DESIGNED FOR LIVING



HOME & GIFT COLLECTION



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Introducing DESIGNED FOR LIVING



From the day they met, Designed for Living's founders Jantien Nunnikhoven (left) & Noor Meyjes (right) discovered a shared passion for playful patterns and bold colours. Noor and Jantien have a common background in designing hotel, museum and residential interiors. They met when working together as interior design magazine editors.

They founded their studio, Designed for Living in 2013, where they focus on pattern and product design for their own label, bespoke designs for hospitality projects and collaborations with renowned international brands.

Their designs, which range from wall coverings, lighting, furniture, textiles, stationery and tableware, are all drawn by hand. Each is easily recognisable with its bold colour palette and includes hints of organic, geometric and patterns inspired by nature. Noor: "We share the same idea that design should be fun and a reflection of your personality." Jantien and Noor embrace an approach that combines











“We’re inspired by the things around us – geometric shapes and flora & fauna, but we put our own spin on it.”

creativity and authenticity, while paying attention to detail.

Both designers are fond of the sincerity and timelessness of craftsmanship. They always take into account how an object is made so that every part of the process bears their signature – from the molding of shapes, the pigmentation of porcelain in the oven to the engraving of glassware. The key is striking the balance between refined quality and effortless adaptability. How they achieve this hinges on a single rule, according to Jantien: “Everything we design is something we would want and use in our own homes”.

For their new collection of homewares, Noor and Jantien were inspired by the Tree of Life. In many cultures, it is often viewed as symbol of birth. In autumn, trees shed their leaves but in spring the leaves sprout again and the tree is teeming with birds and butterflies. It’s the perfect balance between harmony and nature and a fitting name for a collection also that marks the start of their collaboration with New Edition. Jantien explains: “We’re inspired by the things around us – nature, geometry, flora & fauna, but we put our own spin on it.” They let each hand-drawn design evolve





both our designs and our creativity to the limit." While geometrics and florals are both interior design classics, the key was to integrate the bold geometric patterns seamlessly with the floral designs, while having fun with the details.

They designed not only the fronts, but also the base of all the tableware. When your coffee date takes a sip, you'll be surprised with the 'Tree of Life' detail underneath, which adds a unique touch and demonstrates the designers' attentiveness to detail.

When it comes to colour, there is no shortage of it. Reds, greens, purples and yellows are enhanced by the use of black and white. This eternal combination is what makes the collection highly adaptable to any interior. Noor: "Our 'Tree of Life' collection brings together quality and well-made pieces that will stand the test of time."

