

## Rediscover life's simple pleasures with Ib Laursen's Slow Living SS25 collection

This spring and summer, you are invited to embrace *Slow Living* with the new SS25 collection. Designed to bring calm and beauty into your everyday life, it features timeless designs, natural materials, and soothing tones of blue and green – evoking a time when life moved at a gentler pace.

### Creating beauty in your everyday moments

In today's busy world, it's easy to overlook life's simple joys. The *Slow Living* collection encourages you to pause, breathe, and savour those meaningful moments. Whether you're enjoying a quiet coffee on your balcony, preparing a fresh summer meal, or setting the table for an evening by the sea, these thoughtfully designed products help you transform your daily routines into cherished experiences.

### Highlights of the collection:

- **Ceramics:** A wide variety of mugs, pots, and vases that add personality and charm to your home.
- **Textiles and Embroidery:** Delicate embroidered designs and soft, vintage quilts, perfect for creating beautiful and inviting spaces.
- **Aesthetic Storage:** Pharmacy glasses, metal canisters, and jam glasses that combine practicality with elegance.
- **Ocean range:** A stunning selection of blue, green, and yellow ceramics, including a unique mix of maritime-inspired fish bowls.

### From garden to beach – Slow Living everywhere

Picture yourself gathering fresh herbs in a flourishing garden, enjoying a slice of cake in the afternoon sun, or strolling along the shoreline after a meal you've set with Slow Living's Ocean range. Whether you find joy in your kitchen, garden, or by the sea, the new collection encourages you to embrace a lifestyle where simplicity, harmony, and mindfulness take centre stage.

### Experience the collection firsthand

You can explore the SS25 *Slow Living* collection in person at upcoming trade fairs or view it online at [www.iblaursen.dk](http://www.iblaursen.dk). The collection is also available in Ib Laursen's showroom in Ribe, Denmark.

### Find us at these upcoming fairs:

- **NORDSTIL, Hamburg** – 11–13 January 2025
- **MAISON OBJET, Paris** – 16–20 January 2025
- **TRENDSSET, Munich** – 31 January–2 February 2025
- **FORMLAND, Herning** – 2–4 February 2025
- **AMBIENTE, Frankfurt** – 7–11 February 2025

### Availability and press information

The SS25 collection will be available from 9 December at [www.iblaursen.dk](http://www.iblaursen.dk), where you'll also find an exclusive image bank for the press. Journalists and editorial teams are welcome to download packshots and lifestyle images to use in articles and productions.