

JYSK

Indoor living

HIGHLIGHTS FROM OUR
INDOOR 2021 COLLECTION



10 highlights

Here are some of our highlights for this season.



1.

2.

4.

3.

1. Armchair HUNDESTED 2. Wall cabinet LOOK IN 3. Quilted blanket INKALILJE 4. Plant pot MIKKI



5.

6.



9.



7.



8.



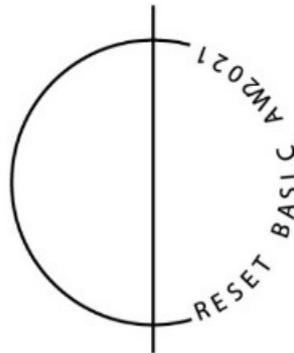
10.

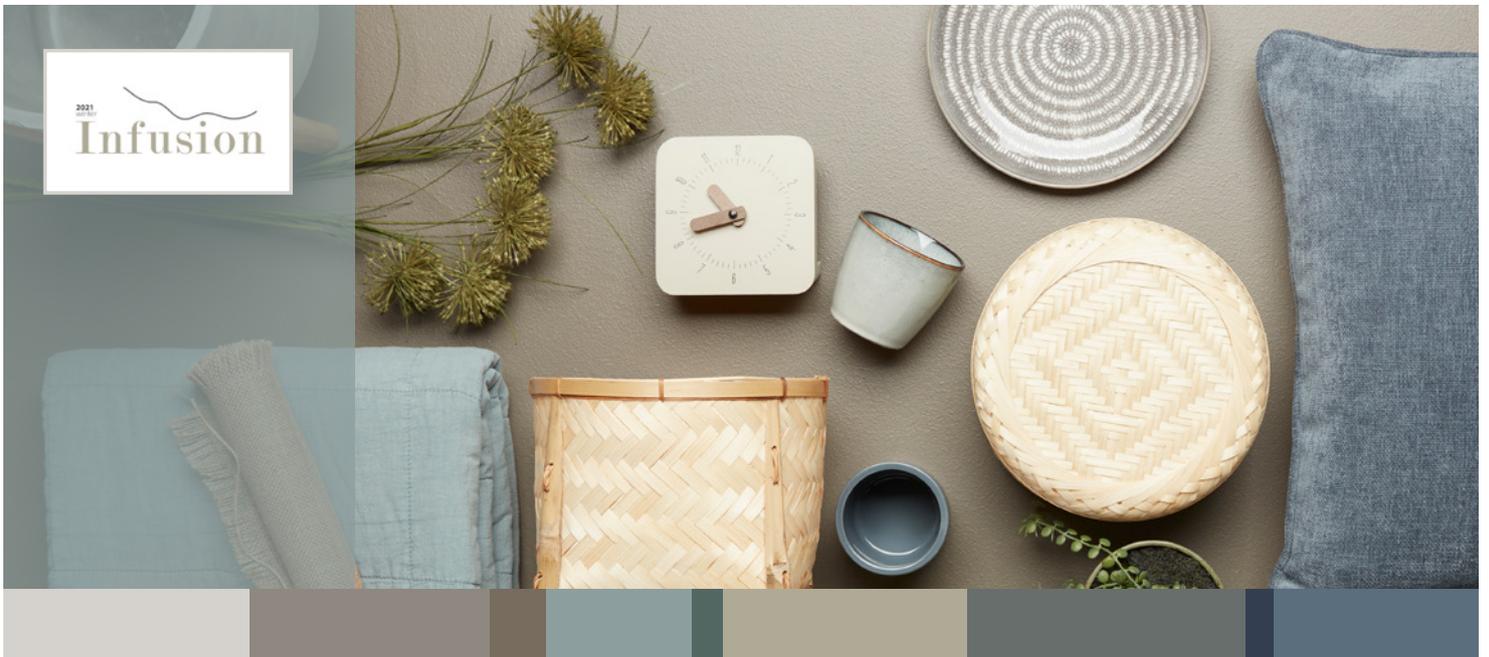
5. Pendant KARLSSON 6. Bed linen NELLY 7. Bowl NIELS 8. Salad servers ASKE 9. End table RANDEUP 10. Vase ALVIS

JYSK

Trends Winter 2021

At JYSK, we are currently working with three trends that set the scene for our winter 2021 assortment. You can read much more about the trends on the following pages.





