

IDEAL OF SWEDEN

SS23 Collection *Showcase*

Reduced inbound emissions by almost 11% by increasing non-air transport, despite increased transport distance and weight.

97% RECYCLED POLYCARBONATE



100% RECYCLED PLASTIC BAGS IN E-COMMERCE PACKAGING

PLASTIC FREE

PACKAGING FROM SS23



Our SS23 collection marks a shift for IDEAL OF SWEDEN, as most products in our new assortment, including replenishment, will be transferred to recycled materials.

- Printed and Seamless Cases made from 97% recycled plastic.
- Clear Cases made from 100% recycled polycarbonate och 50% recycled thermoplastic polyurethane
- All recycled plastic is made from post-consumer waste

So, how do we know what products are made from recycled materials? Just look for this symbol!



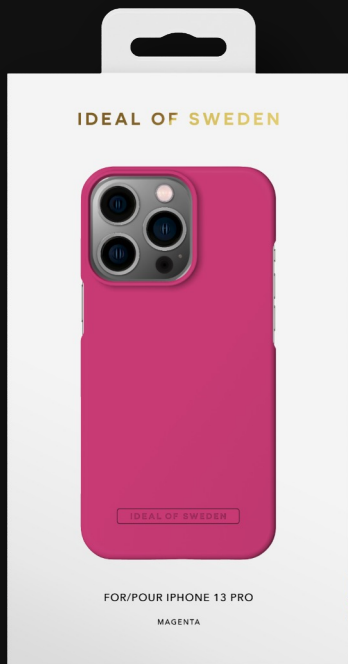
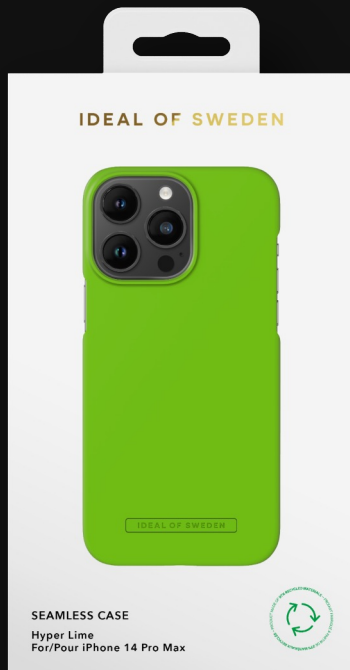
Supply chain actions

- Close collaborations with our factories in China. To qualify, they must follow quality requirements and our code of conduct.
- All suppliers have signed a purchase agreement.
- Long-term approach and strong assessment of suppliers.

99% CERTIFIED POLYCARBONATE MATERIAL IN CASES FROM SS23



*The emission reduction is only correlated to the change of the main material

*Before**New packaging 2023*

Sustainable packaging

- From SS23 our packaging is plastic free and only produced from paper.
- The plastic window, magnet, and woven polyester ribbon has been removed.
- The packaging is fully recyclable.



Magsafe

- The world is going MagSafe, and so are we.
- We introduced MagSafe compatibility with our AW22 range for Seamless and Printed Cases.
- For SS23, we're expanding our MagSafe assortment to our most commercial styles.
- Look for the MagSafe symbol to see when it's offered or not.

Modularity

- Our design DNA is always merging fashion and function.
- To us, a case is not only a case, it's an essential part of something bigger.
- We invented Accessories Of Attraction and are expanding towards Magsafe compatibility.
- Next in line is our Phone Wristlet Strap, ideal for accessorising your phone and adding a touch of function to your everyday essentials.



Tech Products SS23



INTRODUCING PHONE WRISTLET STRAP

This sturdy metal wristlet chain is ideal for accessorising your case, elevating your look, and adding a touch of function to your outfit. It's smart, easy to use, and attachable to most phone cases.





Introducing our **Phone Wristlet Strap**

Our **wristlet** includes a patch,
making it attachable to most cases.

