pappelina®

SPRING | SUMMER 2023





PIX | NOA | TEO

The Archipelago Collection

After years of grey, beige and greige it was time to move towards a more colorful collection. Photographed at a stunning architectural house in Flaxenvik, located in the Swedish archipelago, the designs were visualized in their true potential. The Spring Summer collection 2023 came to life by the combination of colors, nature and the beauty of the setting.

NEW COLLECTION AVAILABLE JANUARY 19TH, 2023

PIX
A phone call from the very first client of Lina Rickardsson, before Pappelina was Pappelina, thanking her for the beautiful linen rug bought over 25 years ago and still used today, started the creative journey towards PIX. Inspired by the 20th anniversary of the iconic Pappelina pattern VERA in 2022, together with the old design in the linen rug still relevant today, PIX was an immediate choice for the collection.

"Talking with a client from back in the days when I was weaving my linen rugs by hand in my own basement, I envisioned the design of PIX immediately. Simple, uncomplicated, and timeless, just the way I want my designs to be. The fact that one of my products is still being used 25 years later, that was exactly my intent when my Pappelina journey started"

Lina Rickardsson
Creative Director & founder of Pappelina

With is classic checkered pattern, it can be placed in any setting, contemporary to traditional. The design is based on traditional Swedish craftsmanship, a design that belongs to everyone and no one.

PIX is available in 6 colors and 3 sizes, 70x160 cm, 70x240 cm and 70x300 cm.



PIX | Mustard/Vanilla/Pale Yellow



TEO | Warm Grey/Charcoal/Vanilla

TEO
Stripes has always been a well-liked core pattern in the Pappelina design library and heart of the brand. The inspiration came from wanting to encourage the use of more colors, to challenge all the natural colors and trends, whilst bringing more joy. With a combination of 3 colors in each design and a 4th matching color in the exclusive handsewn hemmed edge, gives TEO a polished look to a simple design.

TEO is available in 6 colors and 7 sizes from 60x85 cm to 230x320 cm.

NOA
With the vision of designing patterns that will last, Lina Rickardsson decided to elevate a pattern of over 10 years, bringing it new life with new shades. NOA and its small dots matches PIX and TEO perfectly and brings the collection together.

NOA is available in 5 colours, where of 4 are new, and in 6 sizes from 70x50 cm to 70x450 cm.



NOA | Beige/Vanilla

NEW COLOR FLAMINGO – THE TWIST TO THE COLLECTION
Trends in all honor – Pappelina has always had its own way of interpreting trends, translating them into their own language. This is done by only adding new colors that matches existing colors and designs, bringing new life to classical Pappelina designs or to complement the color portfolio.

Being a trend color 2023, FLAMINGO fulfills all criteria for a new Pappelina color. What better way to present a new colour than in our bestselling rug design VERA and in our outdoor cushion SUNNY.



NEW COLOR FLAMINGO in VERA and cushion SUNNY

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.

COME AND SEE US AT THE FAIRS

– MAISON & OBJET PARIS January 19-23, 2023
– AMBIENTE FRANKFURT February 3-7, 2023
– SHOPPE & OBJECT NEW YORK
February 5-7, 2023

PRESS IMAGES
Pappelina image bank: media.pappelina.com

FOR MORE INFORMATION
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Pappelina was founded in1999 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, Pappelina, Artscape Inc. and Borástapeter.

www.pappelina.com