

Dixie press release, Gothenburg 08-08-2019

Dixie is changing owners but will continue evolving naturally.

Together with its employees, Dixie has established a clear position in the Swedish interior design industry through its focus on rugs, mats, baskets and place mats.

Victoria Tärneberg is taking over Dixie from its founder, Maria Mellander.

Having spent almost thirty years developing a distinctly pure and natural product range, founder Maria Mellander is bringing her involvement in interior furnishings company Dixie to a close. She's handing over to Victoria Tärneberg, who has worked with Maria for more than 20 years. With her training at the Swedish School of Textiles at the University of Borås, she has great knowledge of production and a feeling for different materials and qualities.

"I feel I want to do something completely different now", explains Maria.

"I've lived with Dixie since the beginning of the 90s, and now I want to try something new, perhaps get involved in something else or turn one of my dreams into reality.

Running a company is fun but tough, and as self-employed you take your company with you everywhere you go. I'm happy that Victoria wants to take over and continue developing the brand. It has such great potential."

"Dixie has almost reached the place we outlined in our vision almost 10 years ago", explains Victoria. "Now it's time to take the next step and make our offering even more distinct. I feel the industry has confidence in us, especially when it comes to our high-quality, competitively priced rugs and baskets produced under decent working conditions."

"There'll be no revolutionary changes; we'll continue making progress on our journey and expand those parts of our product range we are strong in. I think we have a great collection for the autumn, with rugs, baskets and place mats made from natural materials or materials that are relevant from a functional perspective. We simply believe in a natural way of life, and our products have a natural place in every home", concludes Victoria.

For further information,

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