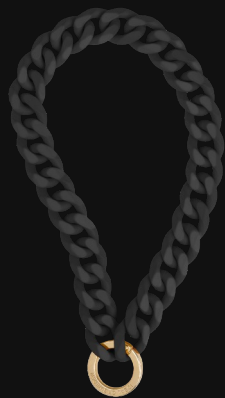
*Not compatible with iPhone model X, XS, X Max (combined with
IDEAL OF SWEDEN CASES 11 Pro and 11 Pro Max).*



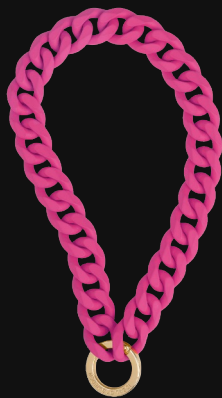
Introducing our **Phone Wristlet Strap**



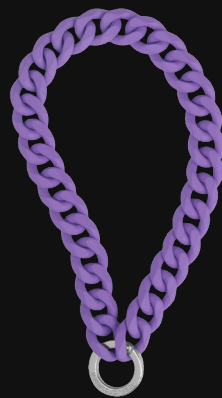
Gold



Black



Hyper Pink



Purple Bliss



Hyper Lime



Orange Sorbet

Vibrant Ombre. The ideal blend of hyper pink and orange sorbet.

Vibrant Ombre



Printed Case
299 SEK | 29,99 EUR | 39,99 USD



Printed AirPods Case
299 SEK | 29,99 EUR | 39,99 USD



Printed Magnetic Ring Mount
249 SEK | 24,99 EUR | 34,99 USD

Vibrant Ombre

Sometimes less is more. Introducing our **Clear Case** in wearable spring shades. With **protective, fully covered edges, raised camera features**, and a **flattering design** for showing off your iPhone, this case makes the ideal merge of fashion and function. Made partly out of from recycled materials.



