

2026

Issue 01

RAWBLACK STUDIO STHLM

OPEN WARDROBE SYSTEM

Open wardrobe interiors inspired by classic New York style and Scandinavian minimalism.



Classic interior design where New York meets Scandinavia.

A LETTER FROM US TO YOU

Rawblack Studio STHLM FOR BUSINESS

First of all, thank you for taking the time to step into our world!

At Rawblack Studio STHLM, we believe interiors communicate long before anyone says a word. The spaces we create around us tell people what we value, how we want them to feel and how much thought has gone into their experience.

To us, interior design is therefore about more than function. It can enhance an identity, create atmosphere and make people feel considered. Even something as simple as having a thoughtful place to hang your coat can say: we were expecting you!

That is the role we want Rawblack Studio STHLM to play in your space.

We don't want to define your expression or simply place one of our products in your environment.

We want to understand what already makes your space yours and create something that enhances it - whether that means a single clothing rack for an office or clinic, a considered coat solution for a hotel, or a larger system for a boutique, showroom or hospitality environment.

We also believe that how something is created matters. Our ambition is to make conscious choices, create timeless solutions and work with materials in a way that gives them a longer life. Through collaborations with work-integrating social enterprises (ASF), we also want our growth to contribute to something beyond the products themselves, creating opportunities for more people to participate, contribute and find their place in working life.

For us, a B2B collaboration should never feel like simply choosing something from a catalogue. We want to be a partner. You bring your space, your needs and your identity. We bring our perspective, our design and our way of thinking.

And somewhere between the two, we create something that belongs!

Thank you for considering Rawblack Studio STHLM as part of your space!

We create the framework.

You bring the identity.

Together, we make it belong.

THE TEAM

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CREATIVE DIRECTOR & BRAND LEAD

Matilda Eek

FINANCE & OPERATIONS

Gustav Björk

BUSINESS DEVELOPMENT

Marcus Björk

ABOUT US

Matilda Eek

The creative eye. Matilda leads photography, design and visual direction, shaping the aesthetic world of Rawblack Studio STHLM.

Gustav Björk

The structured mind. Gustav works across finance, budgeting and planning, bringing perspective and precision behind the scenes.

Marcus Björk

The driving force. Marcus brings strategy, business perspective and direction, helping turn Rawblack ideas into reality.

Letter from the *Editor*

*“Function doesn’t
have to
disappear into
the background.”*



It started in New York.

A city where fashion, architecture and personality exist side by side, unapologetically. It made us question why the clothes we carefully choose to express who we are so often disappear behind closed doors.

That thought became the beginning of Rawblack Studio STHLM.

We create open wardrobe systems, clothing racks and shoe storage that allow function to become part of the interior.

Inspired by New York’s raw character and Scandinavian minimalism, our designs are made to complement the spaces they become part of – rather than simply exist within them. What started as an idea for the home soon became something bigger. The same thought applies wherever people, clothing and interiors meet – from boutiques and showrooms to offices, hotels and other considered spaces.

To us, great interiors aren’t only about what you put in a room. They’re about the details that make a space feel intentional, personal and complete.

– Matilda Eek

Every space already has an identity.

Our role isn't to define it, but to understand it – and create something that feels like a natural part of it.

That's why we don't believe a space should have to adapt to a standard solution. Instead, we look at how the environment is used, what it needs and how the design can complement what is already there.

From a single clothing rack to a larger wardrobe system, each solution can be shaped around the space, its function and the people moving through it.

Because the best interiors don't feel added to.
They feel considered from the beginning.

