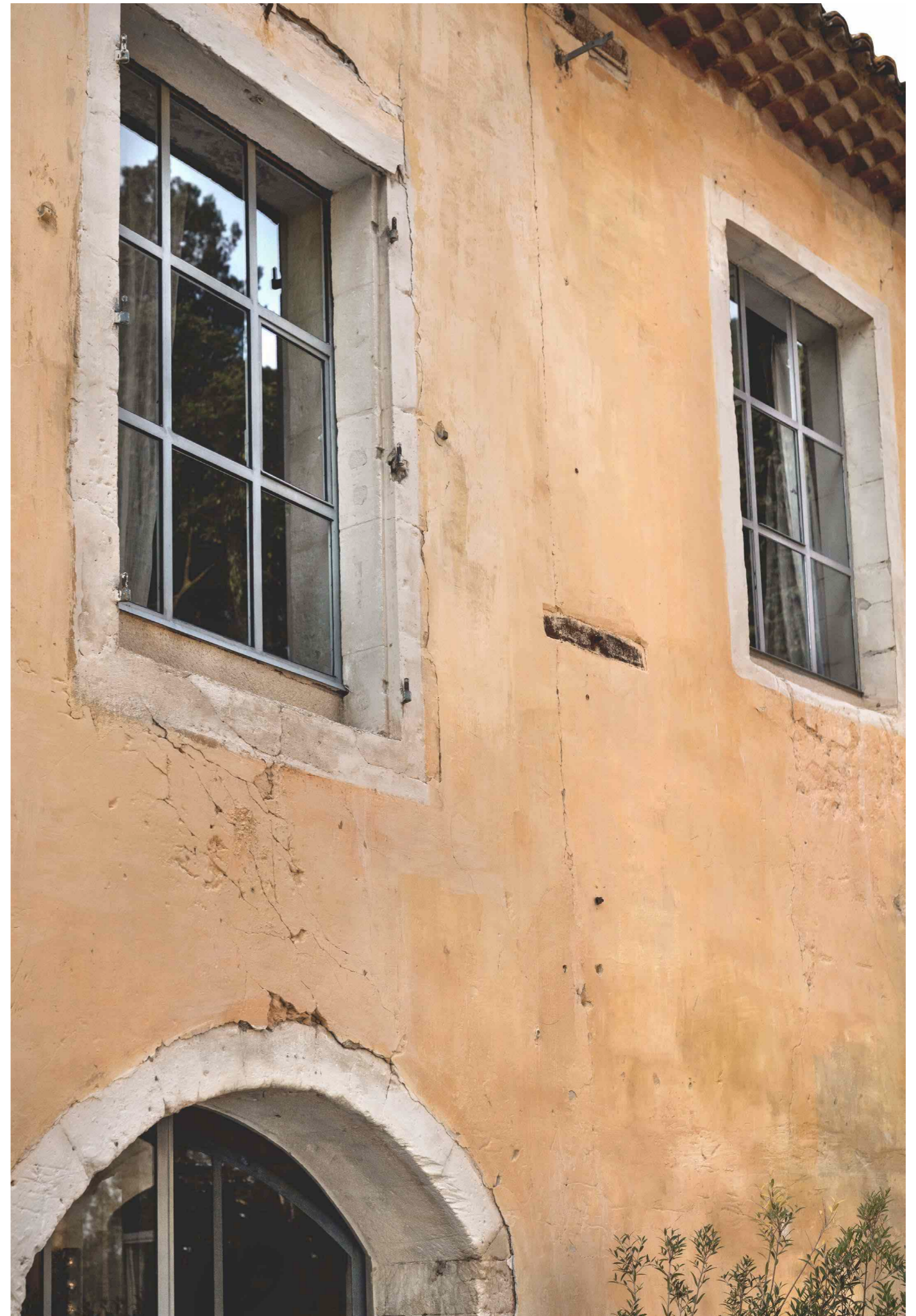




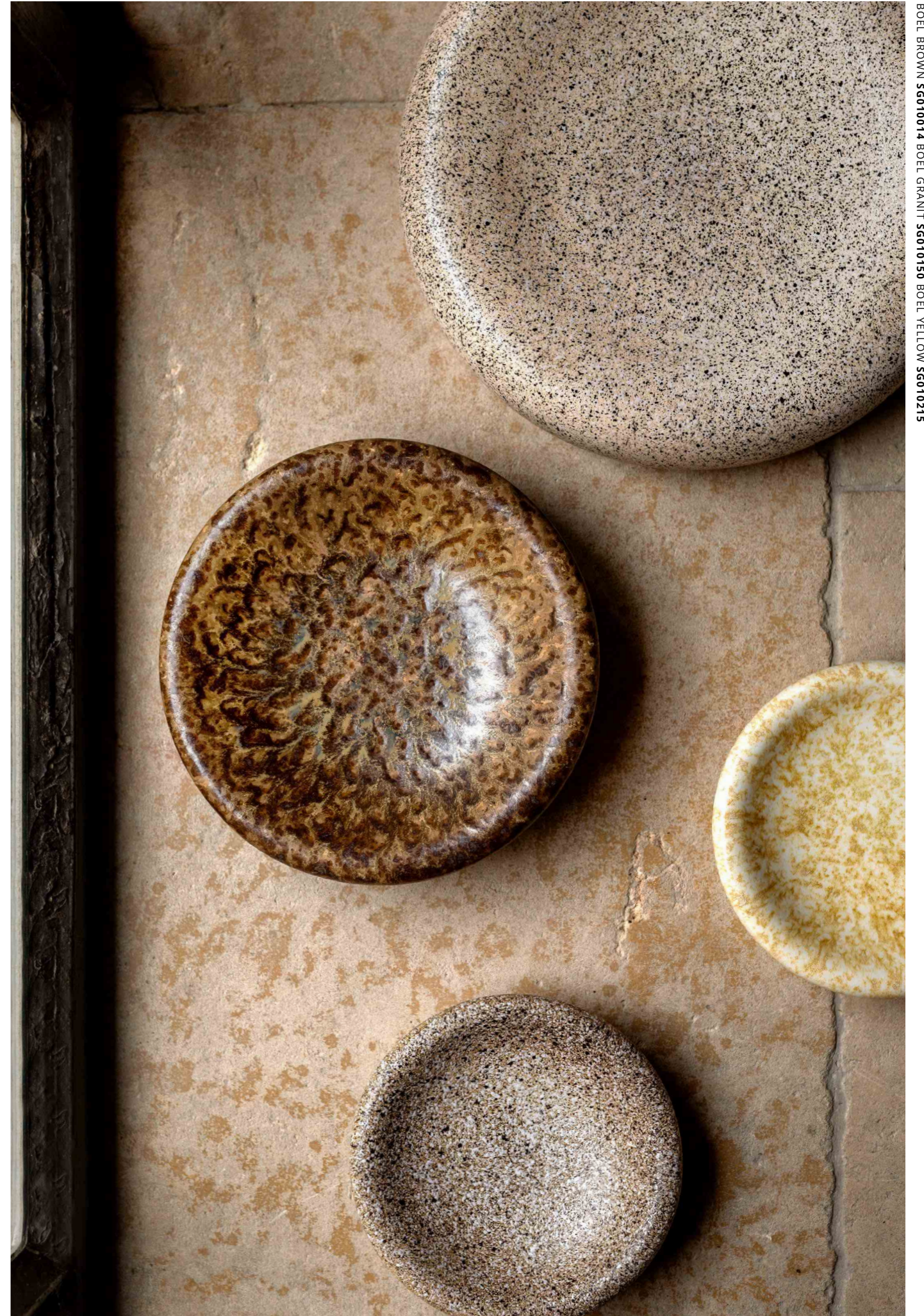
INTRODUCING 'TALES OF A BYGONE ERA' — AMONG ORCHARDS AND CYPRESS TREES, THE MAS DES PRÊCHEURS UNFOLDS AS AN ENCHANTING TABLEAU, CAPTURING THE AW24 COLLECTION IN A POETIC DANCE OF LIGHT AND SHADOW. THIS PHOTO SERIES WEAVES MODERN REFINEMENT WITH ENDURING ALLURE, MIRRORING THE ESSENCE OF THE OLSSON & JENSEN AW24 COLLECTION. AGAINST THE GRACEFUL SETTING OF THE MAS MANSION, IT EXUDES AUTHENTICITY AND TIMELESS CHARM. THE COLLECTION'S WARM TONES AND DYNAMIC SHAPES ENRICH THE IMAGERY, CREATING A SYMPHONY OF TRADITION, SERENITY, AND ORIGINALITY. THIS VISUAL NARRATIVE EPITOMISES A HARMONIOUS BLEND OF PAST AND PRESENT, BREATHING LIFE INTO AN ELEGANT, ARTISTIC DREAMSCAPE.







BOEL MEDIUM SGO10014 JEAN NOEL TABLECLOTH GD014751 YIN CF010020 ODETTE SB011230 OCTAVIA JUG SB011330



BOEL BROWN SGO10014 BOEL GRANIT SGO10150 BOEL YELLOW SGO10215

RUTH HANDWOVEN PORCELAIN BASKET



