



For immediate release

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Owners Nils and Susanna announce the launch of *The Swedish Design Center of St. Barthélemy opening end of November*, the island's first retail establishment offering an innovative, unique collection of contemporary and modern classic objects and accessories of Swedish design, heritage and origin. Located in Les Almandiers, St. Jean.

Beyond being the first retailer to offer residents and visitors the opportunity to purchase unique Swedish products, *The Swedish Design Center* serves as the island's exclusive distributor for established and up-and-coming designers of Swedish-jewellery, silver, glass wear, solitaire furniture, home accessories, and other items. At *The Swedish Design Center*, patrons will enjoy a smart yet fun environment filled with beautiful, timeless, hand-selected offerings.

The pieces and the designers who craft them all are well known by Nils and Susanna who possess a deep passion for and understanding of Swedish heritage. They offer patrons more than beautiful products; they share the stories behind the creation of these exceptional pieces. Nils and Susanna said, "we have selected a range of items for this very special 'old Swedish island in the Caribbean' that we personally appreciate and believe our customers will enjoy in years to come - whether for their own homes and enjoyment or as gifts to cherished friends."

unique • inspired • timeless

Visit *The Swedish Design Center* of St. Barthélemy

HOW DESIGNERS ARE CHOSEN

St. Barthélemy and Sweden have a shared history that serves as the basis for Nils and Susanna's inspiration. They have established key relationships with designers that share a passion for keeping this bond alive. Several have visited and some worked on the island, whilst some maintain a relationship from as far away as Piteå in the very north of Sweden, where they live and work. According to Susanna, "we are honoured to represent many designers whose work, up until now, has not been readily available in a single location. Our design partners all share a commitment to high standards and a reputation of simultaneously being modern, classic and innovative."

HISTORY OF SWEDISH DESIGN

Swedish design culture has flourished for over a century. In the late 1800s, Swedes distinguished themselves in the design business as they emphasised simplicity, form and light colours. Since the 1940's, Swedish designers have produced textiles, glass, ceramics, furniture and flatware that seamlessly merge craftsmanship and industry.

After the 1940s, an emphasis on economy, both in aesthetics and cost, was a natural extension of the country's post-war social ideals. Functionality and simplicity proved to be lasting principles of 20th century design. Swedish products often are multifunctional, but all are beautiful, creative and reflective of an expansive imagination. This is why the cutting-edge design of "Swedish classics" is so highly sought after by discriminating clientele.

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