Introducing our **Clear Case**



Made partly out of
recycled materials



Drop tested up to
1,82M / 6FT



Tinted Black

249 SEK | 24,99 EUR | 34,99 USD

Magsafe Price

349 SEK | 34,99 EUR | 44,99 USD



Clear

249 SEK | 24,99 EUR | 34,99 USD

Magsafe Price

349 SEK | 34,99 EUR | 44,99 USD



Vibrant Ombre

299 SEK | 29,99 EUR | 39,99 USD

Magsafe Price

349 SEK | 34,99 EUR | 44,99 USD

Introducing our **Clear Case**



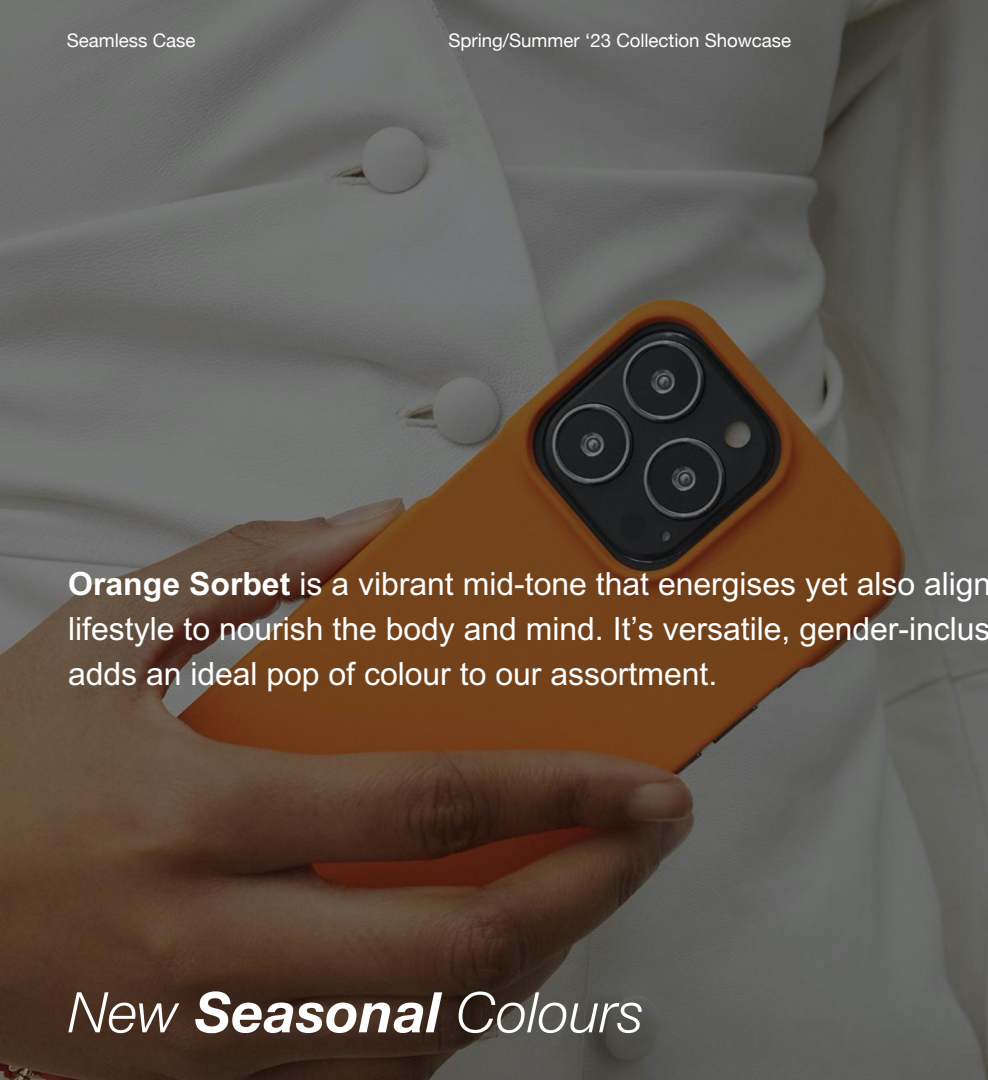
Mirror

249 SEK | 24,99 EUR | 34,99 USD

Magsafe Price

349 SEK | 34,99 EUR | 44,99 USD

Introducing our **Clear Case**



Orange Sorbet is a vibrant mid-tone that energises yet also aligns with a balanced lifestyle to nourish the body and mind. It's versatile, gender-inclusive, transeasonal and adds an ideal pop of colour to our assortment.

New **Seasonal** Colours



Apricot Crush



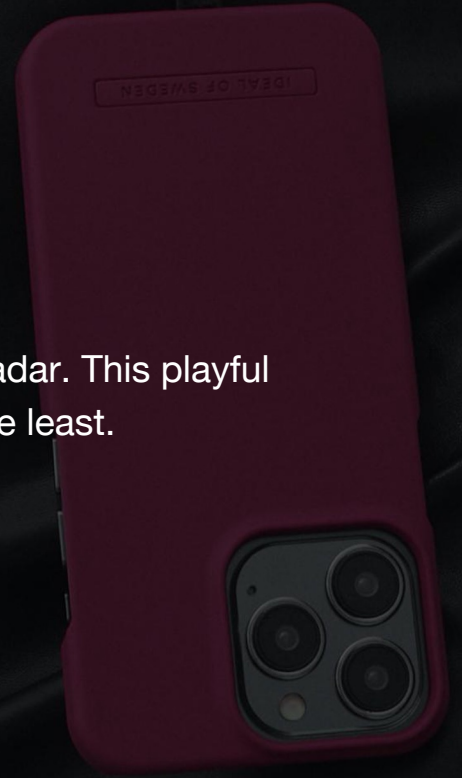
New **Seasonal** Colours

Seamless Case
299 SEK | 29,99 EUR | 39,99 USD

Apricot Crush

Some colour inspo for the year ahead? Put vibrant pink on your radar. This playful **magenta** is intense, hyper-real, and energising to say the least.

New **Seasonal** Colours



Magenta



New **Seasonal** Colours

Seamless Case
299 SEK | 29,99 EUR | 39,99 USD

Magenta

What colour all style seekers will obsess about this spring? **Zesty Lime.** Seen on the runway and all our favourite style icons, lime's the colour of the season.

