



KID'S CONCEPT

PIPPI LONGSTOCKING COLLECTION 2025

# Press Kit.



**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 boundaries don't limit curiosity and creativity.**

**That's where creativity and joy truly thrive.**

//Kid's Concept



INTERIOR DESIGN WITH COURAGE, IMAGINATION, AND PLAYFULNESS  
– INSPIRED BY THE STRONGEST GIRL IN THE WORLD.

# LIVE LIKE PIPPI. THIS IS VILLA VILLEKULLA TODAY.

Kid's Concept is launching a unique interior collection in collaboration with Astrid Lindgren Company to celebrate **Pippi Longstocking's 80th anniversary**. This is the very first time a Pippi collection has been created with such a strong design focus on furniture and interiors – where the furniture itself invites play.

Released in three drops, the collection is inspired by “This is Villa Villekulla today” – a modern interpretation of how Pippi might furnish her home if she moved in today.



THE COLLECTION IS BUILT ON THE IDEA  
**LIVE LIKE PIPPI.  
THIS IS VILLA  
VILLEKULLA TODAY.**



We believe that all of us – children and adults alike – need more Villa Villekulla in our lives.

Environments that are playful, curious, and full of imagination.





## THE STORY

**An introduction to the collection: More Than Design – A Tribute to Play, Imagination, and to Pippi herself and everything she embodies.**

In late September 2025, Kid's Concept will launch a unique interior design collection in collaboration with Astrid Lindgren Company to celebrate the 80th anniversary of Pippi Longstocking. **It's the first time a Pippi collection is being created with this level of design ambition, focusing on furniture and interiors** – a tribute where every piece also invites play. Interior design for imaginative play.

The collection is built on the idea: “Live like Pippi. This is Villa Villekulla Today.” The team at Kid's Concept likes to believe that if Pippi were to move into Villa Villekulla today, these are the furniture and details she would surround herself with.

In the Pippi stories, there aren't really any traditional toys. In Villa Villekulla, EVERYTHING was play – from the pancake pan to Mr. Nilsson's bed, to every chair and table. Everything seemed to shout: “This is fun – let's make something of it!” That is the spirit Kid's Concept, together with Astrid Lindgren Company, have sought to emphasize.

**The result is a collection that is both bold, imaginative, and joyfully unconventional – just like Pippi herself.**

The collection is as much on-trend interior design as it is a celebration of the power of play. With palettes and forms inspired by contemporary interior trends, the collection features pieces that feel just as natural in the living room as in the children's room.

**We all – children especially – need more Villa Villekulla in our lives:** environments that are playful, curious, and full of imagination. Spaces that invite us to play, to think freely, and to create new worlds. At the same time, **the collection is a design tribute to the strongest girl in the world** and the values she embodies – courage, independence, and an unshakable belief that life should be fun.

Just as Astrid Lindgren's stories rest on a foundation of play, imagination, and common sense, so too does Kid's Concept, with the same guiding principle: **to let children be children, for as long as possible.**

At the heart of the collection is the philosophy of imaginative play – play without rules or instructions, where there's no right or wrong, only children inventing, creating, and exploring on their own terms.



**IN VILLA VILLEKULLA,  
EVERYTHING WAS PLAY  
– FROM THE PANCAKE  
PAN TO EVERY CHAIR  
AND TABLE.**

**THE WHOLE  
INTERIOR WHISPERED  
(NO EXCUSE US) –  
SHOUTED: "THIS IS FUN  
– LET'S MAKE  
SOMETHING OF IT!"**



## BEHIND THE SCENES

**“This collaboration was never just about creating furniture and interiors – at its core, it’s about values,” says Malin Hultqvist, CEO of Kid’s Concept.** “Astrid Lindgren Company had never before developed furniture or interior products with Pippi at this level of design ambition, so when we were given the opportunity, we wanted to ensure it became more than just a collection. At Kid’s Concept, one of our core values since the very beginning in 2007 has been that children should be allowed to be children for as long as possible. Too often, the world rushes them into adulthood. We want to go the other way – deeper into play, into imagination, into a world where boundaries don’t limit curiosity and creativity. That’s where joy and imagination can truly flourish.”

