

PRESS RELEASE



Garden Glory Launches the Poolside Collection — The Ultimate Statement in Pool Lounging

Gothenburg, Sweden — January 9th, 2026 — Garden Glory, the Swedish design brand celebrated for turning outdoor essentials into covetable objects, introduces the **Poolside Collection**: a new line of luxury pool loungers crafted for those who refuse to compromise between comfort, craftsmanship, and aesthetics.

With the Poolside Collection, Garden Glory elevates the pool lounge into a true design icon — a **“Rolls-Royce-level” interpretation of poolside living**, where every line, material, and detail is intentional.

The Pinnacle of Poolside Luxury

Designed to complement Garden Glory’s signature outdoor universe, the new loungers are defined by **exceptional quality, flawless proportions, and a confident, refined look** that integrates seamlessly with the rest of the brand’s collection.

From the first touch, the difference is unmistakable: this is a lounge created not only to be used — but to be admired.

Crafted in Solution-Dyed Acrylic — Made to Endure

At the heart of the collection is a premium **solution-dyed acrylic fabric**, chosen for its performance and enduring beauty. Unlike traditional dyed textiles, solution-dyed acrylic is engineered so color is integrated throughout the fiber — creating a fabric that is:

- **Highly resistant to fading** from sunlight and chlorine exposure
- **Exceptional in color depth and long-term vibrancy**
- **Durable, easy to maintain, and built for outdoor conditions**
- **Designed to stay fresh-looking season after season**

The result is a sophisticated textile experience that feels luxurious — while delivering uncompromising functionality where it matters most: poolside.

Designed to Match Your Outdoor World

Garden Glory's Poolside Collection was created as part of a complete design vision — a cohesive outdoor setting where every element feels curated. The loungers are designed to pair effortlessly with Garden Glory's broader range of outdoor pieces, ensuring that your pool area becomes an extension of your personal style.

“Poolside living should feel as elevated as the rest of your home,” says **Linda Brattlöf, CEO** at Garden Glory. “The Poolside Collection is our answer to what modern luxury outdoors should be — bold, refined, and built to last.”

Availability

The **Garden Glory Poolside Collection** is available from 15th January at Maison & Objet and through selected premium retailers worldwide.

Press Enquiries & Images

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About Garden Glory

Garden Glory is a Swedish design brand redefining the outdoors with a mission to make exterior spaces as curated and design-led as interiors. With premium materials, bold aesthetics, and iconic details, Garden Glory transforms everyday outdoor products into luxury statements — from hoses and wall mounts to collections that elevate the entire outdoor experience.