



Elegant
Earth

Elegant Earth

Materials

indoor & outdoor living - natural materials
ceramics - porcelain - marble - wood -
terracotta - gold metal details - velvet - glass

Colours

terracotta colors - different shades of brown -
caramel -

Feeling

warm - ethnical

Key message

Be on trend with our Elegant Earth theme products.

Period

SS2021





Arctic
Air

Arctic Air

Materials

soft and fluffy materials - mix of natural and industrial
velvet - glass - black metal - bamboo - sisal - stone -
MDF - light acacia wood - light oak wood

Colours

ice blue - dark blue - different shades of grey -
olive green - purple - black - white

Feeling

modern - luxurious - masculine - cool

Key message

Dare to be different by adding these new trend colours to your home.

Period

SS2021





Garden
Greens

Garden Greens

Materials

coloured metal - black metal - leather - ceramic

Colours

olive green - purple - dark blue -
black - different shades of grey

Feeling

modern - playful

Key message

Create your own (urban) jungle, the greener the better!

Period

January & February

Focus

"Kerstboom eruit, planten erin"
Valentijn

Channels

Own channels
Newsletters/social media
Influencers
Giveaway @ Linda

Additional

Video





Lovely
Lovebirds

Lovely Lovebirds

Colours

pink - purple - white - black - gold

Feeling

fun - playful

Key message

Surprise your lover - or yourself! - with a lovely gift.

Period

Valentine

Focus

Valentine

Channels

Own channels
Newsletters/social media
Influencers





Abstract & Arty

Abstract & Arty

Materials

polyresin - velvet - black metal -
coloured metal - sisal - stone

Colours

black - white - bright colours

Feeling

modern - playful - eclectic - individualistic - bold

Key message

Add personality to any space by using arty, playful decorations.

Period

March & April (half)

Focus

New collection push B2C
Summer time (Karlsson)
Easter
Tafel dekken
Holiday @ Home

Channels

Own channels
Newsletters/social media/ VT Wonen

Additional

Video
Interview Iris





Easy
Easter

Easy Easter

Colours

pink - purple - white - blue - green

Feeling

playful - fun

Key message

Decorate your home for Easter with our fun decorations

Period

Easter

Focus

Easter

Channels

Own channels
Newsletters/social media
Giveaway @ Linda

Additional

Picture for social
(Paastakken, pastel kaarsen)





Transparent
Treasures

Transparent Treasures

Materials

glass

Colours

sand brown - dark grey - blue - black

Feeling

clean - modern - classy

Key message

Give flowers & candles the attention they deserve with our glass vases & candle holders.

Period

Half April & May

Focus

Mother's Day
Vakantiegeld

Channels

Own channels
Newsletters/social media
Bloomon
Crisp?

Additional

Vakantiehuisen inrichten
Outdoor > Sunset Shades?
Video?





Sunset
Shades

Sunset Shades

Materials

glass - ceramic - soft fabrics

Colours

blue - purple - yellow - ochre - green - brown - pink

Feeling

playful - fun - cozy

Key message

Make your garden, balcony or outdoor space extra cozy.

Period

June / July / August

Focus

Outdoor
Make your outdoor space cozy
Staycation
(sale)

Channels

Own channels
Newsletters/social media
Influencers

Additional

Video?
Media?
Extra mood pictures?

