

LICENCE COLLECTION 2025

STIG LINDBERG | WILLIAM MORRIS
FRIDA KAHLO



Ekelund
MASTER WEAVERS 1692

PATTERNS OF THE WORLD – MADE IN SWEDEN

Some patterns suit us 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. That's one of the reasons we have chosen licenses like Frida Kahlo, Stig Lindberg, and William Morris.

Another reason to choose a particular pattern or designer lies in our weaving technique. The combination of traditional craftsmanship and modern technology allows us to recreate the designer's artistic vision with great precision and authenticity. The level of detail and texture offered by modern jacquard weaving highlights timeless designs and makes them accessible to today's users. We hope you love these patterns just as much as we do.

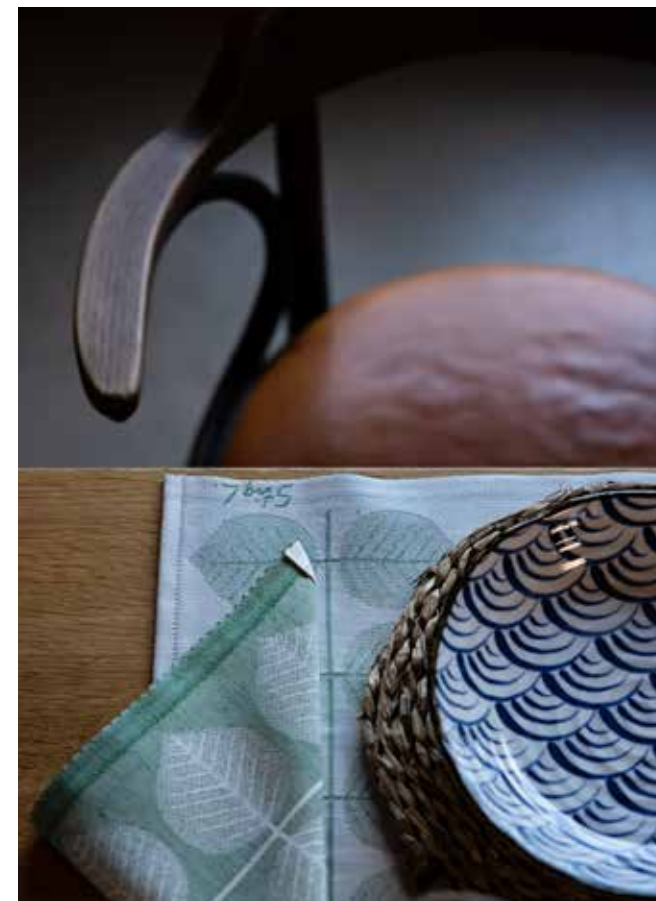
OUR LICENCES 2025

During 2025 we will work with licenses like Frida Kahlo, William Morris and Stig Lindberg because they allow us to bring timeless, iconic designs into our collections, offering our customers access to classic patterns and artistic heritage. Collaborating with established and beloved design licenses provides you with a unique blend of tradition and modern craftsmanship.

And it gives you, as a business partner, the opportunity to offer your customers a wider range of products, appealing to customers who value art, history, and design.



Stig L.



