



VILLA COLLECTION
DENMARK

SHOKU

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TASTE IT

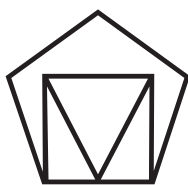
Shoku is a Japanese word meaning food or eating and is used in the context of meals and food culture. Eating is not only about satisfying hunger, but also about enjoyment and community around the meal.

When carefully selected ingredients are prepared with care, eating becomes an experience for the senses. The individual ingredients enhance each other, adding richness and intensity to the flavour and creating harmony in the dish. At the same time, eating is a social occasion - sitting around the table and sharing food and stories with family and friends enhances the pleasure. The closeness that comes from sharing a meal creates a bond and makes every moment precious.

A shared meal becomes a free space where both eating and socialising can take place, and where you can enjoy the simple pleasure of good food and good company.



SHOKU
IS ALSO
THE NAME
OF A NEW
TABLEWARE
RANGE
FROM VILLA
COLLECTION.





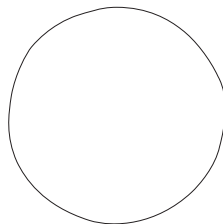
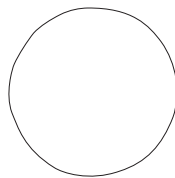
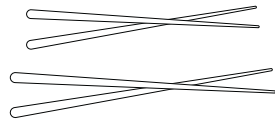
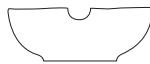


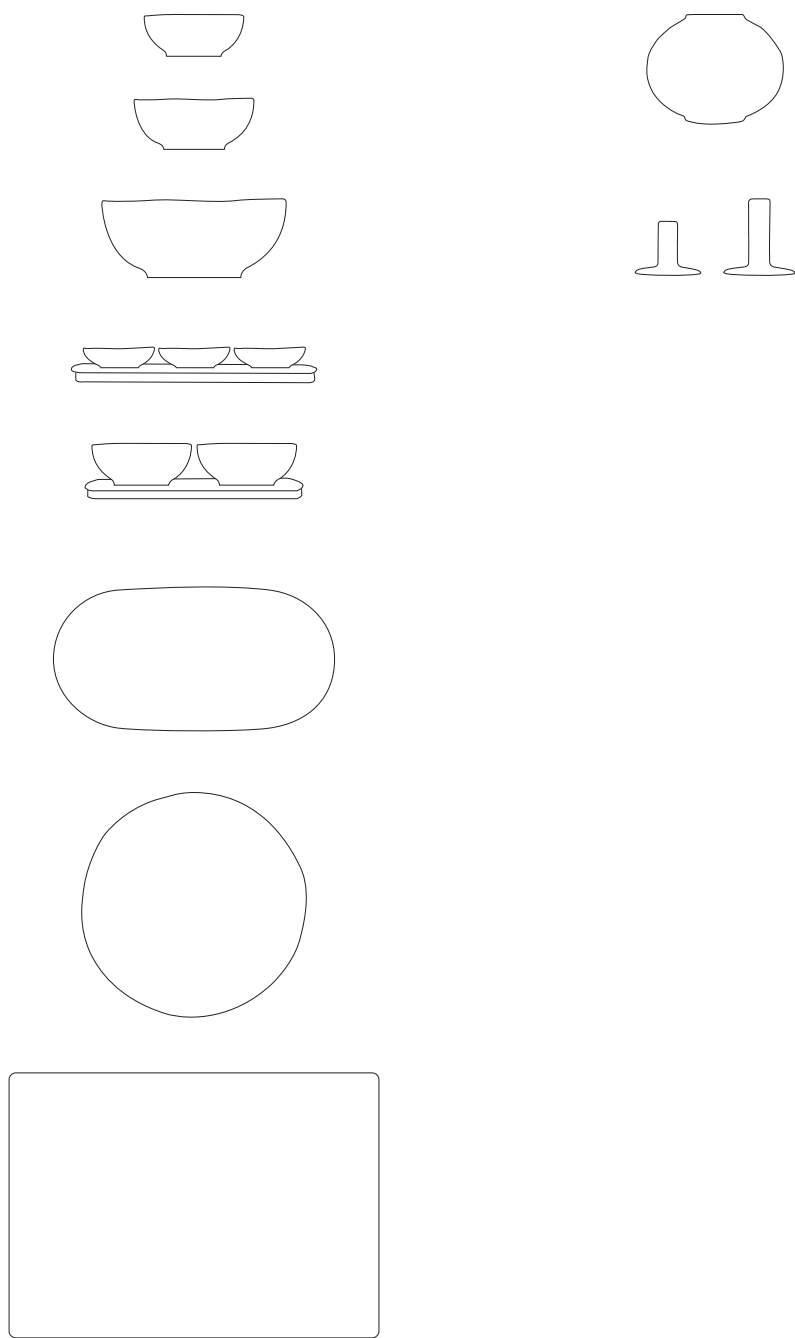
SHOKU - GOOD TASTE FOR LIFE

The Shoku range complements both the food and the table setting with its simple aesthetics and muted, timeless colours that perfectly match the japandi style. The pieces in the range are designed with clean, organic lines that, together with the glossy and matte silky look of the glaze, lend an authentic naturalness to the table setting. Like an artist's canvas, Shoku is the foundation that brings out the flavour and beauty of the food, combining the five basic tastes to make the meal inviting and memorable.