Behind the collection lies the philosophy of open-ended play – play without instructions, right or wrong, where children invent, create, and explore on their own terms. While Astrid Lindgren herself may never have used the phrase “open-ended play”, her life and her characters embodied it. Pippi especially turned everyday life upside down: **questioning norms, making ordinary things extraordinary, and showing that the world becomes richer when seen through a child’s eyes.**

During the development process, Kid’s Concept had the privilege of hearing personal memories from Astrid Lindgren’s grandchildren – stories of a grandmother who never lost touch with her own 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 her. Simple things became stories — a walk to pick chanterelles could suddenly turn into a secret mission, or an ordinary stroll from her home in Vasastan to Kungsholmen, down a street called Pipersgatan, became a fit of giggles as her playful piping grew louder with every step. For her, play was always there – a part of her entire life.”

**These stories from Astrid Lindgren’s grandchildren inspired the design team** 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 was convinced that play belongs to everyone, children and adults alike.

**“Grown-ups never have any fun. All they’ve got is masses of boring old work and stupid clothes and corns and dinkum tax.”**

*// Pippi Longstocking, from Pippi Doesn't Want to Grow Up*

# Chair wood PIPPI

Part of 1st drop - **SEPTEMBER**



## DESCRIPTION

“Don't worry! I'll be all right!” These words from Pippi Longstocking capture her fearless attitude — a reminder that things have a way of working out, especially if you face them with confidence.

This wooden chair is designed to be eye-catching. On one side of the seat, Pippi's encouraging words are printed, while the other side features her familiar silhouette — a quiet tribute to her bold and independent spirit. The backrest is decorated with a playful checkered pattern, a nod to the illustrations from Pippi Longstocking's world. At the back, a green “ponytail” made of cotton string adds an unexpected detail — unconventional yet fitting. One leg is painted bright yellow, because who said all legs (or socks, for that matter) have to be the same colour?

Crafted from FSC-certified wood, the chair works well as a seat, a small side table, or a handy spot to rest a book or toy. A practical piece with plenty of personality.

**MATERIAL** Chair: FSC-certified poplar, FSC-certified MDF. Tail: Cotton.

**SIZE** 32x29 H 59 cm.

**EXTRA** Seat height: 31 cm.

**AGE** 3-7 years.

**PRICE**



1001026 Chair wood Pippi

EUR **82,95**

# Armchair PIPPI

Part of 3rd drop - **DECEMBER / JANUARY**



## DESCRIPTION

"How can I know that, when I've never tried?" said Pippi. "I've never had a piano to try on. And let me tell you, Tommy, playing the piano without a piano takes a lot of practice."

Pippi's fearless attitude often turns the unexpected into an adventure — and this armchair brings some of that playful spirit home. Upholstered in soft-touch polyester fabric, the chair features a dotted pattern inspired by Pippi's horse — the sturdy companion who often finds himself part of her wild ideas. The seat and backrest are divided into two bold colours — turquoise and orange — giving the chair a striking look that makes it stand out wherever it's placed. A practical piece with a confident design — perfect for anyone who believes, like Pippi, that trying new things is always worth a go.

**MATERIAL** Textile: Polyester. MDF.

**SIZE** 55x52 H 48,5 cm.

**EXTRA** Seat height: 31 cm.

**AGE** 3-7 years.

1001029 Armchair Pippi

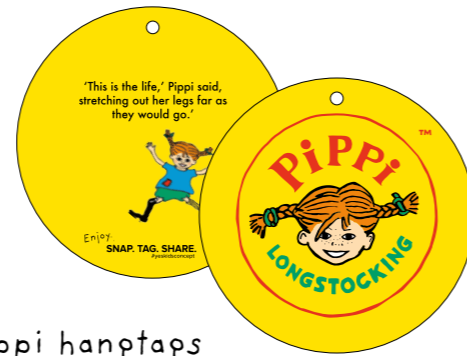
**PRICE**

EUR 179



# Long bench PIPPI

Part of 3rd drop - **DECEMBER / JANUARY**



Pippi hangtags on the product.



