

# LICENCE COLLECTION 2025

EKELUND X **Pippi**<sup>TM</sup>  
LONGSTOCKING



Ekelund  
MASTER WEAVERS 1692

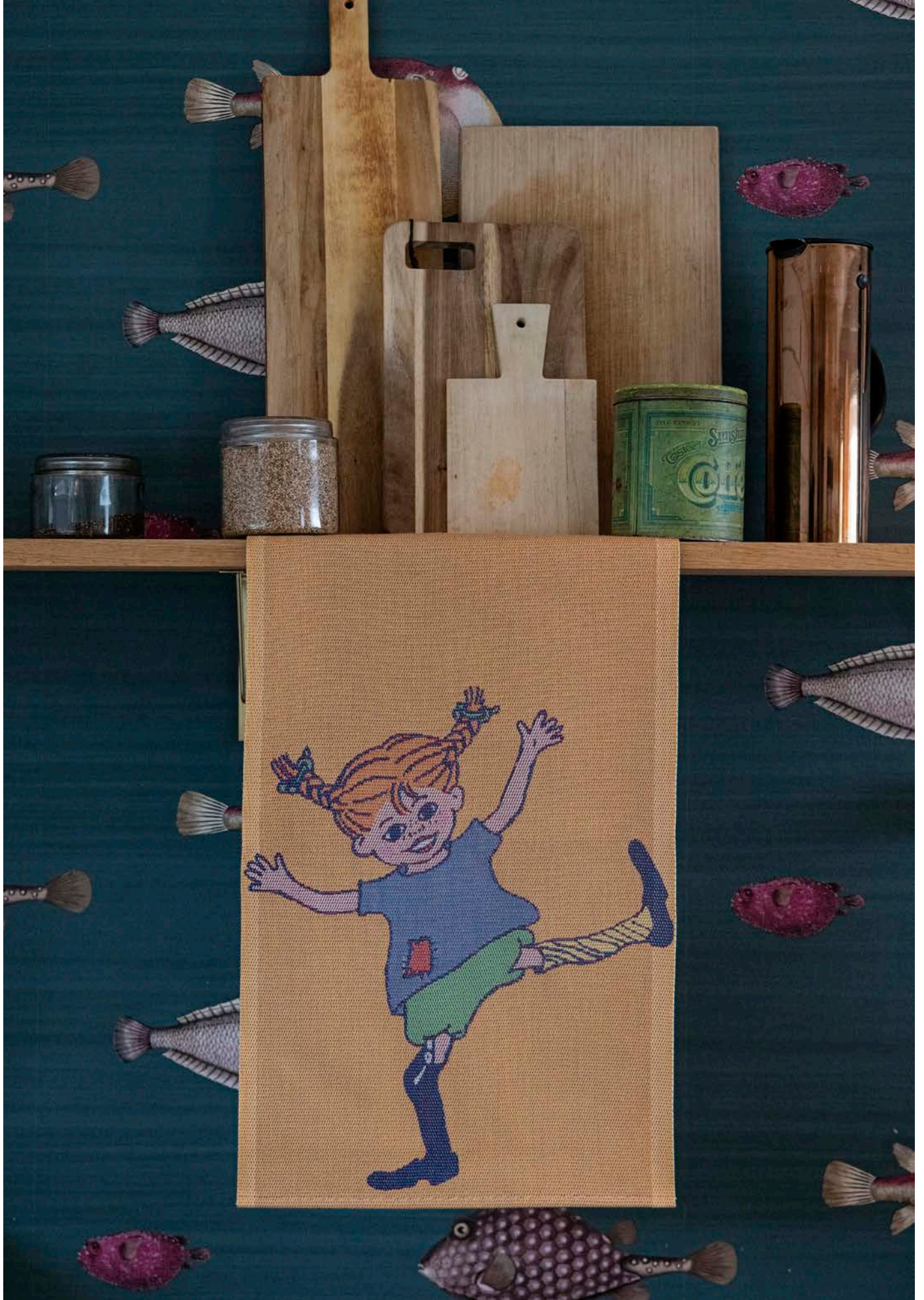


## PIPPI LONGSTOCKING

In 2025, Pippi turns 80, and this milestone will be celebrated worldwide by many brands. This collection is perfect for those who want to offer their customers products that bring both nostalgia and quality.

The story of Pippi was born in 1941 when Astrid Lindgren's daughter, Karin, was ill and asked her mother to tell her a story about "Pippi Longstocking." A few years later, Astrid wrote down the stories, and in 1945, the first book was published. After its release, Pippi Longstocking became one of the world's most beloved children's book characters. With her red braids, freckles, and incredible strength, Pippi has fascinated generations of readers. She lives alone in Villa Villekulla with her monkey, Mr. Nilsson, and her horse, Lilla Gubben, living life by her own rules—free, strong, and full of imagination.

This collection is perfect for those who want to offer their customers products that bring both nostalgia and quality.





**PÄRONSPRÅNG**  
 Brushed plaid 140x170 cm  
 100% cotton

6C  P2



**FRÄKNIS** 6C  P2  
 Brushed pillow case 40x40 cm  
 100% cotton



# BRUSHED, WOVEN AND COZY

A woven, warm, and soft blanket is a must in every child's room. Our blankets are brushed for extra softness, making them perfect for the little ones.

A blanket from Ekelund is always woven with sustainable, organic, and eco-labeled materials. Additionally, they are GOTS-certified, providing extra assurance that no harmful substances are involved in the production – giving you peace of mind as a consumer.



VILLA VILLEKULLA 6C P2  
Brushed baby blanket 72x105 cm  
100% cotton



RIDTUR 6C P2  
Brushed baby blanket 72x105 cm  
100% cotton





**PIPPI** 6C, P2  
Towel 40x60 cm  
100% cotton



**UPPOCHNER** 6C, P2  
Towel 40x60 cm  
100% cotton



**PANNKAKSKAOS** 6C, P2  
Towel 40x60 cm  
100% cotton



**HOPPSAN** P2  
Towel 35x50 cm  
100% cotton



**SOCKERDRICKA** P2  
Towel 35x50 cm  
100% cotton



**PIPPILOTTA** P2  
Towel 35x50 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.

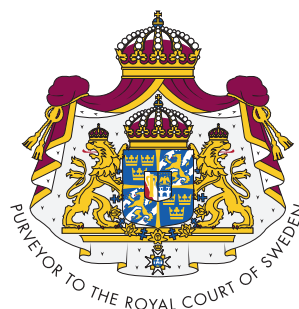
To truly make things easier for the consumer, our textiles undergo a chemical process that makes them less wrinkled. The treatment is permanent and does not disappear in the wash. Of course, the process is approved according to GOTS strict criteria for consideration of the environment.

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](http://ekelunds.com).



**Organic**  
Certified by Ecocert Greenlife  
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