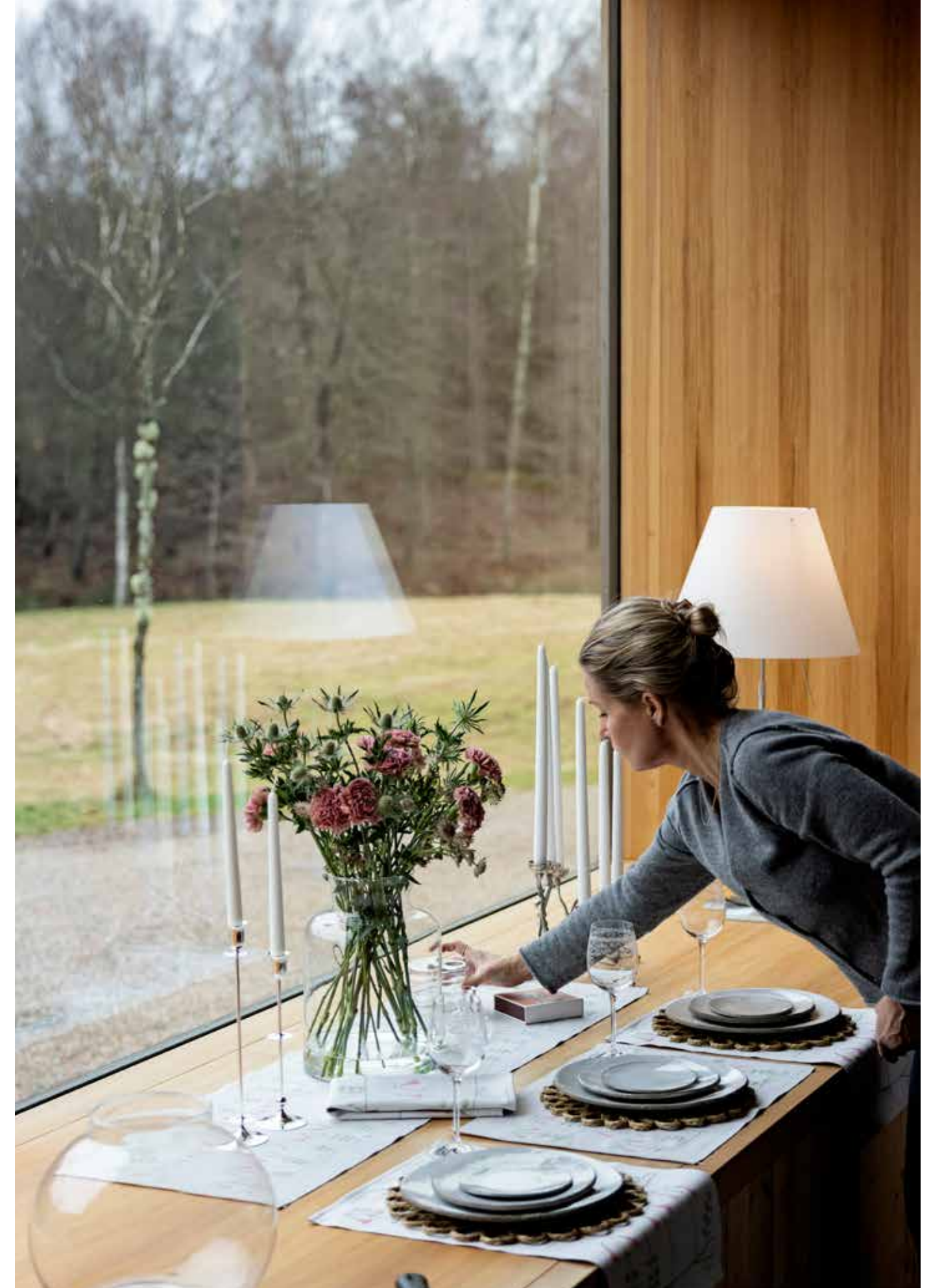


STIG LINDBERG

Stig Lindberg was one of Sweden's most important postwar designer. His strength lies in his ability to create designs that are beautiful, functional, and full of character and joy. He wasn't afraid to play with color and form, bringing a sense of creativity and fun to everything he did.

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

Stig L.



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

– Stig Lindberg



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



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



LINNEA P2
Towel 35x50 cm
100% cotton



LINNEA P2
Placemat 35x48 cm
100% cotton



LINNEA P2
Runner 35x120 cm
100% cotton



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



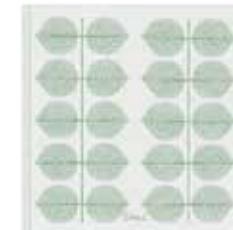
HERBARIUM P2
Towel 35x50 cm
55% cotton 45% linen



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.

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.