## DESCRIPTION

"Why on earth have you got a horse on the veranda?" asked Tommy. All the horses he knew lived in a stable. "Well," said Pippi, thinking. "He'd only be in the way in the kitchen. And he doesn't like the sitting room."

In many of the stories, Pippi Longstocking leaps onto her horse's back and rides with a fearless confidence — no saddle, no fuss, just Pippi being Pippi. This long, padded bench is inspired by that very horse. Upholstered in a playful dotted fabric, it recalls his distinctive coat, while soft, rounded ends and a fringe detail nod to his swishing tail. More than a whimsical tribute, it's also a practical piece: perfect as a hallway seat, a spot to rest bags or books, or a cosy perch by the window. And for children, it becomes an open invitation to climb aboard and set off on an imaginary ride.

**MATERIAL** Textile: Polyester. MDF.

**SIZE** 100x38 H 31,5 cm.

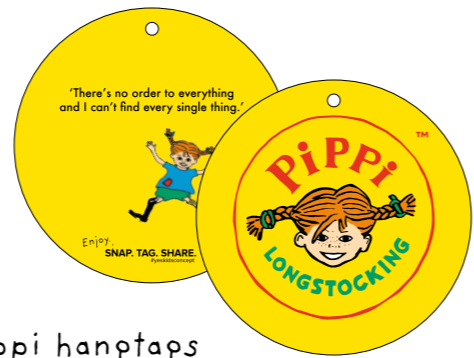
**EXTRA** Seat height: 31,5 cm.

**AGE** 3-7 years.

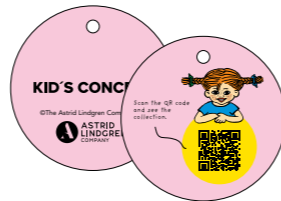


# Stool PIPPI

Part of 3rd drop - **DECEMBER / JANUARY**



Pippi hangtags on the product.



## DESCRIPTION

"There's no order to everything and I can't find every single thing." - *Pippi Longstocking*.

This stool features a pattern inspired by Lilla Gubben, Pippi Longstocking's horse. With softly rounded sides, it has an inviting look, making it a practical and versatile piece for any room. Perfect as a seat, for resting your feet, or as a decorative accent, this stool adds a playful touch to your home. The stool is fully upholstered and padded on both the inside and outside. The underside of the stool features a contrasting orange color, adding an extra pop of vibrancy. A nod to Pippi's unmistakable red hair.

**MATERIAL** Textile: Polyester. MDF.

**SIZE** 53x38 H 31,5 cm.

**EXTRA** Seat height: 31,5 cm.

**AGE** 3-7 years.

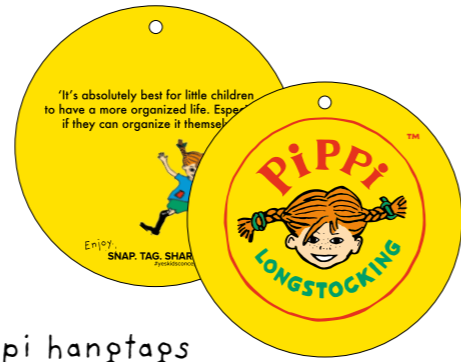
**1001028** Stool Pippi

**PRICE**

EUR **84,95**

# Pouffe with storage PIPPI

Part of 3rd drop - **DECEMBER / JANUARY**



Pippi hangtags  
on the product.



## DESCRIPTION

"It's absolutely best for little children to have a more organized life. Especially if they can organize it themselves!" - *Pippi Longstocking*.

