



Swan

designed for life

*Retro*

# THE HISTORY OF THE RETRO COLLECTION

The Swan brand continues to thrive fuelled by strategic investment into its coordinated kitchen collections.

The Retro collection has been a consumer favourite ever since its original launch over 10 years ago in 2013.

Since then, the range inspired by the 50s, 60s and 70s has been a fashionable statement in kitchens across the UK and particularly popular with influencers on social media.

Available in on-trend colours across both SDA, housewares, audio and home environment, the Retro trend is certainly as popular as ever.

Fast forward to today, the Retro collection has been reimagined with a refreshing twist while staying true to its timeless charm. With updated designs, a sleek glossy finish, and eye-catching chrome accents, this new evolution transforms everyday essentials into stylish kitchen centrepieces.



Bulplitt & Sons Ltd was a brass founders established in the latter part of the 19th century. The "Swan Brand" name was registered by Bulplitt & Sons Ltd in the early part of the 20th century and was primarily used for their domestic range of polished aluminium products such as frying pans, kettles, tea sets and jelly moulds.



In the 1920s, Bulplitts moved into electrical appliances including kettles, irons, heaters and steamers. They pioneered the first electric element that could be immersed in water. This was a very important breakthrough because it meant that a whole 6 pints of water could be boiled in just over 9 minutes. This led to a whole range of products based around their "immersion element",

including tea urns, kettles, steamers and coffee percolators. Later, they developed and patented a unique safety cut-out for kettles, where the connector would be automatically disconnected if the element overheated.

The Swan brand continued its success throughout the next few decades and became synonymous with solid, British manufacturing quality and innovation. There was a Swan branded product in virtually every home.

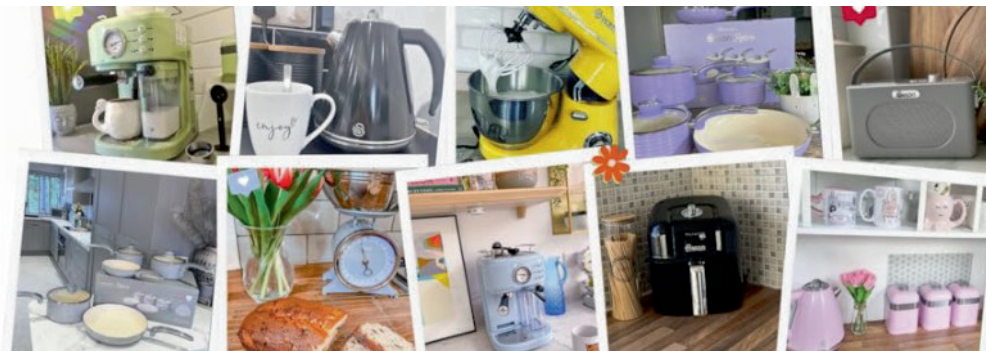


# Swan Retro

designed for life

## 10 YEARS OF COLOUR

2013 – 2023



2013



2018



2015



2025



In 2023, Retro celebrated  
its 10th Anniversary

Retro was last re-visited in 2018

## RETRO FIT

Play with negative space, colour application, pattern clash and geometric application, influences to reinvent chintz for a new generation. Bold colours keep it fresh.

Durable surfaces like composite stones or recycled plastics are key for high traffic furniture and kitchens while castors on the storage and furniture create practical ease of movement for busy households.

Blocky grid designs provide a graphic update to traditional checks and plaids as well as inspiring shape for hard goods.



PANTONE 6150

PANTONE 449

PANTONE 616

PANTONE 2304



PANTONE 2044

PANTONE 7417

PANTONE 2170

PANTONE 2438







## ***Reviving Retro: The Comeback of Vintage-Inspired Kitchen Cabinets***

The charm and character of retro designs are being rediscovered by homeowners and designers alike, blending nostalgia with modern functionality.

## ***Kitchen trend watch – retro kitchens making a comeback***

Kitchen design trend changes from year to year but one trend that is making a comeback at the moment is retro kitchen design. The whole retro theme is coming back in a big way in fashion, music and popular culture.

