

Ekelund

MASTER WEAVERS 1692



EVERY THREAD HAS
A CHRISTMAS STORY

Ekelund catalogue christmas edition 2026



TIME FOR CHRISTMAS

THIS YEAR'S X-MAS COLOURS AND PATTERNS

This year's Christmas colours and patterns have been carefully selected and developed by Caroline and Amanda from our design department. With a focus on timelessness and commercial relevance, they have refined a colour palette that strengthens our Christmas assortment and complements a wide range of retail environments.

The collection centres around classic Christmas tones of red and green, balanced with grey and black for a more contemporary and versatile expression. Presented in varying shades and depths, the palette creates a cohesive look that works equally well across products, displays, and seasonal storytelling.

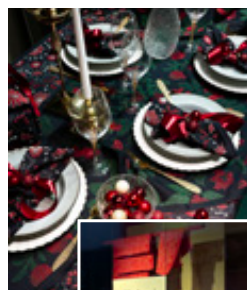


Did you know...

THE PATTERN ÄTTEBLADROSE IS AN ANCIENT NORWEGIAN MOTIF AND A STRONG SYMBOL OF SCANDINAVIAN PATTERN TRADITION. See page 13–15.

HOW MANY COLOURS THE PATTERN ÄTTEBLADROSE IS AVAILABLE IN:

3



CHRISTMAS IN-STORE DISPLAY

Our Christmas assortment is developed to create strong and inspiring in-store displays. The collection is built around classic Christmas colours such as red and green, balanced with grey and black for a more contemporary expression.

Coordinated patterns and colour palettes make it easy to create a clear seasonal story and drive effective cross-selling.

For more inspiration see page 25.

CELEBRATING 10 YEARS OF TOMTEMYS

Tomtemys is a pattern created by Betty Svensson in 2016 and this year celebrates its 10th anniversary at Ekelund. But how long does a pattern truly last? The answer depends on several factors. Sales performance is, of course, important – but just as crucial is how a design stands the test of time, both in expression and in feeling. Some patterns fade, while others grow stronger with the years.

Tomtemys has become a much-loved Christmas pattern, returning season after season and continuing to find its place in homes year after year.





ABOUT LUCIA

Lucia is an important part of the Swedish Christmas tradition and marks the beginning of the festive season. A natural moment for atmospheric in-store displays.



Runner – Vintervita



TOMTEMÖTE 6C, P1
Design: Veronica Seipel Vejsholt
Runner 35x80, 35x140 cm
100% cotton



