

Stockholm, March 28, 2025

## **NOD brings Nordic design forces together in a new Stockholm store**

Network of Design (NOD) continues supporting Nordic design brands with the opening of the reimagined Kasthall concept store in Stockholm. Several of the group's companies unite under the same roof for the first time – in addition to Kasthall's rug collections, the space features the textile collections of NOD's latest acquisition, Astrid, and furniture by Vaarnii. Designed by Fyra, the breathtaking space is a reflection of NOD's mission: to expand the reach of carefully selected design brands to a global audience.

NOD was founded in 2020, with the acquisitions of String Furniture and Photowall, and has since then steadily expanded to include renowned brands such as Grythyttan Stålmöbler, Byarums Bruk, Kasthall, and most recently Astrid in early 2025.

In bringing onboard more companies, the NOD framework remains the same: to enable design companies to thrive by becoming part of something larger. In this larger network context, the companies can continue to focus on the core capabilities in design, production, and product experience that made them successful, while being boosted with new capabilities in growth, commercial development, talent development, and synergies where it makes sense.

The newly renovated Kasthall concept store in Stockholm is the latest step on the journey that Kasthall has been on since joining NOD in 2023 and living proof of the NOD approach in action. The reimagined space will serve as a design destination where the audience is invited to explore the work of Kasthall master rugmakers: timeless design and products of exceptional quality. The space offers a beautiful fusion of innovation and sustainability, designed to inspire customers and reflects the ethos of Nordic aesthetics.

The new Kasthall concept store is also the product of a series of partnerships coming together.

- **Astrid**, the Stockholm-based interior textiles company that is the latest addition to the NOD family, is partnering with Kasthall to create the new concept store with a beautiful blend of rugs and carpets from Kasthall, and textiles and accessories by Astrid exclusive for the Kasthall concept store.
- **Vaarnii**, the Finnish furniture company that makes brutal and sophisticated objects from a single natural raw material, Finnish pine, by local craftspeople and factories in Finland. Vaarni brings materiality and counterbalance to the soft shapes and lush finishes of Kasthall and Astrid.
- **Fyra**, the Finnish design agency established in 2010 that has quickly become a name associated with breathtaking space designs, forward thinking and speed in delivery. Partnering with Fyra helped reimagine the design destination experience.

*“We are as excited as our companies about the grand opening of our newly transformed concept store in Stockholm!” says Therese Hillman, CEO of Network of Design. “In just five short weeks, our ambitious vision has come to life, creating a vibrant design destination that promises to be a favorite among design enthusiasts. Our heartfelt gratitude goes out to the entire team (with Mirkku Kullberg at the forefront and leading the way with her vision of inspiring design), for their incredible hard work and unwavering grit. Their dedication has truly made this transformation possible.”*

Mirkku Kullberg, CEO of Kasthall: *“NOD is growing into something truly unique in our industry, and we are excited about the opportunities we as companies are creating together. The partnerships with Astrid and Vaarni are pushing us creatively and we love where this is taking us. We can’t wait to welcome people to experience the new nature of Kasthall in the concept store starting March 28<sup>th</sup>.”*

*“Astrid is excited to partner with Kasthall through NOD. This collaboration boosts our international presence and opens doors to work with like-minded designers and architects. We can’t wait to inspire with our ways of working and showcase our textile passion and design experience to a larger audience”* says Anna Boustedt, Astrid founder and CEO.

Welcome to join NOD on this exciting journey, as the group looks to expand the reach of carefully selected design brands to a global audience, ensuring that people in every corner of the world can enjoy Nordic Design.

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***About Network of Design (NOD):***

*Network of Design was established to create a leading network of design brands, focused on enhancing their global footprint. With a strong portfolio of carefully curated companies, NOD aims to empower these brands to achieve their growth objectives and share the beauty of Nordic Design with a wider audience.*

[www.nodgroup.com](http://www.nodgroup.com)

***About Kasthall***

*Kasthall has been at the forefront of the interior design industry for 135 years. Based in the rolling hills of Kinna, Sweden, since 1889, Kasthall has always been inspired by the conviction that by bringing warmth and beauty into rooms, we help create inviting spaces that nurture human connections. We design and craft beautiful rugs for a life well lived, created by our master rug makers for global design audiences.*

[www.kasthall.com](http://www.kasthall.com)

### **About Astrid**

*A passion for textiles led Anna Boustedt to found Astrid in 2003. Her vision of how texture and colors can be combined and added to a variety of interior spaces remains a key influence on the company's approach today. By employing a combination of Scandinavian aesthetics and European production of the highest quality, Astrid achieves results that are contemporary, timeless and sustainable. Driven by the conviction that textiles have the ability to completely change the atmosphere of a space, Astrid designs and produces collections of high-quality fabrics. They are available to architects, interior designers, retailers and others who work professionally with interiors.*

[www.astrid.se](http://www.astrid.se)

### **About Vaarni**

*Vaarnii is a Finnish design brand that launched in 2021. In their design, the brand draws on traditional furniture, which, in the past, used to be made using local, abundant materials. Inspired by this notion, Vaarnii's furniture is also based on practicality and locally available materials – the brand's first collection is crafted in Finland, mainly from Finnish pine wood. The name refers to the carpenters and other artisans behind each product as well as to honest natural materials: all Vaarnii's furniture and home accessories showcase both the people who made them and the materials used, deliberately incorporating each material's natural characteristics into the design, and even emphasizing them. The result is a distinct collection of furniture that combines sophistication with raw, brutal esthetics.*

[www.vaarnii.com](http://www.vaarnii.com)