

From hands to hearts

It all started with a designer and a dream. About something bigger than the local design scene, beyond the usual clients and limiting projects. A dream to connect designers from all over that great diverse northern kingdom of Sweden, with his adopted home away from home - Japan!

Over time, the dream attracted a team of dedicated evangelists of both Swedish and Japanese origin. They came from the worlds of art & design, technology, trade and advertising - and the dream became a cause. Rallying around that cause a company with two hearts was created; one beating passionately in Stockholm, the other giving echo in Tokyo.

Today, operating both as a trading house, marketing hub and creative agency, using a seamless blend of both e-commerce, social media and traditional retail channels, Scandinavian Wave have built a bridge spanning from one half the world to the other.

Our portfolio of designers already contains a growing number of fresh Swedish newcomers, as well as several vintage classics, such as Almedahls and Rörstrand. Also, Finland have now joined our cause, and early 2010 we will be adding no less than seven new exciting Finnish designers to our portfolio!

Previously without means to be the next big thing in Japan, several small designers have suddenly been given a chance to be just that, as we continue to bring unique contemporary design straight from Scandinavian hands to Japanese hearts.

For the full story, please visit www.scandinavianwave.se. Also, please visit our online store at www.livingswedish.jp



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Scandinavian Design Store

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