TOMTEMÖTE 6C, P1
Design: Veronica Seipel Vejsholt
Placemat 35x48 cm
100% cotton



TOMTEMÖTE 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



VINTERVITA 6C, P1
Design: Margareta Nyström
Runner 35x120 cm
100% cotton



LUCIAMORGON 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



LUCIAMORGON 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



LUCIAMORGON 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton





Towel – Rimforsa

NEW



RIMFORSA 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton

NEW



RIMFORSA 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



Towel – Anton

NEW



ANTON P1
Design: Björk-Forth
Runner 35x120 cm
55% cotton, 45% linen

NEW



ANTON P1
Design: Björk-Forth
Towel 35x50 cm
55% cotton, 45% linen

NEW



MÄRTA P1
Design: Björk-Forth
Runner 35x120 cm
55% cotton, 45% linen

NEW



MÄRTA P1
Design: Björk-Forth
Towel 35x50 cm
55% cotton, 45% linen



Towel – Märta

NEW



HANNA 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton

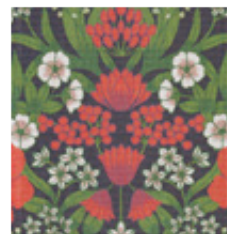
NEW



HANNA 6C, P1
Design: Betty Svensson
Towel 40x60 cm
100% cotton



JULBLOMMOR 6C, P1
Design: Betty Svensson
Runner 35x80, 35x120 cm
100% cotton



JULBLOMMOR 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



JULBLOMMOR 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton

NEW



ARVID 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton

NEW



ARVID 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton

NEW



LOTTA 6C, P1
Design: Björk-Forth
Runner 35x120 cm
100% cotton

NEW



LOTTA 6C, P1
Design: Björk-Forth
Towel 35x50 cm
100% cotton



Runners Hjärtas



HJORTNÄS 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



HJORTNÄS 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton

NEW



FAGER

Design: Betty Svensson
Runner 35x120 cm
100% cotton

P1

NEW



FAGER

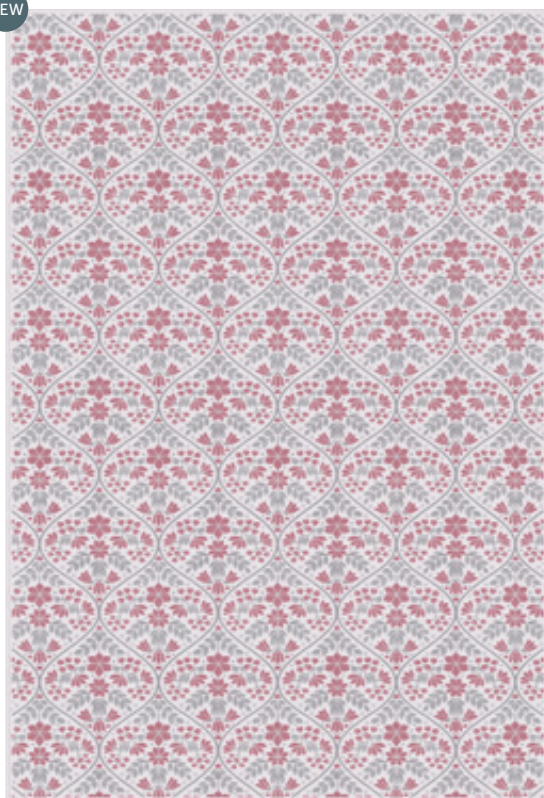
Design: Betty Svensson
Towel 35x50 cm
100% cotton

P1



Towel – Fager

NEW



ELLEN

Design: Betty Svensson
Tablecloth 145x145, 145x250, 145x300 cm
100% cotton

P1

NEW



ELLEN

Design: Betty Svensson
Towel 35x50 cm
100% cotton

P1

NEW



ELLEN

Design: Betty Svensson
Runner 35x120 cm
100% cotton

P1



ELLIE P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



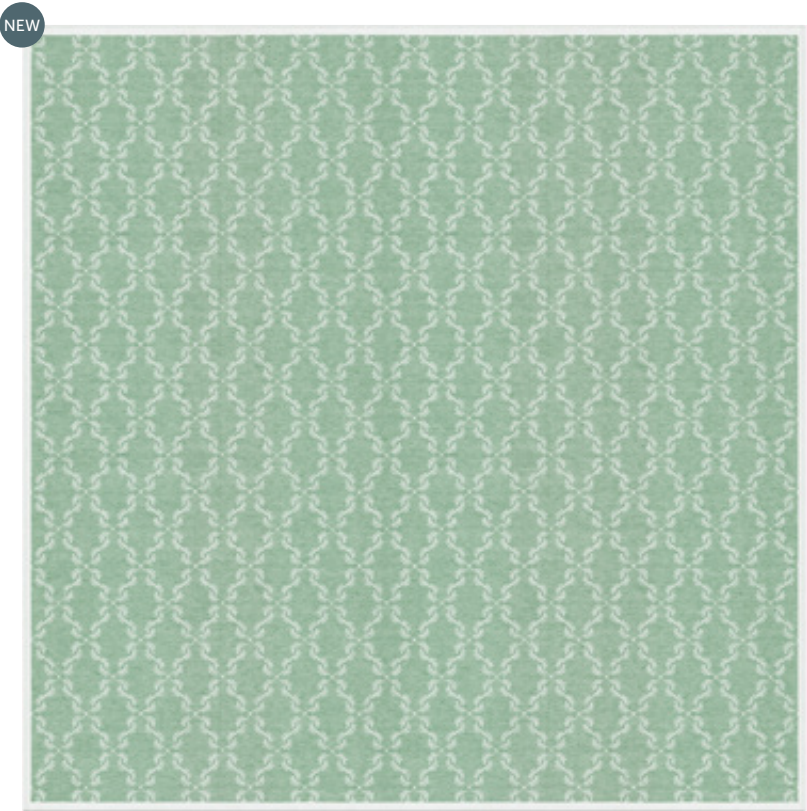
ELLIE P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



GUNNAR C6, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



GUNNAR C6, P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



SARABAND P2
Design: Nancy Bladfält
Tablecloth 150x150, 150x250, 150x300 cm
55% cotton, 45% linen



SARABAND P1
Design: Nancy Bladfält
Towel 35x50 cm
55% cotton, 45% linen



SARABAND P1
Design: Nancy Bladfält
Runner 35x120 cm
55% cotton, 45% linen

DARE TO PRESENT BEYOND THE CLASSIC COLOURS

Our light green tablecloth *Saraband* is a modern icon that works just as beautifully for Christmas as it does for an Easter table.



