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AMAR É VIVER

SS25 COLLECTION

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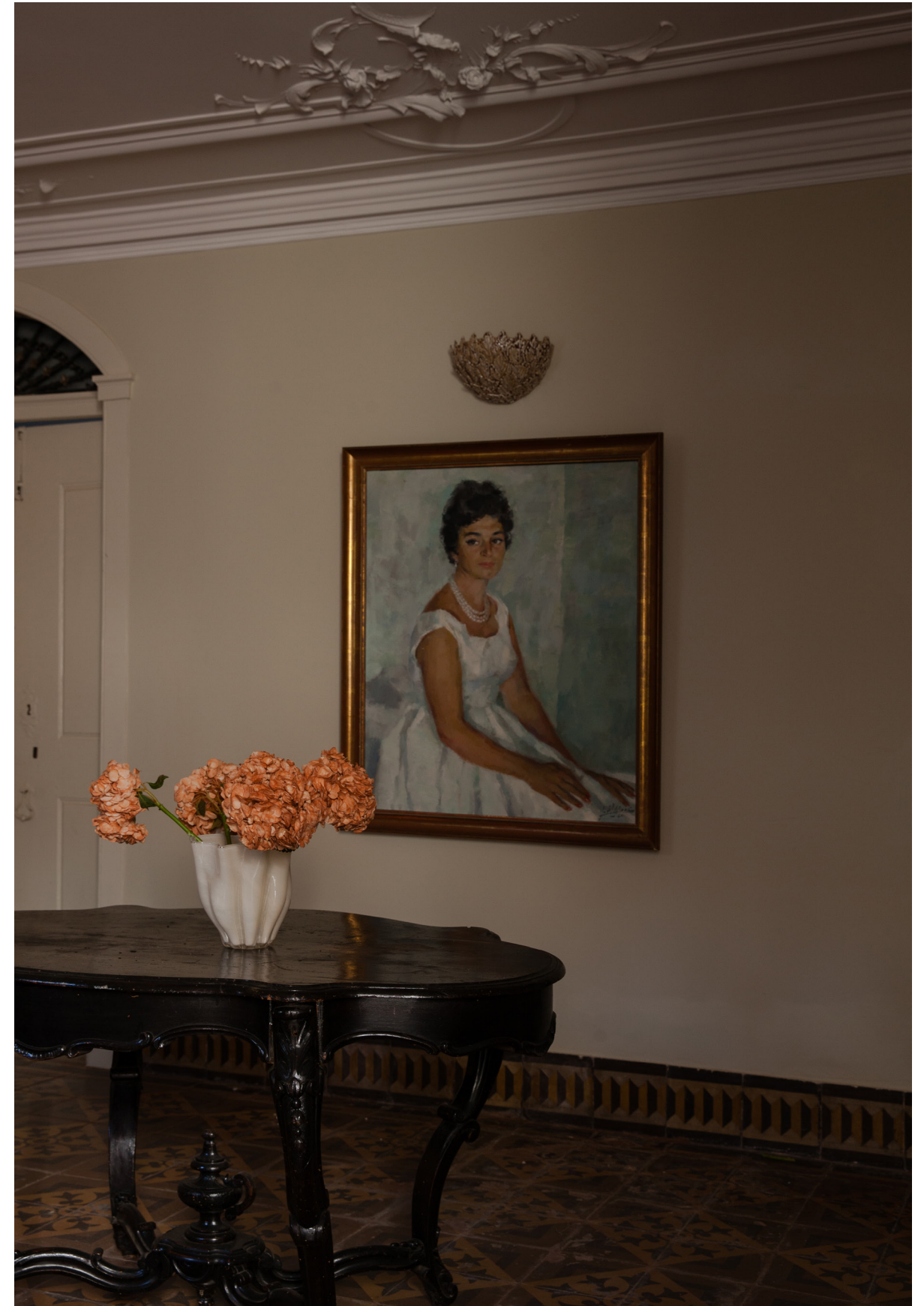


OLSSON & JENSEN



# “AMAR É VIVER”

THE PHOTO SERIES, *AMAR É VIVER*, CAPTURES THE SS25 COLLECTION IMMERSSED IN AN AGED PORTUGUESE PALACETE, INSPIRED BY TRADITIONAL PORTUGUESE SETTINGS, HIGHLIGHTING THE STRIKING CONTRAST BETWEEN MODERN DESIGN AND HISTORIC TEXTURES WITH SUBTLE, WEATHERED COLOURS. THE TITLE, TO LOVE IS TO LIVE, REFLECTS THE PROFOUND CONNECTION BETWEEN LOVE, LIFE, AND THE BEAUTY FOUND IN WORN ELEGANCE, MIRRORING THE ENDURING CHARM OF THE LOCATION. THE KEY COLOURS, DRAWN FROM THE PALACETE'S MUTED PALETTE, ARE REPEATEDLY BRAIDED INTO THE PRODUCTS AND COLLECTION, CREATING A HARMONIOUS INTERPLAY BETWEEN THE SETTING AND THE DESIGN. THIS ENVIRONMENT PERFECTLY EMBODIES OLSSON & JENSEN'S AESTHETIC, EVOKING A SENSE OF CRAFTSMANSHIP THROUGH THE LAYERED BEAUTY OF TIME.



