



Please refer to page 18 for a full overview of all AW23 product news.



ALMEDAHLS HOME SPRING/SUMMER 2024

SUMMERTIME SPIRIT WITH LOVE OF PATTERNS

Almedahls Home launches the Spring/Summer collection (SS24)
This collection celebrates the spirit of summer and the love of patterns, inspired by outdoor living during the summer months.

It blends classic Swedish designs with timeless interior design favorites, creating personal outdoor settings and reintroducing beloved design classics in new colour schemes. The collection features a playful mix of patterns – from florals and dots to simple checks, all in vibrant combinations.

Lilo Hörstadius' Botanic Garden in a summery, colorful version and Toni Hermansson's Ängsö with meadow flowers, both presented as fabrics, complemented with matching products. New trays in the Kristina design are also available, in light blue and yellow.

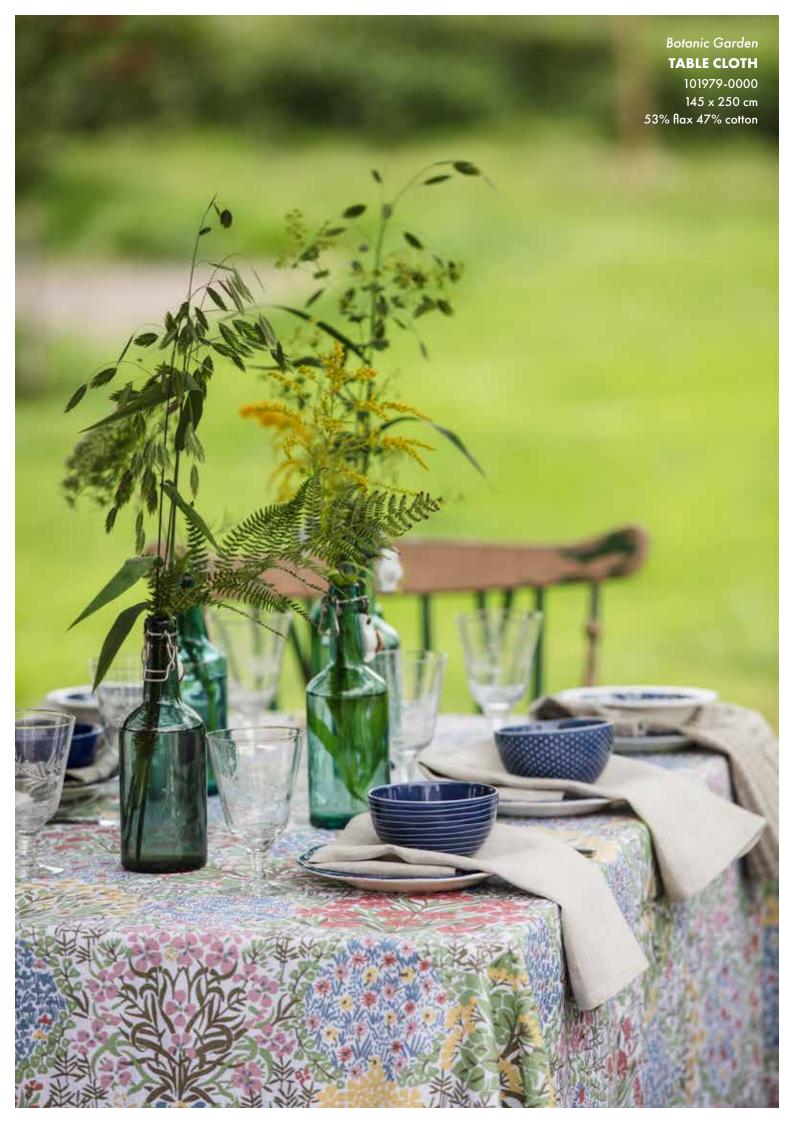
The product range also expands with summer cotton throws, featuring new colourways in *Pricktyg* and the new wave pattern *Havet*.

A notable new design is *Grytskåpet* by Louise Fougstedt Carling, presented as a kitchen towel.

Additional highlights include Marianne Westman's *Picknick* in blue-beige and Inga-Lill Westman's *Pricktyg* in unbleached linen are highlighted as perfect combinations for summer outdoor furniture. The collection introduces new kitchen towels and napkins in these designs.

For more information and images, visit www.almedahlshome.se and www.pretopia.se.

Retailers are encouraged to visit the showroom in Kinna, Sweden for a personal experience of the collection.