New **Seasonal** Colours

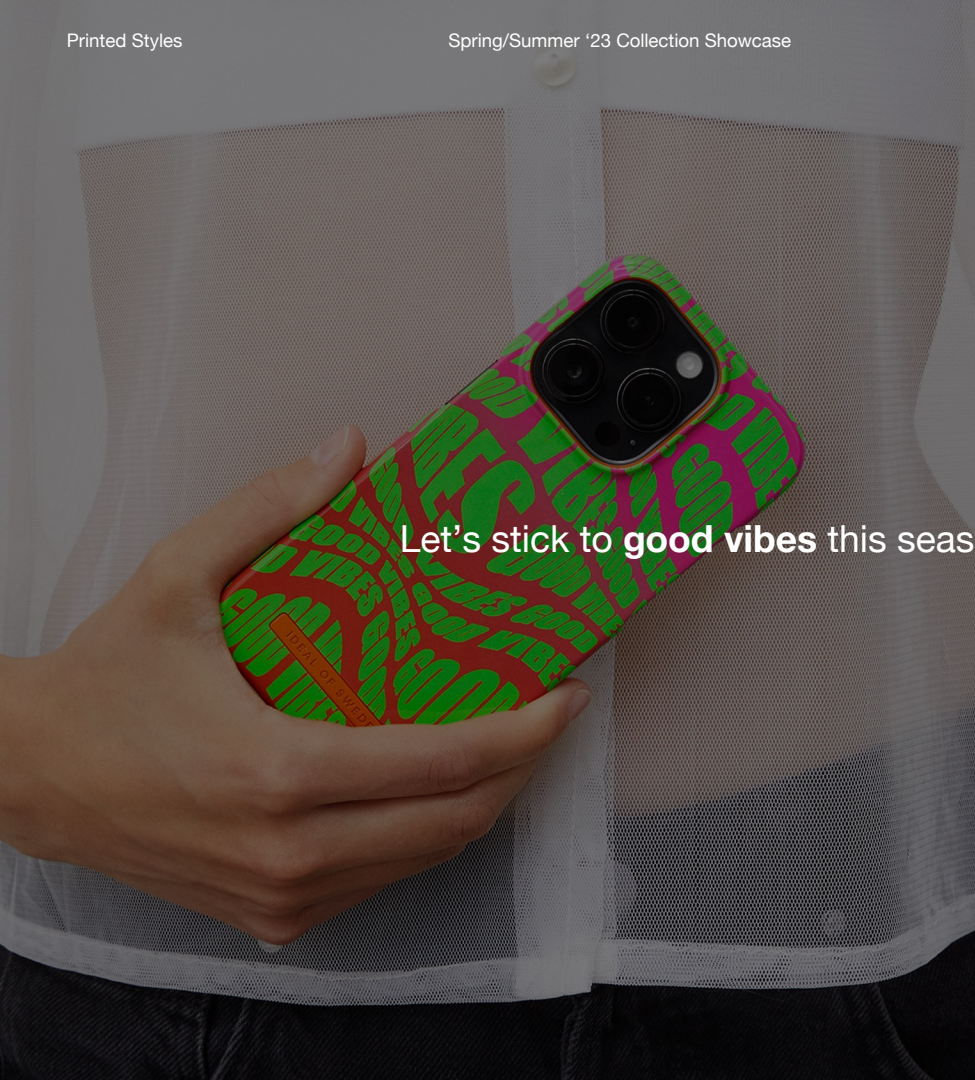
Lime



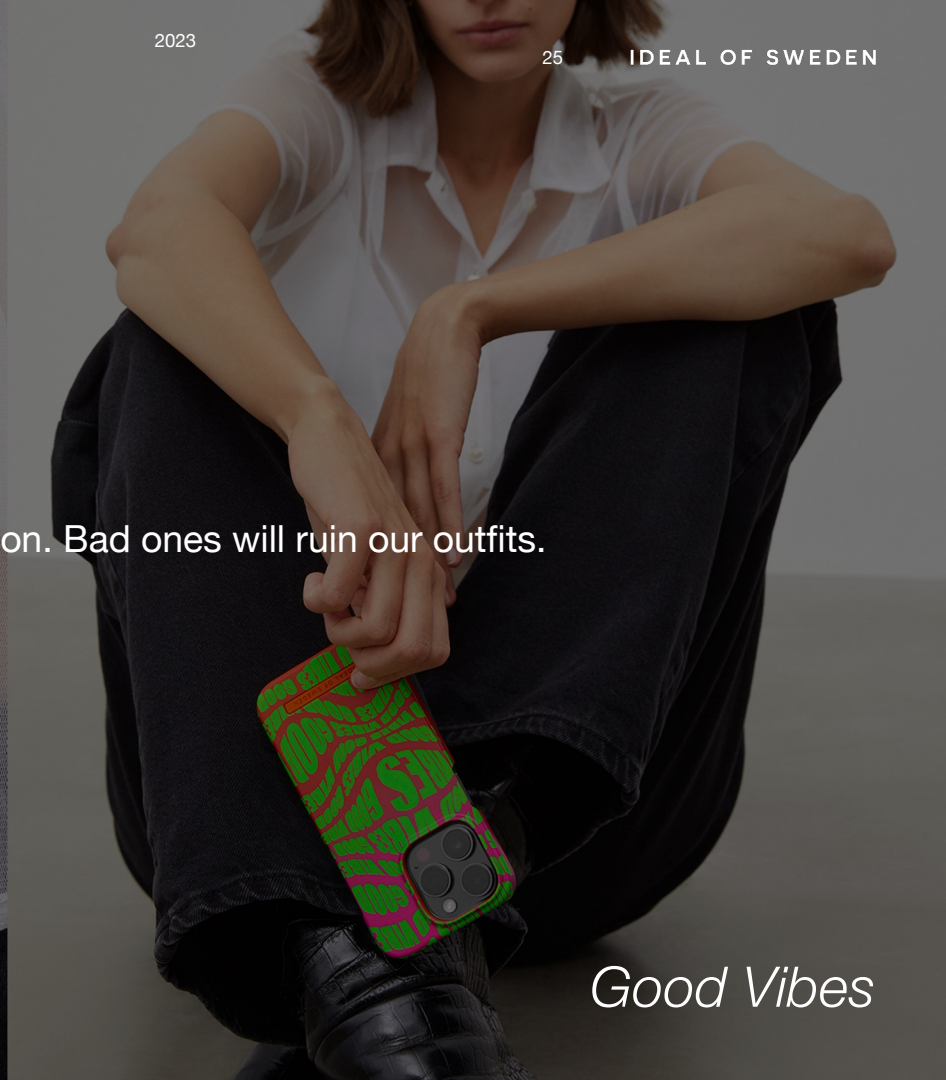
New **Seasonal** Colours

Seamless Case
299 SEK | 29,99 EUR | 39,99 USD

Lime



Let's stick to **good vibes** this season. Bad ones will ruin our outfits.



Good Vibes



Printed Case
299 SEK | 29,99 EUR | 39,99 USD

Good Vibes



This nostalgia trip of a collection gives us **butterflies**.



Butterfly Crush



Printed Case
299 SEK | 29,99 EUR | 39,99 USD



Printed Magnetic Ring Mount
249 SEK | 24,99 EUR | 34,99 USD

Butterfly Crush



Vibrant Ombre

Magenta

Apricot Sorbet

Hyper Lime



Vibrant Ombre

Tinted Black

Clear



Magsafe Cases

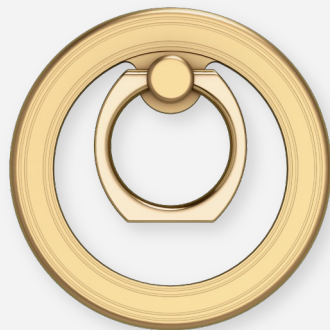
Think (hyper) pink when our classic necklace case makes an entirely new entrance, looking far from ordinary.

Hyper Pink



Ordinary Necklace Case
399 SEK | 39,99 EUR | 49,99 USD

Hyper Pink

*Black**Gold*

Ring Mount MagSafe Compatible
299 SEK | 29,99 EUR | 39,99 USD