THE RUTH WOVEN BASKET IS A POETIC FUSION OF TRADITION AND INNOVATION, WHERE THE FLUIDITY OF HAND-WOVEN FORMS MEETS THE PERMANENCE OF PORCELAIN. CRAFTED BY SKILLED HANDS, EACH BASKET IS A DANCE OF INTERTWINING PATTERNS THAT EXUDE GRACE AND SOPHISTICATION. WITH ITS DELICATE BALANCE OF TEXTURE AND FORM, THE RUTH WOVEN BASKET TRANSCENDS UTILITY, BECOMING A TIMELESS WORK OF ART THAT INFUSES ANY SPACE WITH ELEGANCE AND SOUL.





ZEN SALLAD MI010320 ZARA FLOWER NAPKIN MI010113 ZARA OVAL NAPKIN MI010213 JEAN NOEL KITCHEN TOWEL GD014851



ZOEY NATURAL MI1010013 ZOEY MI010014 ZEN SALLAD MI010320

HANDMADE CLAUDINE BOWLS



THE HANDMADE CLAUDINE BOWLS HIGHLIGHT THE ARTISTRY OF HANDCRAFTED CERAMICS WITH THEIR DISTINCTIVE RUFFLED EDGES. EACH BOWL IS CAREFULLY SHAPED FROM CLAY, EMPHASIZING THE INTRICATE CRAFTSMANSHIP INVOLVED IN CREATING THE UNIQUE, WAVY RIM. AVAILABLE IN THREE SIZES, THESE BOWLS REFLECT THE DEDICATION AND SKILL OF THE MAKER, CAPTURING THE ESSENCE OF TRADITIONAL ARTISANAL TECHNIQUES.





