

unwonted



A Polish bedding brand makes its festival debut

in a curated installation by the festival itself

Summer Nights

Gothersgade 109, 1123 Copenhagen | Rosengård district
10–12 June 2026, 10:00–18:00 daily



UNWONTED began long before it had a name. It started with the kind of longing for home that comes from building life from scratch, again and again, in unfamiliar places. For founder Agnieszka Sela, the anchor was always bedding sent by her parents from Poland, something that gave her a sense of safety and comfort that becomes very hard to find when everything else feels unsteady.



After eight years optimising global supply chains for Maersk across multiple countries, burnout slowed Agnieszka down. She started spending more time at her sister's alpaca farm, looking for something quiet to fill the hours. The plan was a simple knitting project, but the fleece couldn't be turned into yarn anywhere accessible. Across Poland, hundreds of small agritourism farms keep alpacas primarily for alpaca therapy, a quiet wellness practice growing across rural areas. Their fleece, beautiful and fine, has nowhere to go because industrial mills require 500-kilogram minimums, while a farm with 20 alpacas yields around 60 kilograms a year.

UNWONTED is the structure she built to solve that. The brand transforms what these farms produce into duvets crafted entirely in Poland, designed to feel like home. Naturally heavier than conventional bedding for a calming and grounding effect, with cotton thick enough to recall a sleepover at your grandparents' house. Each year's collection is limited by what one shearing season yields.

Agnieszka's father, who spent decades growing strawberries, learned to shear at 64 so the collection could exist. Her sister Klaudia leads the annual circuit between farms, teaching animal welfare as she travels.

"It's like nothing else I ever slept under."

Summer Nights

This June, UNWONTED makes its 3daysofdesign debut as part of Summer Nights, a curated installation by 3daysofdesign opposite Kongens Have and Rosenborg Castle. The exhibition brings UNWONTED together with Spanish ceramics studio Estudio Vernís, collectible design studio Kilzi, Atelier Colza, and Danish designer Birgitte Due Madsen. A double bed layered with UNWONTED duvets forms the heart of the installation.

Alpaca fiber accounts for 0.05% of world textile production.

The experience of sleeping under it remains unfamiliar to most.

Press inquiries and visit requests:

Agnieszka Sela, Founder agnieszka@unwonted.dk

Founder available for interviews throughout the festival and via video call before.





Agnieszka Sela

founder

Agnieszka Sela left Poland young and spent her twenties moving between countries. Eight years at Maersk took her across multiple postings that rarely lasted long enough to feel settled. She moved with two suitcases at a time and learned to live in unfurnished apartments. Her parents sent care packages from home, and bedding was always inside.

Burnout built slowly over those years. By the time she recognised it for what it was, she had already started returning to Poland more often, spending stretches of time at her sister Klaudia's small alpaca farm. The plan was a knitting project, something quiet for the hands while the rest of her recovered. The fleece couldn't be processed anywhere accessible to a farm that size, and that obstacle became the question that organised everything afterward.

She started visiting other small farms across the country. Owners spoke about animals by name. Fleece was stockpiled in barns or composted because reaching the 500-kilogram minimum that processors require would mean pooling fiber across dozens of farms, and no one was doing that work.

The brand name reflects this.

UNWONTED means unusual or out of the ordinary, which is what alpaca fiber is in the European textile world. It also sounds like 'unwanted', which is what Polish alpaca fleece had become to the farmers who couldn't sell it.

UNWONTED is the structure she built to do that work. The brand currently aggregates fiber from 47 partner farms, providing each with guaranteed annual income and professional shearing services led by Klaudia and her father. The supply chain runs in reverse here: small inputs, slow growth, full traceability and every duvet is linked to a named farm. The end consumer is connected directly to the farms, the animals and the land they came from. The brand doesn't want to scale beyond what the partner farms produce in a single shearing season.

UNWONTED is designed in Copenhagen, where Agnieszka now lives, and made entirely in Poland. The brand currently sells across Europe through unwonted.dk and selectively through retail partners.





The fiber

traceability

Alpaca fiber accounts for around 0.05% of global textile production. Most of what reaches European markets comes from Peru and Bolivia, where the climate and breeding programmes have shaped a centuries-old industry. Polish alpaca differs in character, raised in smaller numbers and often as part of agritourism farms or alpaca therapy practices.

Alpaca fiber is naturally hypoallergenic and contains no lanolin. It regulates temperature and manages moisture vapour without retaining dampness, which is why alpaca bedding rarely feels heavy or stale at the end of a warm night.

