



Kosta Boda launches collaboration with new designer

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Kosta Boda has the joy of introducing a collaboration with a young, female designer, Sara Woodrow (SMÄM) designer; artist and illustrator whose first products will reach the market in late August.

"It is very exciting to welcome SMÄM to Kosta Boda. SMÄM has made an interesting journey in a short time and she reaches out to a young and interior design oriented target group where we feel that Kosta Boda has a great potential" says Jenny Sundqvist, Head of Product Development and Marketing at Orrefors Kosta Boda AB.

SMÄM has designed three series of products for Kosta Boda, hand molded tiles decorated with Sara's characteristic paintings. Both the glass, the wooden stand and the handpainting is made in the local region of Småland, Sweden.

The collection consists of three paintings in each series, The Ladies, In a Storm and Face of Colors.

The Ladies symbolizes the details that make the ladies. A young woman seeking adventure appreciates glamour and class or plays hard to catch.

In a Storm stands for the beautiful, elegant Donnas that have the ability to dress stylishly in any weather. Cool fashionistas strolling the streets carelessly and whose lives are anything but grey, no matter what weather.

Finally, Face of Colors, three strong facial expressions in terms of color, shape and intensity. Captured in just a few strokes of a brush using unexpected color combinations.

Sara Woodrow comments "This is a dream come true for me. Art can come in so many different forms. It feels like a huge privilege to see my pictures on exclusive handmade glass from Kosta Boda."

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Orrefors Kosta Boda AB is a design company in the Swedish province of Småland that designs and makes high-quality utility glassware and art glass. We develop, produce and sell a wide range of utility and art glass for private and public use under the brands Orrefors and Kosta Boda. We are the largest glassworks group in the Nordic countries with a history dating all the way back to 1742.

The glasswork in Kosta constitute the heart of our business. Genuine glasswork environment close to the craftsmanship and the designers. At our glasswork we also run extensive tourism and events operations that attract more than one million visitors each year.

Since 2005, Orrefors Kosta Boda AB has been part of New Wave Group, which works with several brands in the consumer and corporate market in the areas of sport, leisure, furnishings and gifts. New Wave Group is listed on the NASDAQ OMX Stockholm exchange.

www.kostaboda.com