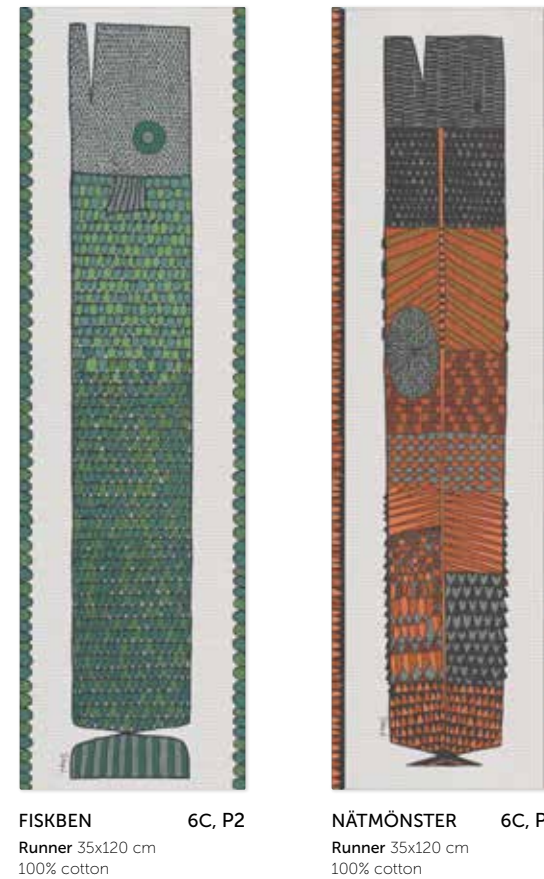


HERBARIUM P2
Placemat 35x48 cm
55% cotton 45% linen

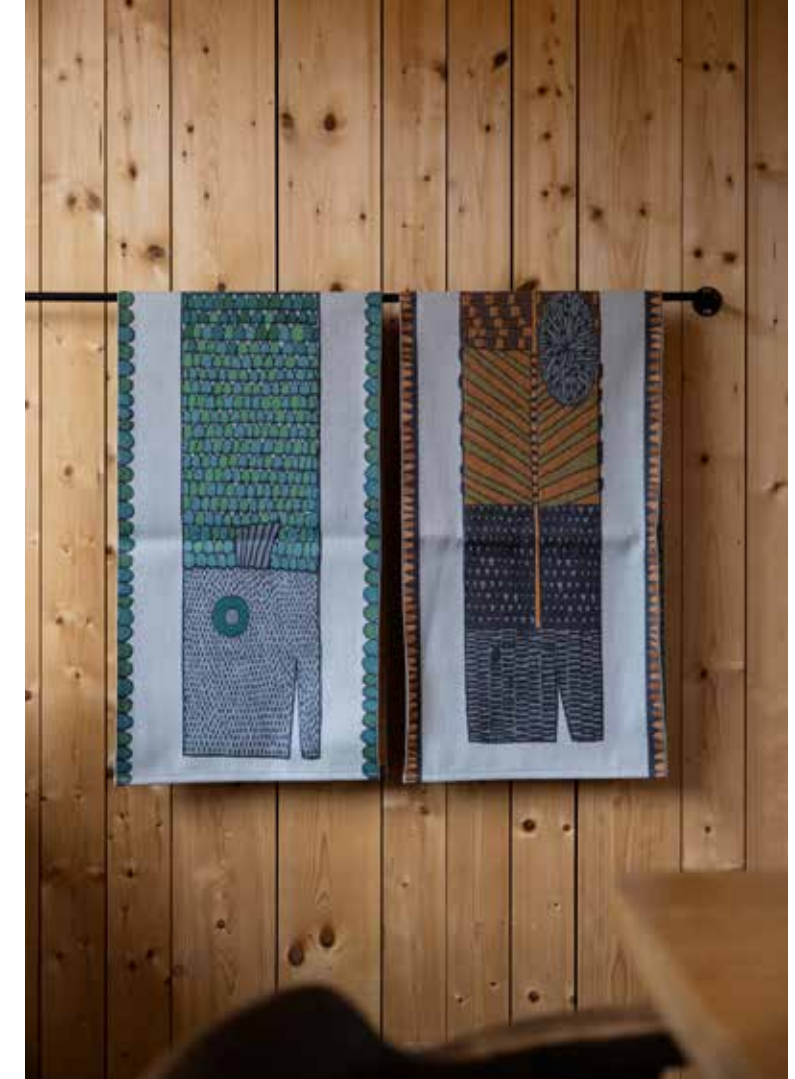


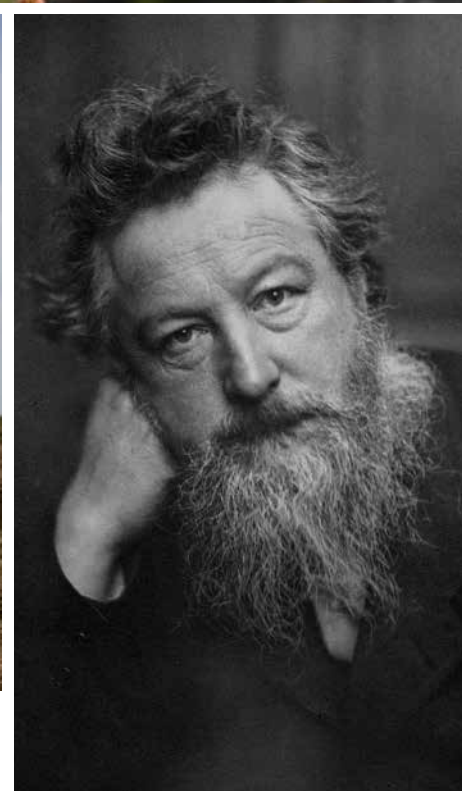
HERBARIUM P2
Runner 35x120 cm
55% cotton 45% linen





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





WILLIAM MORRIS

William Morris was an influential designer and poet from Victorian England. His patterns are known for their nature-inspired motifs, intricate detailing, and flowing forms. Morris drew inspiration from the English countryside, and each pattern is characterized by recurring themes from nature.