Tablecloth and towel — Saraband



FROSTGREN

Design: Betty Svensson
Table topper 75x75 cm
 100% cotton

P1



FROSTGREN

Design: Betty Svensson
Placemat 35x48 cm
 100% cotton

P1



FROSTGREN

Design: Betty Svensson
Runner 35x120 cm
 100% cotton

P1



FROSTGREN

Design: Betty Svensson
Towel 35x50, 48x70 cm
 100% cotton

P1



COSY AND WARM

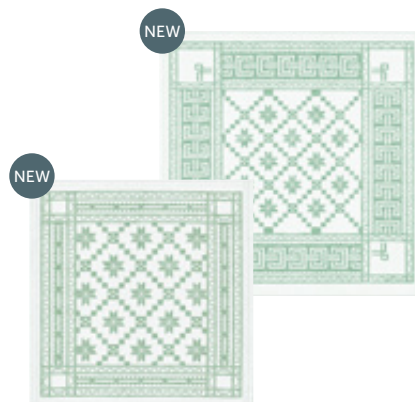
After our plaids are woven, they go through a so-called brushing process. This machine gently lifts the fibers, creating a soft, cosy surface.



VINTERLIV

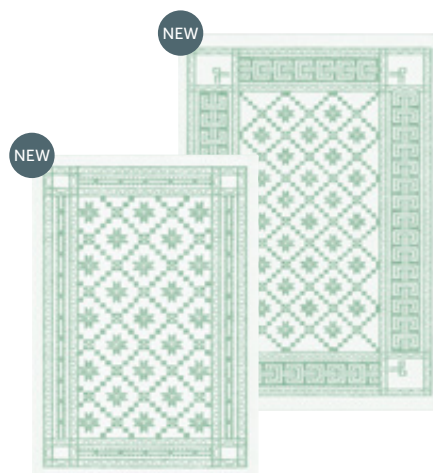
Design: Ekelund Designstudio
Brushed plaid 140x170 cm/ **Brushed pillow case** 40x40 cm
 100% cotton

6C P1



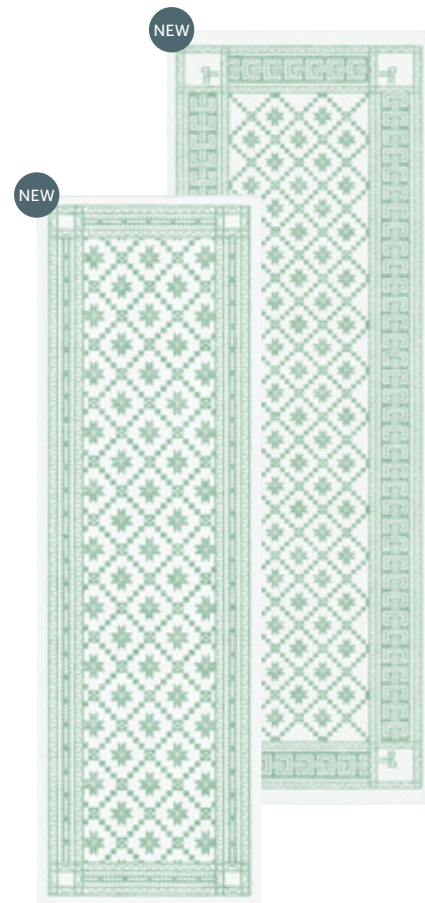
ÅTTEBLADROSE 040
Design: Gammalt norskt mönster
Napkin 35x35, 50x50 cm
55% cotton, 45% linen