SABINE CANDLEHOLDER ES013814 BOEL MEDIUM SG010014 MONICA BLACK HH014820 AKILA URN PH016914





TUVA BEIGE CY010112 YANG CF010010 YIN CF010020



RIO WINE GLASS SB011126 ODETTE SB011230 KAJO SA017130 EVA E7654 LUNA SB011030 OTHELLO DS016430 ALICIA SA017030

SIENA & COMO GLASSES



INTRODUCING SIENA AND COMO. INSPIRED BY THE DUTCH STILL LIFE
GENRE AND PAINTINGS SUCH AS WILLEM CLAESZ, HEDA, STILL LIFE WITH
FRUIT PIE AND VARIOUS OBJECTS AND JAN DAVIDSZ, DE HEEM, STILL LIFE WITH
A GLASS AND OYSTERS. SIENA FEATURES A GRACEFUL, ROUNDED FORM THAT
ECHOES THE DELICATE CURVES, WHILE COMO, WITH ITS MARTINI SHAPE, SHOW-
CASES A SLEEK, TAPERED DESIGN THAT REFLECTS THE REFINED SOPHISTICATION
OF THE ERA'S GLASSWARE. BOTH GLASSES BRING A TOUCH OF TIMELESS ARTIST-
RY AND OPULENCE TO YOUR TABLE.





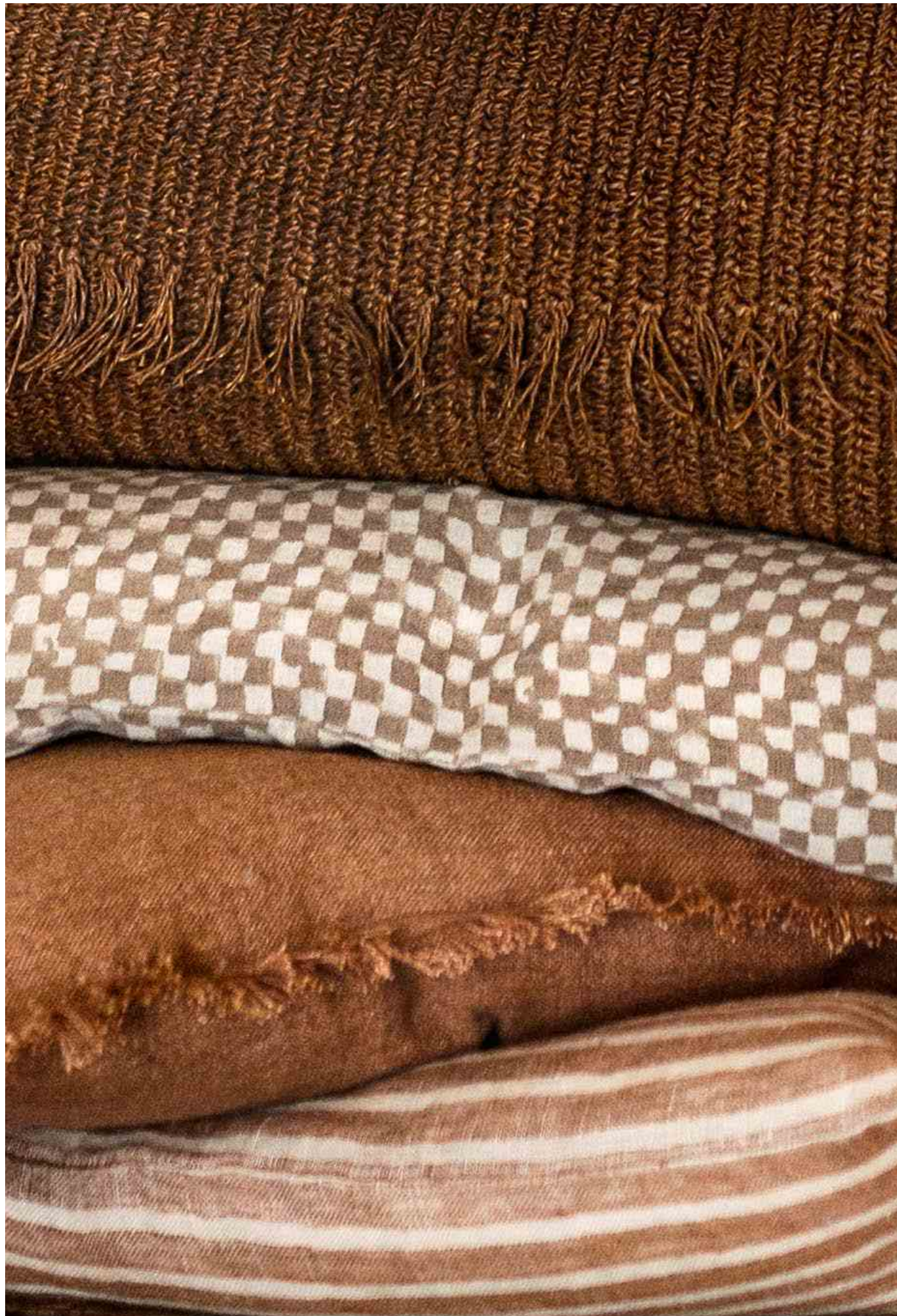


JULIE IE012050 BOWERY TH012113 CHELSEA TH012322

SOFT LINEN



UNVEILING OUR NEW CUSHION SERIES, WHERE TIMELESS ELEGANCE HARMONIZES WITH EVERYDAY COMFORT. EACH PIECE IS CRAFTED FROM A THOUGHTFULLY CHOSEN BLEND OF PREMIUM LINEN AND SOFT COTTON, CREATING A TEXTURED INTERPLAY OF SOPHISTICATION AND EASE. THE LINEN LENDS A GRACEFUL DURABILITY AND A SUBTLE, REFINED TEXTURE, WHILE THE COTTON INTRODUCES A GENTLE, PLUSH WARMTH.

