



TJÄRLEK collection

PR kit-February 2025



Hop into spring!



PH202050.JPG



PH201991.JPG



PH201981.JPG

As the first rays of sunshine kiss our winter-paled cheeks and the early spring flowers start to bloom, the world seems to burst into full color. Suddenly, everything feels possible. It's time to embrace something fresh, to welcome something new, and to indulge in a little fun!

Let's jump into the season with TJÄRLEK, a collection that captures the spirit of spring with vibrant colors, hand-painted patterns, and playful shapes. And of course, spring wouldn't feel complete without little bunnies.

The TJÄRLEK collection lets you sprinkle some fun in your home with tableware, glassware and textiles that match the season's mood. What's great is that you can bring the feeling of spring with you and use these items all year round. Enjoy!

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"For the TJÄRLEK collection, I wanted to add that little extra that allows you to easily create a lovely and inviting table setting for all kinds and sizes of festive occasions. The objects are inspired by the happiness I felt as a child in the spring when nature bursts with colors and comes to life. Like how the shapes of the bowl and the plate are reminiscent of the different stages of the flower, from a small bud to being fully in bloom."

Designer **Hanna Grann Dalrot**



Cheers to spring!

Gather your loved ones and celebrate the new season with the TJÄRLEK collection. With its playful shapes, watercolor patterns and cheerful colors, the collection captures that wonderful feeling of renewal that goes hand in hand with spring.

This glassware, tableware and decorations create an instant uplifting vibe and make your guests feel welcome. Here's a toast to sunnier days and new beginnings. Cheers!



PH202046.JPG **New TJÄRLEK Side plate \$4.99** Stoneware. Ø8". White 905.870.96



PH202034.JPG **New TJÄRLEK Bowl \$4.99** Stoneware. ØØ6, H3". Yellow 705.870.97



PH202048.JPG **New TJÄRLEK Bowl/egg cup \$2.99** Stoneware. Ø2, H2". Yellow 405.870.89

Invite spring to the table

Set a fun spring table with these colorful tableware and patterned napkins. Why not serve your dishes with a little something extra? Whether they're bell pepper appetizers shaped like carrots or a squiggly topping on soup – it's often the small things that create the biggest smiles.



PH202042.JPG **New TJÄRLEK Paper napkins \$2.49/30pk** Paper. W13×L13". Flower 105.870.95

These are not just pretty napkins. They can also be a great icebreaker. Get a contest going and see who could fold the funniest bunny.



PH202047.JPG **New TJÄRLEK Placemat \$2.99** 100% cotton. Imported. W18×L14". Multicolor 905.871.00

When designer Hanna Gran Dalrot created these patterns, she started by painting them with watercolors to achieve an organic feel and a sheer, almost transparent, effect. The color shifts are also seen on the glasses and vases in the collection.



PH202043.JPG **New TJÄRLEK Paper napkins \$1.99/30pk** Paper. W9½xL9½". Dotted 905.870.82

Inspired by the joy of childhood springs, designer Hanna Gran Dalrot created this sheer dotted pattern reminiscent of meadow flowers, while also hinting at the designs often found on hand-painted eggs.

TJÄRLEK Bowls \$4.99 Ø6". Yellow 705.870.97
TJÄRLEK Glasses \$24.99/4PK 10 oz. Multicolor 305.870.99

PH202044.JPG



Make your table pop

"For the TJÄRLEK collection, I wanted to capture the happy expressions and colors of spring and Easter. I often find inspiration through my inner child and love playing with shapes."

Designer **Marta Krupińska**

New TJÄRLEK Egg cup \$4.99/ea Stoneware. Ø2, H4". Yellow 605.870.93

PH202036.JPG





PH201989.JPG **New TJÄRLEK Baking cups \$2.49/65pcs** Silicone treatmented bleached chlorine-free paper. Ø2, H1½". Multicolor 405.874.47



PH202032.JPG

Make your spring 'fika' – the Swedish coffee break – extra special with the TJÄRLEK collection. With these flower-shaped baking cups and blooming tableware, it will surely be a sweet moment to remember.

Enjoy 12 months of spring

You can use these vases, candlesticks and glasses year after year. These glass items are like jewels for your dining table, but they're just as beautiful to display too. Let them add a little sparkle, not just to spring celebrations, but to everyday life as well.

PH201991.JPG **New TJÄRLEK Glasses \$24/4pk** Glass. H6". Vol 10 oz. Multicolor 305.870.99

**Make your home
bloom all year
round**



New TJÄRLEK Vases \$9.99/set of 3 Glass. Multicolor 505.871.02 PH202039.JPG



There's always room for more bunnies

After a long winter, it's time to decorate your home with bright colors and playful shapes that match the season's mood. Why not decorate with spring's eternal icons?

