

collection spring 2012

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Born in Sweden has a passion for combining highly innovative design with unexpectedly simple product solutions. Located in the heart of Sweden, our company is a mix of flamboyant individuals who see and do things differently and have a wealth of international experience. We are guided by a common goal – to create functional products that work better, solve problems, are a pleasure to use and, of course, look great!

Born in Sweden was founded by Pascal Charmolu and Kim Vejsholt in 2007. They had worked together on many successful design projects over the years before deciding to join forces and combine their complementary skills.

Kim Vejsholt brings extensive experience of successfully producing and marketing designer products to Born in Sweden. He was the co-founder of Sagaform, a company that develops, markets and distributes Nordic design products. Kim's key responsibilities at Born in Sweden are marketing, distribution and business development.

Pascal Charmolu is an acclaimed industrial designer. At Born in Sweden, Pascal is responsible for product design and corporate identity.

Copy: Rob Naylor

Photo: Mimbild AB/Klas Svensson & Peter Andersson

Graphic: Pascal Charmolu



### **Pascal Charmolu**

Stockholm, Sweden has been home to French-born Pascal Charmolu since 1984. He graduated from the Industrial Design department of the Swedish Academy of Art and Crafts in 1990. Over the years Pascal has collaborated with various design companies and architects to produce everything from consumer products to interior design ranges and even a jewellery collection for a world-famous sports personality. His work is widely represented and can be found in international design shops including Conran shops and the Museum of Modern Art's (MOMA) shops. Over the years, Pascal's designs have won numerous design awards and honourable mentions.



This elegantly simple one-litre mouth-blown carafe features a unique inbuilt cooling element: The silicone stopper holds a removable stainless steel tube that can be filled with water and frozen. When the stopper and tube are in place, the drink is cooled - without the diluting effect of ice cubes. Available in clear glass. Volume: 1 liter. Dishwasher safe. Dimensions: 30 cm high by 9.5 cm wide.

Design: Pascal Charmolu  
© 2011



7340110  
clear glass



carafe with cooling rod



Individually unique, these mouth-blown tumblers have the same simple, minimalist form as our carafe. The rounded edges of the base lets the glass sit well in the hand, these stackable tumblers are an everyday pleasure to use. Available in sets of four in clear, red, or blue colour options. Dimensions: 8.8 cm high by 6.5 cm wide. Dishwasher safe.

Design: Pascal Charmolu  
© 2011



7340117  
blue glass



7340116  
clear glass



7340118  
red glass



tumbler 25 cl



Subtle geometry and clean lines have helped to establish this award winning cutlery design as a modern classic. Available as a set of 16 pieces with a knife, fork and two spoons for each place setting as well a two-piece serving set. Manufactured from high quality mirror-polished 18/8 stainless steel. Dishwasher safe.

Design: Pascal Charmolu  
© 2011



7340108  
16-piece cutlery set

7340109  
2-piece serving set



cutlery sets



Portable, stackable reversible -- these might just be the only tea-light holders you ever need. Stand them on their three legs to use on a table or turn upside down and place in a glass to create windproof outdoor lights. The retro space-age design features a hole in the candleholder to allow easy removal. Constructed from stainless steel and available in brushed or chrome-polished steel finishes as well as 2 satin powder-coated options. Dimensions: 13 cm high by 4.4 cm wide.

Design: Pascal Charmolu  
© 2010



7340081  
chrome



7340082  
brushed



7340102  
white



7340103  
black



tealight holder



A combined boot jack and shoe horn that can be hung on the wall when not in use. Constructed from robust polycarbonate with a hollow stainless steel bar underneath, this aesthetically pleasing 2 in 1 jack is light, strong and functional. Length: 39 cm, height 9 cm. Available in red, black, green and white.