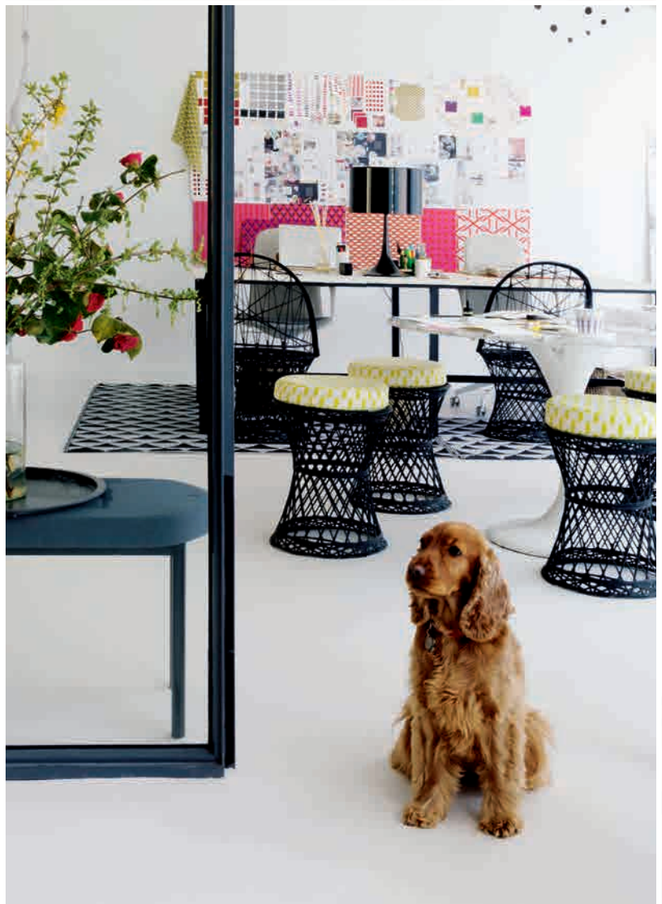
DFL'S PROUDEST MOMENTS

- **2014** launch of their first wallpaper collection, now successfully sold in more than 30 countries.
- **2015** selected to join the Dutch delegation during the Royal visit to China.
- **2016** selected to exhibit at the Dutch pavilion (Masterly) during the Salone del Mobile.
- **2017** nominated for the Creative Heroes Award 2017, Category Interior.
- **2018** International launch of their first tableware, table- & kitchen textiles and stationery collections in collaboration with New Edition.
- Recent hospitality design projects: Museum of Bags and Purses, Museum Willet Amsterdam, Tulip Inn Hotel Amsterdam Schiphol Airport, Corendon Hotels Amsterdam.

"Our 'Tree of Life' collection brings together quality and well-made pieces that will stand the test of time"









TABLEWARE

Once upon a time, fine China used to mean furnishing the table with a six-piece setting with perfectly matched porcelain.
These days, there are no rules. Our tableware is meant to be mixed and matched, leaving you room to express your creativity. Vivid color ways and contrasting patterns create a curated, yet eclectic feel.

"Tableware sets the vibe for every meal, from a quick bite to a three-course dinner party"



PLATES



PETIT FOUR
Tree of Life ø12cm
53.001.002 - 6/48



PETIT FOUR
Webbing Red ø12cm
53.001.001 - 6/48



CAKE PLATE
Tree of Life ø17cm
53.001.004 - 6/48



CAKE PLATE
Lemon Grass Grey ø17cm
53.001.003 - 6/48



BREAKFAST PLATE
Tree of Life ø21cm
53.001.006 - 6/36



BREAKFAST PLATE
Scales Red ø21cm
53.001.005 - 6/36

PLATES



PASTA PLATE
Tree of Life ø21.5cm
53.001.008 - 6/24



PASTA PLATE
Scales Red ø21.5cm
53.001.007 - 6/24



DINNER PLATE
Tree of Life ø26.5cm
53.001.010 - 4/16



DINNER PLATE
Webbing Grey ø26.5cm
53.001.009 - 4/16



SERVING PLATE
Tree of Life ø32cm
53.001.012 - 2/12



SERVING PLATE
Lemon Grass Red ø32cm
53.001.011 - 2/12



“Every pattern can be mixed & matched, to create a table setting that truly reflects your style”



