pappelina®

PAPPELINA AUTUMN | WINTER 2022





Pappelina presents a new harmonic collection in 12 natural colors and introduces EDIT

When Pappelina's designer Lina Rickardsson began the creative process for the autumn and winter collection 2022 she wanted to create a tasteful and harmonious collection, in natural colors that could be placed in all types of interiors. The new collection consists of a completely new design, EDIT, available in 12 color combinations and 9 sizes and in the range from 60x85 cm up to 230x320 cm.

The EDIT collection is based on the idea to add more single-colored designs in natural colors to the rug collection of Pappelina. However, Lina Rickardsson wanted to elaborate and develop the "solid color" - the pattern needed something extra to make the rugs livelier. Lina found inspiration in the designs of EFFI, SVEA and BELLE, three Pappelina patterns that are very popular and in demand, merged these together and created a brand-new expression. She mixed the solid colours with the metallic ones and the result was a vivid rug, tone-on-tone but with a completely unique pattern. EDIT consists of three colors that blend nicely together into the perception of a single-colored rug. The colour versions each have unique expressions and identities, but which together create an entirety. The stripes included in EDIT provides certain contrasts that make it feel both classic and modern. The pattern has solid, wider borders towards the edges and colored hems. The border is proportional to the carpet - which means that the width of the border in the different size options differs. This is something that makes all the variants unique. "It's all in the details," says designer Lina Rickardsson.

The new EDIT collection launches August 18th, 2022.



www.pappelina.com

Through its simple, graphic patterns, colorful color choices and high quality, Pappelina has created a position as a leading brand for plastic rugs in the interior design industry. A Pappelina rug can be placed in many different types of interiors, contemporary or traditional and can be used both outdoors as indoors. In addition, it is both durable and easy to maintain. Pappelina's driving force comes from creating joy and give color to homes around the world with exclusive products.



Images taken by photographer James Stokes and stylist Maria Nordin.

A PAPPELINA RUG IS

- Manufactured in Sweden.
- Made of certificated phthalate and toxic free PVC material, manufactured in Sweden, fully approved by REACH®.
- Indoor and outdoor compliant.
- UV- and water resistant.
- Easy to clean, can be washed in a machine.
- Soft to stand and walk on.
- Excellent grip on hard surfaces.
- Reversible.
- Allergy friendly.

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3 DAYS OF DESIGN COPENHAGEN
15-17 juni, 2022

MAISON & OBJET PARIS
8-12 september, 2022

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 and strives to have as much local production as possible. Since 2021 Pappelina is a part of Embellence Group founded in 1905 in Borås Sweden. Embellence Group is a European leader in the premium wallpaper segment and at the forefront internationally with sales in over 60 countries. The company owns Cole & Son, Wall&decò, Perswall, Pappelina, Artscape Inc. and Borástapeter.