TESS VASE PE013911





TO THE LEFT: FUJI CANDLE HOLDER 8 CM PE013714 FUJI CANDLE HOLDER 10 CM PE013814 ETNA CANDLE HOLDER 8 CM PE013746 ETNA CANDLE HOLDER 10 CM PE013846 WOODEN POT IMSA051 TO THE RIGHT: IBIZA PILLOW COVER RAFFIA BROWN FS010014





Enciclopèdia Llex-Brasileira de Cultura | 4  
Enciclopèdia Llex-Brasileira de Cultura | 10

ARTE MODERNA  
DE CARLO ARGAN

Van Gogh  
CARTES  
EG  
MITFELD  
STEIGER

DALI  
D'ALÍ  
Obras de Pintura  
TASCHEN  
Deschamps  
Néret





TO THE LEFT: NANTERRE LAMP BASE **CE011014** BOMBAY LAMPSHADE **BA012814** CANDLE GLASS DOME **SA017330** MONACO-CEDARWOOD CANDLE **WH013106** SORAYA CARPET 80x300 **MA010312** TO THE RIGHT: LEYLA CUSHION COVER **FS010720** INA MARTINI TABLE **ES010520** TUVA CUP WITH SAUCER BEIGE **CY010112**







ATLAS VANILLA 10 CM **DS016515** ATLAS SAND 11,5 CM **DS016629**  
ATLAS TAUPE 15,5 CM **DS016764**









## *SHAPES & LIGHT*

TERRACOTTA'S WARMTH, CLEAR GLASS'S ELEGANCE, AND EARTHY TEXTILES WITH EMBROIDERED CIRCLES COME ALIVE WITH THE MAGIC OF LIGHT. GENTLE ILLUMINATION HIGHLIGHTS THEIR SURFACES, ADDING DEPTH AND CREATING A TIMELESS BLEND OF RUSTIC CHARM AND MODERN SOPHISTICATION. TO THE LEFT: KIRA JUG **SA017430** AURORA URN **PH017050** BOEL BIG BOWL **SG010150** BOEL SMALL BOWL **SG010050** HOLLY LINEN TABLE CLOTH **NHT011613**



"TO LOVE IS TO LIVE"



MILO TITANIUM TRAVERTINE TABLE S/2 AE010464 SIENA  
GLASS SB011619











TO THE LEFT: TESS BROWN PE013614 TESS RASBERRY PE013617 TESS BEIGE PE013611 TO THE RIGHT: IBIZA CUSHION COVER PINK RAFFIA FS010024 BLOEM CUSHION COVER PINK FS010324







TO THE LEFT: ALINA URN PH016011 TO THE RIGHT: CLOTHILDE MIRROR QJA010920











SEEN IN SETTING: EDEN SMALL PLATE **HI014341** EDEN DINNERPLATE **HI014441** EDEN BOWL **HI014541** EDEN MINI PLATE **HI014641** ISIDORA JUG BROWN/PINK **YU65410** ALICIA WINEGLASS **SA017030** GARBO PLACEMENT MUSTARD **NHT012015** GARBO PLACEMENT TAUPE **NHT012064**





## *DANCING SHELLS*

INTRODUCING OUR LENNON AND YOKO LAMPS - A FUSION OF CLASSIC DESIGN AND MODERN PLAYFULNESS. FEATURING HANDCRAFTED MARBLE VENEER HANGERS, MAKING EACH LAMP A UNIQUE PIECE. THE METICULOUS CRAFTSMANSHIP AND ATTENTION TO DETAIL IN EVERY ELEMENT MAKE EACH LAMP A TRUE WORK OF ART. TO THE LEFT: YOKO CEILING LAMP BLACK BIG **LT010120**





TO THE LEFT: YOKO CEILING LAMP BEIGE SMALL **LT010212**  
SORAYA CARPET **MA010312** TO THE RIGHT: LENNON CEILING  
LAMP BEIGE **LT010012** NEXT PAGE: YOKO CEILING LAMP  
BLACK SMALL **LT010220** FRANCA CUSHION COVER **FS010611**  
ELBA CUSHION COVER **FS010511**















SEEN IN SETTING: SOPHIE BED COVER **NHT011764** SOPHIE CUSHION COVER **NHT011864** SARA CUSHION COVER BEIGE **NHT011912** SARA CUSHION COVER PINK **NHT011924** SARA CUSHION COVER TAUPE **NHT011964** LIVIA TAUPE **IE011664** TUVA CUP WITH SAUCER TAUPE **CY010164**



"TO LOVE IS TO LIVE"



TO THE LEFT: EMERY TOWEL **JR011023** MARBLE PLATE **IMSAH121** TO THE RIGHT: BENOIT CUSHION COVER **GD015611**





## *BOUCLÉ*

NOW INTRODUCING THE ANDY DESIGN CHAIR IN BOUCLE. ITS TIMELESS, GRACEFUL FORM EFFORTLESSLY FITS INTO MODERN INTERIORS, WHILE THE BOUCLE FABRIC INTRODUCES A TACTILE RICHNESS, INVITING BOTH COMFORT AND VISUAL DEPTH. THE SOFT, SCULPTURAL TEXTURE BRINGS AN UNDERSTATED ELEGANCE, TRANSFORMING ANY SPACE WITH ITS QUIET SOPHISTICATION.