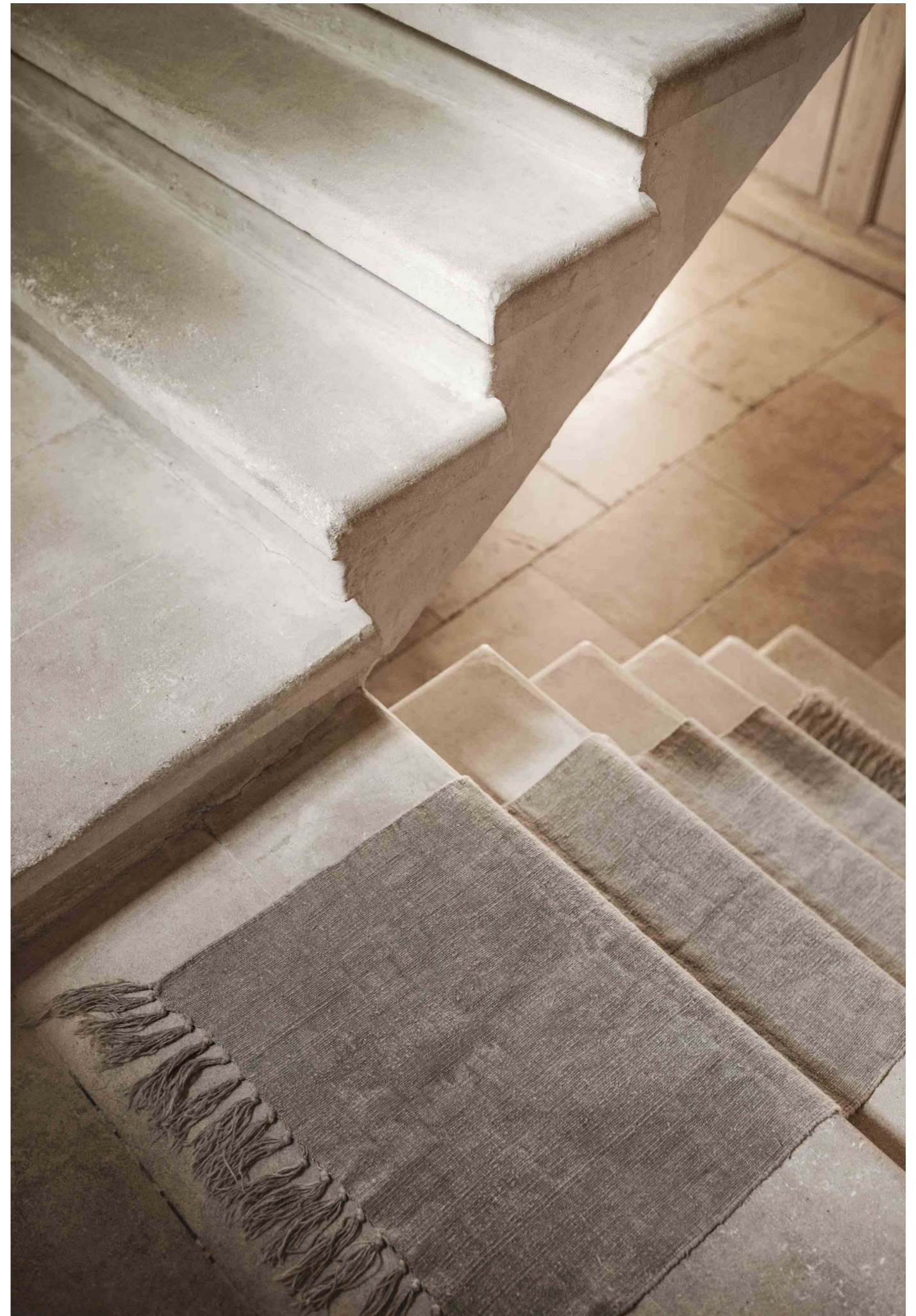




NOLITA RUG

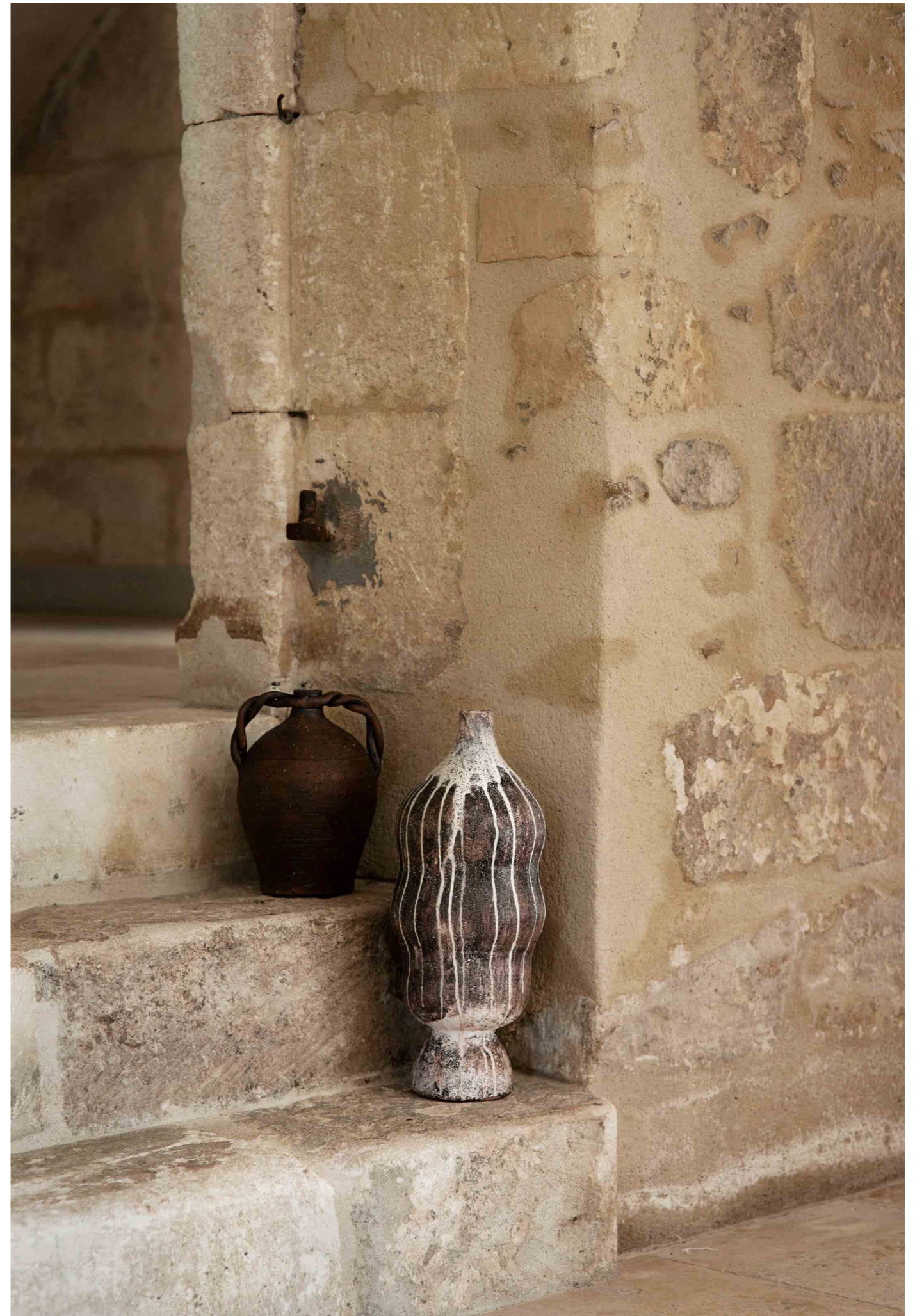


THE NOLITA RUG, HAND-WOVEN FROM PURE LINEN, CARRIES THE ESSENCE OF TRADITIONAL CRAFTSMANSHIP. THE INTRICATE WEAVING PROCESS GIVES IT A TEXTURED BEAUTY, WHERE EACH THREAD REFLECTS THE CARE AND SKILL OF THE ARTISAN. ITS HANDWOVEN NATURE ADDS A DISTINCTIVE, ORGANIC TOUCH TO THE SPACE.