P1



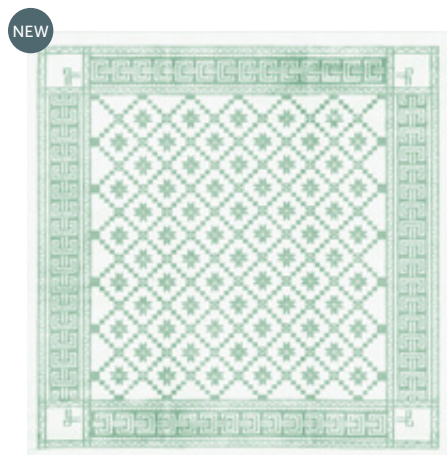
ÅTTEBLADROSE 040
Design: Gammalt norskt mönster
Towel 35x50, 50x70 cm
55% cotton, 45% linen

P1



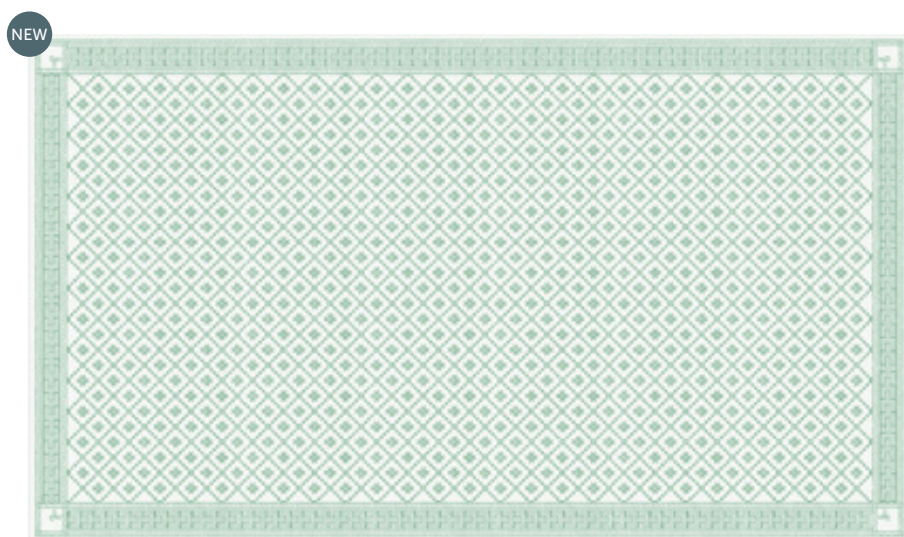
ÅTTEBLADROSE 040
Design: Gammalt norskt mönster
Runner 35x110, 50x150 cm
55% cotton, 45% linen

P1



ÅTTEBLADROSE 040
Design: Gammalt norskt mönster
Table topper 80x80 cm
55% cotton, 45% linen

P1



ÅTTEBLADROSE 040
Design: Gammalt norskt mönster
Tablecloth 150x150, 150x260, 150x310 cm
55% cotton, 45% linen

P2



ÅTTEBLADROSE 330

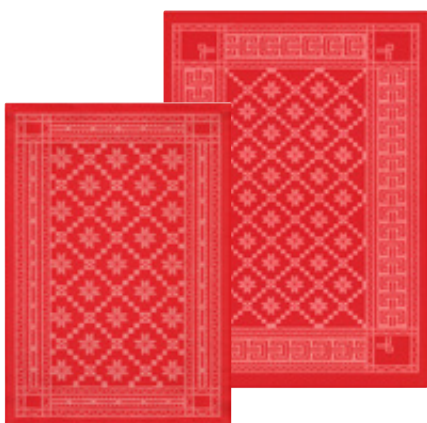
P1

Design: Gammalt norskt mönster
Placemat 35x48 cm
55% cotton, 45% linen



ÅTTEBLADROSE 330 P1

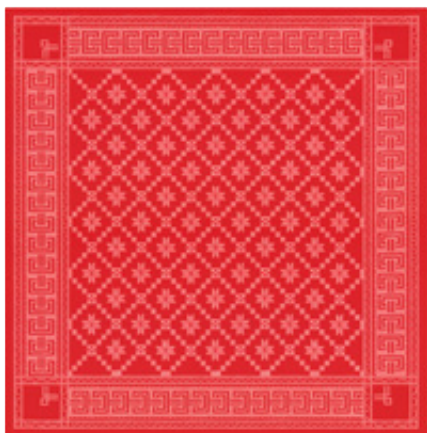
Design: Gammalt norskt mönster
Napkin 35x35, 50x50 cm
55% cotton, 45% linen



