

ORREFORS 

KostaBoda

Emon Maasho

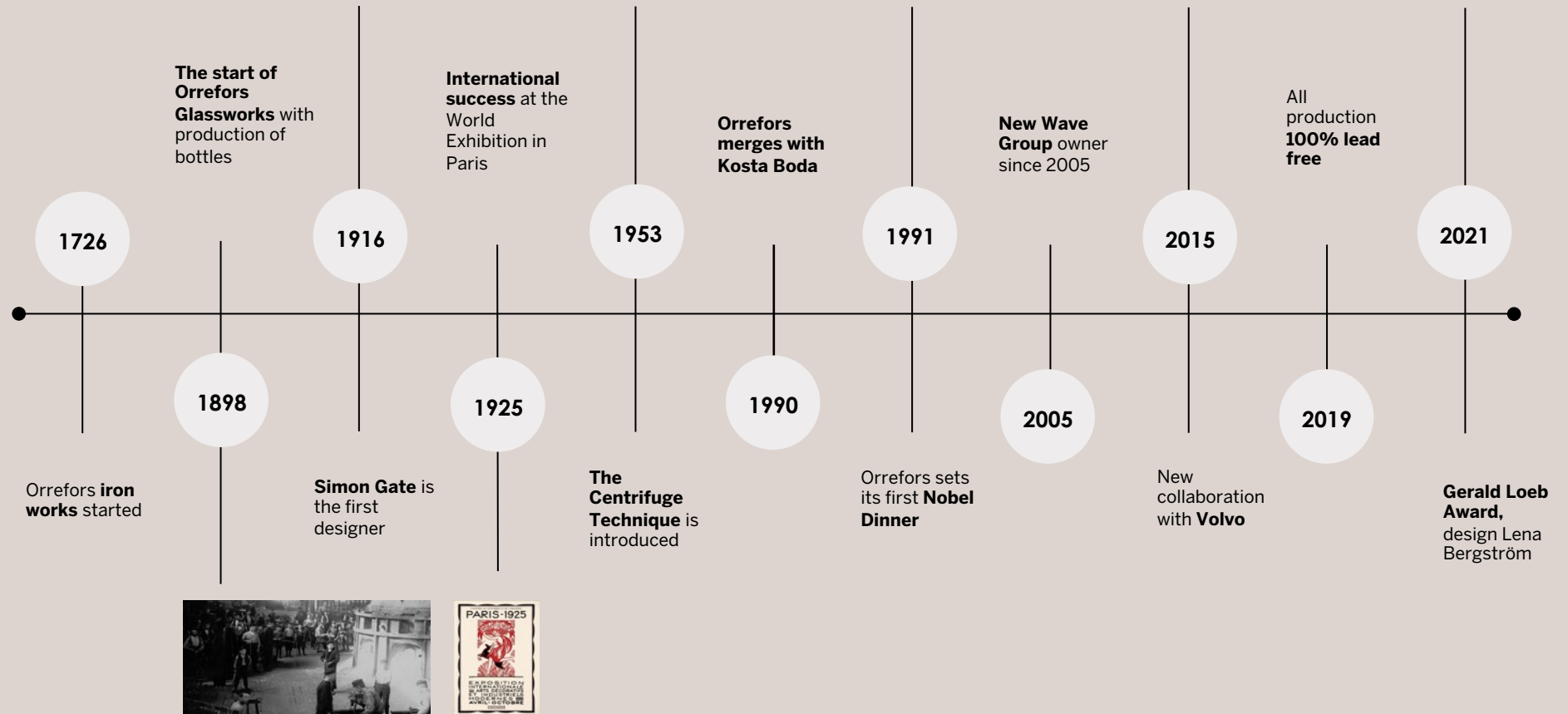
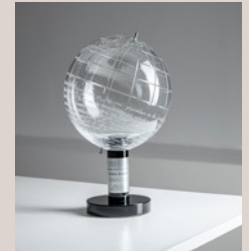
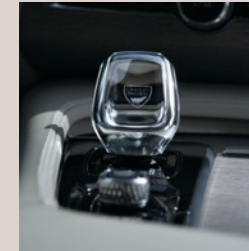
CEO & President – Orrefors & Kosta Boda
North America