NOLITA CARPET TH012613 SOLANTO BEIGE PH016711

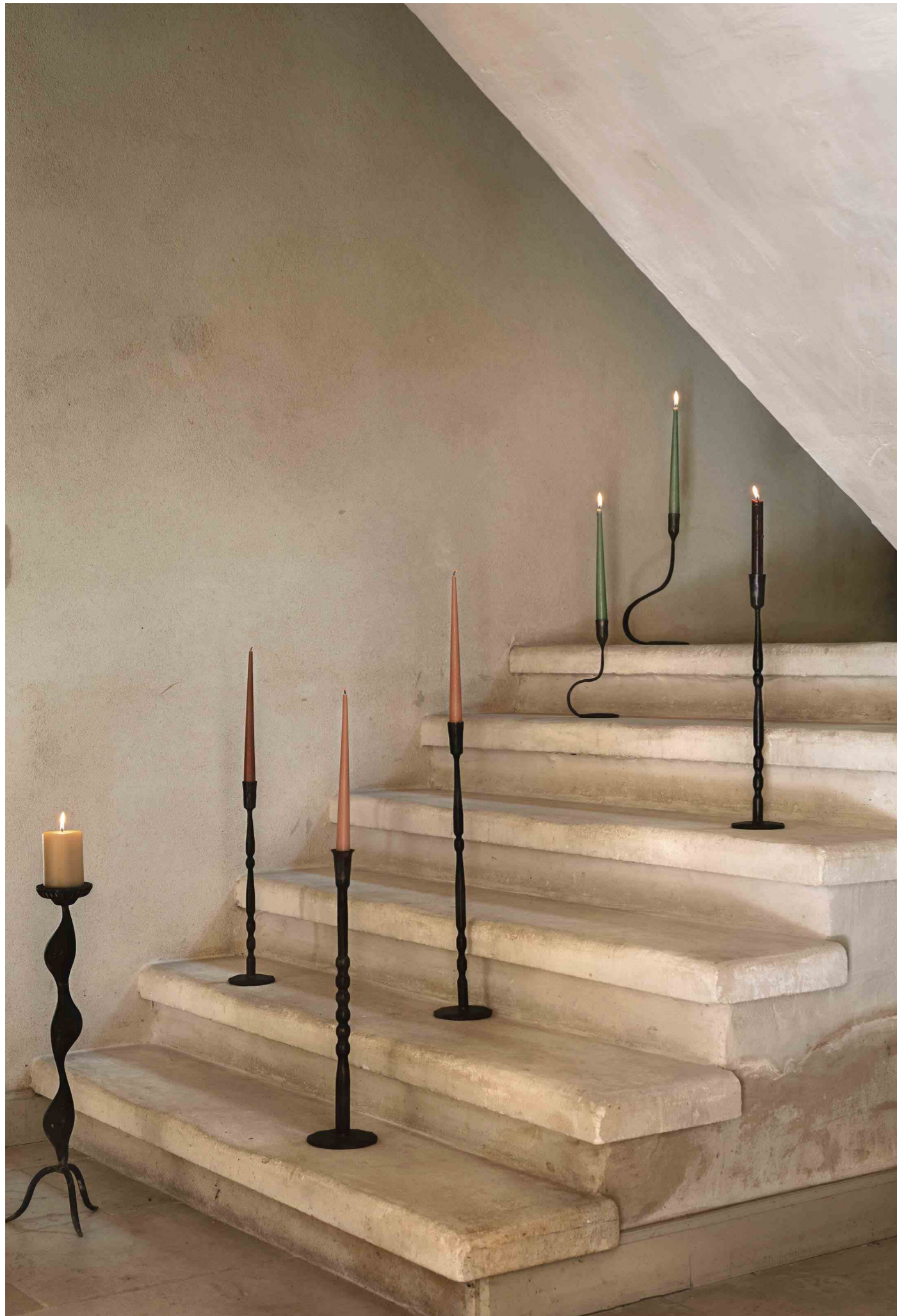


AKILA URN PH016914 KENZO PH015814









POM QJA010820 NICOLETTE E5013514 SABINE E5013614 SABINE E5013814 SABINE E5013714 STEFFI E5013314 STEFFI E5013414



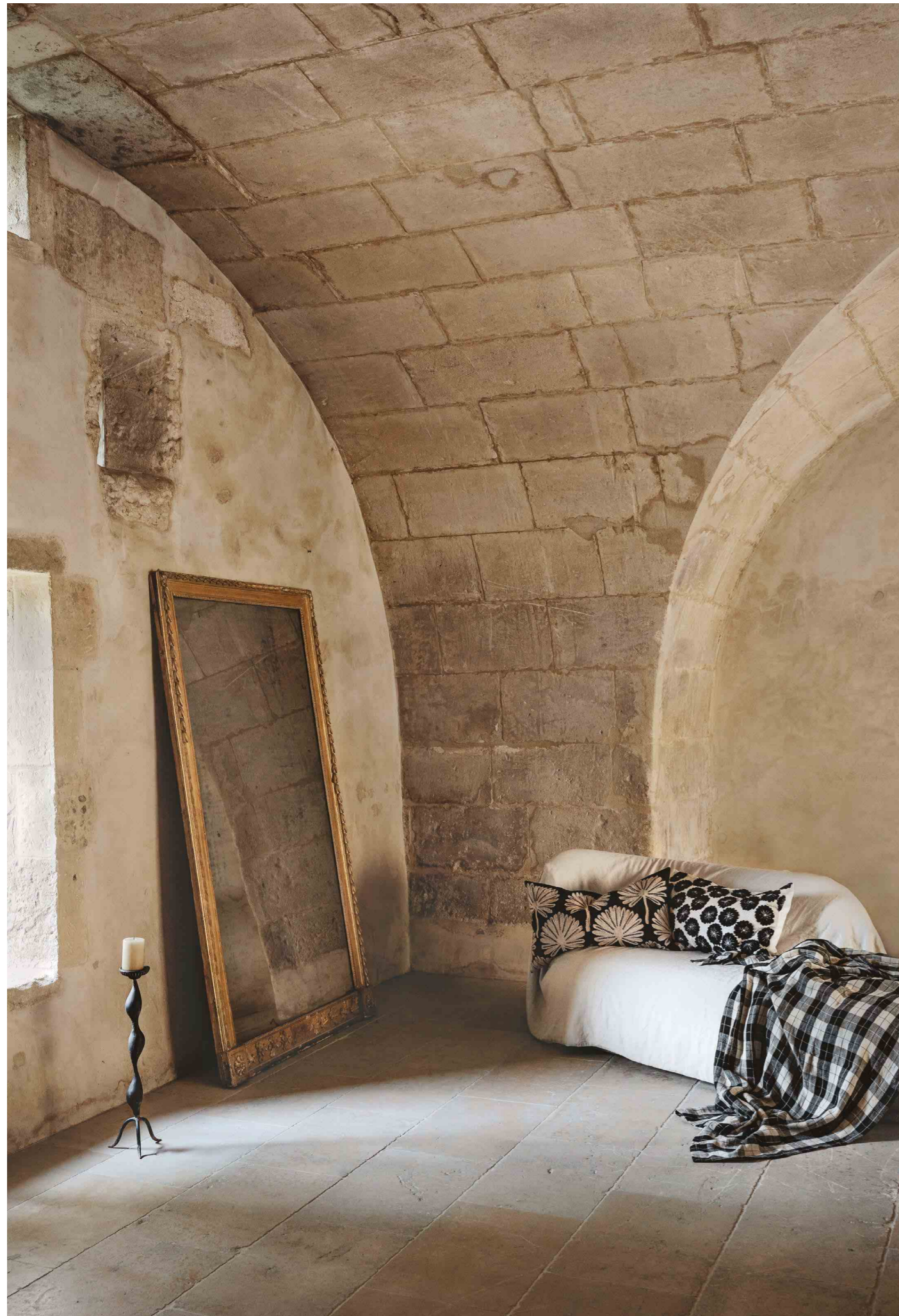
LIV BEIGE CY010012 LIV LINEN CY010013 LIV BROWN CY010014 LIV GREEN CY010019 LIV BROWN/PINK CY010043



