Press kit
IKEA Catalog
2015
Where the everyday begins and ends
What we do is alike. How we do it is different.

The theme for this year’s catalog is about how we start and end every day. We all go to sleep, and we all wake up. That much is true for everyone. But everything else about those moments, and everything in between them, is totally unique.

This year’s cover stretches from the back to the front of the catalog, from sunrise to sunset, illustrating the beginning and end of one day in one home. This is a city from anywhere in the world, and the room evokes comfort, privacy, beauty and care. Because as more people choose to live in cities and life gets more hectic, they are looking for ways to create a calm place to relax and recharge. They’ll find lots of unique ways to do that on the many pages inside the catalog.
There's more to see! Scanning this solution in the IKEA Catalog will reveal interactive content.
Trends influence life at home

Everything we do at IKEA is based on people’s needs at home. And those needs are shaped by everything happening around them. This year, we’ve focused the catalog around three trends: It’s about personalization, smart space solutions and re-defining the home. In solutions throughout the home, we show ideas to help customers reflect themselves, meet their individual needs (not someone else’s conventions), and fit everyone, everything and every activity.
Where the everyday begins and ends

It’s the small moments in life that we’ve always cherished at IKEA. All those everyday happenings when everyone comes together doing the most ordinary things. It’s for these everyday moments that we create affordable home furnishings that make life at home more beautiful and easier.

This year, we’ve given extra attention to the areas of the home where people sleep and get ready every morning and night. Because if everyone can make the everyday begin and end in a nicer way, just imagine the effect on life!
This year, we’re saying it’s OK to be a little selfish for a change. Comfort is completely personal. Where people sleep can be a space where they relax, recharge and be themselves. A more refreshed version of themselves.
The bathroom is the most private room of the home, and also the most public. It’s often the smallest, and also often shared with others. This year, we’re putting extra focus on how good storage can be the key to starting and ending every day smoothly.
How everyone stores their things supports how they want to live at home — perhaps with a little more calm and a little less frustration at the start and end of every day?
This year’s bedroom furnishing ideas...

›Create a room that’s uniquely you for you! Starting with untreated furniture saves you money and room for your own works of art!

Decorate with things that make your space unique and personal — in this case, old t-shirts.

›It’s not about having a living room or a bedroom. Simply create a comfortable space that works for you.

Prices start at:

Find out more at IKEA.com or at your IKEA store.

Available at IKEA PS 2014

W240×L220cm. Pillowcase L50×W60cm. Floral patterned/white


08 JULES junior desk chair

W97×L208, H186cm. Mattress size

100% polyester. H77–127cm.

like to sleep. Our 90-day
choose a pillow and mat-
temperature all through the night, be-

it’s OK to go crazy with

like to sleep. Our 90-day

transform a bed and

for storage. Stained, clear lacquered solid pine.

Perfect where space is limited since the frame is narrow.

IKEA PS 2014 rug, flatwoven

05  IKEA PS 2014  mirror

W37×D40, H52cm. Pine/grey

402.825.59

Handwoven by skilled craftspeople, and therefore unique. 100% cotton. Designer: Erik Bertell. W60×L90cm. Assorted colours

like to sleep. Our 90-day

Perfect where space is limited since the frame is narrow.

IKEA PS 2014

SVÄRTA loft bed frame

W166×L215, H107cm. Mattress size 160×200cm. Multicolour

100% cotton velvet. W140×L300cm. Grey

A relaxing place to sleep. It can also be a fortress and natural texture to

IKEA PS 2014

STOCKHOLM bed frame

Perfect where space is limited since the frame is narrow.

IKEA PS 2014

TÅNUM daybed

W49×D34, H62cm. Green

Scan the page to a good price. TÅNUM daybed


IKEA PS 2014

MOHEDA corner sofa-bed

W60×H90cm. Printed

IKEA PS 2014

NYFORS work lamp

W115cm. Mattress size 160×200cm.

IKEA PS 2014

HEMSTA shade

Easy to keep clean since you can

IKEA PS 2014

One chest of 4 drawers:

IKEA PS 2014

SANELA curtains, 1 pair

IKEA PS 2014

Divide your space for different activities.