MINDFUL
WINTER 2021
Garden

With a positive and open-minded approach to new ways of doing old classics, the MINDFUL GARDEN theme celebrates life at home. With a single vase or a single candle on the table, we put solitude in focus with a positive spin.

The designs create harmonious compositions and juxtapositions.

Metal and glass come together to deliver an industrial look. Prints and surfaces are in focus, as we move indoors to create a cosy nest. Flowers are making a big comeback, but in a mix with grasses and in untamed compositions creating a captivating experience.

The colours are new and deserve to be an everyday part of our consciousness, still held in feminine hues. With one foot firmly planted in the past and another running towards the future, these winter tones are hard to define, and that is what makes them special.



Stoneware bowl and mugs

These trendy stoneware products, which bear the name of NIELS, are made both to look and feel good. With their glazed surface and protruding lines, they stimulate the senses. And with their douche colours, they appeal to the eyes.

The bowl measures 20 centimetres in diameter and stretches 10 centimetres into the air. Its size makes the bowl perfect for an appetising salad.

The mugs measure 8.9 centimetres across and stretch 9.5 centimetres. Thanks to the handle, they work well with both hot and icy beverages.



Bowl NIELS

Mug NIELS

More recycled materials

JYSK is continuously working to increase the use of recycled materials in our products, without compromising on quality or safety. That is why we have chosen to work with the Global Recycled Standard (GRS).

GRS is an international voluntary product standard that, in accordance with ISO (International Organization for Standardization), sets a framework for when something can be characterised as recycled material.

The goal of GRS is to increase the use of recycled materials. At the same time, GRS also places strict demands on the social and environmental conditions under which the products are made.

We have also decided to remove all single-use plastic from our product assortment, and we continue to work on optimising the use of plastic for example by using recycled plastic in our products.

In addition, we are working to ensure that the design of our products makes them easier to disassemble in order to recycle the materials.



2021
winter



Infusion

As the desire to disconnect overtakes us, the INFUSION theme invites the best elements from our outdoor surroundings inside.

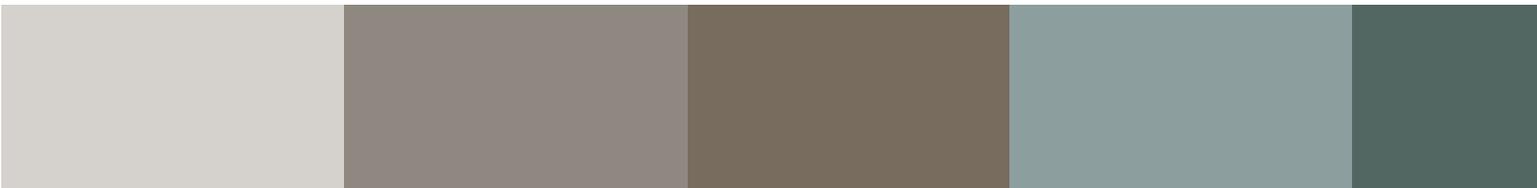
Design imitates nature, incorporating raw textures and organic forms. Living spaces evolve into quiet areas that provide distance and clarity away from the busyness of daily life.

