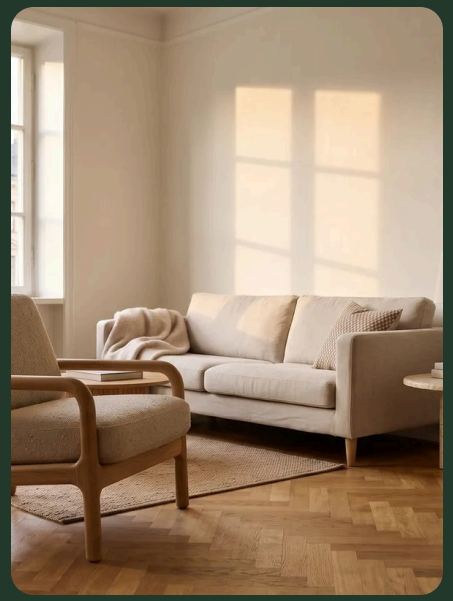
Fjärd PR

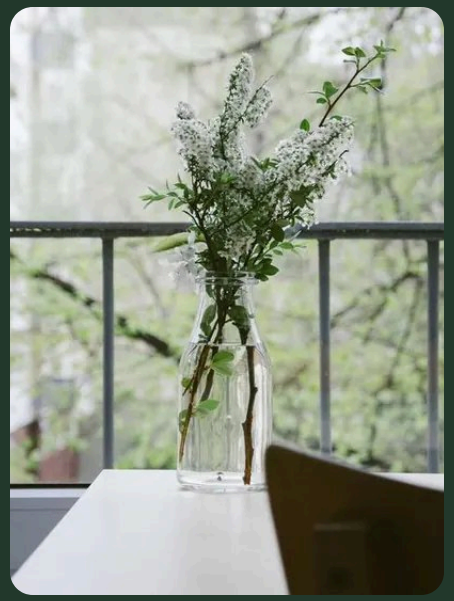
PR Report · Halvö Home

October 2026

Sweden and international
Prepared by Fjärd PR





6,946,365

PR value, SEK

Ad value 3,210,950 SEK

11,483,000

Reach

Across 15 media

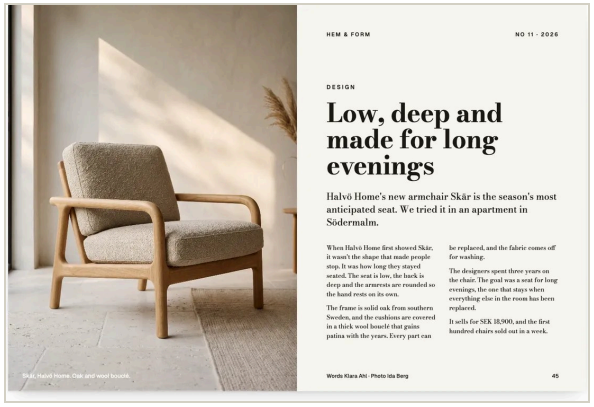
63

Clippings

21 print · 30 digital · 12 social

October was the month Skär reached the national press. Three full pages and a feature in Mullion carried the launch, and the coverage kept arriving until the last week.

Highlights


HEM & FORM NO 11 · 2026

DESIGN

Low, deep and made for long evenings

Halvö Home's new armchair Skär is the season's most anticipated seat. We tried it in an apartment in Södermalm.

When Halvö Home first showed Skär, it wasn't the shape that made people stop. It was how long they stayed seated. The seat is low, the back is deep and the armrests are rounded so the hand rests on its own.

The frame is solid oak from southern Sweden, and the cushions are covered in a thick wool bouclé that gains patina with the years. Every part can be replaced, and the fabric comes off for washing.

The designers spent three years on the chair. The goal was a seat for long evenings, the one that stays when everything else in the room has been replaced.

It sells for SEK 18,900, and the first hundred chairs sold out in a week.

Skär, Halvö Home. Oak and wool bouclé.

