

NORDIC NEST PRESENTS CHRISTMAS 2026 AT KALMAR CASTLE



For its 2026 Christmas campaign, Nordic Nest brings contemporary Scandinavian design into dialogue with centuries of Swedish history. Within the Renaissance interiors of Kalmar Castle, Christmas unfolds through deep colours, generous table settings and design objects made to live on over time. Made for Memories is a story about the objects, traditions and settings that shape our memories of Christmas.

For Christmas 2026, Nordic Nest has moved beyond the traditional studio setting and into Kalmar Castle. Across a series of atmospheric interiors, Scandinavian design classics and contemporary pieces meet the best preserved Renaissance castle in the Nordic region. Red textiles are set against timeworn stone walls. Glassware, ceramics and candlelight sit before monumental paintings. Traditional Christmas details are layered with contemporary Scandinavian design.

Contrast is central to the campaign. Rather than presenting a pared back interpretation of Scandinavian Christmas, Nordic Nest has created a richer, more personal world in which colour, history and layers of objects are allowed to take their place. The styling is individually curated, bringing different collections, expressions and eras together side by side. The result evokes a home that has evolved over time, where inherited favourites sit alongside new discoveries and every object carries a story of its own.

– We wanted to move away from the idea of Scandinavian Christmas as something purely light and pared back, and instead create a world with greater depth, colour and personality. Kalmar Castle has layers of history, patina and detail that create a beautiful contrast with Scandinavian design. At the same time, Made for Memories is about our relationship with objects. The pieces we bring out every Christmas, use at the table year after year and eventually pass on become part of our own traditions and memories, says Sofia Flobrant, Head of Agency at Nordic Nest.



A DIFFERENT PERSPECTIVE ON SCANDINAVIAN CHRISTMAS

Scandinavian design is often associated with light interiors, simplicity and restraint. In this year's Christmas campaign, Nordic Nest explores a more expressive side of the Nordic design language. Colour, ornament, materiality and historical layers meet contemporary design to create an environment that feels both familiar and unexpected.

Made for Memories begins with the idea that a home is built over time. Choosing the castle as the setting gives further weight to that story. A place shaped by generations, historical layers and objects that have endured over time becomes a natural backdrop for a campaign about how memories are created and carried forward. Objects gain meaning through the way they are used, the people they become associated with and the traditions they become part of. At Christmas, that relationship becomes particularly visible as the same glasses, china, candlesticks and textiles return year after year.

DESIGN WITHIN MORE THAN 800 YEARS OF HISTORY

Kalmar Castle traces its origins to the 12th century and is the best preserved Renaissance castle in the Nordic region. The Kalmar Union was formed here in 1397, and during the 16th century the kings of the Vasa dynasty transformed the medieval fortress into the Renaissance castle seen today. Its strategic importance historically earned it the name 'Key to the Kingdom'.

Within the campaign, the historic setting acts as a counterpoint to the contemporary design. Rather than serving simply as a backdrop, the castle's patina, scale and decorative character become an active part of the visual world.

– It is exciting to see Kalmar Castle's historic interiors meet contemporary Scandinavian design in this way. The castle carries more than 800 years of history, and in the photographs the rooms and their character become an active part of the visual expression. The fact that the images will also reach an international audience makes the collaboration especially rewarding for us, says Meg Nömgård, Castle Director at Kalmar Castle.



MADE FOR MEMORIES

The campaign centres on Christmas as a collection of recurring rituals. The table setting, the objects brought out from cupboards and the details that return from one year to the next become carriers of memory and part of the home's own history.

For Nordic Nest, the choice of Kalmar also has a personal connection. The company was founded in the city and still has its headquarters there. As the campaign launches, Kalmar Castle becomes Nordic Nest's Christmas world across its international markets.

Nordic Nest's Christmas Shop opens on 6 October 2026.



ABOUT NORDIC NEST

Founded in 2002, Nordic Nest has become a leading global destination for Scandinavian design and interiors. With a curated selection of renowned brands, Nordic Nest brings the very best of Scandinavian design to customers in more than 70 countries worldwide, with delivery available globally. Through its multilingual online platform, Nordic Nest connects Scandinavian craftsmanship with an international audience across Europe, Asia and North America. Nordic Nest's role extends beyond retail, giving brands a platform to showcase their work globally. Through events and close collaborations with designers and manufacturers, Nordic Nest helps bring Scandinavian aesthetics to a wider audience.

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