ÅTTEBLADROSE 330

P1

Design: Gammalt norskt mönster
Towel 35x50, 50x70 cm
55% cotton, 45% linen



ÅTTEBLADROSE 330

P1

Design: Gammalt norskt mönster
Table topper 80x80 cm
55% cotton, 45% linen



ÅTTEBLADROSE 330

P1

Design: Gammalt norskt mönster
Runner 35x110, 50x150 cm
55% cotton, 45% linen



ÅTTEBLADROSE 330

P2

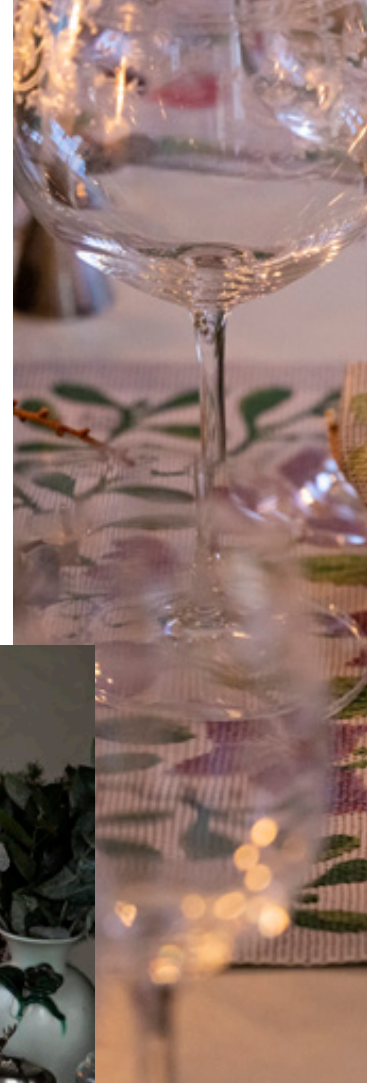
Design: Gammalt norskt mönster
Tablecloth 150x150, 150x200, 150x260, 150x310 cm
55% cotton, 45% linen





DARE TO MIX AND MATCH

A tablecloth in half-linen, 55 % cotton and 45 % linen, creates a natural and elegant foundation, while a cotton tablecloth or runner can add colour, pattern and warmth to the table. By combining different materials, colours and patterns, you can create a personal and inviting table setting, adapted to both season and style.



*Set the Christmas
table with
new colours.*

I

THE TABLECLOTH

A tablecloth from Ekelund is a long-term, sales-driving addition to the assortment.

Available in multiple fabric qualities, colours and patterns, the tablecloths are designed to be easily combined with napkins, runners and placemats – creating strong opportunities for cross-selling.





2

SET THE TABLE WITH MULTIPLE PATTERNS

Several of our patterns are designed to work seamlessly together. With a shared light base and complementary colours, *Julia*, *Mistelkvist* and *Julefröjd* create a cohesive and visually strong Christmas table display.

Combined, the patterns support attractive in-store presentation and encourage cross-selling across multiple product categories.

A classic red Christmas, reimagined.

Layered patterns create a rich and dynamic expression.

>



3

WHAT COLOUR IS YOUR CHRISTMAS?

Whether you choose a red, white, green or even black Christmas theme, presenting textiles tone-on-tone creates strong visual impact. Grouping several red patterns together adds depth and vibrancy, while black textiles are enhanced when paired with a contrasting design.

This approach makes it easy to build cohesive displays that attract attention and inspire purchase.





Tablecloth – Torplyckan 360, runner – Snöröd



SNÖRÖD
Design: Linda Forsberg
Runner 50x150 cm
55% cotton, 45% linen



SNÖRÖD P1
Design: Linda Forsberg
Towel 35x50, 50x70 cm
55% cotton, 45% linen



TORPLYCKAN 360 P1
Design: Susanne Andersson
Towel 35x50, 48x70 cm
100% cotton



ADVENTRUTA P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
55% cotton, 45% linen



ADVENTRUTA P2
Design: Veronica Seipel Vejsholt
Table topper 80x80 cm
55% cotton, 45% linen



ADVENTRUTA P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
55% cotton, 45% linen



TORPLYCKAN 360 P1
Design: Susanne Andersson
Tablecloth 145x145, 145x250, 145x300 cm
100% cotton



