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Kid's Concept x Astrid Lindgren Company bring Pippi Longstocking into today's homes

The collaboration celebrates 80 years of Pippi Longstocking with a design-driven interior and furniture collection that unites imagination, play, and Nordic storytelling.

Network of Design (NOD) proudly presents a new collaboration between group company Kid's Concept and Astrid Lindgren Company. The collection, named "LIVE LIKE PIPPI, THIS IS VILLA VILLEKULLA TODAY", is inspired by Pippi Longstocking and her very own home Villa Villekulla. The collection reimagines how children's interiors can combine design and play in everyday life.

"At NOD we believe in carefully selected Nordic brands with the power to inspire globally," says Therese Hillman, CEO of NOD. "Astrid Lindgren's stories represent a cultural legacy, while Kid's Concept brings a fresh perspective on children's interior design today. Together, they create something truly special: a collection that celebrates imagination and courage in the spirit of Pippi.

Every piece in the collection is designed with *open-ended play* in mind - encouraging creativity without rules or instructions. Bold, joyful, and unconventional, the collection reflects Pippi's world while speaking to contemporary families.

"For us at Kid's Concept, this collaboration was never only about creating furniture - it was about values," says Malin Hultqvist, CEO of Kid's Concept. "We want to remind both children and adults that play is at the heart of life. Pippi shows us that the world becomes richer when seen through a child's eyes, and that spirit has guided every design decision in this collection."

"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 adults to join in," says Ludvig Kullander, Business Developer at Astrid Lindgren Company. "This collaboration is a call for everyone to *Live Like Pippi*."

For NOD, this collaboration demonstrates how the group supports its brands in building international relevance while staying true to their design philosophy.

"This is more than a product launch, it's an example of how our brands can connect design with storytelling and values," Hillman continues. "Kid's Concept may be one of our younger brands, but with the right collaborations it proves how Nordic design for children can stand strong on the global stage."

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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.

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