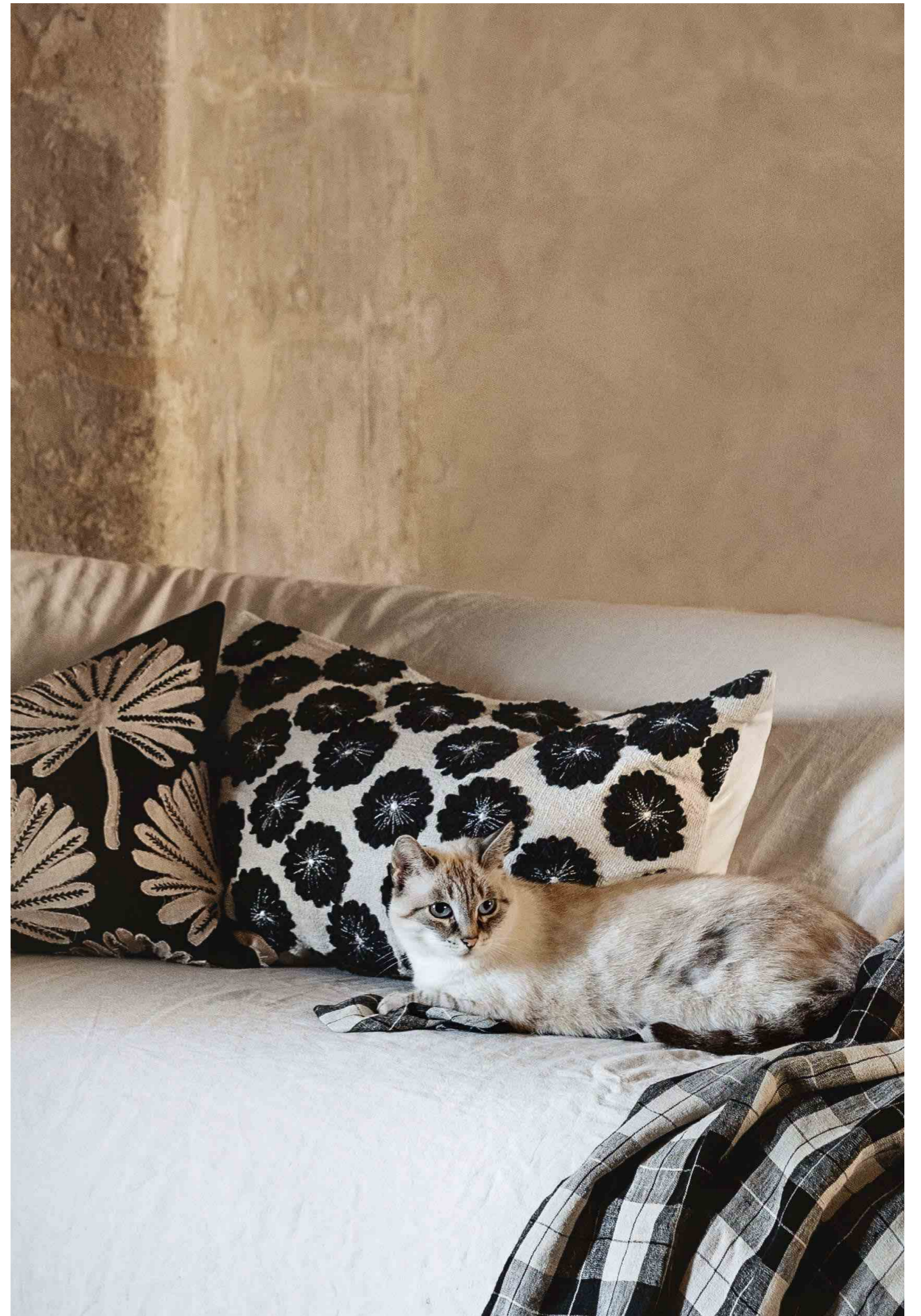
SAKURA 18 CM PH016111 SAKURA 23 CM PH016211 SAKURA 28 CM PH016311 CHRYSANTHEMUM TE011413 ALINA PH016011