IKEA PS 2014

01 PAX wardrobe

IKEA PS 2014

02 STRANDKRYPA quilt cover and 2 pillowcases

IKEA PS 2014

03 LINNMON/LALLE table

IKEA PS 2014

04

IKEA PS 2014

05

IKEA PS 2014

06

IKEA PS 2014

07
Sleeping well tonight and beyond

More and more people want to live more sustainably. Since the bedroom is where materials are closest to our bodies, it's a good place to start. It’s about using bed linen made from cotton grown in a more responsible way, choosing furniture with wood that generates less waste, adding softness with rugs made from leftover material and saving energy with LED lighting. This year’s catalog shows more choices than ever to help everyone rest easier.

“If you live until you are 90, you will spend 32 years sleeping.”
IKEA sleep index report*
Unique ideas rule

People want their homes to reflect who they are. They’ve become more inspired to furnish after their own needs rather than conventions. So, this year’s catalog incorporates many unexpected ideas for creating a style that is creative and personal. We want to feed that unconventional creativity!
Using space to the max

A growing number of people are living in smaller and shared spaces. Multifunctional furniture is the key to making one living space meet the needs of many “rooms,” including a relaxing place to sleep. We want to help people see that it’s about buying furniture that can serve different purposes by day and by night.

“In Western Europe, only 10% sleep in a multifunctional home. The average in Eastern is 44%, with Russian and Poland sticking out with 80%.”
IKEA sleep index report*
What’s normal anyway?

The nuclear family is no longer the norm. The world is changing, and families are changing. And that means homes should adapt to all this change, too. This year, we’ve explored new ideas for how our living spaces can support our ever-changing lives at home. For example, we’ve created a relaxing place to sleep that works for just one on most nights and also on the nights when the kids are home.

“40% says they watch TV in bed.”
IKEA sleep index report*
Comfort is individual

How well people sleep at night affects how well their days go. This year, we’re emphasizing that this is the place to put individual comfort first. Why not let each sleeping partner choose his or her own mattress, comforter and pillow? And when it comes to sharing the space comfortably, we’ve come up with different ways to invite togetherness while still allowing people to do their own thing.

“There’s more to see! Scanning this solution in the IKEA Catalog will reveal interactive content.”

“The number of hours people sleep also depends on how satisfied they are with their mattress – the more satisfied you are, the longer you will sleep.”

IKEA sleep index report*
The 2015 IKEA Catalog presents many products for creating a relaxing and comfortable sleeping area.

- **PE371497 - DEKAD alarm clock**
- **PH099032 - HURDAL bed frame**
- **PH102659 - IKEA PS 2014 nightstand**
- **PE250987 - HAGALUND sofa-bed**
- **PE371495 - ARÖD table lamp**
- **TARVA bed frame**
- **TÖFSVIVS duvet cover**
- **PH099032 - HURDAL bed frame**
- **PH102659 - IKEA PS 2014 nightstand**
- **PE412691 - IKEA PS 2014 duvet cover**
- **ÅRVIKSAND divan bed**
- **SULTAN HULTSVID/ÅÅAM memory foam pillow top spring mattress and foundation**
- **VETTRE nightstand**
- **RÖGBRINKA duvet cover**
- **STOCKHOLM bed frame**
- **PE412691 - IKEA PS 2014 duvet cover**
This year’s bathroom furnishing ideas...

Taking a little extra care of yourself means you can enjoy your space even more. To create a relaxing bathroom, choose soft colors, simple forms, and add a layer of soft textiles.

- **Water saving taps** can make a big difference even in the tiniest of bathrooms.
- **A waste sorting station** keeps your bathroom tidy and makes it quick and easy to recycle.
- **This bathroom for kids** is disguised as a relaxing retreat for adults. Open up the doors, and you'll see how kid-friendly it is!

**FÖRSIKTIG children’s stool**
- H18cm.
- White 302.813.05
- 898.843.61
- Anti-slip cover on top reduces the risk of slipping.

**DALSKÄR wash-basin mixer tap with strainer**
- W12×D5, H24cm. 402.575.12
- Chrome-plated brass. Designer: Jon Karlsson. H25cm. 898.843.61

**FRÄJEN hand towel**
- 100% cotton, 10% polyester. Designer: Pia Wallén. W70×L-90cm. Red in microfiber. 6cl. 1002.641.19
- With suction cup that grip smooth surfaces. Powder coated/galvanized.

**SVARTSJÖN mug**
- 6cl. 902.643.79

**SVARTSJÖN towel rail**
- With suction cup that grip smooth surfaces. Powder coated/galvanized.

**GODMORGON/BRÅVIKEN wash-stand with 4 drawers**
- W40×H58cm. W100×H96cm. 902.526.23
- Shallow. 1 fixed shelf and 4 adjustable shelves, easy to clean. Castors have a high load-bearing capacity since it's made of microfiber.