VÄRME

Design: Betty Svensson

Brushed plaid 140x170 cm/ **Brushed pillow case** 40x40 cm
100% cotton

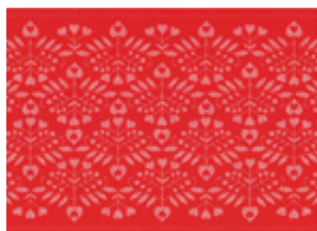
 P1



JULHJÄRTAN

P1

Design: Virtuelli Design
Runner 35x80, 35x140 cm
55% cotton, 45% linen



JULHJÄRTAN

P1

Design: Virtuelli Design
Placemat 35x48 cm
55% cotton, 45% linen



Brushed plaid – Värme



Runners – Julefröjd, Mistelkvist and napkin – Julia



DOMHERRE 6C, P1
Design: Ekelund Designstudio
Runners 35x80, 35x120 cm
100% cotton



DOMHERRE 6C, P1
Design: Ekelund Designstudio
Placemat 35x48 cm
100% cotton



DOMHERRE 6C, P1
Design: Ekelund Designstudio
Towel 40x60 cm
100% cotton



JULIA 6C, P1
Design: Veronica Seipel Vejsholt
Placemat 35x48 cm
100% cotton



JULIA 6C, P1
Design: Veronica Seipel Vejsholt
Napkin 35x35 cm
100% cotton



JULIA 6C, P1
Design: Veronica Seipel Vejsholt
Towel 40x60 cm
100% cotton



JULIA 6C, P1
Design: Veronica Seipel Vejsholt
Runner 35x120 cm
100% cotton



MISTELKVIST 6C, P1
Design: Linda Forsberg
Runner 35x120 cm
100% cotton



MISTELKVIST 6C, P1
Design: Linda Forsberg
Towel 35x50 cm
100% cotton



JULEFRÖJD 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



JULEFRÖJD 6C, P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



JULEFRÖJD 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



JULEFRÖJD 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton

MORE PATTERNS MAKES MORE PERSONALITY

Several of our patterns work beautifully together. With a shared light base and complementary colours, Julia, Mistelkvist and Julefröjd create an inspiring Christmas table setting.



Runner – Granar, tablecloth – Ättebladrose 080



SVAMPSKOG 6C, P1
Design: Malin Gyllensvaan
Towel 35x50 cm
100% cotton



TOMTELIV P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



GRANAR P1
Design: Björk-Forth
Towel 35x50, 50x70 cm
55% cotton, 45% linen



SVAMPSKOG 6C, P1
Design: Malin Gyllensvaan
Runner 35x120 cm
100% cotton



TOMTELIV P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



GRANAR P1
Design: Björk-Forth
Runner 35x120 cm
55% cotton, 45% linen



Towel – Svampskog



TOMTEDANS P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



TOMTAR P1
Design: Veronica Seipel Vejsholt
Towel 35x50 cm
100% cotton



BÄRKVIST P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



TOMTEBYN 6C, P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



TOMTEBYN 6C, P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



TOMTEBYN 6C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



TOMTEMYS 3C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



JULIGT 3C, P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



Towel – Tomtebyn



MIDVINTER 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton



VINTERÄPPLE 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton



VINTERVÄNNER 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton



JULHÄLSNING 6C, P1
Design: Makroform, Maria Olsson
Towel 35x50 cm
100% cotton



PURR-FECT CHRISTMAS 6C, P1
Design: Daiva Zubriene
Towel 35x50 cm, 100% cotton



Towel – Vinterfåglar



VINTERFÅGLAR 6C, P1
Design: Nancy Bladfält
Towel 40x60 cm
100% cotton



VINTERMAT 6C, P1
Design: Kristina Petrauskienė
Towel 40x60 cm
100% cotton



TOMTELINA 6C, P1
Design: Veronika Seipel Vejsholt
Towel 40x60 cm
100% cotton

CREATE INSPIRING DISPLAYS

A playful display draws attention and invites interaction.



Our Christmas assortment is designed to create impactful and inspiring in-store displays. The collection is built around classic Christmas hues, deep reds and forest greens balanced with grey and black for a more contemporary and refined expression.

Take inspiration from NK's display last Christmas: Focus on one pattern to create visual impact. Build a Christmas tree from tablecloths or napkins. Think sculptural. Think unexpected. Dare to do something out of the ordinary. Let the textiles become the installation.





