



KID'S CONCEPT
SWEDISH DESIGN

Kid's Concept teams up with Astrid Lindgren Company to launch a bold interior collection inspired by the strongest girl in the world – filled with courage, imagination, and playfulness.

The collaboration celebrates Pippi Longstocking's 80th anniversary with a unique Pippi collection, developed with a focus on design, furniture, and interiors – where every piece also invites play. Released in three drops (September 2025, November 2025, and January 2026), the collection is inspired by *Villa Villekulla today* – a modern interpretation of how Pippi might furnish her home if she moved in today - **Live like Pippi. This is Villa Villekulla today.**

In Villa Villekulla – everything is play

In the Pippi stories, there aren't really any traditional toys. In Villa Villekulla, everything was play – from the pancake pan to every chair and table. Everything seemed to shout: *"This is fun – let's make something of it!"* That spirit lives on in the new collection. Bold, imaginative, and joyfully unconventional – just like Pippi herself.

More than design – a tribute to play and imagination

"At Kid's Concept, the philosophy is clear: children should be allowed to be children for as long as possible", says Malin Hultqvist, CEO of Kid's Concept. "This collaboration was never just about creating furniture – it was about values. Too often, the world rushes children into adulthood. We want to go the other way – to bring children deeper into play, into imagination, into a world where joy and creativity thrive. The collection is rooted in the idea of 'open-ended play' – play without rules or instructions, where children invent, create, and explore on their own terms. Pippi embodied this philosophy, turning everyday life upside down and showing that the world becomes

richer when seen through a child's eyes".

Inspired by Astrid herself

During the design process, Astrid Lindgren's grandchildren shared memories of a grandmother who never lost touch with her inner child:

"A child at play creates a world of adventures and magical things that, in that moment, feel completely real. That was what made it so wonderful to be with our grandmother... For her, play was ever-present – a thread running through her entire life".

These stories inspired Lotta Hallenius, designer at Kid's Concept, to create a collection that is not only a tribute to Pippi, but also to Astrid Lindgren herself – a woman who believed play and fun belong to everyone, children and adults alike. Or as Pippi once put it: *"Grown-ups never have any fun. All they've got is masses of boring old work and stupid clothes and corns and dinkum tax."*

"That is what this collection sets out to challenge – reminding us all that playfulness is the essence of life", adds Lotta Hallenius.

A collaboration rooted in values

"With color, form, and playfulness, Kid's Concept has interpreted Pippi Longstocking's world in a way that speaks directly to children, while also inviting us adults to join in. The collection is a call for everyone to 'Live Like Pippi!'" says Ludvig Kullander, Business Developer at Astrid Lindgren Company.

About the collection

The first part of the collection will be available worldwide from the end of September through selected retailers – both in stores and online – featuring a wooden chair and playful textiles. In November, 'Lilla Gubben' – Pippi's horse – will be launched as a rocking horse, and in January 2026, additional pieces will follow, including an armchair, an upholstered stool, a multifunctional bench (or is it the horse?), and a cylindrical storage pouf. From September 30, the full collection will also be available at kidsconcept.com.

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About Kid's Concept

Kid's Concept is a Swedish design brand founded in 2007, focusing on Scandinavian design for children's rooms. The brand develops toys, furniture, and interior details with a strong emphasis on design, sustainability, and safety. All design is created in-house by the company's design team. Since 2022, Kid's Concept has been part of Network of Design, alongside brands such as String Furniture, Grythyttan Stålmöbler, Kasthall, Astrid Textiles, Photowall, Cooee, and Byarums Bruk. Today, Kid's Concept is available in around 30 countries.