



Two visions of Swedish design arrive in France: BYON and Sagaform

La Petite Centrale announces the arrival in France of two Swedish brands that each embody, in their own way, the Scandinavian way of living. On one side, Sagaform, with objects designed for everyday use and shared moments, where functionality, simplicity, and durability shape a timeless and accessible design. On the other, BYON, more audacious and expressive, embracing colour, surprise, and statement pieces that transform the table and the home into a creative playground.

Two distinct design languages, sharing the same appreciation for thoughtful and emotionally engaging design, brought together by La Petite Centrale, an agency specialising in the representation of European brands with strong identities. BYON and Sagaform will be presented at Maison & Objet for professionals in search of inspiring newness.



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