STEFFI ES013314 STEFFI ES013414



POM QJA010820 PHOENIX F5010120 DAHLIA F5010210





LIZETTE AN011012 NAMIB VASE/CANDLE DS016512 LOA CANDLE HOLDER DS010615



LOA VANILLA CANDLE HOLDER DS010615 LOA TAUPE CANDLE HOLDER DS010414 MOJAVE DS016314

MINI CARL-JOHAN



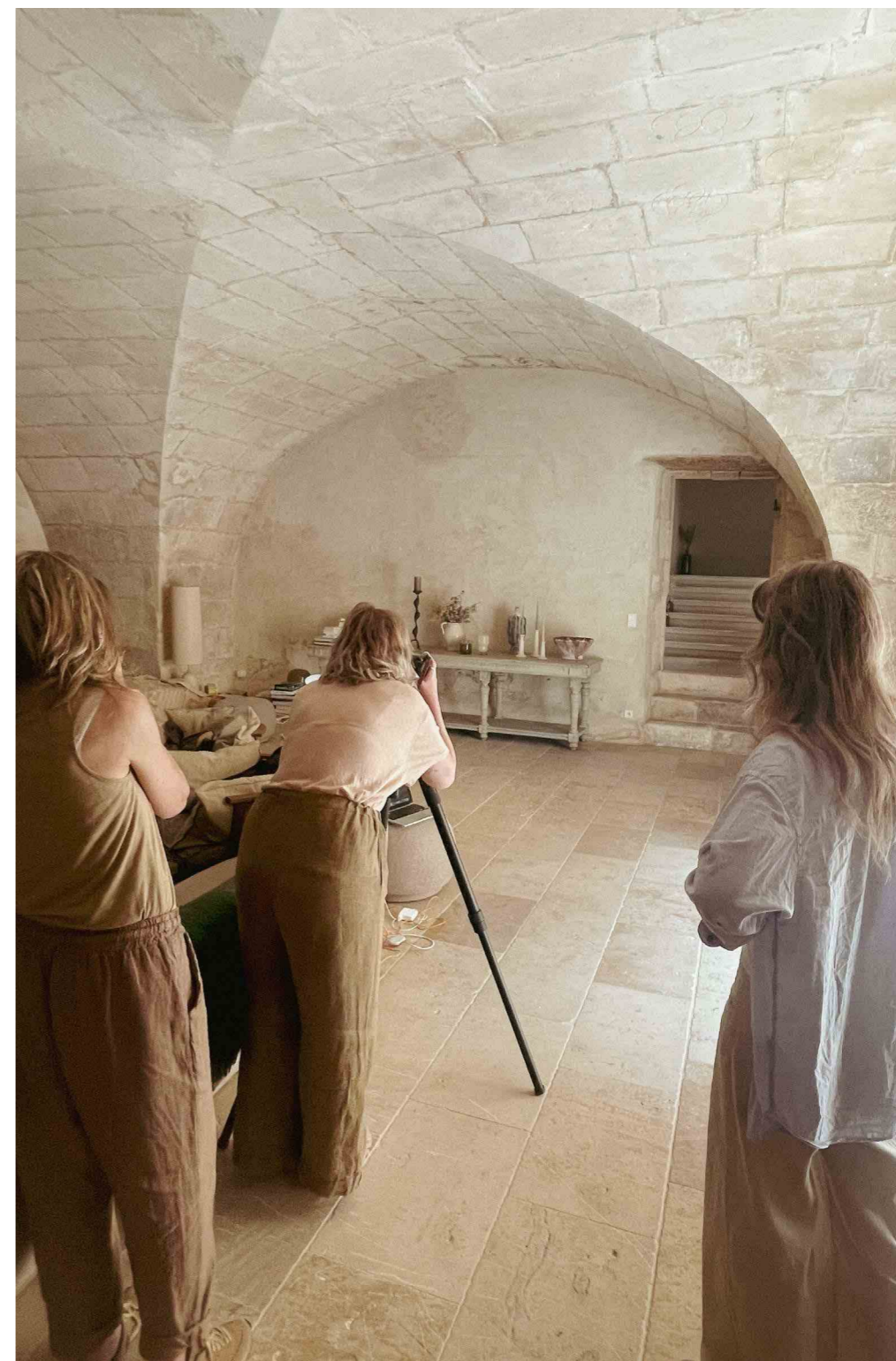
ONE OF O&J SIGNATURE LAMPS, INSPIRED BY THE CARL-JOHAN MUSHROOM, BLENDS WHIMSICAL DESIGN WITH TIMELESS ELEGANCE. ITS ORGANIC SHAPE MIRRORS THE MUSHROOM'S ICONIC SILHOUETTE, FEATURING A SMOOTH, ROUNDED CAP THAT EMITS A SOFT, AMBIENT GLOW. THE NEW COLLECTION UNFOLDS AN ADDITIONAL SIZE: THE MINI CARL-JOHAN.



CARL-JOHAN BLACK MINI AN011020 CARL-JOHAN WHITE MINI AN011010 CARL-JOHAN GOLD MINI AN011036



CARL-JOHAN TAUPE MINI AN011064



ON SET

STYLIST: MARI STRENGHIELM

PHOTOGRAPHER: ANNA MALMBERG

PM & GRAPHICS: JOHANNA LÖFQUIST BACK

ASSISTENT & MOOD MANAGER: CATARINA ALBINSSON

LOCATION: MAS DES PRÊCHEURS

