



shop we love

Hyggen

words by Athina Bluff, photography provided by Hyggen

Introducing Hyggen: the slow living concept agency set up by Pianna Addison. She is Danish and hence started Hyggen out of her personal need.

We spoke to Pianna about the ethos, style and mission of Hyggen and the brands she represents on the UK market.

1. HOW DID HYGGEN COME ABOUT?

I set up Hyggen more or less as a 'coincidence' when I was looking for muslin squares when we had our first child. I found some that I really liked from The Organic Company and then discovered the full range of beautiful products they produce. One thing led to another and I became their agent in the UK. Over time I took on more brands and now represent 6 Danish and 1 Dutch brand.

2. WHAT IS THE CONCEPT AND MISSION WITH YOUR BRAND?

Hyggen represents small independent homeware brands with heart and soul. As well as beautiful design, we represent companies that offer products made to last and last.

3. WHAT IS THE ETHOS OF HYGGEN?

The brands that Hyggen represents all have a key focus on sustainability and slow-living. We all need to think about the environment and what a better way to do it than investing in well-made beautiful products and keeping them forever instead of replacing them every year.

4. HOW DO YOU DEFINE STYLE?

Classic, luxurious design and interiors with a Scandinavian touch. All brands are carefully selected, and match each other, and are individual as well.



5. WHERE DO YOU FIND INSPIRATION FOR WHAT PRODUCTS YOU'RE GOING TO SELL?

I only represent brands which I can identify with myself with and fit my style - at home or to wear. It's important that they have a sustainable ethos and care for the environment and people.

6. IF YOU COULD OWN ONLY ONE HOMEWARE ITEM, WHAT WOULD IT BE?

Vases and candle holders are my favourite homewares - a bouquet of flowers brightens up any day and makes me smile. As I'm Danish, I've been brought up with candles at the table. Many people see it as the essence of Hygge :-)