Every UNWONTED duvet can be traced back to its source. Each of the 47 partner farms produces between 15 and 90 kilograms of fiber per year depending on herd size. Industrial mills typically require 500-kilogram minimums per processing run, which is why farms of this size are systematically excluded from the textile supply chain. UNWONTED aggregates the volumes and pays each farm directly for what they produce. Klaudia Sela leads the annual shearing circuit alongside her father. Both trained as professional shearers specifically to support the brand. Klaudia uses each visit to discuss animal welfare with farm owners, often the only point in the year when smaller farms have direct contact with someone trained in handling.



The Brand and the Bedding

why alpaca, and why this way

UNWONTED makes duvets from alpaca fiber sourced exclusively from small Polish farms. Each duvet is filled with fiber from named animals on named farms. The fiber is processed in Poland, the shells are GOTS-certified organic cotton with OEKO-TEX Standard 100 certification, and the duvets are sewn by a small family-run manufacture in southern Poland. There are no synthetic components anywhere in the construction. Carded alpaca fiber is naturally denser than down, which gives UNWONTED duvets a heavier feel than people are familiar with. The weight settles the body in the way grounding does, calmly and without effort. The cotton shells are thick, closer to the bedding people remember from childhood homes than to the lightweight covers most luxury brands favour today.

Production scale

materials and certifications

UNWONTED's production is structurally capped at approximately 1,500 duvets per year, set by the spring shearing cycle. The brand cannot expand without expanding the partner farm network, which happens slowly and on the basis of fiber quality and farm alignment with welfare standards.

Filling: 100% Polish alpaca fiber

Shell: GOTS-certified organic cotton, OEKO-TEX Standard 100

Thread: mercerised cotton

Construction: baffle-box, sewn in southern Poland

No synthetic components, no blends.

UNWONTED produces all-season and winter weights. Both are available through unwonted.dk and selected European retail partners.



Notes to Editors

about UNWONTED

UNWONTED is a luxury alpaca duvet brand, designed in Copenhagen and made entirely in Poland. The brand was founded in January 2025 by Agnieszka Sela. It aggregates fibre from 47 small Polish agritourism farms whose annual yields fall below industrial processing minimums, and transforms it into duvets shelled in GOTS-certified organic cotton with OEKO-TEX Standard 100 certification. Production is capped at approximately 1,500 units per year by the spring shearing cycle. The duvets contain no synthetic components. UNWONTED sells through unwonted.dk and through selected European retail partners.

*"Yesterday I slept like a baby in a mother's womb. It's incredible!
It's like nothing else I ever slept under! The feeling of being warm is so different. It wraps you in, without being too hot at the same time.
Maybe I was an alpaca in my previous life?! I felt like I returned home by sleeping under your duvet."
- from Italy*

3daysofdesign presence

Summer Nights, a curated installation by 3daysofdesign co-presented with Atelier Colza, Birgitte Due Madsen, Estudio Vernís, and Kilzi.
Gothersgade 109, 1123 Copenhagen Rosengård district
10–12 June 2026

