

PRESS RELEASE



Garden Glory Introduces a New Collection of Designer Parasols — Shade, Elevated

Gothenburg, Sweden — January 9th, 2026 — Garden Glory, the Swedish design brand known for transforming everyday outdoor essentials into statement pieces, proudly announces the launch of its **new designer parasol collection**— a bold reimagination of shade, crafted to elevate terraces, balconies, and gardens with unmistakable style.

Designed for those who believe outdoor spaces deserve the same attention as interiors, the new Garden Glory parasols unite **architectural silhouettes, refined materials, and iconic detailing** in a collection that turns function into pure visual pleasure. It’s shade — but unmistakably Garden Glory.

Where Practicality Meets Personality

From sun-soaked brunches to late afternoon lounging, the parasols offer reliable protection with a design-led edge. The collection is defined by a sculptural presence, luxurious finishes, and a curated palette created to complement both modern minimalism and lush maximalism.

Every parasol is crafted with durability in mind, combining **high-quality fabrics**, robust construction, and details designed to be seen — not hidden. The result: a piece that performs beautifully, while looking like it belongs in the pages of a design magazine.

A Statement Piece for the Outdoors

“Our outdoor spaces have become an extension of our homes — and the demand for elevated design outdoors is stronger than ever,” says **[Name, Title]** at Garden Glory. “With this collection, we wanted to create parasols that are not just functional, but expressive — something you’re proud to build your outdoor setting around.”

Availability

The new Garden Glory parasol collection is available from **14th January** at Maison & Objet in Paris and through selected retailers worldwide.

Press Enquiries & Images

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