By weaving Morris's patterns, we at Ekelund honor a part of English tradition and combine it with our Swedish heritage. We create a connection between past and future, as well as between English and Swedish landscapes.



I determined to do no less than to transform the world with beauty – William Morris, 1886



STRAWBERRY THIEF P2
Design: William Morris
Runner 50x150 cm
55% cotton, 45% linen



STRAWBERRY THIEF P2
Design: William Morris
Napkin 35x35 cm
55% cotton 45% linen



STRAWBERRY THIEF

Strawberry Thief from 1883 is one of Morris’s most iconic and beloved patterns. Morris, who often grew strawberries in his gardens, frequently saw his crops disappear to hungry birds. These stolen berries inspired him to create this beautiful pattern with birds, strawberries, and leaves.



*Strawberry thief: table cloth & napkin
Vine: napkin & pillow*



STRAWBERRY THIEF P2
Design: William Morris
Tablecloths 150x150, 150X250, 150x300 cm
55% cotton, 45% linen



PIMPERNEL

The Pimpernel pattern is from 1876. This elaborate symmetrical pattern is the first example of Morris using a "repeat pattern." Centered on large tulip flowers and loops of foliage, the title Pimpernel refers to the small flowers dotted throughout the design.

The pattern can be found in Morris’ own dining room at Kelmscott House in Hammersmith.



