pappelina®







PAPPELINA AUTUMN | WINTER 2020

TIME FOR REFLECTION

Pappelina is expanding the range and launches a brand-new pattern this Autumn. The new collection consists of two new chequered rugs in numerous color combinations and a brand-new collection of blankets.

The new blanket collection YLVA in beautiful, mild colours features an exclusive combination of organic wool and organic cotton chenille. The blankets have an exciting reversible effect with two tone-in-tone colours and a classic blanket stitch. Designed by Pappelina and manufactured by Klippan Yllefabrik.

”After this challenging Spring, when most of our time was spent in our homes, I wanted to enrich home environments with a cozy feeling. To find serenity by retreating to a cabin in the mountains or in a library where there is room for reflection. My inspiration comes from wallpaper where chequered pattern constantly is a trend, but just making a simple square felt too simple. That is why I really had to challenge our weavers to develop and refine the weaving technology in the rug ADA. The technique is truly groundbreaking and it’s unlike anything else in our segment, and the result is a mix of two techniques that meet each other vertically and horizontally.

The blankets started as an idea to match our rugs. Many of my rugs can be used on both sides where patterns and colours are mirrored. I wanted to give a similar effect to the new blankets where the tones of the colours and materials give a different feeling and structure. The mix of materials and the techniques of weaving have always interested me, which made me choose a combination of wool and cotton chenille. Choosing organic material was a natural choice.”

Lina Rickardsson, CEO and designer Pappelina



The ADA rug comes in 12 different color combinations and is available in six different sizes, from 70 x 100 cm to 70 x 450 cm. The ED rug comes in three different color shades and is available in four different sizes, from 70 x 140 cm to 70 x 430 cm. The YLVA blanket collection consists of 6 different colors, size 140 x 200 cm.

Launch date August 14th, 2020.

Images taken by photographer James Stokes and stylist Maria Nordin, in collaboration with Kvänum and Ballingslöv in their showroom in Stockholm. Studio images taken at Pappelina's studio in Falun by photographer Per Eriksson.

PRESS IMAGES
Pappelina image bank: media.pappelina.com

FOR MORE INFORMATION
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Pappelina was founded in 1999 by Lina Rickardsson. All Pappelina rugs are made at the local weaving mill in Leksand, Dalarna. To the sound of wooden shuttles rushing forth and back – a well-coordinated interplay between loom, warp and weft – create the pattern of choice. Each rug we make represents a piece of Swedish craftsmanship. Pappelina is sold in some 40 countries

www.pappelina.com