## ***This Year Is All About the Return of the Retro Kitchen - How to Get the Look***

Designers dish about the nostalgic trend taking over the kitchen design.

## AVAILABLE IN 5 STYLISH COLOURWAYS





# PACKAGING & ONLINE CONTENT

The Swan Retro packaging and online content has been designed with best in class packaging and online content to maximise sales conversion.



# SOCIAL MEDIA

Swan products are posted and tagged daily on social media via the growing online Swan community, who love to showcase and share their brand new or well loved Retro items!



Come and join our Swan Big Family!  
Tag @swanbranduk for your chance to feature



Instagram  
followers:  
**190K+**



Pinterest  
monthly views:  
**380K+**



Facebook  
followers:  
**96K+**



X  
followers:  
**56K+**



TikTok  
followers:  
**162K+**

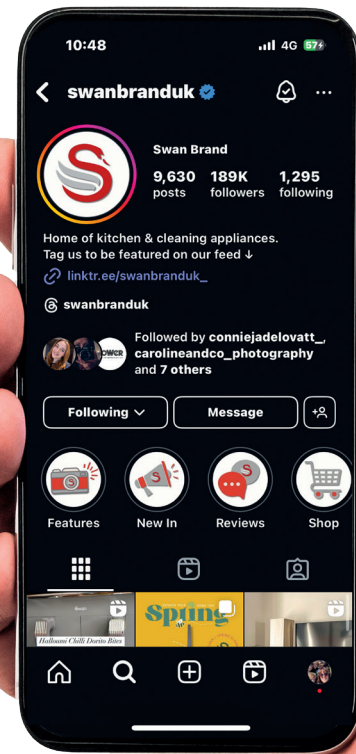


LinkedIn  
followers:  
**2K+**



YouTube  
subscribers:  
**7K+**

**900k+ social  
video reach**





*Retro*

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2025

**Swan Retro**  
designed for life

Introducing a refreshing twist on a stylish and timeless design.  
With its glossy finish and eye catching chrome accents.



