

LICENCE COLLECTION 2025

EKELUND X *StigL.*



Ekelund
MASTER WEAVERS 1692

STIG LINDBERG (1916-1982)

Some patterns suit us at Ekelund better than others. Choosing the right pattern is about combining culture, function, and aesthetics to create a product that feels both beautiful and practical in everyday life. Stig Lindberg is said to have created objects that are functional while also bringing joy through their beauty. And we at Ekelund couldn't agree more.

ABOUT STIG

Stig Lindberg was a Swedish designer and illustrator, renowned for his versatility and playful designs that brought color to the Swedish "folkhem" (people's home). Through his vibrant expression, Stig Lindberg broke away from the traditionally austere Scandinavian design language. He was born in Umeå and educated at the Technical School in Stockholm. In 1937, he began working at the Gustavsberg porcelain factory, where he later became artistic director in 1949.

Stig was a multi-talented artist who worked not only with porcelain but also with textiles, industrial design, and as a children's book illustrator. His works are represented in several museums, including the National Museum in Stockholm and the Röhsska Museum in Gothenburg. During his career, he was awarded numerous accolades, including the Prince Eugen Medal in 1968 and an honorary professorship from the Swedish government in 1970.

Stig made his mark on the international design scene with an exhibition in New York in 1957. In 1959, he gained popularity in Japan through an exhibition at the SEIBU department store and has been celebrated ever since, both in Europe and around the world.

In 2025, a brand-new exhibition of Stig's work will tour Japan, with stops in both Tokyo and Osaka.

Stig L.



To create objects that are functional while also bringing joy through their beauty

– Stig Lindberg



LINNEA P2
Towel 35x50 cm
100% cotton



LINNEA P2
Placemat 35x48 cm
100% cotton



LINNEA P2
Runner 35x120 cm
100% cotton



POTTERY P2
Towel 35x50 cm
55% cotton 45% linen



POTTERY P2
Placemat 35x48 cm
55% cotton 45% linen





HERBARIUM P2
Napkin 35x35 cm
55% cotton 45% linen



HERBARIUM P2
Towel 35x50 cm
55% cotton 45% linen



HERBARIUM

Featuring a vibrant and intricate design inspired by nature's botanical forms. This pattern, with its colorful and playful depiction of plants, is a celebration of the beauty found in natural elements.



HERBARIUM P2
Placemat 35x48 cm
55% cotton 45% linen

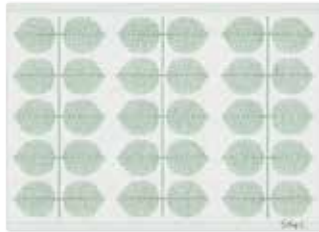


HERBARIUM P2
Runner 35x120 cm
55% cotton 45% linen





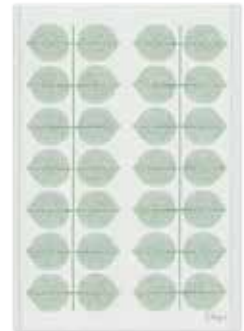
BERSÅ P2
Runner 35x120 cm
55% cotton 45% linen



BERSÅ P2
Placemat 35x48 cm
55% cotton 45% linen



BERSÅ P2
Napkin 35x35 cm
55% cotton 45% linen



BERSÅ P2
Towel 35x50 cm
55% cotton 45% linen

BERSÅ

The green leaf design became a staple in many Swedish households, symbolizing the post-war era's optimism and appreciation for nature. It remains a favorite among collectors and design enthusiasts, both in Sweden and internationally. Its timeless appeal continues to make it relevant in contemporary design.







FISKBEN 6C, P2
 Runner 35x120 cm
 100% cotton



NÄTMÖNSTER 6C, P2
 Runner 35x120 cm
 100% cotton



OUR
 DESIGNS
 ARE STRONGLY
 INSPIRED BY
 SWEDISH NATURE,
 TRADITIONAL
 SCANDINAVIAN
 AESTHETICS,
 AND TIMELESS
 VALUES



KARAKTÄR 6C, P2
 Towel 35x50 cm
 100% cotton



STADSSAGA 6C, P2
 Towel 35x50 cm
 100% cotton



FISKGLÄNTA P2
 Towel 35x50 cm
 100% cotton



STADSDDEL 6C, P2
 Placemat 35x48 cm
 100% cotton



ROYAL TEXTILE

We are a proud purveyor to the Swedish Royal Court, a prestigious recognition of our quality and heritage. Being appointed as a purveyor to the Swedish Royal Court is a great honour for us. It confirms that we meet the highest standards of quality and craftsmanship.

For us, it's not just an honour, but also a responsibility to continue delivering textiles of the highest standard. This title emphasises our focus on tradition, sustainability, and Swedish design.

COTTON & LINEN

About 80% of our products are woven from 100% organic cotton, while the remaining 20% are woven from a blend of 45% linen and 55% cotton. The mix of materials makes it easy for those who buy our textiles to take care of them. They don't require much more than a little bit of love.

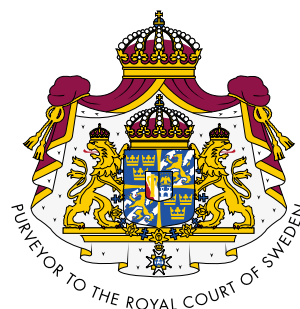
To really make it easier for the consumer our textiles go through a chemical process to make them wrinkle-free. The treatment is permanent and does not disappear in the wash. Of course, the process is approved according to GOTS strict criteria for consideration of the environment.

Ekelund was one of the world's first textile companies to be eco-labelled in 1995 with Good Environmental Choice. Since then, environmental thinking has accompanied everything we have done. Everything in our production is organic, GOTS-certified and 100% Swedish-made in Horred.

You can read more about the GOTS certification at ekelunds.com.



Organic
Certified by Ecocert Greenlife
154622 Ekelund



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