

# BoConcept®

LIVE EKSTRAORDINÆR



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# SWEET ART – INTRODUCING A BAKERY-INSPIRED CAPSULE COLLECTION

*BoConcept introduces the ‘Sweet Art’ capsule collection by Danish designer Charlotte Høncke.*

Designed by Danish designer Charlotte Høncke, 'Sweet Art' is the first designer-led collection to be spotlighted by Helena Christensen as part of her new role as Global Artistic Director. BoConcept is creating a platform to showcase new Danish design voices with Christensen acting as curator and amplifier. Helena and Charlotte are part of a new female creative force for the brand that sees it welcome more modern shapes and feminine forms and colours to attract an increasingly female audience.

Sculptural and sensorial, with sugary tones and a playful feeling, the Sweet Art capsule collection fuses artistic expression with the sweet shades and shapes found in the Danish bakery. This is a modern collection designed to inspire indulgence.

"I was inspired by the Danes' love of cakes and pastry with this collection", says Charlotte. "The organic shapes and the colours but also the wonderful nostalgic feelings you get."

## **The feminine accent chair**

It's this treat moment – the ultimate expression of me-time or Danish 'hygge' – that is expressed in the collection's accent chair with swivel functionality; a singular piece showcasing the design language of organic shapes and scalloped detailing with confectionery-inspired flourishes. It evokes sponge-like softness, creamy textures and childhood nostalgia.

This latest accent chair reflects how BoConcept is anticipating the market's demand for statement living room furnishings with a distinct point of view. It follows the Bolzano armchair launched in Spring 2023, which became an instant bestseller.

## **The colour palette**

The colour palette draws on bakery-inspired shades – luxurious, comforting creams and trending hues of rich Cherry and delicate Blossom. It's a combination that is at once light, airy and eminently comforting, like the perfect baked treat. Together with the organic shapes and delicate attention to detail, Sweet Art is a collection that celebrates beauty and femininity.

### **A limited edition proposition**

The capsule collection includes an accent chair and two pouffes. There will also be a small amount of limited-edition high-gloss Black Cherry side tables available to win for lucky fans of BoConcept if they sign up to the Newsletter in March. The tables will not be available for retail. The chair launches at a special introductory price of €999 (for a limited time) and the pouffes are available for a limited time only in the patisserie-inspired Blossom shade.

Also featured in the collection is a curated edit of accessories featuring the same design handwriting. Designed to complement the furniture, choose from elegantly curved candlestick holders, a vase, dish and rug.

Sweet Art brings to life the Danish philosophy to savour your downtime, to covet beautiful things and enjoy a little of what you fancy without guilt. These are art pieces for the home that look good enough to eat.

### **The creative conversation**

As part of her role to support and promote Danish design talent, Christensen sat down with Aarhus-based designer Charlotte Høncke to discuss her inspirations for the collection, Danish bakery culture and how Danes like to live.

"Taking time for yourself, to nurture your wellbeing and indulge a little is so important to me," says Helena. "What Charlotte has created with the Sweet Art collection is the perfect fusion of art and comfort. You want to sit and indulge but you also want to admire its beauty."

Charlotte adds: "I wanted to create a feminine aesthetic with beautiful detailing and artistry that makes these standalone pieces feel like works of art."

*Sweet Art is available to pre-order in BoConcept stores from 19 February 2025 and available to buy from 5 March 2025.*

*Flora, Helena's collection of art prints, debuts in March, followed by a capsule collection of furniture and accessories in September 2025.*

### **Images are available for download on the BoConcept Content hub:**

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**BoConcept** was founded in 1952 in Denmark and is today the world's most global furniture retailer, with over 300 stores spanning 64 countries. The brand works with award-winning designers to create collections of furniture, accessories and lighting for private homes and business spaces. Under the heading '*Live Ekstraordinær*', BoConcept is committed to bringing its flexible Interior Design Service and industry-leading customisation to spaces both private and public – without compromising on design vision or aesthetics.

Danish designer **Charlotte Høncke** graduated as Industrial Designer from the Aarhus School of Architecture in 2002, but soon discovered that furniture design was her passion. She founded her own studio in Aarhus in 2010. Here, Charlotte designs furniture, lamps and related products, mainly for the home. She has a special talent for combining functionality and aesthetics with small fascinating details so her design surprises and sparks curiosity.

**Helena Christensen** is a renowned model and acclaimed fashion and art photographer, recognised as one of the original supermodels. Born in Copenhagen to a Danish father and a Peruvian mother, Helena has risen to international stardom, gracing the covers of countless fashion magazines and fronting major campaigns for fashion and beauty brands worldwide.

Beyond modelling Helena was the founding partner and creative director of Nylon magazine, she launched the concept store Butik in New York City and collaborated on best-selling designs with Habitat London. Currently, she is one half of lifestyle company staerkandchristensen and the creative director of the luxury perfume brand strangelove.

In 2019, Helena was appointed a UNHCR Goodwill Ambassador, a role in which she combines her passion for photography with humanitarian work, travelling the globe to document the struggles of refugees and displaced people. Her photography has been widely published and exhibited in galleries across Europe and the United States. Helena resides in New York City, where she continues to blend her passions for fashion, art, and philanthropy.







