

## OYYO

**IN OYYO SIMPLICITY MEETS BOLDNESS AND A STRONG LOVE FOR PRINTS AND PATTERNS, WHILE REFINED CRAFTSMANSHIP AND GLOBAL MODERNITY ARE COUPLED WITH AN INNATE PASSION FOR DESIGN – A DESIGN THAT, RATHER THAN INSTRUCT, AIMS TO INSPIRE.**

Oyyo is an independent design studio and a brand with a unique personality that produces interior design related objects. The studio works in nomadic ways, exploring the convergence of cultures, design and fine craftsmanship.

Oyyo was founded in autumn 2011 in Stockholm (Sweden) by Lina Zedig and Marcus Åhrén, a dynamic duo with a broad interdisciplinary background in textile art, fashion, interior design, project management, publishing and marketing.

At Oyyo we openly express our desire to create elegantly detailed quality pieces that will stand the test of time. We do not fear bold patterns, bright colours or uncommon materials. Our practical day-to-day philosophy is laced with our commitment to fine design and our sense of belonging to a globalized creative network nourished by the know-how of local communities.

Oyyo is a global brand. Our trademark identity may be rooted in our Swedishness, but when it comes to putting collections together, our home references go hand in hand with our nomadic moods and travelling adventures. Our motto is applying design, art and incessant experimentation to a wide range of expressions, while striving to push matter, form and function beyond any conventional definitions. We design for the sake of experience and for people, with an awareness of a present that is bound to lead to a more sustainable future.

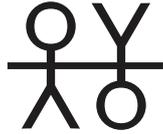
*“It is all about making the most out of a specific product in the context it is in.*

*It is the love for the processes of how everyday objects are produced but also a comeback to the old way of relating to interior products”.*

*– Marcus Åhrén, Oyyo*

Oyyo is small scale and big scale. The studio will release one to two new products per year and work up a core collection of textiles, pieces of furniture and accessories. Our lust for playfulness will be materialized in a series of exclusive limited edition pieces of 5 to 20 items, addressed to art and design lovers. These products will be the fruit of our creative synergy with designers and companies all over the world.

Oyyo is chic and functional, minimalistic and plethoric, sophisticated and playful. We design products for people with a relentless appreciation of originality, details and small gestures.



## **OYYO N°1, COTTON DHURRIE COLLECTION**

We are proud to announce our brand's first venture, the launching of the first Oyyo collection that consists of a series of six original dhurries handwoven by a community of craftspeople near India's Blue City, Jodhpur.

Uniquely made from 100% organic cotton and vivid vegetable dyes derived from local plants, the Oyyo dhurries are conceived as timeless investment pieces providing comfort of the best possible quality out there. They are woven with techniques dating back centuries, devoid of machines, but with a contemporary design and colour pallet.

Their carefully selected colours and exquisite patterns draw inspiration from a rich variety of sources such as the Nordic textile arts and crafts heritage, the Bauhaus movement, and the holistic vision and playfulness of the homes of Salvador Dali, Ray and Charles Eames, and Geoffrey Bawa. With it's muted tones, colour harmony and depth of motifs, this intricate collection honours in particular the creations of textile masters Märta Måås Fjätterström and Gunta Stöltz, that stood out in their time for their innovative design and enthralling beauty.

Oyyo's dhurries become a statement of the brand's natural optimism and core values: We claim a re-engagement with the natural world and express our confidence in the productive wonders made possible thanks to cultural diversity.