**SVARTSJÖN towel rail**
- 601.714.33

**SVARTSJÖN mug**
- 6cl. 902.643.79

**GODMORGON/ODENSVIK wash-stand**
- W48×D24, H77cm. 601.714.33

**LED wall lamp**
- LEDSJÖ. Ø38, H74.7cm. 302.620.95

**HRÅSTAD mirror**
- Designer: T. Christensen/K. Legaard. L37cm. 902.643.79

**STORJORM mirror**
- Designer: M. Elbeck. H18cm. 302.813.05

**SVENSKÅN high cabinet with 2 drawers**
- W48×H73cm. 601.714.33

**LILLÅNGEN wash-basin cabinet**
- W100×H96cm. 901.491.29

**HEMNES shelving unit**
- W48×D24, H77cm. 601.714.33

**BÖRJE wash-stand**
- W48×D24, H77cm. 601.714.33

**BADKAMRSKÅP wash-stand**
- W48×D24, H77cm. 601.714.33

**HÅBÖRJE wash-stand**
- W48×D24, H77cm. 601.714.33

**FRÄJEN hand towel**
- 90% cotton, 10% polyester. Designer: Pia Wallén. W70×L-90cm. Red in microfiber. 6cl. 1002.641.19

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Rethinking bigger

Life is never constant. Take bathroom life, for example. A space that used to work for two now needs to work for the whole family. We think it’s a matter of adding functionality, not square feet. So we want to show how space-saving products and efficient, easy-access storage can make morning and evening routines go smoother. For example, why not put three compact sinks where there used to be one?
Who couldn’t use more calm?

As life gets more hectic, so does the need for taking a break from it all. Luckily, the bathroom is the one room in a home that usually has a lock on the door. This year, we want to help people escape the chaos of everyday life by showing how to create a calm, welcoming bathroom that’s full of softness and free of clutter.
Having it all

Bathrooms are small, private rooms that need to be shared with others. And while sharing usually involves compromising, that doesn’t have to be the case when it comes to sharing space. We want people to know that they can create space for themselves and meet the whole family’s needs, too. For example, smart storage can keep all the kids’ bath toys on the inside and create a spa-like feeling on the outside for the grown-ups.
The 2015 IKEA Catalog presents many products for creating a relaxing and comfortable bathroom.
This year’s organizing ideas...
Putting heart into it

People don’t define their homes based on “rooms,” it’s about the life that happens there. It’s about furnishing after needs, not conventions, and using space to enjoy things that are loved. We want to inspire people to prioritize the things that matter to them and furnish their homes around that — whether it’s transforming an entire room or a corner of a room.
Living large in any space

More people are choosing to live smaller and simpler. Which makes good organization an even bigger deal. Efficient storage can make a small space feel and work like a bigger one. For example, when solutions can be customised and combined to hang, fold and stack clothes, any wardrobe space feels just right.

“63% get dressed in the bedroom every day.”
IKEA sleep index report*
Square feet can be outsmarted

As more people move to cities, they’re often trading in square feet for the convenience of urban living. We’re here to help with multifunctional, flexible, beautiful, efficient solutions that give our customers more for their money and their space.

“By 2030, 6 out of every 10 people will live in a city.”
World Health Organization
The 2015 IKEA Catalog presents many products for organizing.
And even more ideas for the rest of the home...
Being surrounded by what’s loved

Staying in is the new going out. More and more people are entertaining and socializing at home, so we want to show them that their living space can support that. It’s not about following a formula for furnishing. We want to inspire them to furnish after their own needs and tastes.
Home is where the best laughs happen

Parents already know that play doesn’t just happen in their children’s rooms. Kids play everywhere. And parents want to be a part of it — to play together as a family. So we’re showing them how to turn any spot in their home into an indoor playground for all ages and help inspire more play!
It’s not about rooms, it’s about making room

People living in smaller spaces still want all the functionality of a larger space. So, while many people don’t have a “dining room”, we want to show them how to make room for sharing meals together as a family. Sometimes all it takes is a corner.
Inviting quality time

Children love being together with their parents and helping in the kitchen, and parents want to eat healthier and spend more time with their children. Which is why, this year, we’re showing new ideas for creating a family kitchen, and helping parents design and build a kitchen that centers around quality time creating quality meals together.

PE353681 - TUTEMO cabinet  PE242144 - BEKVÄM step stool
To get in touch with us, please contact our local PR department at:
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* Contact us to get the IKEA sleep index report