## 1.7 Litre Rapid Boil Jug Kettle



SK19025BLU  
Blue



SK19025SS  
Stainless Steel



SK19025C  
Cream



SK19025GRY  
Grey



SK19025GRN  
Green



**1.7 Litre Rapid Boil  
Traditional Kettle**



**SK14631BLU**  
Blue



**SK14631SS**  
Stainless Steel



**SK14631C**  
Cream



**SK14631GRY**  
Grey



**SK14631GRN**  
Green





Variable Width  
Two Slice Toaster



ST19028BLU  
Blue



ST19028SS  
Stainless Steel



ST19028C  
Cream



ST19028GRY  
Grey



ST19028GRN  
Green



Variable Width  
Four Slice Toaster



ST19029BLU  
Blue



ST19029SS  
Stainless Steel



ST19029C  
Cream



ST19029GRY  
Grey



ST19029GRYN  
Green



## Espresso Coffee Machine



SK22110BLN  
Blue



SK22110CN  
Cream



SK22110GN  
Green



SK22110BN  
Black



SK22110GRN  
Grey



SK22110BN  
Black



## Large Capacity Bread Bin



SWKA1010BLN  
Blue



SWKA1010CN  
Cream



SWKA1010GRN  
Grey



SWKA1010GN  
Green



SWKA1010BN  
Black



SWKA1010GN  
Green



Set of 3  
Canisters



SWKA1020BLN  
Blue



SWKA1020GRN  
Grey



SWKA1020GN  
Green



SWKA1020CN  
Cream



SWKA1020BN  
Black



SWKA1020BLN  
Blue

## Towel pole



SWKA1040BLN  
Blue



SWKA1040GN  
Grey



SWKA1040GRN  
Green



SWKA1040CN  
Cream



SWKA1040BN  
Black



SWKA1040BLN  
Blue

### 3 Piece Saucepan Set

16cm, 18cm and 20cm



SWPS3020BLN  
Blue



SWPS3020CN  
Cream



SWPS3020GRN  
Grey



SWPS3020GRN  
Grey



## 5 Piece Saucepan Set

16cm, 18cm, and 20cm saucepans  
20cm and 28cm frying pans



SWPS5020BLN  
Blue



SWPS5020CN  
Cream



SWPS5020GN  
Green



SWPS5020BN  
Black



SWPS5020GRN  
Grey



SWPS5020GRN  
Green



## 8 Litre Digital Air Fryer



SD10519BLU  
Blue



SD10519GRN  
Green



SD10519C  
Cream



SD10519GRY  
Grey



SD10519GRY  
Grey

## 4.5 Litre Digital Air Fryer



SD10513BLU  
Blue



SD10513GRN  
Green



SD10513C  
Cream



SD10513GRY  
Grey



SD10513C  
Cream

**3.5 Litre  
Slow Cooker**



SF17021BN  
Blue



SF17021CN  
Cream



SF17021GN  
Green



SF17021BN  
Black



SF17021GRN  
Grey



SF17021BN  
Black



**6.5 Litre  
Slow Cooker**



**SF17031BN**  
Blue



**SF17031CN**  
Cream



**SF17031GN**  
Green



**SF17031BN**  
Black



**SF17031GRN**  
Grey



**SF17031BLN**  
Blue

800w  
Digital Microwave



SM22030LBLN  
Blue



SM22030LCN  
Cream



SM22030LGN  
Green



SM22030LBN  
Black



SM22030LGRN  
Grey



SM22030LGRN  
Grey

Frost-free  
Fridge Freezer



SR11020BLNE  
Blue



SR11020GNE  
Green



SR11020GRNE  
Grey



SR11020BNE  
RED



SR11020CNE  
Cream



SR11020CNE  
Cream



## Top Mounted Fridge Freezer



Top Mounted - SR11010BLNE  
SR11020BLNE



Top Mounted - SR11010CNE  
SR11020CNE



Top Mounted - SR11010GRNE  
SR11020GRNE



Top Mounted - SR11010GNE  
SR11020GNE



Top Mounted - SR11010BNE  
SR11020BNE



## Tall Larder Fridge or Freezer



Tall Freezer - SR11040BLNE  
Tall Fridge - SR11050BLNE



Tall Freezer - SR11040CNE  
Tall Fridge - SR11050CNE



Tall Freezer - SR11040GNE  
Tall Fridge - SR11050GNE



Tall Freezer - SR11040BNE  
Tall Fridge - SR11050BNE



Tall Freezer - SR11040GRNE  
Tall Fridge - SR11050GRNE



## Undercounter Fridge



SR11035BLNE  
Blue



SR11035CNE  
Cream



SR11035GNE  
Green



SR11035BNE  
Black



SR11035GRNE  
Grey





45 Litre  
Square Sensor Bin



SWKA4500BLN  
Blue



SWKA4500CN  
Cream



SWKA4500GN  
Green



SWKA4500BN  
Black



SWKA4500GRN  
Grey



SWKA4500GRN

8"  
Clock Fan



SFA12630GRN  
Grey



SFA12630CN  
Cream



SFA12630GRN  
Grey

12"  
Desk Fan



SFA12620GRN  
Grey



SFA12620CN  
Cream



SFA12620CN  
Cream



16"  
Stand Fan



SFA12610GRN  
Grey



SFA12610CN  
Cream



SFA12610GRN

9 Fin  
Oil Filled Radiator



SH60010GRN  
Grey



SH60010CN  
Cream



SH60010GRN

**5 Litre  
Dehumidifier**



**SH16501GRN**  
Grey





## Heaters



SH27032  
Grey



SH27034  
Grey



DAB Radio



SRA43010BN  
Blue



SRA43010GN  
Green



SRA43010GRN  
Grey



SWKA4510CN  
Cream



SRA43010CN

## Digital Espresso Machines



SK22113BLK  
Black  
- Phase 1



SK22113SS  
Stainless Steel  
- Phase 2



SK22113CN  
Cream  
- Phase 2



SK22113GRY  
Grey  
- Phase 2



SK22113BLN  
Blue  
- Phase 2

Phase 2 is coming in 2026





## THANK YOU FOR YOUR CONTINUOUS SUPPORT



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