This pouffe takes its playful pattern from Pippi's horse — a sturdy steed with a distinctive spotted coat. The dotted fabric is paired with a long fringe on one side, giving a nod to the horse's swishing tail. Lined with black fabric on the inside, the pouffe offers handy storage for small treasures or everyday items. It's just the right size to use as a stool, a nightstand, or a place to perch while putting on socks — no stable required.

**MATERIAL** Textile: Polyester. Cardboard.

**SIZE** Ø 40 H 30,5 cm.

**EXTRA** Seat height: 31 cm.

**AGE** 3-7 years.

**1001030** Pouffe with storage Pippi

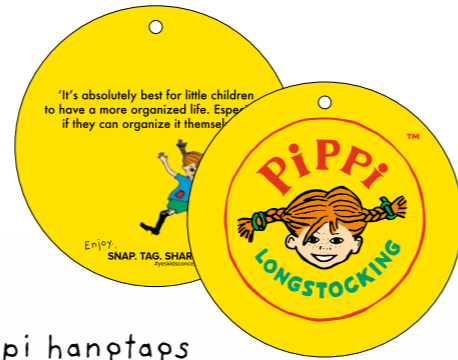
**PRICE**

EUR **82,95**

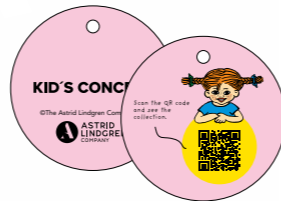


# Rocking horse PIPPI

Part of 2nd drop - **NOVEMBER**



Pippi hangtags on the product.



## DESCRIPTION

“Why on earth have you got a horse on the veranda?” asked Tommy. All the horses he knew lived in a stable. “Well,” said Pippi, thinking. “He’d only be in the way in the kitchen. And he doesn’t like the sitting room.”

Some horses need stables. Others prefer a spot by the bookshelf, the kitchen, or outside at the porch. This dotted rocking horse takes after Pippi Longstocking’s beloved companion—bold, loyal, and always ready to play. Printed in black and white, with the iconic dotted pattern inspired by Pippi’s horse from the original books, this rocker brings a storybook character to life in everyday play.

The rocker base is made from FSC-certified wood, designed for steady motion and confident riding. Perfect for children from 18 months and up, rocking helps build balance and coordination.

**MATERIAL** Cotton, FSC-Certified plywood, poplar. Filling: 100% polyester.

**SIZE** 72x30 H 58 cm.

**PACKAGING** Box with sticker.

**AGE** 18M+

1001079 Rocking horse Pippi

**PRICE**

EUR 135



# Cushion cover 50x50 PIPPI

Part of 1st drop - **OCTOBER**



Backside

## DESCRIPTION

"I am frecklier and more beautiful than ever. If it carries on like this I'll be downright irresistible." - *Pippi Longstocking*.

Pippi is a spirited nine-year-old with bright red hair, styled in braids that seem to defy gravity. Her bold appearance and confident attitude make her a memorable character who embraces her individuality. Drawing inspiration from Pippi's distinctive style, this cushion cover brings a playful touch to any room.

The front showcases a dotted pattern reminiscent of Pippi's beloved horse, while the back is a warm burnt orange — a nod to Pippi's unmistakable red hair. Each corner features a braided detail, matching the back of the cover and echoing her iconic hairstyle. Designed to fit a 50x50 cm inner cushion (not included), the cover has a zipper closure for easy removal.

It's Oeko-Tex certified and machine washable at 30 degrees. Whether adding a decorative accent or providing extra comfort, this cushion cover invites a touch of Pippi Longstocking in your home.