**Two brands,
one company.**

ORREFORS 

KostaBoda

Orrefors history



Kosta Boda history



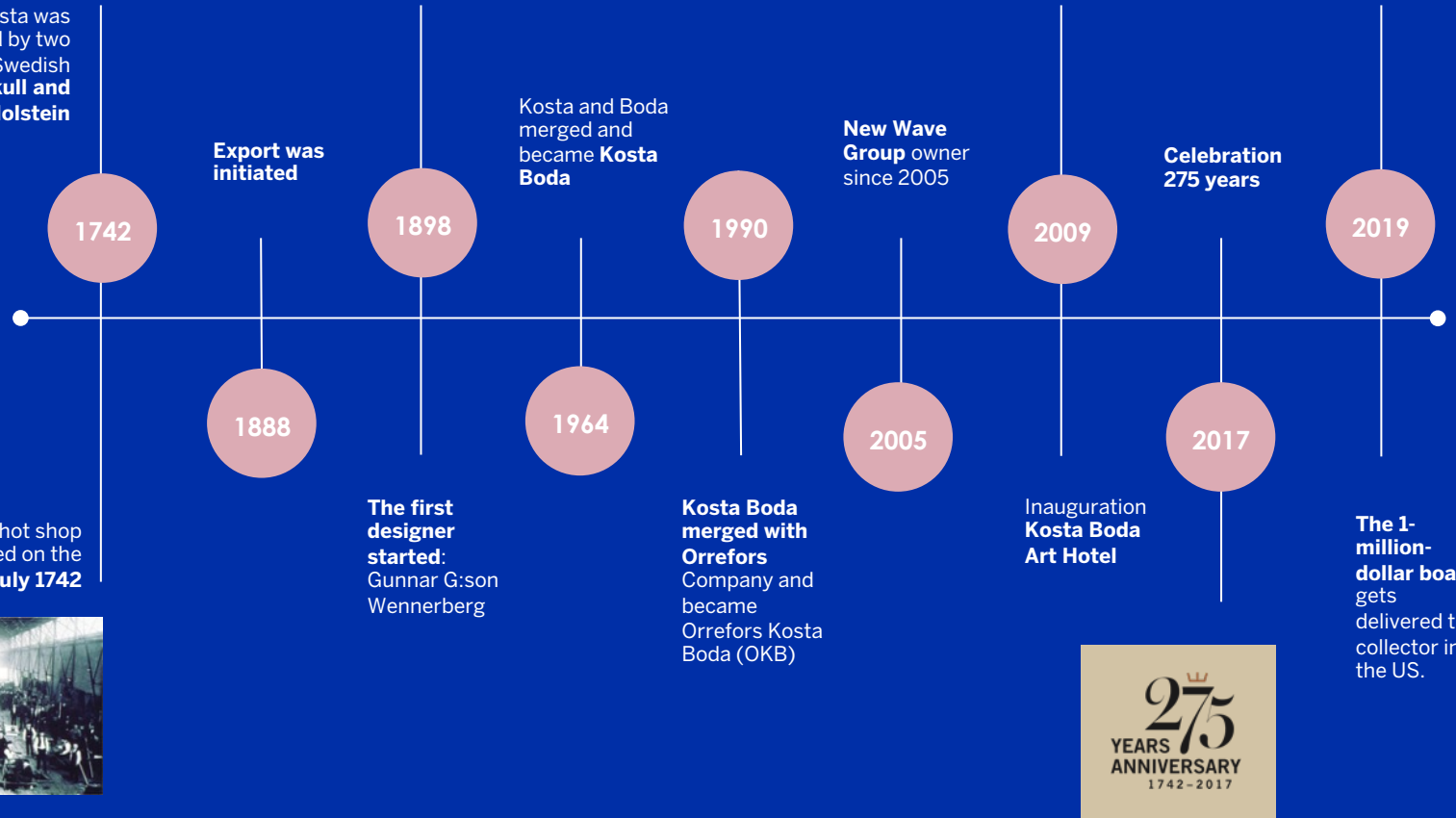
The town of Kosta was founded by two successful Swedish generals; **Koskull and Staël von Holstein**



The first designer started:
Gunnar G:son Wennerberg



The 1-million-dollar boat gets delivered to a collector in the US.



Sustainability

At the Kosta glassworks in the south of Sweden, we constantly work on refining the production of our main material, glass. As part of our improvement initiatives, we are currently working with four of the UN's **Global Goals**: clean water and sanitation, affordable and clean energy, innovation and infrastructure and responsible consumption and production.