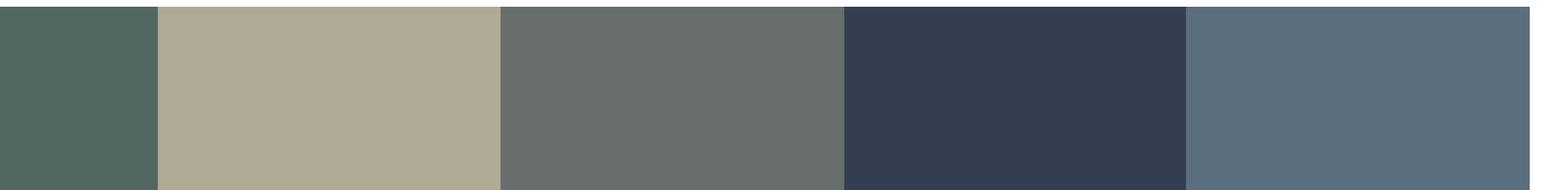
We are searching for things to touch and feel.

Weave and wood are placed on centre stage, with more sustainably sourced materials taking on softer shapes – all while providing a sense of calm and purpose.

Texture is still key together with craftsmanship or at least a crafted look, always done in a Scandinavian way.

Colours are inspired by the natural elements, such as earth, water and sky. Blue and green nuances dominate, and earthen tones keep the expression down to earth.





Solid oak dining table

If you're looking for a solid oak table, ROSKILDE might be the perfect match.

The solid oak surface with the live edge brings the forest into the dining room. The dining table has an option of extension leaves, so it can grow to become up to 3 metres long.

The dining table is made from FSC-certified oak, so we protect and secure regrowth of our forests.



Oak table ROSKILDE



Wood from more sustainable sources

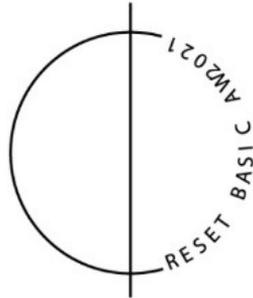
Many of JYSK's products are made from wood, and we're committed to the promotion of responsible forestry.

By the end of 2024, all JYSK products and packaging made from wood, cardboard or paper will be FSC®-certified (FSC® N001715).

Look for FSC-labelled products when you shop at JYSK.

FSC is short for Forest Stewardship Council®, an international non-profit organisation and labelling system for wood and paper, which originate from sustainable forestry or other responsible sources.

Back in 2006, JYSK was one of the first members when FSC established its branch in Denmark.



With the RESET BASIC theme, we are ready to slow down and find joy in the simple things in life. Although focus is on the basics, we still make room for innovative details that catch the eye. We want to create an atmosphere that lasts, not just for a season, but for years to come.

The shapes are sculptural and organic, and the designs are simple and minimalistic – with a special detail here and there. Geometric patterns and prints make the products come alive, while always creating a peaceful and quiet atmosphere for relaxation and unwinding.

Neutrals are more sophisticated, with richly tinted shades that feel luxurious, and complement the season's tones. The emerging popularity of sand tones and brown will gain momentum across markets and categories.





A comfortable seat

Offering more than just a soft place to sit, the HUNDESTED armchair in an off-white nuance adds a playful and stylish touch to your home.

With its slender oak legs and curving frame, the armchair mixes simplicity with maximalism. It has a seating height of 45 centimetres and a total height of 98 centimetres.

The armchair works well as a standalone piece of furniture. But it could also easily be combined with a small endtable, a floor lamp and perhaps a comfortable throw.



Armchair HUNDESTED

Throw ROSE
Bed linen INGEBORG



*Tested for
your safety*

All textile products in JYSK are certified by the OEKO-TEX® Standard 100 label, which is the world's leading health labelling scheme for textiles. This means that the product does not contain any harmful levels of problematic chemistry.

At JYSK, you also find the MADE IN GREEN by OEKO-TEX certification on some products. MADE IN GREEN by OEKO-TEX is an extension of the OEKO-TEX Standard 100 label. This also ensures an environmentally friendly and socially responsible production.

Bed linen KRONBORG



Cushion ERTEVIKKE



Throw DUNHAVRE



Throw ROSE
Quiltet blanket VALMUE
Cushion HORNFIOL
Cushion HORTENTIA

