



## Nordic Nest Group welcome award-winning Ekbacken Studios to their assortment

Nordic Nest Group continues to develop their range of Scandinavian design brands in the interior design segment. During the summer of 2023, it was announced that Gärsnäs had entered an exclusive cooperative agreement with the group and the latest addition is the furniture producer Ekbacken Studios. Headed by Kristina Tjäder (founder of the fashion brand Dagmar), Ekbacken Studios have been honoured for their sustainable business idea and are now ready for the next step.

In a world where sustainability and style are becoming increasingly intertwined, a new brand has emerged, engaging both professionals and consumers alike. Since their launch during Stockholm Design Week one year ago, Ekbacken Studios have made their way into design destinations, such as hotels, restaurants, offices and private homes across Denmark, Sweden, Spain and Germany. Ekbacken Studios are now launching their furniture with Nordic Nest and Svenssons both online and in store.

- Ekbacken Studios challenge old fashioned habits with a mission to redefine luxury by turning waste into masterpiece furniture. We are both happy and proud to become part of the world's largest platform for Scandinavian Design, says Kristina Tjäder, Creative Director and CEO of Ekbacken Studios.

- As a customer at Nordic Nest Group, you will find exactly what you are looking for at the right price, with fast delivery and the absolute best customer experience. In addition, we are Scandinavia's leading platform for high-end brands in the interior design segment. Ekbacken Studios is a fantastic example of an exciting new brand that, with its expressive and high-end design, complements our range in an exemplary way, says Bank Bergström, CEO of Nordic Nest Group.

The design studio produces products by using cutting edge technology such as 3D-printing. The technique enables them to step outside existing boundaries and create original furniture pieces using sustainable materials, in a circular design process. Ekbacken's first collection consists of bold lounge chairs, compact side tables and characterful coffee tables, all made from recycled fishing nets. In addition to that, more products are already in the process of being added with a dining table being next on the agenda.

Parts of the latest collection will be presented during Stockholm Design Week in the Svenssons store at Sveavägen 6, Stockholm City.

Ekbacken Studios is now available at Nordic Nest and Svenssons.

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