2020 – 15% increase

2021 – 29% increase





Retail



Corporate



E-com



Art glass



Hospitality



Interior design

Personalities

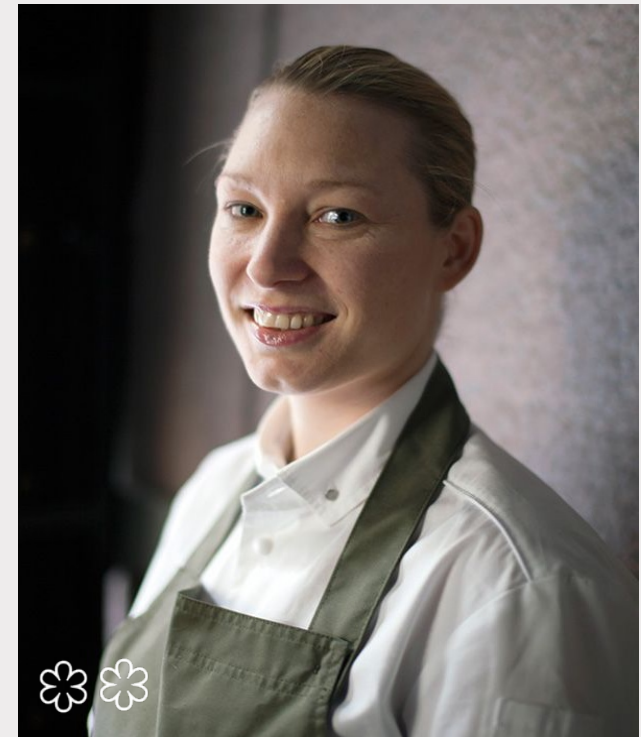
We work with



Marcus Samuelsson – Hav + Mar



Fredrik Berselius – Aska, 2 Michelin stars



Emma Bengtsson – Aquvit, 2 Michelin stars

Collaborations & partnerships

Orrefors





Collaborations – Orrefors & Kosta Boda



Collaborations & partnerships

Kosta Boda

The Champs glass

Inspired by the offseason, where athletes and all of us recharge with a glass of bubbles, the Champs glass has a coupe that takes influence from the net of a basketball hoop with a solid base. The glass is hand-blown and made in Sweden, making each one of the 1000 glasses a unique object.



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The Swedish Forum

Glass tasting, New York Showroom

Attendees from General Consul, Volvo Cars, Maria Nila, Business Sweden, One Love Community Fridge, Tarform, Nordic International Film Festival, Fjällräven



ORREFORS 

Glass tasting

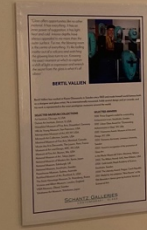
Orrefors & Kosta Boda showroom,
NYC.

Bertil Vallien

Schantz Galleries

23 Sep–23 Oct





2022



Exclusive Supplier New Year's gift



MGM Grand



Bellagio



The Aria



Resorts World

Local presence and sales reps

Vision

Today

Retail

Corporate

E-com

Tomorrow

Interior design

Hospitality

Art exhibitions

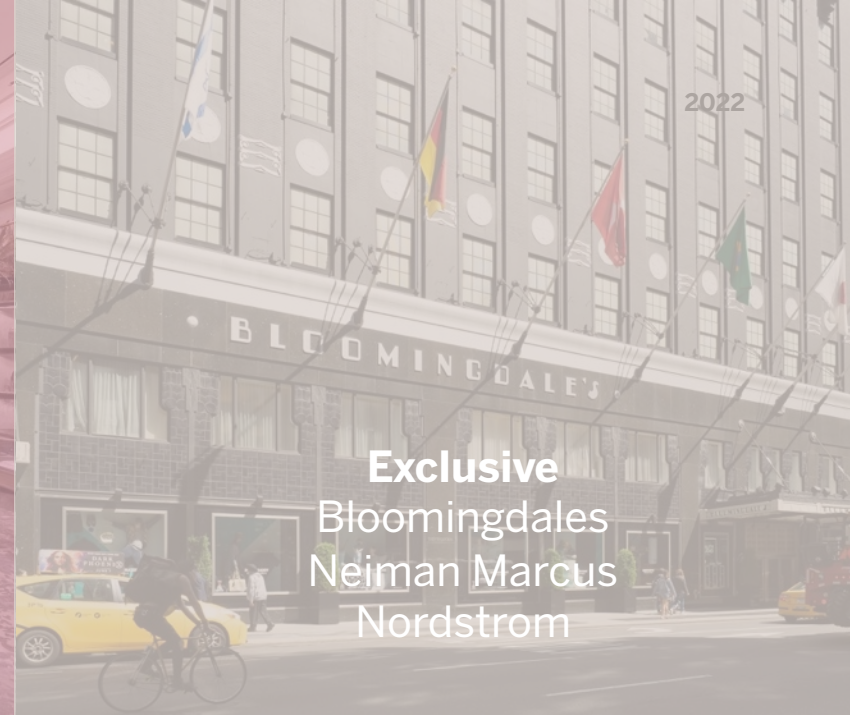
Architects

Retail brand present in stores



Luxury

Bergdorf Goodman
Geary's Beverly Hills
Gumps



2022

Exclusive

Bloomingdales
Neiman Marcus
Nordstrom



Premium

Macy's
Independent stores
Specialty stores



Mainstream

Bed Bath and Beyond

The importance of looking great



Warehouse



Brand exposure



Brand exposure – Orrefors (1982)



