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Press release

JELÍNEK at Designblok 2025

A fusion of organic shapes, tradition, and technological innovation. This is the new CAMELIA bedroom collection.

Valašské Meziříčí, Czech Republic, October 2025 – The Czech family-owned company JELÍNEK – výroba nábytku s.r.o. is presenting its new **CAMELIA bedroom collection** at the 27th edition of the **Designblok** festival. Visitors can view it from **October 8 to 12** at the **Křížík Pavilions** at Prague Exhibition Grounds, and later at JELÍNEK's company showrooms.



The new collection builds on over a century of handcrafting tradition, while also responding to current technological and design challenges. **CAMELIA** combines inspiration from natural forms, precise craftsmanship, and the timeless elegance of solid oak.

"The collection was inspired by the Japanese camellia flower. Its soft, rounded shapes are reflected in the corners of the bed and the handles of the dresser. The design process brought many technical challenges, but thanks to the experience of our team, we always found a way. The result brings me both joy and pride," says designer **Jiřina Jelínková**, author of the collection.

Jelínková is also behind other successful collections – including the **minimalist living room collection LINE**, awarded **Furniture of the Year 2024**, and the **AMI bedroom collection**, which received the **Furniture of the Year 2025** title.



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"The CAMELIA collection symbolizes the harmony of design, tradition, and innovation in solid wood processing. It shows that even after 125 years, we can offer customers new, timeless products that will serve for generations," adds **David Jelínek**, Sales and Marketing Director.

The details that define craftsmanship

The **CAMELIA bed** stands out with its wide upholstered headboard, designed at the perfect angle for comfortable reading or relaxing. The **bedside tables** are true jewels of the set, demonstrating honest craftsmanship and quality. The **WoodTouch natural surface material** on the nightstands combines elegance and practicality – allowing you to safely place a glass of water or other items directly on the surface.

The **CAMELIA dresser** is designed as a unique standalone piece that brings life to any interior. Its refined details include elegant handles that merge with the solid oak fronts, emphasizing clean lines. The dresser's rounded edges represent the peak of woodworking skill, while its angled legs add lightness and elegance.

About the JELÍNEK brand

JELÍNEK - výroba nábytku s.r.o. is a purely Czech, family-owned company based in **Valašské Meziříčí**, with a tradition dating back to **1897**. For five generations, the company has combined attention to detail, honest craftsmanship, and the production of high-quality furniture made from **solid wood**, especially **oak**.

JELÍNEK also exports to international markets and has been manufacturing **orthopedic mattresses** for over 30 years, having delivered over **200,000 units**. The company's mission is to continue the family tradition, create products that serve customers for generations, and live up to its motto: **"To earn customer trust through honest work."**

Links and resources

MediaKit Designblok 2025 – <https://www.jelinek.eu/en/press-info>

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