



From the left: Gustav Klockby, Bank Bergström, Anna Klockby, Dag Klockby

# Gärnsås & Nordic Nest Group Partner In Exclusive Collaboration Agreement

Swedish furniture producer Gärnsås has entered into an exclusive collaboration agreement with global retailer Nordic Nest Group. Beginning in Q1 2024, private consumers worldwide will have the opportunity to access Gärnsås exclusive range of chairs, tables, lighting, and upholstered furniture – designed by some of Scandinavia’s leading designers and manufactured in Sweden.

Founded in Skåne, Sweden in 1893, Gärnsås has been owned and operated by the Axelsson/Klockby family since 2003. The same year, Designonline was established, which is now known as Nordic Nest Group – the world’s largest retailer of Scandinavian design with a turnover of 2 billion SEK (2022). Nordic Nest Group currently operates five physical stores in Sweden. Through its digital destinations, Nordic Nest and Svenssons, the company is able to share the very best of Scandinavian design worldwide, which accounts for 58% of the group’s total turnover.

This year, Gärnsås celebrates its 130th anniversary as a furniture producer with a turnover of 80 million SEK (2022). 95% of the company’s sales currently come from commissions within the public sector such as offices, hotels, restaurants, and hospitals as well as government buildings and the United Nations headquarters in New York City.

"For some time now, we have been looking into different ways of increasing our presence in the private sector, both nationally and internationally. It is about creating the right conditions and framework for a long term, meaningful collaboration. When we first began discussing this with Nordic Nest, it quickly became clear that we share many of the same values and have a good cultural fit. These are parameters we value very highly," says Gustav Klockby Business Development Manager at Gärsnäs.

"Gärsnäs represents what we believe is the essence of the term Scandinavian design. They have for 130 years been developing their own recipe for bringing quality, function, material, and aesthetic together in a unique way. The result is high quality furniture which stand the test of time. We are therefore incredibly proud to begin this partnership and excited to offer private consumers across the world, a part of Swedish furniture legacy," says Bank Bergström CEO of Nordic Nest Group.

"We offer a unique furniture range made globally accessible through Nordic Nest. By combining our strengths in the value chain, we are convinced that we can create maximum value for our shared end consumer," concludes Gustav Klockby.

Gärsnäs will be launched on Nordic Nest & Svenssons early 2024.

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