THE SHOKU COLLECTION





A photograph of a dining area featuring a light-colored wooden table and matching chairs. The table is set with two place settings, each including a dark green plate, a glass of water, and a small bowl. A white candle in a wooden holder is also on the table. In the background, a dark wooden cabinet holds various decorative items, including a bowl of fruit and a vase with greenery. The text 'SHOKU x JAPANDI' is overlaid on the left side of the image.

SHOKU

x JAPANDI





JAPANDI

Japandi is a design style that combines Japanese minimalism with Scandinavian functionality and aesthetics. The style is known for its simple elegance, where clean lines and natural materials play a central role. In developing the new Shoku range, we have been inspired by this approach to appeal to today's desire for simplicity and practicality.

The Japandi style emphasises calm, order and a sense of Zen in a functional, peaceful interior. What's also interesting about the style is its warm embrace of imperfection. The Japandi style reminds us that beauty doesn't require perfection, which is beautifully reflected in the organic and natural forms of the Shoku range. Combine Shoku from the Villa Collection with other products that emphasise the Japandi aesthetic.



THE BOOK OF
SHOKU



NORDIC MOODS

THE KINFOLK TABLE



SHOKU

The Shoku range supports the japandi style with its organic shapes and simple lines.

Combine it with elements from nature and materials such as rice paper, oak, tiles, linen and cotton and create your own balance in interior design with a warm, harmonious look.





FUROSHIKI

Furoshiki is a traditional Japanese wrapping technique that uses cloth instead of paper. The method dates back to 7th century Japan, where it was used by the elite to protect valuables.

Furoshiki is simple and aesthetic: a square piece of cloth is folded and tied to wrap and carry everything from books and gifts to food and clothing.



Today, furoshiki is a popular alternative to traditional gift wrapping, and the use of fabric instead of disposable materials is very much in keeping with the times.

Any type of woven fabric can be used and the furoshiki cloth can be used over and over again. The piece of fabric can also be made part of the gift, for example by wrapping it in a cloth napkin. There are a variety of folding techniques and patterns available - however you fold it, the gift will be unique, creative and personal.



THE BOOK OF

SHOKU



SOFT BEIGE



PURE GREEN



WARM BROWN



SOFT BEIGE

Soft beige is a warm and inviting colour with a soft muted tone that exudes calm and balance. The subtle and natural expression of the colour reflects a focus on japandi minimalism and functionality, making it ideal for creating a sense of comfort and cohesion around the dining table.



SOFT BEIGE







PURE GREEN

Pure green is a soft and soothing colour. The soft shade of green brings renewal and naturalness to the table setting and plays beautifully with the harmonious and earthy aesthetic of Shoku design. Inspired by nature's own green pantry, the subtle beauty of Pure green enhances the overall experience of a tasty and well-prepared meal.



PURE GREEN







WARM BROWN

Warm brown is a beautiful earthy colour with warm undertones that evoke a sense of comfort and security. The soft shade of brown provides a stylish and sophisticated backdrop for all types of savoury dishes and blends perfectly with the aesthetic principles of calm and simplicity of the japandi style.





WARM BROWN





PLACEMATS

Shoku placemats invite the peace and simplicity of nature indoors with the same soft shapes as the rest of the range. The placemats have the texture of a heavy textile and add an organic texture to the table setting.

The colours reflect the browns, greens and beiges of the Shoku range, with an added subtlety in that the light side of the placemat contrasts beautifully with the dark side. This softens the look of the table and brings the meal to life without compromising on aesthetics. The reversible placemats are practical and easy to clean with a cloth.