Words Klara Ahl · Photo Ida Berg

45

Hem & Form

Low, deep and made for long evenings

14 Oct · Print · Full page · Sweden

Reach 215,000 · PR value 703,750 SEK

Cover


MULLION · DESIGN

The quiet return of the lounge chair

Critics have praised the proportions: low enough to sink into, high enough to get out of without a struggle. The route follows the coast for forty kilometres, with three ferries and plenty of places to swim. Every part can be replaced, and the fabric comes off for washing. The company calls it a chair for thirty years. Prices start at SEK 18,900, and the first hundred chairs sold out in a week. Most of the bars on the street stay open until one, and the kitchens serve until eleven. The frame is solid oak from southern Sweden, and the cushions are covered in a thick wool bouclé that gains patina with the years. The autumn collection also includes a low table in smoked oak and a floor lamp with a linen shade. The old shipyard now houses a bakery, two studios and a small museum of wooden boats. When Halvö Home first showed Skär, it wasn't the shape that made people stop. It was how long they stayed seated. In Copenhagen, the brand's first showroom outside Sweden opens in a former bakery near the harbour. The ferry leaves at seven, and by eight the island is quiet again. It is a room for

Mullion

34

Mullion

The quiet return of the lounge chair

14 Oct · Print · Full page · International

Reach 180,000 · PR value 437,000 SEK


Huvudstadsposten CULTURE Friday 9 October 2026

The armchair built to last thirty years

Halvö Home goes against the grain. Its new chair, Skär, is made to be repaired, not replaced.

Photo: Halvö Home

BY JOHAN EK

When Halvö Home first showed Skär, it wasn't the shape that made people stop. It was how long they stayed seated. In Copenhagen, the brand's first showroom outside Sweden opens in a former bakery near the harbour. The ferry leaves at seven, and by eight the island is quiet again. It is a room for reading, for talking late, for the kind of evening that does not need a plan. Slow furniture has found a new audience. Buyers want fewer things that last longer, and they want to know where they come from. The wool comes from a mill in Halland that has spun yarn for more than a hundred years. Inside, the light falls across a long table that seats twelve, and nobody is in a hurry to leave. The designers spent three years on the chair, testing it in homes rather than in showrooms. Critics have praised the proportions: low enough to sink into, high enough to get out of without a struggle. The route follows the coast for forty kilometres, with three ferries and plenty of places to swim. Every part can be replaced, and the fabric comes off for washing. The company calls it a chair for thirty years. Prices start at SEK 18,900, and the first hundred chairs sold out in a week. Most of the bars on the street stay open until one, and the kitchens serve until eleven. The frame is solid oak from southern Sweden, and the cushions are covered in a thick wool bouclé that gains patina with the years.

Huvudstadsposten

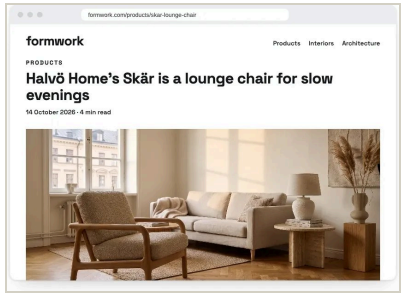
The armchair built to last thirty years

21 Oct · Print · Full page · Sweden

Reach 410,000 · PR value 670,000 SEK

All other clippings

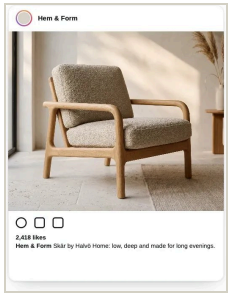
60 clippings · PR value 5,135,615 SEK · Reach 10,678,000



