




VILLA NOVA



An aerial photograph of a dense forest with tall evergreen trees. A thick layer of white mist or fog hangs between the tree canopies, creating a sense of depth and mystery. The lighting is soft, suggesting early morning or late afternoon.

Into the woods...

*TAKE A DEEP BREATH AND
ENJOY THE BEAUTY AND SERENITY
THAT NATURE PROVIDES.*

Villa Nova's new Norrland collections
capture the misty stillness of forest
landscapes and embrace the simple
pleasures of everyday life.

THE NORRLAND STORY

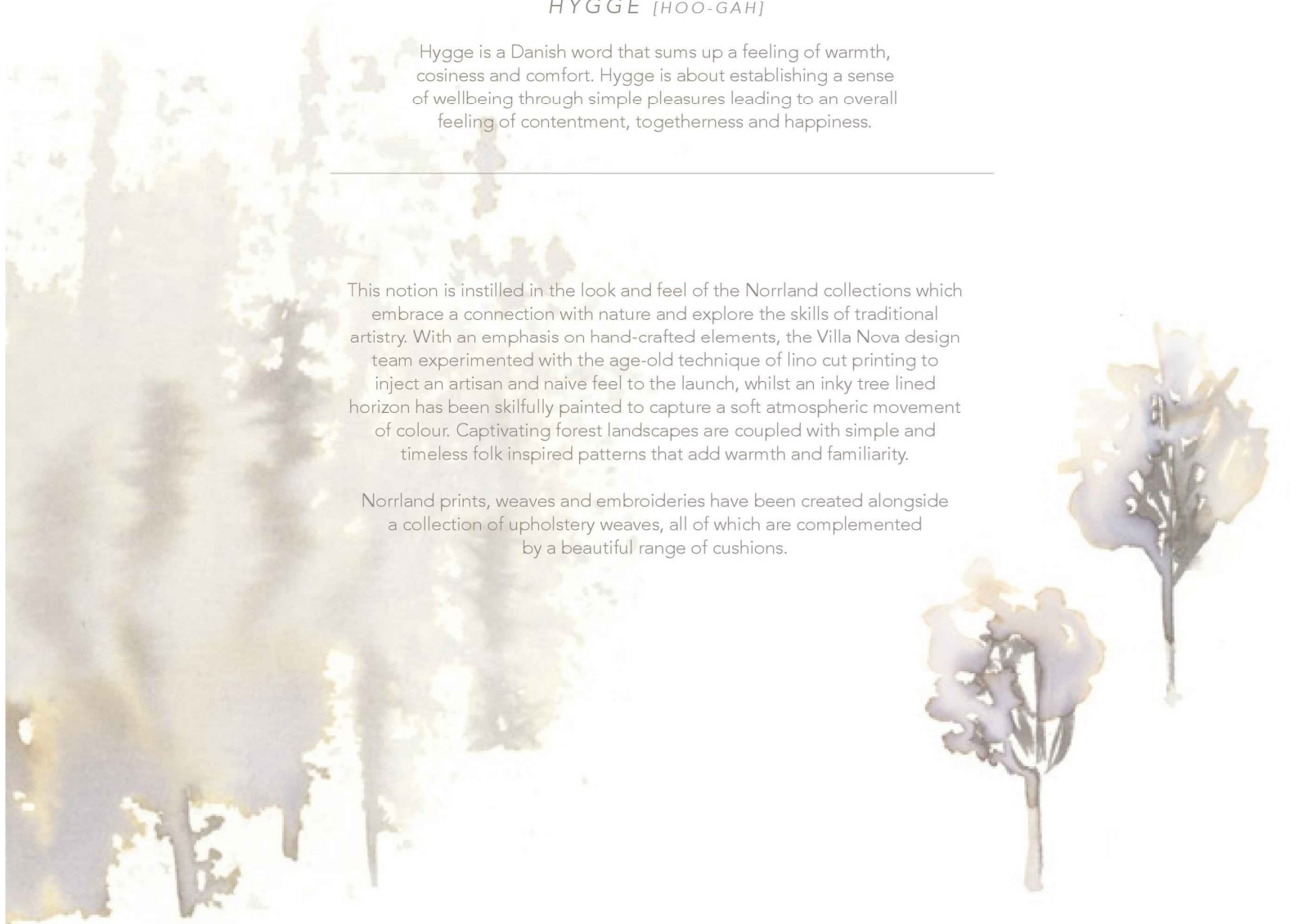
RETREATING TO SIMPLER TIMES

HYGGE [HOO-GAH]

Hygge is a Danish word that sums up a feeling of warmth, cosiness and comfort. Hygge is about establishing a sense of wellbeing through simple pleasures leading to an overall feeling of contentment, togetherness and happiness.

This notion is instilled in the look and feel of the Norrland collections which embrace a connection with nature and explore the skills of traditional artistry. With an emphasis on hand-crafted elements, the Villa Nova design team experimented with the age-old technique of lino cut printing to inject an artisan and naïve feel to the launch, whilst an inky tree lined horizon has been skilfully painted to capture a soft atmospheric movement of colour. Captivating forest landscapes are coupled with simple and timeless folk inspired patterns that add warmth and familiarity.

Norrland prints, weaves and embroideries have been created alongside a collection of upholstery weaves, all of which are complemented by a beautiful range of cushions.





NORRLAND

Prints, Weaves
and Embroideries

The Norrland collection explores
a connection with nature and the
unassuming aesthetic of folk art
inspired textiles.