Design: Pascal Charmolu  
© 2010



7340084  
black



7340085  
red



7340086  
green



7340083  
white



boot jack



Edgy, playful and definitely “funky”. The Born in Sweden magazine rack may look quite macho at first, but once you live with it, we are sure you will see it’s softer side – it’s a bit like a metal hedgehog that likes to keep your papers in order! Featuring asymmetrical measurements, this steel design is unconventional and definitely eye-catching. Length: 40cm, height: 27.7cm base width: 10.7cm. Available in red, white, green, purple and black satin powder coated finishes.

Design: Pascal Charmolu  
© 2010



7340091  
white



7340092  
black



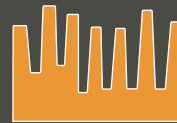
7340093  
red



7340094  
green



7340100  
purple



magazine rack



A practical and smart solution for storing keys – the Born in Sweden key cabinet has simple, clean lines, offset by an oversized handle with a brushed nickel finish. The cabinet features a retaining strip to hold mobile phones, wallets and other small items. The steel cabinet is available in five durable powder coated finishes; red, white, black, purple and green. Height: 53.8 cm, depth: 5.4 cm, width: 16 cm.

Design: Pascal Charmolu  
© 2010



7340095  
white



7340096  
black



7340097  
red



7340098  
green



7340099  
purple



key cabinet



This minimalist coat rack is crafted from a single piece of rigid, powder coated steel. Uncompromisingly simple and utterly functional, the rack's clean lines will complement any modern interior. Varied spacing and hook depths allow coats of different sizes to be hung. Choose from red, black, white, green & purple satin finishes. Dimensions: 60.7 x 25 cm x 0.2 cm.

Design: Pascal Charmolu  
© 2010



7340087  
white



7340088  
black



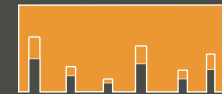
7340089  
red



7340090  
green



7340101  
purple



coat rack



A highly novel concept that proves exercise equipment can be beautiful! Now you no longer need to hide your dumbbells when they are not being used – simply put them on the dining table and drop in a candle. Unusually, for a product that has such distinctly separate functions, there is no compromise with either role; as dumbbells they are precisely weighted and ergonomic, as candlesticks they are stable flame resistant and elegant. Manufactured from cast iron with a chrome coating. Weight 2 kg, height 17 cm.

Design: Pascal Charmolu  
© 2010



7340060  
dumbell 2 kg

dumbell 2 kg



The vase typifies the Born in Sweden way, combining highly innovative design with unexpectedly simple product solutions. A stainless steel sphere sits in the neck of the vase, allowing flowers to be easily arranged – an elegant solution to an age-old problem. The subtle lines and minimal form of the vase is complemented by the structure of the bright, steel sphere, making the vase aesthetically pleasing, with or without flowers. Hand made from mouth-blown glass. The stainless steel sphere is available in mirror-polished, gloss black and gold finishes. Height 22 cm, diameter 14.5 cm.

Design: Pascal Charmolu  
© 2009



7340058  
vase / stainless



7340061  
vase / black



7340062  
vase / gold



vase 22 cm



Stylish and minimal, yet at the same time striking, this innovative design typifies Born in Sweden's approach; functional, practical and always aesthetically pleasing. It is made of 18-0 stainless steel with a flexible silicone hose. The hose has a built-in magnet that allows it to be attached to the can's body when not in use. When watering your plants, simply hold the metal cylinder with one hand and the hose in the other. To start or stop the water flow, just move the metal cylinder up or down. Available in brushed or mirror-polished steel finishes as well as 6 glossy powder-coated options. Height 31 cm, diameter 8 cm, volume 1.5 liters.

Design: Pascal Charmolu

© 2008

Winner IF Product Design Award 2010



watering can 1.5 l



product  
design  
award  
2010



A Christmas tree holder you won't want to hide beneath the branches! It can be filled with water to keep your tree fresh and green throughout the festive season. The base is moulded in recyclable aluminium with four heavy-duty stainless steel screws securing the tree. Available in grey, red, black or white powder-coated colour options. Length 60 cm, height 17 cm, weight 2.2 kg.