Matilda Eek

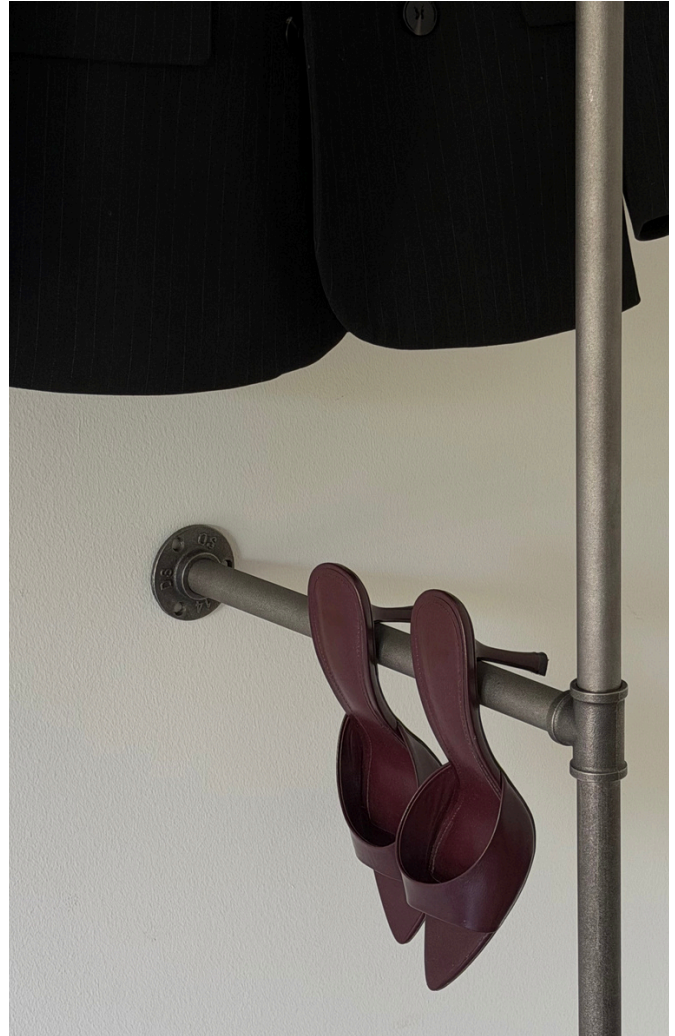
CREATIVE DIRECTOR



Beyond the home
RAWBLACK STUDIO STHLM
FOR BUSINESS

By Rawblack Studio STHLM
Photography by Matilda Eek

*MADE FOR YOUR SPACE. NOT FOR A SEASON.
Timeless, adaptable and tailored to fit.
Rawblack Studio STHLM creates interior solutions
designed to evolve with your space — not be
replaced by the next trend.*



*A*t Rawblack Studio STHLM, we believe good design should have a life beyond trends. That's why we create interior solutions with a timeless expression, durable materials and the flexibility to evolve with your space.

For businesses, every environment comes with its own needs. A boutique, hotel, office, showroom or studio shouldn't have to adapt to a standard solution. Instead, we work with adaptable and tailored configurations shaped around the space, its function and the identity of the brand within it.

Our approach to materials follows the same philosophy: make conscious choices and create things worth keeping. Wherever possible, we aim to work with recycled and reused materials, giving existing resources a new purpose and extending their life. The result is more than functional storage. It's a considered part of the interior, designed around your space, your needs and your identity.

Rawblack Studio STHLM



*Clothing storage
designed to bring
function and character
to commercial spaces
— from hotels and
offices to boutiques,
clinics and showrooms.*

DESIGNED *to* Enhance

By Matilda Eek



Thoughtful storage
should do more than
serve a function.
It should enhance the
space around it.

At Rawblack Studio STHLM, we create clothing storage that becomes a natural part of the interior.

From hotels and offices to boutiques, clinics and showrooms, our designs bring function and character to spaces where people need a place to hang a coat, display clothing or keep personal belongings.

Every detail contributes to how a space is experienced. In a commercial environment, clothing storage is more than a practical necessity – it can create order, protect personal belongings and make guests, employees or visitors feel considered from the moment they arrive.

Different environments come with different needs. A hotel, office, boutique, clinic or showroom requires its own balance of function, dimensions and expression. That's why our solutions are designed around the space they become part of, allowing the architecture, brand and people within it to remain at the centre.

We believe function should enhance an interior, never interrupt it. When even the practical details feel considered, the entire space feels more intentional, welcoming and complete.

LET'S CREATE YOUR SPACE

By Matilda Eek
Rawblack Studio STHLM

*You know your space.
We know our system.
Together, we create
what fits between.*

01 – TELL US WHAT YOU NEED

We start with a conversation. Tell us about your space, your needs and your vision – and how the solution needs to work for the people using it.

02 – WE CREATE THE CONCEPT

Based on your space and requirements, we develop a tailored proposal – from dimensions and configuration to design and functionality.

03 – TOGETHER, WE REFINE IT

We review the proposal together and refine the details until the solution feels right for your space, your brand and the people using it.

04 – WE MAKE IT HAPPEN

Once everything is approved, we take the solution from concept to completion.



HAVE A PROJECT IN MIND?

Let's talk!

Tell us about your space, project or idea and we'll explore what could work for you.

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RAWBLACK STUDIO STHLM

*T*HANK YOU!

Thank you for taking the time to get to know Rawblack Studio
STHLM!

We hope this magazine has given you a sense of how we see interior
design — where function, character and thoughtful details come
together to create spaces that feel considered.

If our way of thinking resonates with you, we'd love to hear about your
space, your project and what we could create together.

— *R*AWBLACK STUDIO STHLM