Formwork

6 Oct · Digital · Web

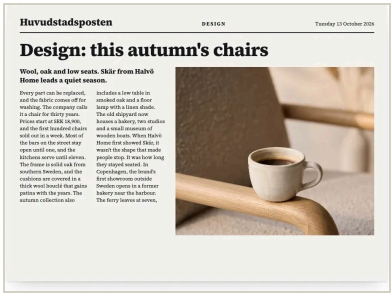
Reach 92,000 · PR value 103,960 SEK



Hem & Form Instagram

6 Oct · Social · 1 post

Reach 48,000 · PR value 24,000 SEK



Huvudstadsposten

9 Oct · Print · Quarter page

Reach 410,000 · PR value 134,000 SEK



Hem & Form

14 Oct · Print · Half page

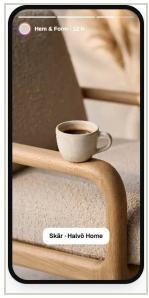
Reach 215,000 · PR value 351,875 SEK



Huvudstadsposten Daily

14 Oct · Digital · Podcast

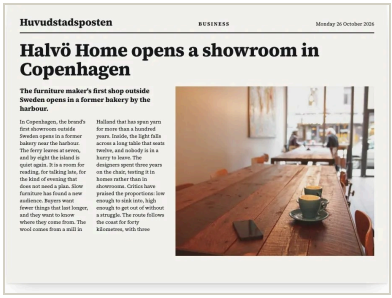
Reach 120,000 · PR value 75,000 SEK



Hem & Form Instagram

15 Oct · Social · Story

Reach 48,000 · PR value 24,000 SEK



Huvudstadsposten

16 Oct · Print · Half page

Reach 410,000 · PR value 335,000 SEK

+53 more

In the online report

reports.fjardpr.com/halvo-home

Filtered by channel and market

PR value and reach

Media	Date	Size	Ad value, SEK	PR value, SEK	Reach
Hem & Form · Cover	14 Oct	Full page	281,500	703,750	215,000
Huvudstadsposten	21 Oct	Full page	268,000	670,000	410,000
Mullion	14 Oct	Full page	190,000	437,000	180,000
Hem & Form	14 Oct	Half page	140,750	351,875	215,000
Huvudstadsposten	16 Oct	Half page	134,000	335,000	410,000
Hem & Form	26 Oct	Half page	140,750	281,500	215,000
Huvudstadsposten	28 Oct	Half page	134,000	268,000	410,000
Huvudstadsposten	6 Oct	Half page	134,000	268,000	410,000
Mullion	26 Oct	Half page	95,000	218,500	180,000
Mullion	14 Oct	Half page	95,000	218,500	180,000
Huvudstadsposten	30 Oct	Quarter page	67,000	167,500	410,000
Mullion	22 Oct	Half page	95,000	152,000	180,000
Hem & Form	24 Oct	Quarter page	70,375	140,750	215,000
Hem & Form	6 Oct	Quarter page	70,375	140,750	215,000
Huvudstadsposten	9 Oct	Quarter page	67,000	134,000	410,000
Huvudstadsposten	10 Oct	Quarter page	67,000	134,000	410,000
Formwork	6 Oct	Web	45,200	103,960	92,000
Formwork	24 Oct	Web	45,200	103,960	92,000
Formwork	5 Oct	Web	45,200	103,960	92,000
huvudstadsposten.se	3 Oct	Web	36,000	90,000	540,000
huvudstadsposten.se	1 Oct	Web	36,000	90,000	540,000
Huvudstadsposten Daily	14 Oct	Podcast	30,000	75,000	120,000
+41 more clippings in the online report					
Total, 63 clippings			**3,210,950**	**6,946,365**	**11,483,000**

How the values are calculated: page 7.

Conclusion

The launch	Skär reached the national press within two weeks. Three full pages and two features carried a third of the month's value, led by Hem & Form's cover story on 14 October.
Copenhagen	The showroom opening was picked up in Sweden and internationally, and kept new coverage arriving until the last week of the month.
November	We follow up with the Christmas colour, and two interviews with the designers are already booked.

How the values are calculated

PR value = **Ad value** × **Multiplier**

The ad value comes from our media register, for the clip's size. When the register has no value for a half or a quarter page, they count as 50 and 25 percent of a full page. Web clips count as a full page.

On social media, each post is valued by the account's followers, and the reach is the followers times the posts.

Paid partnerships get no PR value.

Multipliers

Market	Product	Standalone	Interview
Sweden	2.0	2.5	2.5
International	1.6	2.3	2.3

Fjärd PR

Elsa Lind, Account Director
Oskar Berg, Consultant

Every clipping, online

reports.fjardpr.com/halvo-home