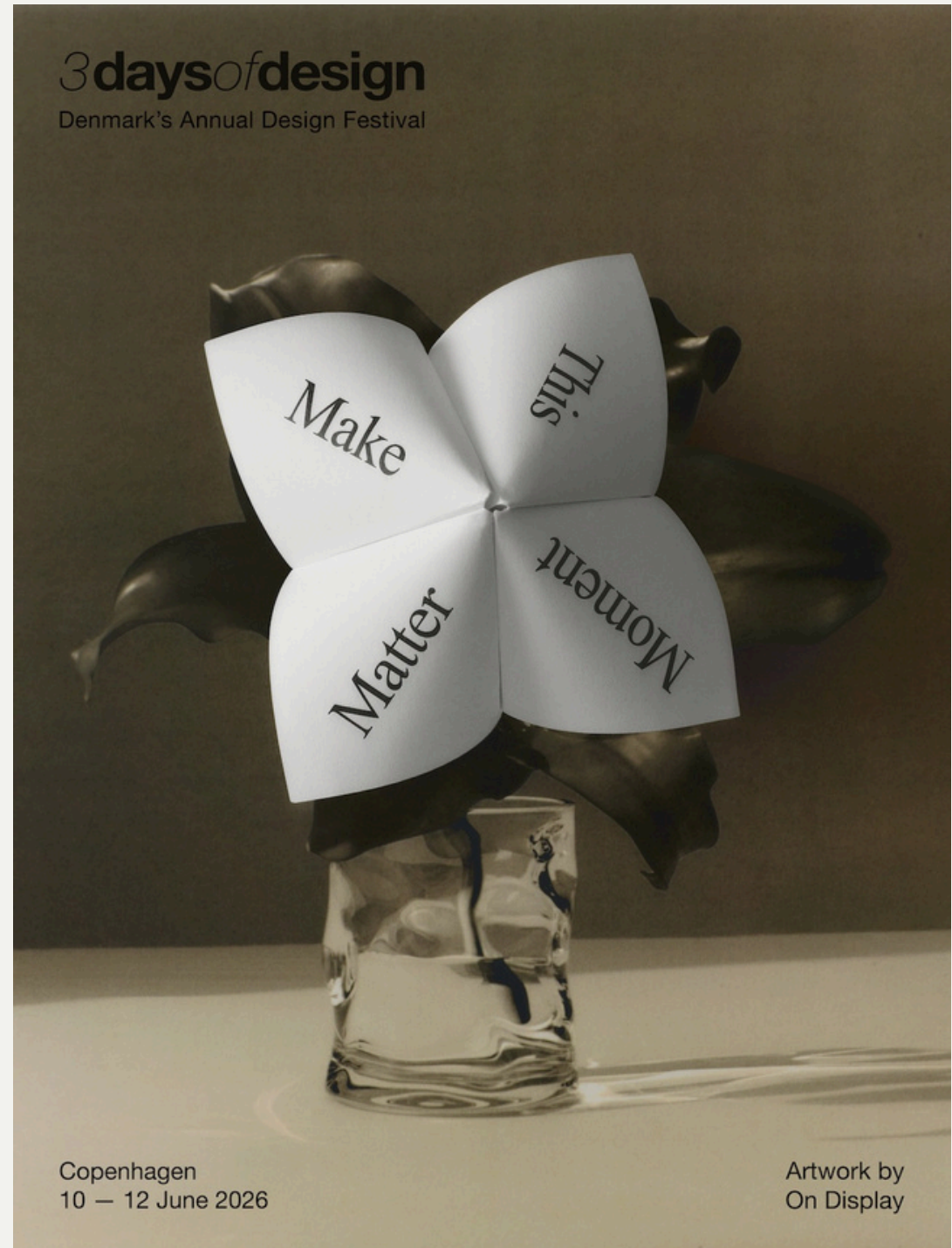
Exhibition: 3daysofdesign.dk/exhibition/summer-nights
UNWONTED at 3daysofdesign: 3daysofdesign.dk/exhibition/unwonted

Website: unwonted.dk
Instagram: [@unwonted.dk](https://www.instagram.com/unwonted.dk)

founder availability

Agnieszka Sela is available for interviews on-site at Summer Nights throughout the festival (10–12 June 2026), and for video and phone interviews from now through 9 June. Interviews available in English and Polish.

For Polish-language press, additional interviews can be arranged with Klaudia Sela and Andrzej Sela, who lead the annual shearing circuit. They are based in northern Poland and available for in-person meetings or video calls.



Quick reference

Brand name: UNWONTED

Founded: January 2025

Founder: Agnieszka Sela (former Maersk, 8 years in global supply chain)

Headquarters: Designed in Copenhagen, manufactured in Poland

Legal entity: unwonted sp. z o.o., Słoneczna 2, 83-332 Dzierżążno, Poland | VAT: 5892097950

Category: Luxury alpaca bedding

Product range: All-season (400 g/m²) and winter (600 g/m²) duvets

Filling: 100% Polish alpaca fibre, hand-sorted, undyed

Shell: GOTS-certified organic cotton, OEKO-TEX Standard 100

Construction: Baffle-box, sewn in southern Poland

Sizes available: 70x100, 135x200, 140x220, 155x220, 200x220, 220x240 cm

Retail price range: EUR 400 - 1200

Annual production: Approximately 1,500 duvets

Partner farms: 47 small agritourism farms across Poland

First-season figures (2025): 267 alpacas sheared; over 2,500 kg of fibre processed

Distribution: unwonted.dk; Sengeexperthen (Vejle, DK); additional European retail partners in development

High-resolution images of the product, the founder, and the partner farms are available for editorial use [here](#).

Please credit photographs as supplied. For specific image requests not in the bank, contact Agnieszka directly.



