



NÓDOA DESIGN: the textile brand declaring war on beige

Colourful graphic, organic and made in Portugal table textiles. One clear mission: to end chromatic monotony in everyday life.

Porto, Portugal — 22 September 2026

Meet NÓDOA DESIGN, a new table-linen brand, launched in the beginning of 2026, featuring original colourful graphic prints. Its collection includes tablecloths, runners, placemats and napkins, all conceived and produced in Portugal using certified organic fabrics.

Created by Joana Sousa, a professional with extensive experience in the textile industry, the brand was born with a stated mission: to bring colour, personality and irreverence back to everyday tables.

The NÓDOA DESIGN Manifesto

In recent years, the world has surrendered to neutrals: homes in shades of white, grey and beige; cars in “safe” colours; wardrobes turned into almost monochromatic minimalist capsule collections. The “timeless” aesthetic has often become synonymous with invisible — spaces and styles that could belong to anyone and, for that very reason, seem to belong to no one.

“Beige and neutral tones have become the safe choice — the visual equivalent of elevator music.”

Against this visual boredom, NÓDOA DESIGN positions itself as an act of visual and chromatic rebellion. The brand calls for a celebration of colour, boldness and personality as essential elements of design and life.

The table is a place of gathering, improvisation, celebration, late dinners, accidental spills, elaborate lunches and conversations that run much longer than planned. It deserves more than a neutral backdrop.

NÓDOA DESIGN brings drama, pattern and character to this setting, creating textiles that are made to be used rather than carefully hidden away for “special occasions”. Because Tuesday night pasta can be an occasion. So can breakfast. So can a table covered in crumbs, wine rings and stories.

In fact, the name Nódóa — Portuguese for “stain” — is a deliberate statement. A stain is proof that something happened: that people cooked, ate, laughed, gathered and lived. For NÓDOA DESIGN, that is not a flaw. It is the point.

About NÓDOA DESIGN

NÓDOA DESIGN is a table-textiles brand specializing table textiles with original colourful prints. The brand is made in Portugal, works with certified organic fabrics and is committed to a more thoughtful way of making home textiles — one that values durability, conscious production and objects worth keeping.

The project is aimed at people who want their homes to carry a point of view: design-conscious hosts, colour enthusiasts, imaginative cooks, lovers of beautiful objects and anyone whose idea of a good table setting does not begin and end with “natural linen”.

Press contacts

Name: Joana Sousa

Email: joanasousa@nodoadesign.com

Telephone: +351 939 010 077

Website: www.nodoadesign.com

Instagram: @nodoadesignhome

“NÓDOA DESIGN was born as a protest against the ‘great beigeification’: Colour and pattern are not a risk — it is how we tell people who we are, and the table is where that story begins.”