**MATERIAL** GOTS-certified organic cotton.

**SIZE** 50x50 cm.

**EXTRA** GOTS-certified. 30 degrees, ironing low heat, do not tumble dry.



**1001031** Cushion cover 50x50 Pippi

**PRICE**

EUR **17,95**

# Cushion candy pink PIPPI

Part of 1st drop - **OCTOBER**



**1001033** Cushion candy green Pippi



**1001032** Cushion candy pink Pippi



## DESCRIPTION

"Please may I have eighteen kilos of sweets," Pippi said, waving a golden coin.

One sunny spring day, Pippi Longstocking marched into town with Tommy and Annika, her apron pockets brimming with gold coins. She had business to do — and what better place to start than the candy store? Eighteen kilos of candy later, plus a cart to haul it all home, it was safe to say Pippi had made her mark.

This cushion borrows its shape from those very twist sweets — a soft cylinder-shaped cushion with ends neatly tied like a wrapped candy. Its bright, diagonal stripes feel joyful yet simple, adding a playful touch without overwhelming the room. The cushion is Oeko-Tex certified and features a discreet zipper for easy removal and washing at 30 degrees. Soft and cosy, it works just as well for resting your head as it does for brightening up the room — no cart required.

**MATERIAL** OEKO-TEX Certified Certified organic cotton. Filling: Recycled polyester.

**SIZE** 53x16x15 cm.

**EXTRA** Oeko-tex certified. Cover: 30 degrees, ironing low heat, do not tumble dry. Cushion: Spot clean.



**PRICE**

EUR **17,95**

# Bed blanket 130x170 PIPPI

Part of 1st drop - **OCTOBER**



Front- and backside.



## DESCRIPTION

“If you are very strong, you must also be very kind.” These words from Pippi Longstocking reflect her unique mix of boldness and warmth — strong enough to lift a horse, yet always kind-hearted.

This versatile blanket carries that same bold and warm spirit. Made from soft, layered cotton muslin — a light and breathable fabric — with a light filling of recycled polyester, it offers just enough warmth for naps, bedtime, or relaxing on the sofa. A decorative and joyful element in any room. The print features design elements from Pippi Longstocking book illustrations, printed on one side. On the back, a stitched textile patch carries Pippi’s thoughtful words — a quiet reminder of her mix of strength and kindness. Two fabric braids on one end and two “horse ears” in fabric add playful details that reference Pippi’s unmistakable style — and her beloved horse.

The blanket is Oeko-Tex certified and can be machine washed at 30 degrees. Suitable as a comforter, bed blanket, or throw.