TO THE LEFT: ANDY BOUCLÉ BEIGE **TDF010110**





TO THE LEFT: ANDY BOUCLÉ **TDF010120** TO THE RIGHT: NILLA LIGHT BLUE 8 CM **PE012242** NILLA LIGHT BLUE 10 CM **PE012342** NILLA LIGHT BLUE 12 CM **PE012442**









PREVIOUS PAGE: YVONNE KH011123 EMERY JR010223 FRANCHETTE JR010312 THIS PAGE: DANETTE JR010112 NADINE JR010420 FLEUR MUSTARD KH011165







## *HARMONY RESTORED*

THE VIOLA POTS, WITH THEIR ORGANIC SHAPE AND NATURAL FLOW, BRING A SENSE OF HARMONY TO ANY SPACE. THIS COLLECTION ADDS THE ROSALIE POTS, EACH WITH A HANDCRAFTED LOOK THAT EMPHASIZES BOLD, EARTHY DESIGN, BRINGING TIMELESS ELEGANCE AND RUSTIC CHARM TO THE ENVIRONMENT. TO THE LEFT: VIOLA GREY S/2 **CH010322** NEXT PAGE: ROSALIE BEIGE S/2 **CH010211** SOFA JUTE **IMSAI3** LEVI CUSHION COVER **GD012811** GABRIEL CUSHION COVER **GD015413** ROSALIE TERRACOTTA S/2 **CH010254**

















## YOU GOT COLOUR?

THIS DINING SETTING REFLECTS THE *AMAR É VIVER* PHOTO SERIES, WHERE MODERN DESIGN MEETS THE TIMELESS TEXTURES OF A PORTUGUESE PALACETE. THE MUTED TONES OF THE SPACE BLEND WITH THE COLLECTION, CREATING A HARMONIOUS CONNECTION. IT TIES TOGETHER THE WHOLE CONCEPT OF THE PHOTO SERIES, WHERE *TO LOVE IS TO LIVE* COMES ALIVE, CELEBRATING THE BEAUTY OF LIFE, LOVE, AND CRAFTSMANSHIP, WHILE ALSO DRAWING ON THE VIBRANT SPIRIT OF PORTUGAL'S COLOURFUL CULTURE.





ALL PRODUCTS: EDEN SMALL PLATE HI014341 EDEN DINNERPLATE HI014441 EDEN BOWL HI014541 EDEN MINI PLATE HI014641 OTHELLO GLASS SA017214 ALICIA WINEGLASS SA017030 MILANO GLASS AG010016 MILANO JUG AG010116 BOEL SMALL BOWL SG010050 SIENA GLASS SB011619 ZARA NAPKIN RING FLOWER MI010113 ZARA NAPKIN RING OVAL MI010213 LISE CUTLERY WHITE WJ010810





TO THE LEFT: FRANCHETTE **JR011112** DANETTE **JR010912** NADINE **JR011220** NEXT PAGE: RUTH PORCELAIN BASKET **DC010110**









## *SHADOW PLAY*

ONE OF O&J SIGNATURE LAMPS, INSPIRED BY THE CARL-JOHAN MUSHROOM, BLENDS WHIMSICAL DESIGN WITH TIMELESS ELEGANCE. ITS ORGANIC SHAPE MIRRORS THE MUSHROOM'S ICONIC SILHOUETTE, FEATURING A SMOOTH, ROUNDED CAP THAT EMITS A SOFT, AMBIENT GLOW. THE NEW COLLECTION UNFOLDS AN ADDITIONAL SIZE: THE MINI CARL-JOHAN. TO THE LEFT: CARL-JOHAN GREY MINI **AN011022** NEXT PAGE: SAMOS LANTERN BROWN BIG **PM011946** SAMOS LANTERN BROWN SMALL **PM012046** SAMOS LANTERN BLACK BIG **PM011920** SAMOS LANTERN BLACK SMALL **PM012020** WOODEN CANDLE **IMSAL1**









ON SET  
PHOTOGRAPHER: SANDA VUCKOVIC  
STYLISTS / CREATIVE DIRECTION:  
EMMA JENSEN, JOHANNA LÖFQUIST BACK  
PM & GRAPHICS: JOHANNA LÖFQUIST BACK  
A SPECIAL THANKS TO PETER ØDEGAARD & OLGA  
LOCATION: PALACETE SOARES MENDES





"TO LOVE IS TO LIVE"



IN THE MAKING OF AMER É VIVER.

