products suitable as Christmas gifts.

“The idea behind this year’s Christmas exhibition is to create an environment where you as a visitor feel included, inspired and surprised. We live in a time where we have a need for colours and prints to build a world around us that makes us feel happy and secure. Josef Frank said that patterned prints help the imagination wander,” says Thommy Bindefeld, marketing manager and creative director at Svenskt Tenn.

Over the years, a number of talented designers have been commissioned to create Christmas decorations for Svenskt Tenn based on different themes. This year, two new collections are being launched: *Milky Way,* by designer Maja Sten, comprises a mobile and decorative ornaments that attach to candle rings designed by Estrid Ericson. Designer Sam Wilde has created *Garden of Eden*, a colourful Christmas print that can be found on, among other things, hand-painted Christmas baubles, a cushion and tablecloths as well as a Christmas stocking. There are also new items from contemporary designers Erika Pekkari, Carina Seth Andersson and Jakob Solgren, Gustaf Nordenskiöld and Ann Wåhlström, as well as a re-launch of *Mässingslampett*, a brass lamp designed by Josef Frank in the 1940s.

The Christmas spirit at Svenskt Tenn begins on November 8 and includes the entire store and Tea Room where guests can warm up over Afternoon Tea with the flavours and fragrance of Christmas. For opening hours see our website.

**For more information, contact:**

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Svenskt Tenn is an interior design company with a store on Strandvägen in Stockholm and a shop online. Since 1975, Svenskt Tenn has been owned by the Kjell and Märta Beijer Foundation, which gives large grants to research and also helps to promote Swedish interior furnishings and design.