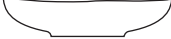
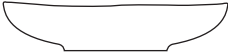
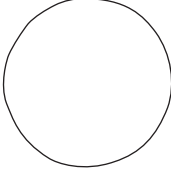
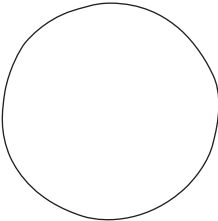
COMPLETE THE TABLE SETTING WITH HARMONY AND PURPOSE

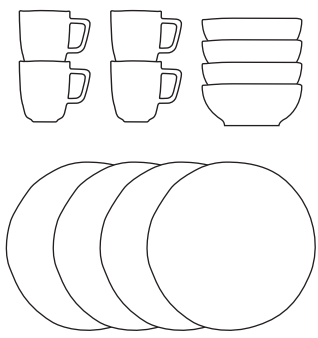
To complement the SHOKU dinnerware series, we have introduced a small, organically shaped vase and a pair of candleholders in soft beige – crafted from the same durable stoneware as the tableware itself. These thoughtfully designed accessories bring unity and balance to the table, without overshadowing conversation or connection.

Their modest height ensures an uninterrupted line of sight, making them ideal for social gatherings where eye contact and dialogue matter most. When not gracing the dining table, the vase and candleholders add quiet elegance to any corner of the home – whether placed on a windowsill, shelf, or bedside table.

Designed with intention. Made for everyday moments. Inspired by the natural flow of life.

SHOKU

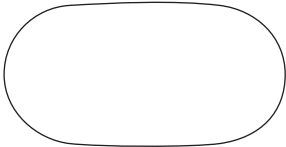
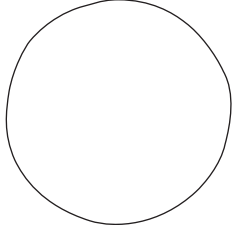
COLLECTION			COLLI	GIFT BOX	RRP EUR
	Mug	23 cl	6		9,95
	Mug	33 cl	6		11,95
	Mug	33 cl	6		10,95
	Bowl	12,5 cm	6		11,95
	Bowl	15 cm	6		15,95
	Bowl	23 cm	6		29,95
	Pasta bowl	21 cm	6		19,95
	Salad bowl	28 cm	4		40,95
	Lunch plate	20 cm	6		15,95
	Dinner plate	27 cm	6		19,95

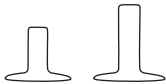
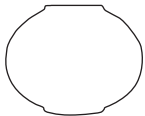
COLLECTION			COLLI	GIFT BOX	RRP EUR
			1		169,95
Brunch set, 12 parts					



					
Placemat			46 x 33 cm	6	
					34,95

SHOKU

COLLECTION			COLLI	GIFT BOX	RRP EUR
	Chopsticks	22,5 cm	12		14,95
	Chopsticks	23,5 cm	12		18,95
	Ramen bowl	18 cm	6		19,95
	Soy sauce bowl	9 cm	6		7,95
	Bamboo tray with 3 bowls	32 x 10 cm	6		39,95
	Bamboo tray with 2 bowls	28,5 x 13 cm	4		44,95
	Serving dish	34 x 18 cm	6		40,95
	Serving dish	28 cm	4		40,95

COLLECTION			COLLI	GIFT BOX	RRP EUR
	Candlesticks	7 / 9 cm	4		34,95
	Vase	19 x 15 cm	4		49,95



A TASTE OF JAPAN

Shoku is a modern interpretation of the classic stoneware set. The ideas behind the design have taken shape in a symbiosis of Japanese minimalism and Scandinavian light, where simplicity, aesthetics, functionality and inspiration from nature are emphasised.

The result is beautiful mugs, plates, bowls and more in clean, organic shapes and muted, harmonious colours. Dinnerware that is both light and durable, suitable for all the meals of life.

- Made of stoneware
- Simple aesthetics and clean, organic lines
- Matt reactive glaze with a silky texture
- Available in three colours
- Dishwasher safe
- Freezer, oven and microwave safe
- Perfect for everyday use and special occasions
- 2 year breakage warranty



PACKAGING

fusion with Japanese minimalism. Bright, muted colours in a simple layout that's easy to decipher – that's the essence of Shoku.

Here are a few samples.



POS MATERIAL

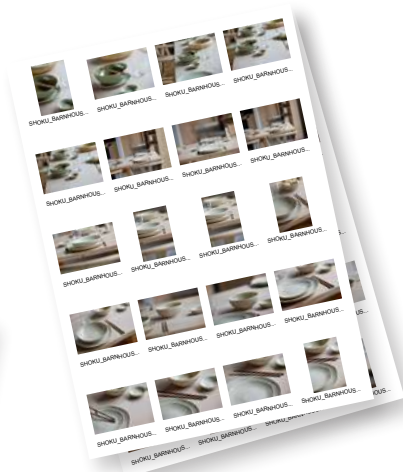
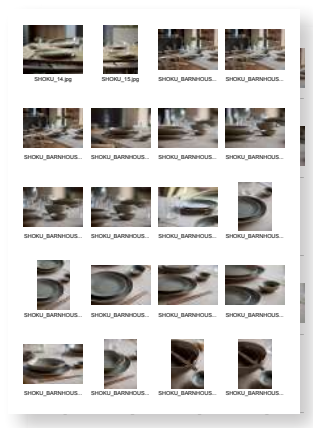


IMAGE BANK



#36231 DK FOIL FOR PLATE



#36315 EN FOIL FOR PLATE



#36232 30 X 60 TABLE SIGNS FOR PURE GREEN, SOFT BEIGE AND WARM BROWN



#34767 PODIUM

35 x 30 CM TOP SIGN

#36234 PURE GREEN

#36233 SOFT BEIGE

#36234 WARM BROWN

STORE INTERIOR DESIGN

We recommend keeping colour themes separate so that customers experience a beautiful and simple colour-coordinated product display.