Ghostbusters II



Risky Business



ORREFORS

CELEBRATING 100 YEARS IN THE US





Intermezzo

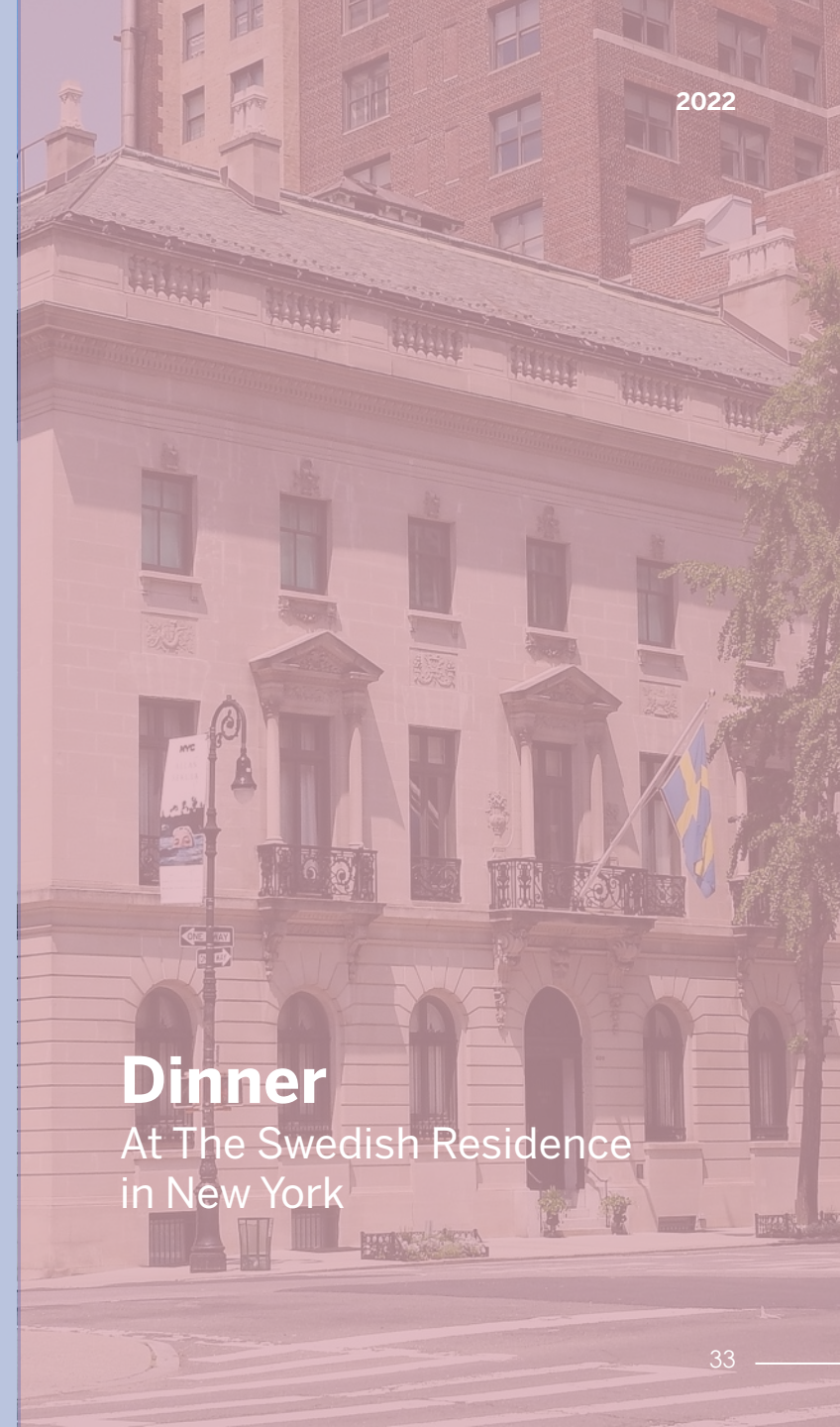
Releasing in gold



Coffe-table book

Celebrating 125 years

And more



Dinner

At The Swedish Residence
in New York

Questions

Thank you!