

Press release LONDON, November 2015

# Bemz launches the final design collaboration in its anniversary collection with Bemz in-house designer Katarina Wiklund



Katarina Wiklund's curation of Brick Building Pink  
Watch Katarina Wiklund's curation video [here](#). More high-resolution images [here](#).

**November 18, 2015 - Bemz, known for its designer covers for IKEA furniture, is very proud to launch the fifth and final design collaboration in the Bemz 10th Anniversary Limited Edition Designer-Curated Collection. For the grand finale, artist and Bemz in-house designer, Katarina Wiklund introduces Brick Building Pink, a completely new fabric – exclusively for Bemz. To further enhance the concept of her new design, Katarina has also created two limited edition cushion covers which play with the idea behind her pattern and will be introduced into the Bemz Artist Series cushion cover collection.**

Katarina took inspiration for her new design from childhood comic books. Growing up in the 1970s, she was fascinated with cartoons: Donald Duck lived in the house of her dreams, adoring its two-dimensional feel, perfect finish and cheerful pastel colours. She tried to recreate this style in her own childhood drawings, but was never satisfied with the result. She could never achieve the total perfection depicted in her beloved comic books.

When Katarina was commissioned by Bemz to create a new pattern for its anniversary collection, the cartoon world became her inspiration. Brick Building Pink has a clear, flat feeling in a playful, pink shade with fine, symmetrical graphics.

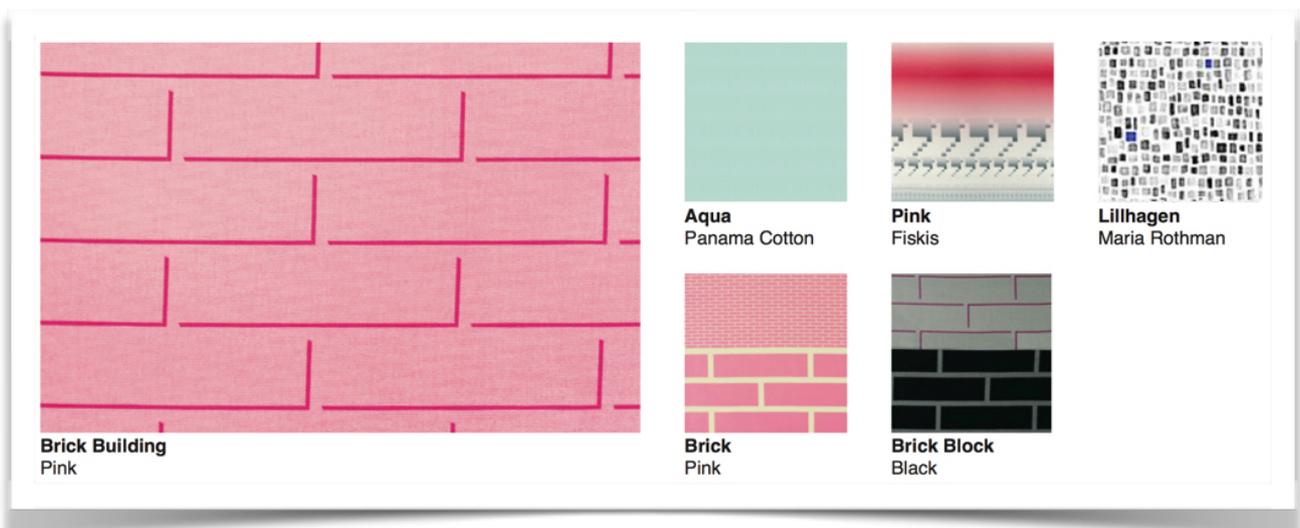


Katarina Wiklund's curation with Brick Building Pink and Bemz textiles

As can be seen from the industrial background featured in the attached images, Katarina chose a beautiful, old textile factory as the setting for her curation. She selected an IKEA Klippan sofa for her Brick Building Pink design and paired it with a variety of cushions in lovely patterns and different pastels from Bemz. Pink Fiskis and Lillhagen contrast nicely with Brick Block Black and Brick Pink, the two new limited edition cushion covers designed and launched in conjunction with this latest pattern. The inclusion of an Aqua Panama cotton cushion brings a calmness to the composition. Katarina's curation has also been filmed and is available to view [here](#).

*"I am a fabric lover. You can think of sofa covers like paint. With only a small investment in time and money, you can make impressive changes in your home using textiles. This is what I find so stimulating when working with Bemz",* says Katarina Wiklund, artist and designer.

## Katarina Wiklund's Curation



Katarina Wiklund's launch is the fifth and final design collaboration in the Bemz 10th Anniversary Collection. This graphic and fun fabric will be available for purchase across the full range of products at Bemz.com from November 19 as long as stocks last. Watch the curation film [here](#) and to share it digitally, use <https://youtu.be/WnL4VZV2lpw>.

Ends

**For more information, fabric samples or to borrow covers, please contact:  
Christina Bhachu, [christie@bemz.com](mailto:christie@bemz.com), +44 796 621 6363**

Customer service from the UK: 0800-048 84 04 (Toll Free)

**High resolution images from Bemz available [here](#).**

### **Notes to Editors:**

#### **Caption information for images:**

##### Top Image:

Katarina Wiklund, designer and artist, sits on her new design and curation for Bemz as a part of its 10th Anniversary Limited Edition Designer-Curated collection. For product details and pricing, see information below.

##### Second Image:

Bemz cover for a Klippan sofa in Brick Building Pink [NEW], £179. Bemz cushion covers in Aqua Panama Cotton, £15, Pink Fiskis from the Bemz Artist Series, £45, Brick Pink [NEW], £39, Brick Block Black [NEW], £39, both to be added to the from the Bemz Artist Series, and Lillhagen White by Maria Rothman from the Bemz Design Award, £29.

##### Third Image:

Katarina Wiklund's curated colour palette: Brick Building Pink [NEW], Aqua Panama Cotton, Pink Fiskis from the Bemz Artist Series, Brick Pink [NEW], Brick Block Black [NEW] and Lillhagen White by Maria Rothman from the Bemz Design Award.

### **About Bemz**

Bemz is a Swedish design company that produces tailor-made covers for IKEA furniture and other home textile products. The company was founded in 2005 by Lesley Pennington. The Bemz brand philosophy is deeply rooted in Scandinavian design history. Bemz fabrics are specially selected for their high quality, natural materials and all Bemz textiles are machine washable. With a business idea based on extending the life of IKEA furniture, Bemz environmental commitment is significant. Furthermore, Bemz eliminates overproduction by only manufacturing what customers have ordered and all production takes place in Europe, its biggest market. In December 2009, Bemz opened a store at Odengatan 22, in Stockholm - a shop and showroom in one.

More facts and figures on Bemz [here](#).

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### **About Katarina Wiklund**

After her studies at Konstfack and the Academy of Fine Arts in Stockholm, Katarina Wiklund continued to explore the landscape between design and art. At Bemz, Katarina manages the textile collections, the interior decoration of the store and the styling jobs for photo shoots. She likes projects where she can make use of all her vast range of expertise in set design, visual arts, textiles and furnishing. This spring, Katarina is working on a pattern for a public square in Stockholm, along with set and costume design at Stadsteatern and Circus Cirkör.