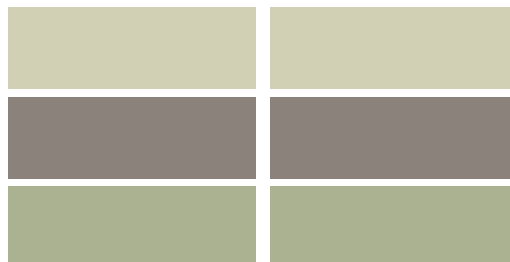


2 BAYS
130 CM HIGH

■ Soft beige

■ Warm brown

■ Pure green



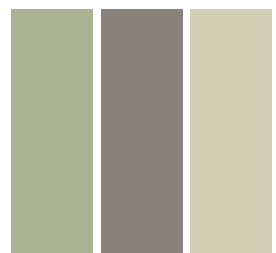


1 BAY
240 CM HIGH

 Pure green

 Warm brown

 Soft beige



nordic cosi/ ness

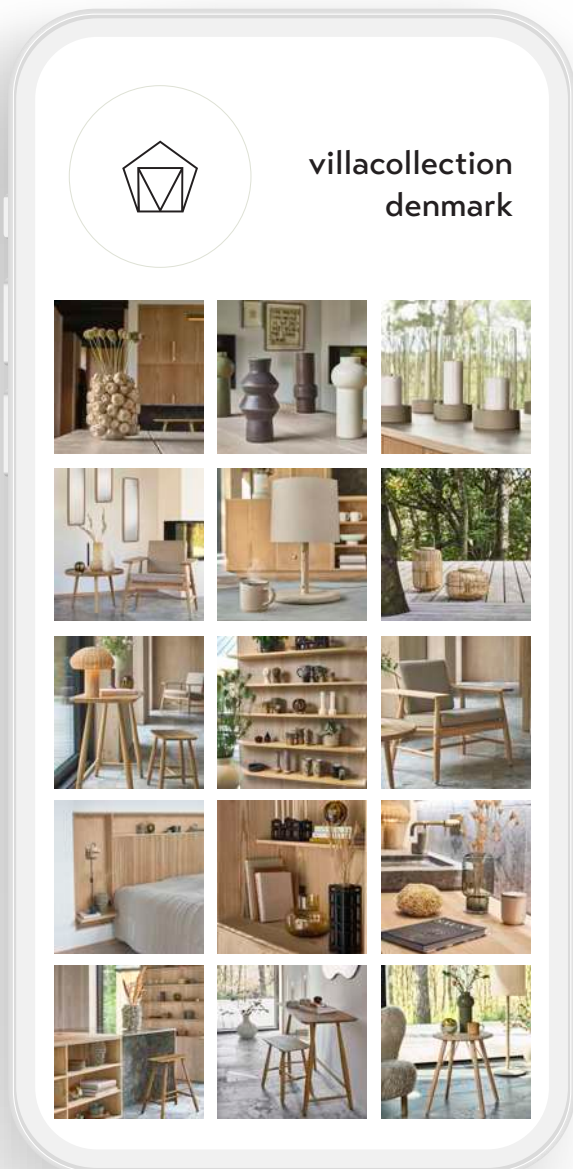
We combine trends, lifestyle and quality to create a modern Scandinavian vibe with an international touch.

With our beautiful interior products, it's easy to bring cosiness into your home and create a base for a relaxed atmosphere.



Carefully curated products that come together to create a unique collection for modern interiors.

Nordic lifestyle with a global touch



The art of Nordic living

The essence of Scandinavian design is when simplicity meets authenticity, creating a warm and inviting atmosphere. Our latest collection embraces Nordic style with a touch of vibrant colour, combining classic design with high-quality, luxurious materials to bring character and comfort to your home.

With an eye for craftsmanship, each piece is thoughtfully designed to enhance well-being and add timeless elegance. From carefully curated accessories to versatile décor, our collection offers endless ways to refresh your interior and capture the spirit of modern living with ease.

Step inside to explore a unique selection that reflects the beauty of a contemporary Nordic lifestyle.



VILLA COLLECTION

DENMARK



F&H
GROUP

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