NEWS FOR SETTING THE TABLE

Table cloths, trays, napkins, table runner and placemats







BOTANIC GARDEN

Botanic Garden is a lovely floral pattern in soft and pleasant colors. It was drawn by Lilo Hörstadius in the 1970s, but has a contemporary expression. Even though there is a lot going on in the pattern it manages to stay harmonious. A pattern that works for all types of products and homes.



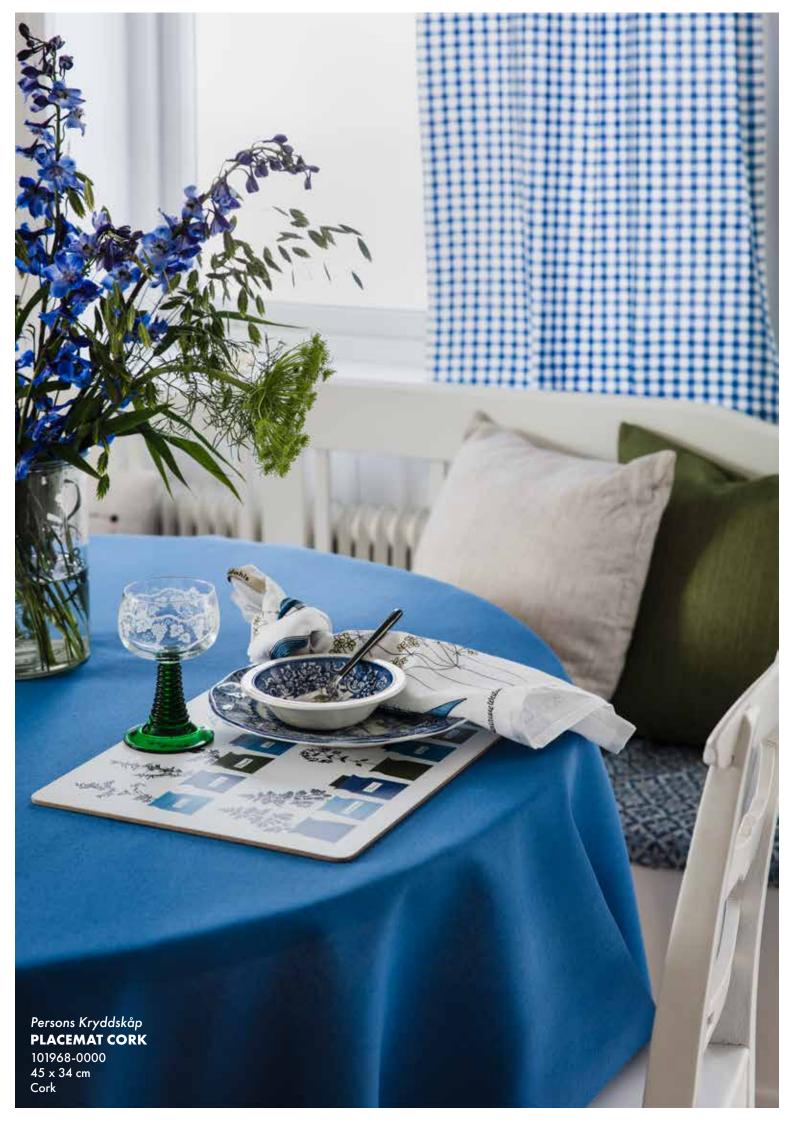




ÄNGSÖ















PICKNICK

The Almedahls version of Picknick has been a success since its launch in 2009. Marianne Westman's beloved porcelain decor was originally introduced by Rörstrand in 1956 and quickly became popular. At the time, the playful, colourful pattern was ground-breaking with its combination of stylized fish and vegetables.