Design: Pascal Charmolu  
© 2008



7340037  
black



7340038  
white



7340039  
grey



7340040  
red



christmas tree holder



We can't guarantee to make you an expert with the BBQ, but we can reduce the chances of you cooking your own fingers. This set of three stainless steel BBQ implements includes a spatula, fork and tongs that feature a heat resistant silicone shield that protects your hand from the heat of the fire.

Length: Fork and spatula 37cm, tongs 38cm. Diameter shield: 12 cm. Dishwasher safe.

Design: Pascal Charmolu  
© 2011



7340111  
fork



7340112  
spatula



7340113  
tongs



grill tools



A new take on the traditional plastic fly swatter. Inspired by insect wings the Born in Sweden fly swatter's patented design features two surfaces that snap together when used – increasing your chances of a successful swat! Stands upright on its wing tips when not in use making it easily accessible when needed. Manufactured from impact resistant recyclable plastic. Available in red black, white and green. Height: 42 cm.

Design: Pascal Charmolu  
© 2010



7340104  
white



7340105  
black



7340106  
red



7340107  
green



fly swatter



At 57cm high and with its sculptural, ergonomic form, this unique garden watering can has real 'pick-me-up' appeal. It's large capacity means fewer trips to the tap – ideal for watering plants on the balcony in small gardens or around the home! To operate, hold the can's neck with one hand and grip the large recess in the base with the other. Simply tip to control the flow. A stainless steel lid at the top of the can allows water to be showered from a perforated section, or poured from a removable spout. The can's body is moulded from robust, yet light recyclable polypropylene. Available in red, white and black. Height 57 cm, diameter base 20.5 cm, volume 7.5 liters.

Design: Pascal Charmolu  
© 2009



7340056  
black



7340015  
white



7340014  
red

watering can 7.5 l





This streamlined, lockable mailbox is moulded in fibreglass to protect your mail against even the worst weather conditions. It features a separation lid inside that can be removed to increase storage capacity – ideal for holding your mail while you are away on holiday. The opening is big enough to accept large items, while the lid of the mailbox opens by 70 degrees for easy access. Available in 10 glossy colour finishes. Two optional metal stands are available for easy ground or wall installation. Height 90 cm, width 40 cm, depth 13 cm.

Design: Pascal Charmolu  
© 2008



7340045  
red



7340046  
white



7340047  
black



7340069  
orange



7340070  
blue



7340071  
green



7340072  
purple



7340073  
yellow



7340074  
silver



mailbox L



Like its bigger brother, the small mailbox is also moulded in fiberglass and features a secure locking lid. Available in 10 glossy colour finishes. Two optional metal stands are available for easy ground or wall installation. Height 60 cm, width 40 cm, depth 13 cm.

Design: Pascal Charmolu  
© 2008



7340049  
red



7340050  
white



7340051  
black



7340075  
orange



7340076  
blue



7340077  
green



7340078  
purple



7340079  
yellow



7340080  
silver



mailbox S



This stylish door knocker features a solid synthetic rubber ball mounted on a heavy, stainless steel arm. The knocker announces guests with a more sophisticated note than its metal-on-metal counterpart. Gentle to the surface of your door and a simple pleasure to use, it might just be the perfect housewarming gift! Available in mirror-polished or brushed steel finishes. Length 17.5 cm, diameter ball 4.5 cm.

Design: Pascal Charmolu  
© 2008



7340031  
brushed



7340032  
mirror-polished



door knocker



DESIGN **PLUS**

Birds and lovers of good design will flock to this award winning bird feeder! Manufactured from recyclable plastic, it can be mounted on any smooth window pane, thanks to an innovative double-sided suction cup. The carefully selected materials can cope with extreme temperatures as well as UV rays. It is designed for small birds and features a drainage hole at the base of the bowl. Diameter 11.5 cm.

Design: Pascal Charmolu  
© 2008

Awards: Winner Design Plus 2009  
Designpreis 2010 - Nominee - Germany



7340030



bird feeder

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