PIMPERNEL P2
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



PIMPERNEL P2
Design: William Morris
Towel 50x70 cm
55% cotton, 45% linen



PIMPERNEL P2
Design: William Morris
Runner 50x150 cm
55% cotton, 45% linen

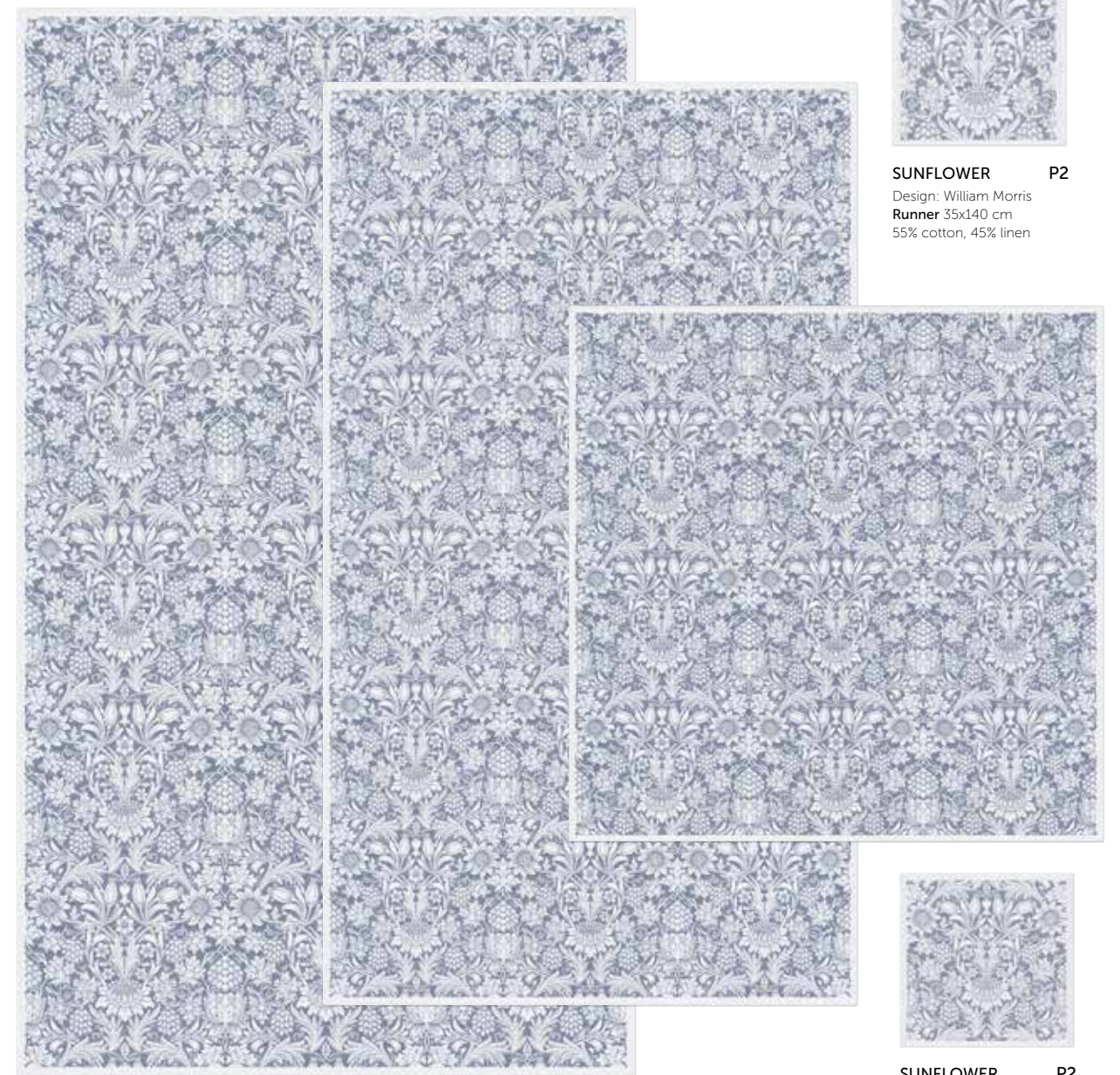




Just like Morris, we share the vision of creating designs that not only reflect our time but endure through the centuries, ensuring that each product is as relevant today as it was when first created.

SUNFLOWER

Sunflower was designed in 1879. It is a beautiful symmetrical pattern featuring central sunflowers, abundant grapevines, and lovely curly leaves. Sunflowers were one of Morris' favorite plants and could be found in several of his gardens. Sunflowers also appeared in Morris' designs, prose, and lectures.



SUNFLOWER
Design: William Morris
Tablecloths 150x150, 150x250, 150x300 cm
55% cotton, 45% linen

P2

SUNFLOWER P2
Design: William Morris
Runner 35x140 cm
55% cotton, 45% linen

SUNFLOWER P2
Design: William Morris
Napkin 50x50 cm
55% cotton, 45% linen



VINE P2
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



VINE 6C, P2
Design: William Morris
Napkin 35x35 cm
100% bomull



VINE 6C, P2
Design: William Morris
Placemat 35x48 cm
100% cotton



VINE 6C, P2
Design: William Morris
Towel 35x50 cm
100% cotton



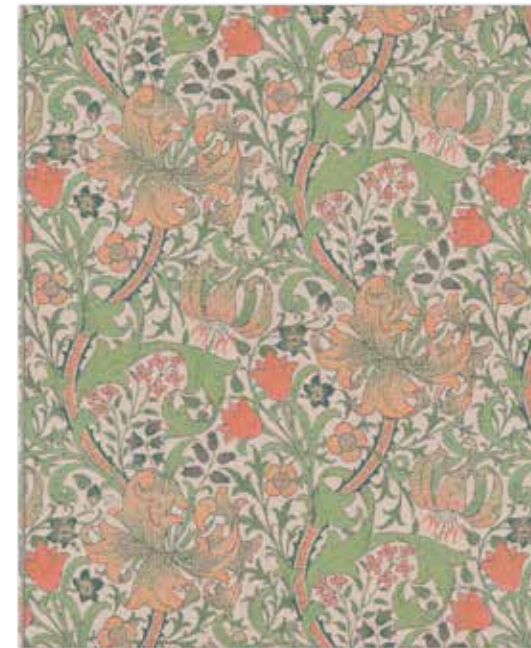
VINE 6C, P2
Design: William Morris
Runner 35x120 cm
100% cotton



VINE 6C P2
Design: William Morris
Brushed plaid 140x170 cm
100% cotton

VINE

The Vine pattern from Morris & Co was designed in 1874. Morris' daughter, May, led an embroidery workshop and used Morris & Co's 'Oak' damask in dark green as the base for the embroidery, adding depth to the panel and making it look like a dense thicket. A beautiful pattern with small grape clusters, just as popular today as when it was first created.



