

Sandra Aughton
Founder and Director
Atmosfär

22 August 2017

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Atmosfär wants to introduce you to the antiques of the future.

Atmosfär, New Zealand's newest online offering, has launched today offering a range of timeless Nordic-designed homewares and jewellery directly to Kiwi design lovers. Atmosfär's philosophy is to source objects of superior design and craftsmanship that will be cherished for a lifetime and beyond.

Atmosfär's Swedish Founder and Director, Sandra Aughton said that moving from Sweden to America to Australia and now New Zealand made her take notice of the items that remained with her during these many relocations.

"I have moved around a fair bit in my life and have come to the realisation that the only belongings that really matter are the items with superior design and craftsmanship," she said.

"In Australia, I grew sick of the waste economy where people seemed to buy cheap things for the season and then discard them."

Two of the brands that have accompanied Ms. Aughton on her travels are offered exclusively in New Zealanders through Atmosfär.

"The four beautiful and practical Linum placemats I was given as a student and the KumKum ring I have had for over a decade are still with me and equally beautiful," she said.

Atmosfär's other brands are Magisso, Menu, Smaelta, Stelton and 400-year-old Swedish metal designers Skultuna.

Atmosfär was founded by Swedish-born Sandra Aughton, a recent arrival to New Zealand. The company is focused bringing stylish, contemporary, everlasting Scandinavian products to the New Zealand market.

Like us on Facebook – [Atmosfär Nordic](#)

Like us on Instagram – [Atmosfar Nordic Design](#)

-ENDS-

Media Contact

For interview requests please contact Sandra Aughton, Sandra@atmosfar.co.nz.

Media Resources:

For more information about Atmosfär, visit www.atmosfar.co.nz.