HOME DECOR NEWS

Blanket, cushion covers and fabrics









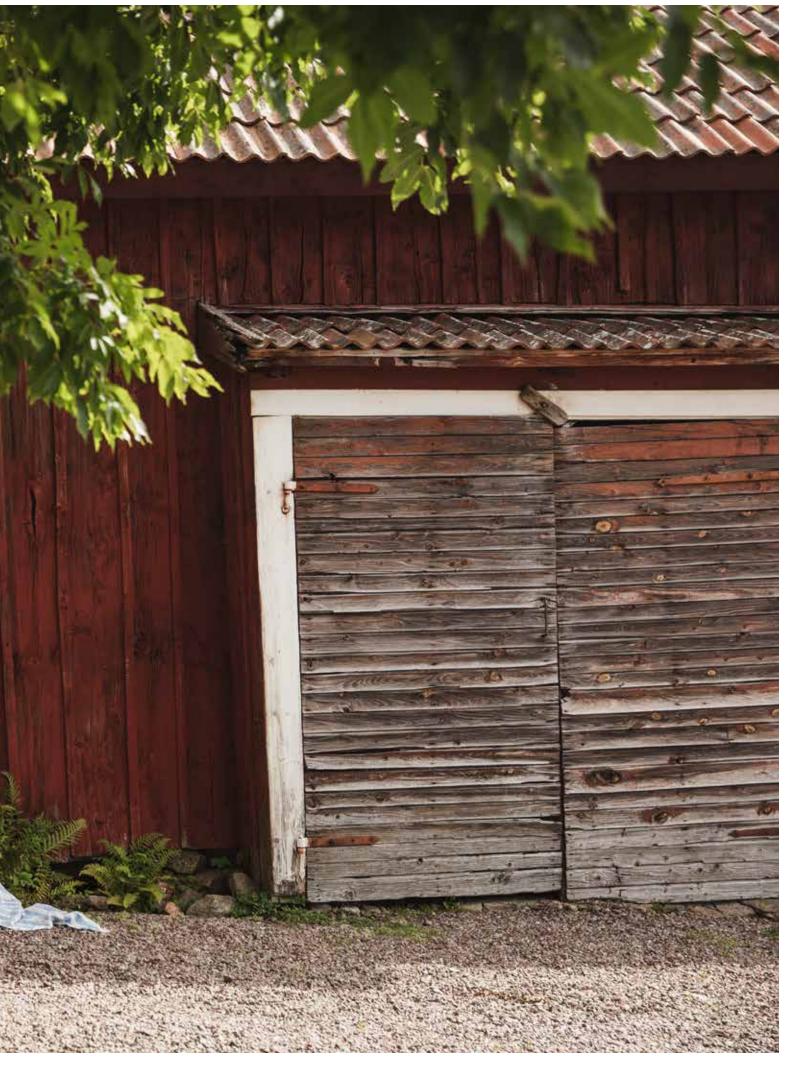


PRICKTYG

Pricktyg is characterized by graphic simplicity where each dot is hand-painted and placed with care.









NEWS FOR THE KITCHEN

Tea towels, pot holders and aprons









NEWS SPRING/SUMMER 2024



Ängsö **PLACEMAT**101974-0000
45 x 34 cm
100 % cotton



Ängsö **TABLE CLOTH**101975-0000
145 x 250 cm
100 % cotton



Ängsö **TRAY** 101976-0000 Diameter 38 cm Wood



Ängsö FABRIC 101971-0000 Width 150 cm 100 % cotton



Ängsö **CUSHION COVER**101973-0000
47 x 47 cm
100 % cotton



Ängsö **APRON**101972-0000
71 x 91 cm
100 % cotton



Botanic Garden **TABLE CLOTH**101979-0000

145 x 250 cm

53% flax 47% cotton



Botanic Garden

FABRIC

101977-0000

Width 150 cm

53% flax 47% cotton



Botanic Garden **CUSHION COVER**101978-0000

47 x 47 cm

53% flax 47% cotton



Botanic Garden **TABLE RUNNER**101980-0000

150 x 45 cm

53% flax 47% cotton



Botanic Garden **APRON**101981-0000
71 x 91 cm
53% flax 47% cotton



POT HOLDER101982-0000
23 x 23 cm
53% flax 47% cotton



Kristina

TRAY

101858-0028

27 x 20 cm

Wood



TRAY
101859-0048
Diameter 38 cm
Wood



Persons Kryddskåp PLACEMAT CORK 101968-0000 45 x 34 cm Cork



Pricktyg

NAPKIN

101969-0066

45 x 45 cm

100% flax



Pricktyg **BLANKET**101984-0068

120 x 170 cm

100 % cotton



Havet **BLANKET**101983-0028

120 x 170 cm

100 % cotton



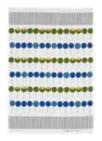
Picknick FABRIC 101925-0000 Width 150 cm 100 % cotton



Picknick **TEA TOWEL**100554-0026

47 x 70 cm

55% flax 45% cotton



Pinnebär **TEA TOWEL**101944-0023

101944-0023 47 x 70 cm 55% flax 45% cotton



Grytskåpet **TEA TOWEL**101970-0000

101970-0000 47 x 70 cm 55% flax 45% cotton



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