**MATERIAL** OEKO-TEX Certified organic cotton. Filling: Recycled polyester.

**SIZE** 130x170 cm.

**EXTRA** Oeko-tex certified.

**1001034** Bed blanket 130x170 Pippi

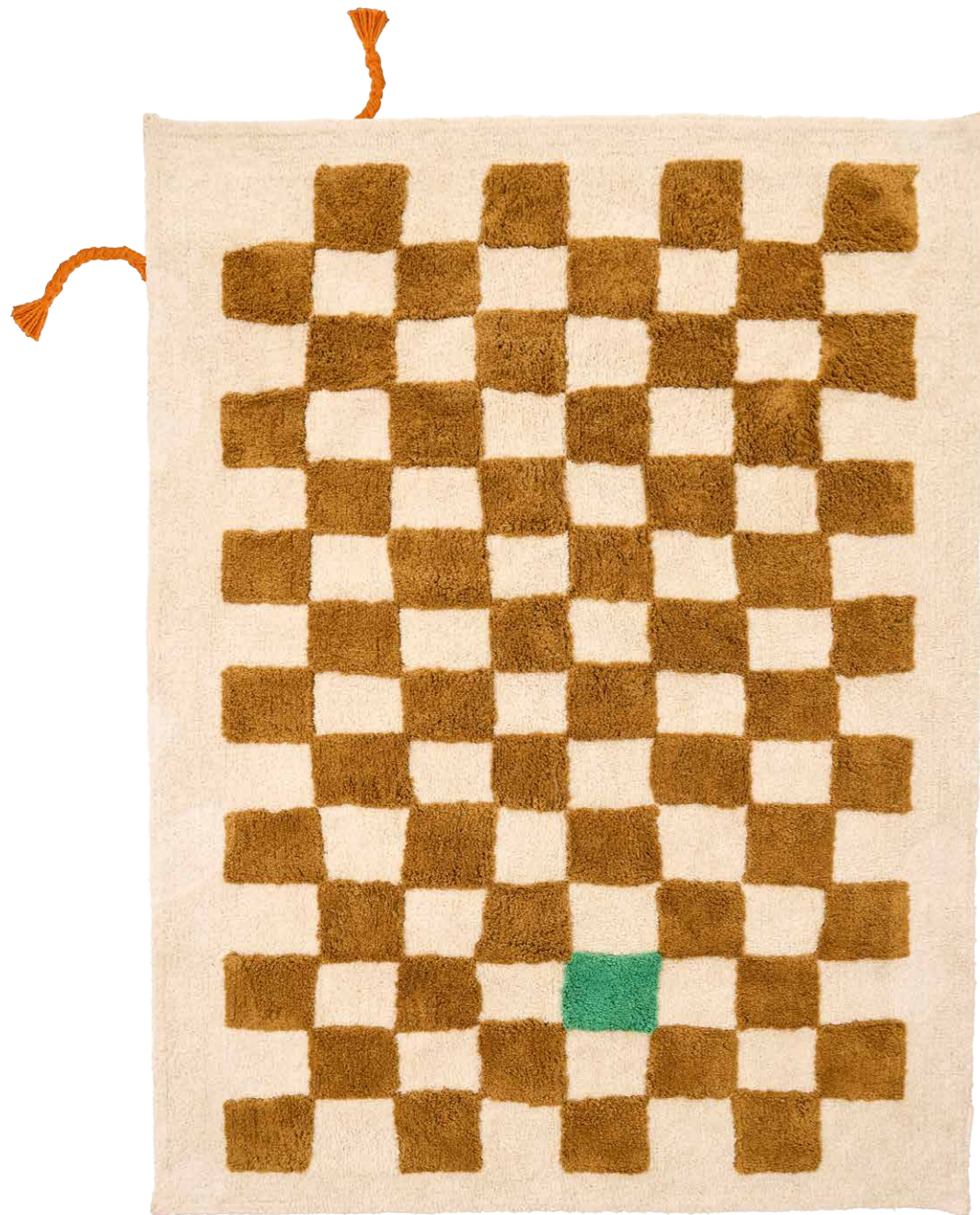
**PRICE**

EUR **89,95**



# Tufted mat 120x160 PIPPI

Part of 3rd drop - **JANUARY / FEBRUARY**



Tufted "Pippi's shoes" will also be featured.



## DESCRIPTION

"Tell me, Pippi," Tommy said, respectfully. "Why have you got such big shoes?" "So I can waggle my toes, of course," she replied. Then she lay down to sleep. She always slept with her feet on the pillow and her head underneath the covers.

This tufted mat is inspired by Pippi Longstocking's unmistakable look. The square pattern is tufted in different heights, creating a tactile feel under bare feet—or socks, depending on the day. Along two sides, soft orange braids stick out, just like Pippi's in the books.

The mat is made of OEKO-TEX 100% cotton yarn. To prevent it from sliding, a separate anti-slip underlay should be used. This is not included but can be bought where you usually find rug accessories.

**MATERIAL** OEKO-TEX 100% cotton

**SIZE** 120x160 cm.

**PACKAGING** Roll pack with hangtag.

**PRICE**

EUR **155**

**1001080** Tufted mat Pippi 120x60 cm

**“I am frecklier and more beautiful than ever.  
If it carries on like this I’ll be downright irresistible.”**

*// Pippi Longstocking, from Pippi Doesn't Want to Grow Up*



**KID'S CONCEPT**  
SWEDISH DESIGN