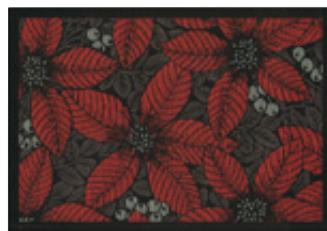
JULNATT 900 P1
Design: Betty Svensson
Runner 35x120 cm
100% cotton



JULNATT 900 P1
Design: Betty Svensson
Towel 35x50, 48x70 cm
100% cotton



JULNATT 900 P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



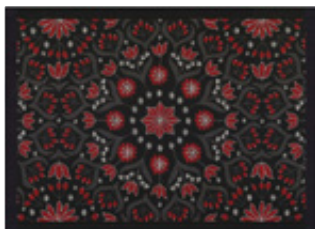
CHRISTMAS FLOWER 900 P1
Design: Betty Svensson
Towel 35x50 cm
100% cotton



CHRISTMAS FLOWER 900 P1
Design: Betty Svensson
Table topper 75x75 cm
100% cotton



CHRISTMAS FLOWER 900 P1
Design: Betty Svensson
Runners 35x120, 48x150 cm
100% cotton



BETTYS JUL P1
Design: Betty Svensson
Placemat 35x48 cm
100% cotton



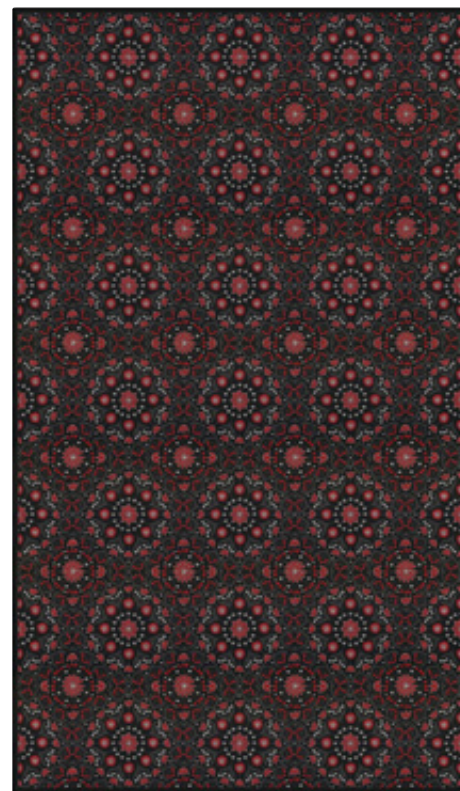
BETTYS JUL P1
Design: Betty Svensson
Napkin 35x35 cm
100% cotton



BETTYS JUL P1
Design: Betty Svensson
Table topper 75x75 cm
100% cotton



BETTYS JUL P1
Design: Betty Svensson
Runner 35x120, 48x150 cm
100% cotton



BETTYS JUL P1
Design: Betty Svensson
Tablecloth 145x145, 145x210, 145x250, 145x300 cm
100% cotton



JULSTAD 900

P1

Design: Veronica Seipel Vejsholt
Runner 35x120 cm
 100% cotton



LÅNGTOMTAR

P1

Design: Veronica Seipel Vejsholt
Towel 35x50, 48x70 cm
 100% cotton



SKYMNINGSBLOMMA

P1

Design: Betty Svensson
Towel 35x50, 48x70 cm
 100% cotton



KAPAMARYLLIS

P1

Design: Betty Svensson
Towel 35x50, 48x70 cm
 100% cotton



HYACINT ORIENTALIS

P1

Design: Betty Svensson
Towel 35x50, 48x70 cm
 100% cotton



Tablecloth – Bettys jul, towel – Skymningsblomma



SKYMNINGSBÄR

P1

Design: Betty Svensson
Towel 35x50 cm
 100% cotton



SKYMNINGSBÄR

P1

Design: Betty Svensson
Table topper 75x75 cm
 100% cotton



SKYMNINGSBÄR

P1

Design: Betty Svensson
Runner 35x120 cm
 100% cotton



Tablecloth – Bettys jul, table topper and towel – Skymningsbär, napkin – Bettys jul

EVERY THREAD HAS A CHRISTMAS STORY

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Ekelund

MASTER WEAVERS 1692