BOWLS



BOWL
Webbing Purple ø9.5cm
53.003.001 - 6/48



BOWL
Tree of Life ø9.5cm
53.003.002 - 6/48



BOWL
Tree of Life ø12cm
53.003.004 - 6/48



BOWL
Scales Red ø12cm
53.003.003 - 6/48



BOWL
Scales Yellow ø15cm
53.003.005 - 6/36



inside view



BOWL
Tree of Life ø15cm
53.003.006 - 6/36

BOWLS & EGG CUPS



BOWL
Lemon Grass Green ø18cm
53.003.007 - 4/24



BOWL
Tree of Life ø18cm
53.003.008 - 4/24



inside view

BOWL
Scales Grey ø23cm
53.003.009 - 2/12



BOWL
Tree of Life ø23cm
53.003.010 - 2/12



EGG CUP
Lemon Grass Yellow
53.011.001 - 6/96



EGG CUP
Lemon Grass Green
53.011.002 - 6/96



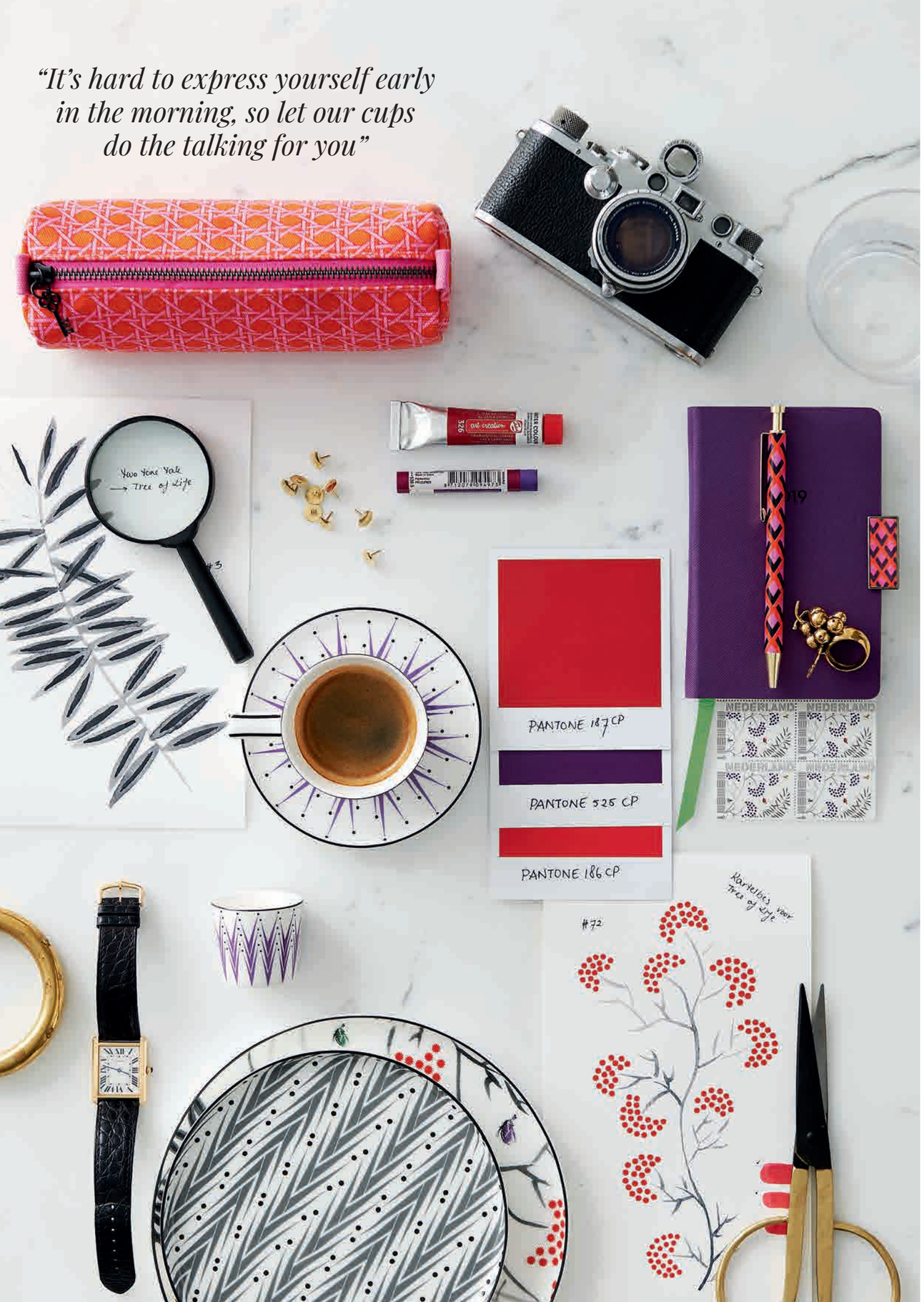
EGG CUP
Lemon Grass Purple
53.011.003 - 6/96



EGG CUP
Lemon Grass Red
53.011.004 - 6/96



“It’s hard to express yourself early in the morning, so let our cups do the talking for you”



ESPRESSO & CAPPUCCINO CUPS & SAUCERS



ESPRESSO CUP & SAUCER
Tree of Life 120ml
53.004.002 - 6/48



SAUCER
ø12cm



ESPRESSO CUP & SAUCER
Lemon Grass Purple 120ml
53.004.001 - 6/48



SAUCER
ø12cm



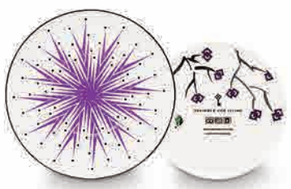
CAPPUCCINO CUP & SAUCER
Tree of Life 260ml
53.004.004 - 6/24



