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Sweden’s iconic porcelain brand Rörstrand turns 300 as design heritage goes viral

A 300-year-old porcelain brand, supermarket queues, and a sold-out coffee tin—Rörstrand’s anniversary year is turning into an unexpected cultural moment in Sweden.

Founded in 1726 in Stockholm, Rörstrand is one of Europe’s oldest porcelain manufacturers and a key part of Sweden’s design heritage.

In 2026, the brand celebrates its 300th anniversary, alongside the 50th anniversary of the Rörstrand Museum in Lidköping. The milestone will be marked with a year-long program of exhibitions and events, launching on June 13.


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From heritage to high demand

The anniversary is not confined to museum walls. A limited-edition coffee tin, created in collaboration with Swedish roastery Zoégas, sold out within days. Shoppers queued outside supermarkets, with many stores selling out shortly after opening.

Demand quickly moved online, where hundreds of listings appeared within days—some at significantly higher prices. The surge is linked to *Mon Amie*, a floral pattern designed in 1952 by Marianne Westman, one of Sweden’s most influential designers.

A design legacy that continues to resonate

Rörstrand’s relevance today reflects a broader interest in heritage design and collectible everyday objects.

At the center of the celebrations is the exhibition *“Rörstrand 300 years – a flourishing anniversary”* at the Rörstrand Museum (https://en.rorstrand-museum.se/alp-exhibition-3/), tracing the evolution of floral motifs—from early hand-painted decorations to contemporary interpretations.

Key facts about Rörstrand

- Founded in 1726 in Stockholm
- One of Europe’s oldest porcelain manufacturers
- Celebrates 300 years in 2026
- Known for iconic designs such as *Mon Amie* (1952)
- Central exhibition in Lidköping starting June 13

Beyond the museum

The anniversary extends beyond Lidköping. The Nationalmuseum will present *“Rörstrand 300 Years”* at Läckö Castle, showcasing Swedish ceramic art from the 18th century to today.

The exhibition includes works by Marianne Westman, Gunnar Nylund, and Signe Persson-Melin, and runs from June 13 to September 13. More details are available via https://www.lackoslott.se/en/events/rorstrand-300-years/


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A brand embedded in everyday life

Rörstrand’s designs remain widely used—from flea markets and home kitchens to contemporary collaborations—demonstrating how historical design continues to shape modern Swedish life.

More information:

Rörstrand 300 years – anniversary throughout 2026:https://en.rorstrand-museum.se/rorstrand-300-years/

Rörstrand Museum: https://en.rorstrand-museum.se/

Discover Swedish design via glass and ceramics:https://visitsweden.com/what-to-do/design-architecture/design/discover-swedish-design-glass-and-ceramics/

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https://imagebank.sweden.se/my-selections/43i90y8il

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