Magsafe Car Vent Mount
399 SEK | 39,99 EUR | 49,99 USD

Magsafe Accessories

Fashion Products SS23



Atelier Case
499 SEK | 49,99 EUR | 59,99 USD



Lola Utility Belt Bag
999 SEK | 99,99 EUR | 109,99 USD

Velour Hyper Pink



Atelier Case
499 SEK | 49,99 EUR | 59,99 USD



Jona Utility Crossbag
1499 SEK | 149,99 EUR | 159,99 USD

Purple Bliss



Phone Wristlet Strap
299 SEK | 29,99 EUR | 39,99 USD



Medium Lia Baguette Bag
999 SEK | 99,99 EUR | 109,99 USD



Bobbi AirPods Zip Bag
399 SEK | 39,99 EUR | 49,99 USD

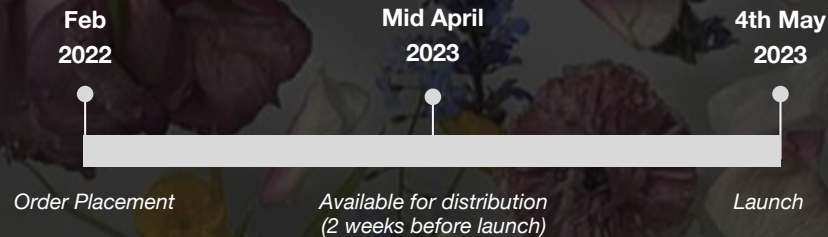
Vibrant Ombre

Our new Summer Meadow case lets you **dress up in flowers**, allowing yourself to bloom fully this season and beyond.

New **Seasonal** Case

Summer Meadow

SU23 Collection *Showcase*





Adorned with real dried flowers,
placed by hand, adding a unique
touch to every case.

New **Seasonal** Case

Clear Case
299 SEK | 29,99 EUR | 39,99 USD

Summer Meadow

CARRY OVER



SEASONAL/LIMITED



SEASONAL/LIMITED



THANK YOU.