SAUCER
ø15cm



CAPPUCCINO CUP & SAUCER
Lemon Grass Purple 260ml
53.004.003 - 6/24



SAUCER
ø15cm

MUGS SMALL



MUG SMALL
Tree of Life 150ml
53.002.005 - 6/48



MUG SMALL
Scales Yellow 150ml
53.002.001 - 6/48



MUG SMALL
Scales Green 150ml
53.002.002 - 6/48



MUG SMALL
Scales Purple 150ml
53.002.003 - 6/48



MUG SMALL
Scales Red 150ml
53.002.004 - 6/48

"Always sip in style with vivid prints"

MUGS LARGE



MUG LARGE
Tree of Life 300ml
53.002.010 - 6/36



MUG LARGE
Webbing Grey 300ml
53.002.007 - 6/36



MUG LARGE
Webbing Yellow 300ml
53.002.006 - 6/36



MUG LARGE
Webbing Green 300ml
53.002.008 - 6/36



MUG LARGE
Webbing Purple 300ml
53.002.009 - 6/36



MUG LARGE WITHOUT EAR
Lemon Grass Grey 300ml
53.002.011 - 6/36



MUG LARGE WITHOUT EAR
Lemon Grass Green 300ml
53.002.012 - 6/36

MILK JUG & SUGAR BOWL & TEA POTS



MILK JUG
Lemon Grass Red 250ml
53.007.001 - 4/24



SUGAR BOWL
Scales Purple 300ml
53.008.001 - 4/24



TEA POT LARGE
Webbing Green 1600ml
53.005.002 - 1/6



TEA POT SMALL
Tree of Life 750ml
53.005.001 - 1/8

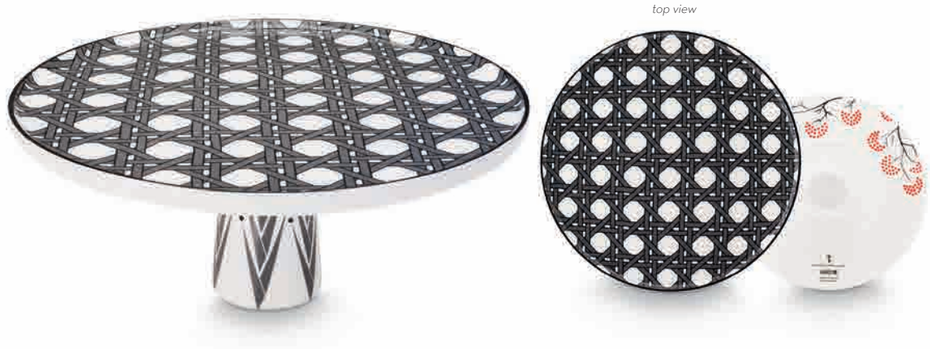
"Our collection has the sophistication of your grandmother's China, but it's adaptable for everyday use"

“Cakes & pastries look elegant (and tastier!) on a stylish cake stand”

CAKE TRAYS



MINI CAKE TRAY ON STAND
Tree of Life ø21cm
53.010.001 - 1/8



CAKE TRAY ON STAND
Webbing Grey ø30.5cm
53.010.002 - 1/4

JUG & STORAGE JARS



JUG
Lemon Grass Yellow 1200ml
53.007.002 - 1/8



STORAGE JAR
Scales Red 1500ml
53.009.001 - 1/6



STORAGE JAR
Tree of Life 1500ml
53.009.002 - 1/6

"You can never have enough storage especially when it's pretty"

“Use our glassware in varying heights to add volume to any tablescape”



GLASSWARE



WATER GLASS
Lemon Grass 120ml
53.131.001 - 6/48



WATER GLASS
Lemon Grass 320ml
53.131.002 - 6/36



LONGDRINK GLASS
Lemon Grass 430ml
53.131.003 - 6/24



WINE GLASS
Webbing 380ml
53.131.004 - 6/24



WATER GLASS
Webbing 470ml
53.131.005 - 6/24



CHAMPAGNE COUPE
Lemon Grass 280ml
53.131.006 - 6/24



TABLE- & KITCHEN TEXTILES

Decorating with textiles is a lot like cooking – add a pinch of this and a dash of that.
You don't need to stick to the recipe to get amazing results.
Anything goes as long as your choices play off each other in terms of scale and pattern.
Dare to be bold and mix florals with geometric prints.
After all, there's beauty in contrast.

