



## Put the EXTRA into the ordinary...

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**W**hat a special talent to have - if you are a person who knows how to put that little extra something into the ordinary - or to be able to see and enjoy the extra in the ordinary...

**With** our products that is really what we dream of. We want to be that little extra something that adds value to your everyday lives - we call it EVERYDAY MAGIC...

**The** items that make you smile... the colors that give you joy... the table setting that makes your heart skip a beat - even on a busy weekday.

**The** opposite page pretty much sums up how we would like to contribute to your lives... from dusk til dawn... from baby until the end of your journey... we want to deliver happiness and colorful joy to anyone who has the ability to love the small moments and turn them into magic.

**Welcome** to our Autumn Winter sweet 16 collection...

**Take** my hand and make yourself a cup of tea - and I will take you through the inspirations and the thoughts behind THIS collection.

**Warm** smiles and some EXTRA ordinary long hugs (just a few seconds longer... don't worry... nothing sleazy)...

from Charlotte and the lovely RICE team







A very easy way to add that little extra something - is setting a nice table.

**Who** wouldn't smile if they were invited to sit around and enjoy a meal at this special setting... create - extraordinary moments...



It's in the DETAILS...

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A cute poodle with foaming soap coming out of its head...  
fun and function combined. I love it...



A golden pineapple - to hold your boring kitchen paper-towels - true extra into the ordinary item...







## Introducing the ART prints...

**J**oëlle - one of our freelance designers took a 6 week creative break from her daily routines - she took time to paint and went looking for inspiration... just for fun... and with no real purpose in mind.

**We** love what she came up with - and we have chosen some of the paintings to use on prints and patterns. I love that she chose to take the time and just refuel her creativity, and I love the result that came from it.





## Wallpaper MEETS print...

**W**e love the letters in our HAPPY and HELLO wallpaper – hand painted by Ane – another one of our talented freelance designers.

**I** really felt like getting to know these lovely flowers much better... Enjoy the marriage of the classic checked print - and our beautiful hand painted flower circle.



# LIVING is...

A Living room - a room to live in...

Live the life you dream of... I am proud and pleased with every item here - and I really feel they all have that little extra something we are searching for. I long to welcome them all in my home.



1. Eiffeltower lamp
2. Wool plaid
3. Wall hanging rhino and hippo flower pots
4. Flamingo lamp
5. Flower pot with embossed words
6. Wire basket



3. MUST HAVE



4. MUST HAVE



5. MUST HAVE



6. MUST HAVE





# The BEAUTY in you...

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**W**e love to hang out with you everywhere - in your bathroom or in your own private beauty parlour.

**We** have longed to show you the gorgeous mirror - made with inspiration from my antique mirror that has followed me around since forever...

**Beauty** comes from within - and we can't live without...

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For the L O O O O O O V E of food!

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*Make your own  
butterfly and  
heart shaped cakes!*

I always say that when I am happy I cook - and sometimes it also works the other way around - when I cook I am happy...

I guess that is part of why we always have a lot of new and fun items in our kitchen collection.

**Hopefully** having a kitchen filled with colorful, fun and functional items will lift your spirit and make you smile as you chop away in your everyday life. Let us be part of your everyday magic and be the ones that help put that extra into the ordinary.





*Psst... Do you like the wallpapers on these two pages?*

*Get more info on where to buy on [ricebyrice.com](http://ricebyrice.com)*

**Eijffinger ♥ RICE**







Happy happy  
CHRISTMAS  
to you!

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Our Christmas collection this season is an eclectic mix of materials - items handpicked from all over the world - amazing glass ornaments from Czech Republic, hand crochet trees from Madagascar - sequin trees from India... just to name a few.

**Lets** make this Christmas one Extra Ordinary one together...

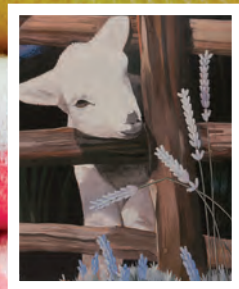
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We PROUDLY present...

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Silkeborg UldSpinderi







**L**ovely lush, soft and cuddly scarves and blankets in 100% Baby Alpaca... made as a collaboration with the Danish company Silkeborg UldSpinderi. Produced in Peru.

**The** scarves all come with a colorful handmade brooch from Madagascar... And the blankets are perfect for keeping you warm on those long dark winter days and nights.





# Kids, KIDS, kids...

Even though my own kids are no longer in the toy market segment or in need of baby duvets - I still remember that lovely feeling of creating a dreamy world in my children's rooms - having our very first set of hand embroidered baby duvet covers embroidered for my son who is about to turn 18. Making lovely baskets to store all the toys and things that were slowly invading our lives. Actually our children's collection was born with him and grew up with him... and then later it became more girly as my daughter joined our lives.

**Luckily** we have some young mothers employed who still remind me that even if my world has changed, mothers still love to decorate and fill their childrens lives with lovely items and beautiful things... When I look at our kids collection this year - I feel like starting all over again...





*Amazing hand  
embroidered baby  
bed linen - made in  
Madagascar. Enjoy  
our new little baby  
range...*





Say Hi to our newest addition in the RICE family. Bamboo melamine with the sweetest print of happy animal kiddies having a great time!

**These** cuties have all the same qualities as our other kids melamine, they have just had a %% bamboo infusion for a new look and for less usage of melamine powder.

**The** color of bamboo fibers vary a lot and this will cause some color variations. This cannot be controlled but is part of the products charm.







## Introducing NEW Edition...

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Those of you who have followed RICE for many years - also know that I have a lifelong crush on paper items - notebooks, agendas... you name it!

**This** season we have started a new collaboration with a Dutch company called New Edition. Woohaaaaaaaaa - a lovely collection of high quality notebooks, agendas and calendars in various shapes and sizes...

**We** are so excited to travel the world together and spread our everyday magic in many more hands and homes. Enjoy...

## WELCOME... Walk right in...

Always essential to make yourself - and your guests feel welcome from the very first moment they approach your door... this time we have some great flowerpots and a few doormats - to lift your spirit from the minute you arrive!



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