The egg cup wasn't initially designed to resemble a rabbit. However, when designer Marta Krupińska created the blue bunny bowl, the design team loved it so much that they decided to extend the design to the egg cup as well. And so, the little rabbit family was born.

PH201981.JPG **New** TJÄRLEK Hanging decorations \$3.99/set of 6 Paper. Multicolor 505.880.50



PH202035.JPG **New TJÄRLEK Bowl with lid \$14.99** Stoneware. Ø4½, H8½". Turquoise 405.870.94

Perfect for candy egg hunts during spring, and for storing your secret stash of candy the rest of the year.



PH202040.JPG **New TJÄRLEK Hanging decorations \$3.99/set of 6** Paper. Multicolor 505.880.50

"I hope these playful and colorful objects with their clean and simple design will bring joy and happiness to this lovely season for many years to come."

Designer **Marta Krupińska**



PH202037.JPG **New TJÄRLEK Decoration \$9.99** Powder-coated steel and paper. Ø6, H32". Branch/yellow 105.871.04

Create an inspiring spring tree display that blooms all year round with a bunch of yellow sprays or a colorful decoration branch. Hang whatever you like to make it more personal. Enjoy!

New TJÄRLEK Egg cup \$4.99 Stoneware. Yellow 605.870.93
New SMYCKA Artificial spray \$4.99 100% polyester. PH202045.JPG
 Imported. H27½". In/outdoor/forsythia yellow 105.937.94



Product overview TJÄRLEK collection



PE952323.JPG
New TJÄRLEK Side plate \$4.99
Dishwasher and microwave safe. Stoneware. Designer: Hanna Grann Dalrot. Ø8". White 905.870.96



PE952321.JPG
New TJÄRLEK Bowl \$4.99
Dishwasher and microwave safe. Stoneware. Designer: Hanna Grann Dalrot. Ø6, H3". Yellow 705.870.97



PE952314.JPG
New TJÄRLEK Bowl/egg cup \$2.99
Dishwasher and microwave safe. Stoneware. Designer: Hanna Grann Dalrot. Ø2, H2". Yellow 405.870.89



PE952316.JPG
New TJÄRLEK Baking cups \$2.49/65pcs
Dishwasher and microwave safe. Silicone treated bleached chlorine-free paper. Designer: Marta Krupińska. Ø2, H2". Multicolor 405.874.47



PE952322.JPG
New TJÄRLEK Paper napkins \$1.99/30pk
Paper. Designer: Hanna Grann Dalrot. W9½xL9½". Dotted 905.870.82



PE952310.JPG
New TJÄRLEK Paper napkins \$2.49/30pk
Paper. Designer: Hanna Grann Dalrot. W13xL13". Flower 105.870.95



PE952311.JPG
New TJÄRLEK Placemat \$2.99
100% cotton. Imported. Designer: Hanna Grann Dalrot. W14xL18". Multicolor 905.871.00



PE952317.JPG
New TJÄRLEK Vases \$9.99/set of 3
Glass. Designer: Hanna Grann Dalrot. Multicolor 505.871.02



<MULTIPLEGROUPEDLINKS>
New TJÄRLEK Glasses \$4.99/4pk
Great for drinks or dessert. Glass. Designer: Hanna Grann Dalrot. H6". Vol 10 oz. Multicolor 305.870.99



<MULTIPLEGROUPEDLINKS>
New TJÄRLEK Bowl with lid \$14.99
Dishwasher and microwave safe. Stoneware. Designer: Marta Krupińska. Ø4½, H8½". Turquoise 405.870.94



<MULTIPLEGROUPEDLINKS>
New TJÄRLEK Egg cup \$4.99
Dishwasher and microwave safe. Stoneware. Designer: Marta Krupińska. Ø2, H4". Yellow 605.870.93



<MULTIPLEGROUPEDLINKS>
New TJÄRLEK Hanging decorations \$3.99/set of 6
Paper. Designer: Marta Krupińska. Multicolor 505.880.50



<MULTIPLEGROUPEDLINKS>
New TJÄRLEK Decoration \$9.99
Powder-coated steel and paper. Designer: Marta Krupińska. Ø6, H32". Branch/yellow 105.871.04



<MULTIPLEGROUPEDLINKS>
New SMYCKA Artificial spray \$000
100% polyester and plastic. Imported. H27½". In/outdoor/ forsythia yellow 105.937.94

Enjoy!

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