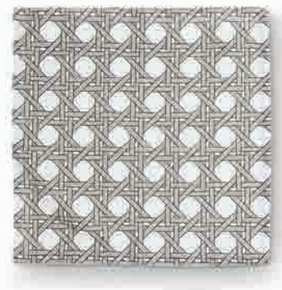


“Add a whimsical touch
and brighten your table effortlessly by combining
colours & patterns”

NAPKINS & TABLE CLOTHS



NAPKIN
Tree of Life 35x35cm
53.067.003 - 1/24



NAPKIN
Webbing Grey 35x35cm
53.067.002 - 1/24



NAPKIN
Lemon Grass Yellow 35x35cm
53.067.001 - 1/24



TABLE CLOTH
Tree of Life 150x250cm
53.035.002 - 1/12



TABLE CLOTH
Webbing Grey 150x250cm
53.035.001 - 1/12

TEA TOWELS & PLACEMATS



TEA TOWEL
Tree of Life 50x70cm
53.031.004 - 1/24



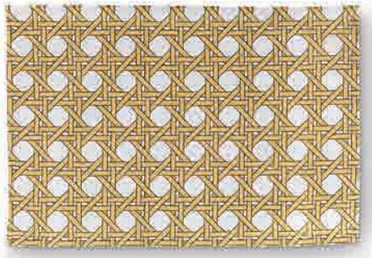
TEA TOWEL
Scales Yellow 50x70cm
53.031.003 - 1/24



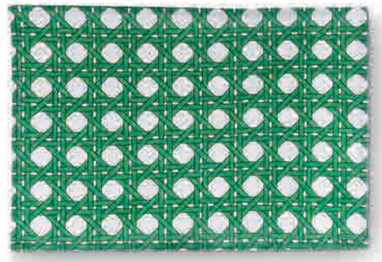
TEA TOWEL
Webbing Purple 50x70cm
53.031.002 - 1/24



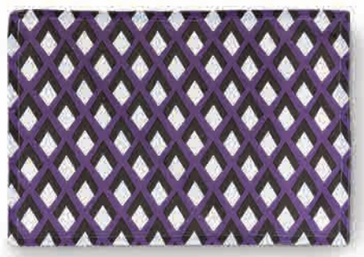
TEA TOWEL
Lemon Grass Red 50x70cm
53.031.001 - 1/24



PLACEMAT
Webbing Yellow 33x48cm
53.069.003 - 1/24



PLACEMAT
Webbing Green 33x48cm
53.069.004 - 1/24



PLACEMAT
Scales Purple 33x48cm
53.069.002 - 1/24



PLACEMAT
Lemon Grass Red 33x48cm
53.069.001 - 1/24



"Treat yourself to quirky table linnens that really stand out"

GIFT STATIONERY

After staying glued to our devices throughout the day, there's something tactile about the feeling of putting pen to paper. It feels cathartic to scribble thoughts, plans and worries away. Practical nature aside, beautiful stationery is irresistible. It adds cheer to our day-to-day lives, and it makes to-do lists and business meetings more fun.

BOXES



inside view



HEXAGON BOX
Webbing 17x19.5x8cm
29.009.001 - 1/20



inside view



DRAWER BOX
Tree of Life 20x20x8.5cm
29.009.002 - 1/20



inside view



HINGE LID BOX
Scales 35x25.5x8cm
29.009.004 - 1/10



inside view



RECTANGLE BOX
Lemon Grass 32x23x9.5cm
29.009.003 - 1/10

"Every home needs a whole stack of beautiful storage boxes to keep ones treasures safe"

"A person's hand writing is personal and unique, like a fingerprint"