GOLDEN LILY 6C P2
Design: William Morris
Brushed plaid 140x170 cm
100% cotton

GOLDEN LILY

Golden Lily, 1899. One of the most admired patterns from William Morris. Golden Lily is richly populated with many flowers in a wide array of beautiful colors. The lily leaves, adorned with a speckled pattern, lie alongside swirling leaves and dotted stems that curl around this strongly diagonal arrangement.



GOLDEN LILY P2
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



GOLDEN LILY 6C, P2
Design: William Morris
Napkin 35x35 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Runner 35x120 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Placemat 35x48 cm
100% cotton



GOLDEN LILY 6C, P2
Design: William Morris
Towel 35x50 cm
100% cotton



FRUIT

Fruit, also known as Pomegranate, was designed in 1864. It is one of Morris’s first wallpaper designs, structured on an exact square grid. The pattern features repeating rectangular elements with diagonal branches laden with lemons, peaches, oranges, and pomegranates.



FRUIT **6C, P2**
Design: William Morris
Napkin 35x35 cm
100% cotton



FRUIT **P2**
Design: William Morris
Pillow case 40x40 cm
55% cotton, 45% linen



FRUIT **6C, P2**
Design: William Morris
Brushed plaid 140x170 cm, 100% cotton
pillow case 40x40 cm, 55% cotton, 45% linen



FRUIT **6C, P2**
Design: William Morris
Placemat 35x48 cm
100% cotton

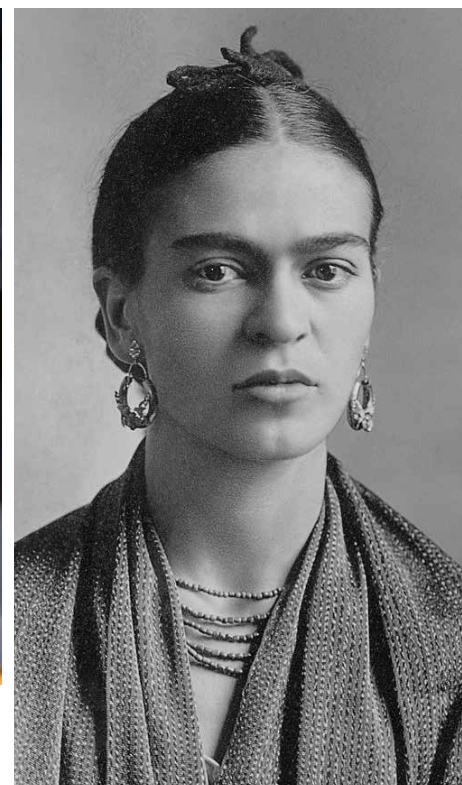


FRUIT **6C, P2**
Design: William Morris
Towel 35x50 cm
100% cotton



FRUIT **6C, P2**
Design: William Morris
Runner 35x120 cm
100% cotton





FRIDA KAHLO

Frida Kahlo was a Mexican artist who lived in the early 20th century. She is well known for her self-portraits, in which her characteristic unibrow is always present. Born in 1907 in Mexico City, Kahlo began painting as a form of therapy after a serious accident that caused damage to her spine and uterus.

This collection is inspired by Frida Kahlo's strength and individuality. She was a strong woman who dared to stand up for herself and follow her own path, which serves as the foundation for our design collection, Ekelund X Frida Kahlo.



Nothing is absolute. Everything changes, everything moves, everything revolves, everything flies and goes away – Frida Kahlo 1907-1954



FLORES
Design: Frida Kahlo ©
Brushed plaid 140x170 cm
100% cotton



FLORES **6C** **P2**
Design: Frida Kahlo ©
Brushed pillow case 40x40 cm
100% cotton



FLORES **6C, P2**
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton



FLORES **6C, P2**
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton

6C **P2**





PRIMAVERA
Design: Frida Kahlo ©
Brushed plaid 140x170 cm
100% cotton

6C P2



PRIMAVERA 6C, P2
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton



PRIMAVERA 6C P2
Design: Frida Kahlo ©
Brushed pillow case 40x40 cm
100% cotton



PRIMAVERA 6C, P2
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton



VIDA
Design: Frida Kahlo ©
Brushed plaid 140x170 cm, **brushed pillow case** 40x40 cm
100% cotton

6C P2



Front



Back



VIDA 6C, P2
Design: Frida Kahlo ©
Towel 35x50 cm
100% cotton



VIDA 6C, P2
Design: Frida Kahlo ©
Runner 35x120 cm
100% cotton



DARE TO MIX AND MATCH

Don't be afraid to play with our products. Here is a playful mix of our table runners Vida and Primavera.

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Ekelund

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