ADDRESS BOOK & STICKY NOTES
PEN & PENCIL SET & WRITING SET



ADDRESS BOOK
Scales
29.004.001 - 6/30



STICKY NOTES IN BOX
Hand Fan
29.999.001 - 6/24



PEN IN GIFT BOX
Scales
29.017.002 - 12/144



PENCIL SET
Scales 4 Pcs
29.017.001 - 12/144

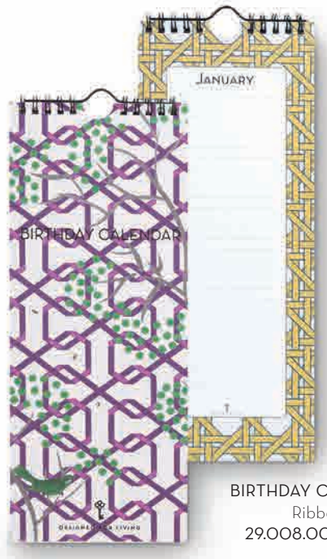


WRITING SET IN BOX
Webbing
29.018.001 - 4/24

PLANNERS & SHOPPER
PENCIL CASES



WEEKLY PLANNER
Webbing
29.008.001 - 6/24



BIRTHDAY CALENDAR
Ribbon
29.008.003 - 6/24



DESKPLANNER
Scales
29.008.002 - 6/24



CANVAS SHOPPER
Lemon Grass 35x15x40cm
2/24 - 29.015.001



PENCIL CASE
Velvet 20x6x6cm
29.014.002 - 6/60



PENCIL CASE
Webbing 20x6x6cm
29.014.001 - 6/60

DIARIES & NOTEBOOKS



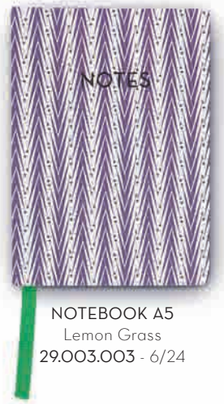
AGENDA A6
Tree of Life - International 7/2
29.001.001 - 5/20



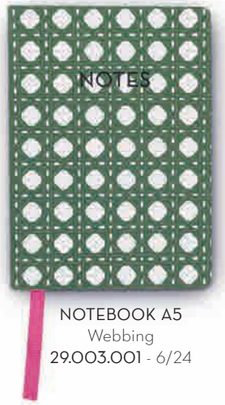
POCKET AGENDA
Scales - International 7/2
29.001.002 - 5/20



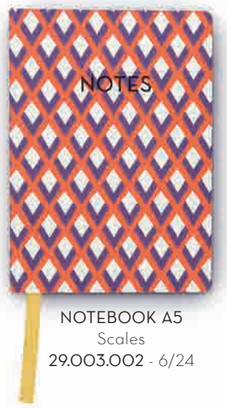
NOTEBOOK A4
Tree of Life
29.003.004 - 4/20



NOTEBOOK A5
Lemon Grass
29.003.003 - 6/24



NOTEBOOK A5
Webbing
29.003.001 - 6/24



NOTEBOOK A5
Scales
29.003.002 - 6/24



Hand Fan
Scales
Ribbon
Webbing
Lemon Grass



BOX WITH 5 MINI A6 NOTEBOOKS
29.003.005 - 6/24

GUIDELINES

To enjoy your Designed for Living products to the fullest, we recommend the following Care & Use Guidelines:

TABLEWARE

- Material: A-Grade white porcelain;
- 100% food-safe;
- Dishwasher- oven- and microwave-safe;
- Always wash any new purchases before first use, in a mild solution of liquid detergent;
- Use liquid detergent;
- For tea/coffee stains, use a specialized stain remover;
- Use only a soft sponge - metal or abrasive scouring pads can scratch the surface or leave permanent marks;
- Plates can scratch one another, so do not put too many in a sink at one time;
- Do not use abrasive detergents.

GLASSWARE

- 100% food-safe;
- Dishwasher-safe;
- Do not rub design abrasively;
- Do not use abrasive detergents.

TABLE- & KITCHEN TEXTILES

- Please follow the general cleaning and care instructions of the care label at each product.

STATIONERY

- Material: A-Grade;
- Due to the use of several printing techniques colours may vary.

All Designed for Living products are designed and developed with the highest care and produced in a socially responsible way. They are produced and tested according to the actual EU standards, rules and regulations.





COLOPHON

Changes in colors and styles with reservation.
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