



News from IKEA

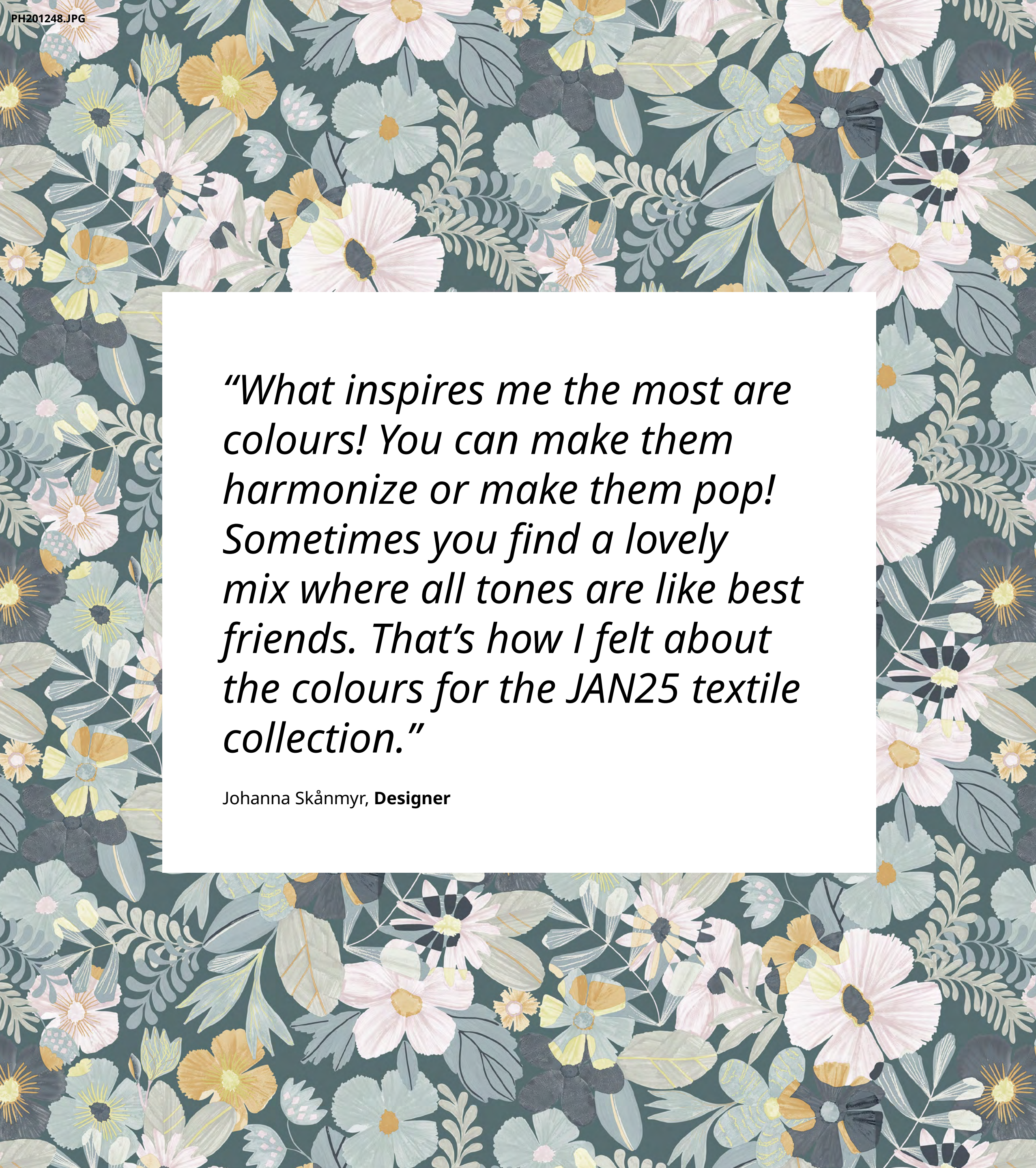
Press kit | Launching January 2025



**New products.
New ways to refresh at home.
Ways to make old furniture feel new.
Even new food to put on your plate.**

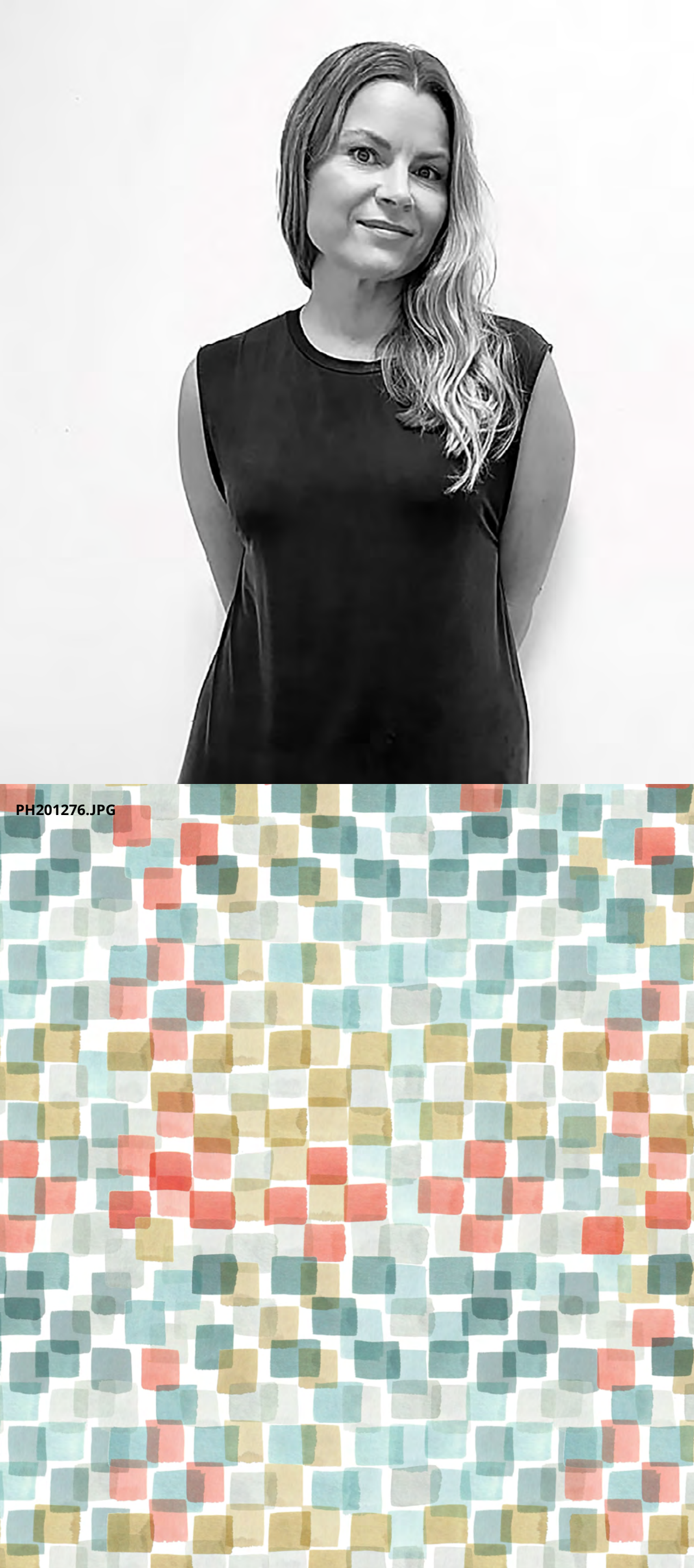
What's new is up to you!

Hej! It's good to see you again. As you might have guessed, this PR package is an introduction to all the new things that come to IKEA in January 2025. But it's not just a big bowl of new products. It's also new ideas on how to refresh my home on a tight budget. And ways to care and repair your furniture. There's even a pinch of food products that offer new perspectives on what we put on our plates. That depth and width is the reason for our mantra right now. What's new is up to you. Enjoy.



“What inspires me the most are colours! You can make them harmonize or make them pop! Sometimes you find a lovely mix where all tones are like best friends. That’s how I felt about the colours for the JAN25 textile collection.”

Johanna Skånmyr, **Designer**



Designed to kickstart spring



Harmony in a flat pack

Without going into details, the bedroom has many jobs to fulfill. But most people would probably agree that the big one is to create comfort and calm and to help you recharge. Right now, spring is just around the corner. We celebrate that by launching a wide range of colourful, playful and beautiful new bedroom products.

New FÄLTGRÄSMOTT duvet cover and pillowcase \$34.99 Multicolour/flower pattern 205.873.54 **New PURRPINGLA product \$17.99** Textile/beige 905.919.94 **New KUGGIS box \$3.49** Dark grey-beige 405.862.35 **New DVÄRGSYREN mirror \$24.99** W28×D7, H37cm. Oak veneer 705.915.94 **New DVÄRGSYREN mirror \$39.99** W40×D8, H50cm. Oak veneer 305.915.91 **New BÄCKNATE table lamp \$24.99** White 605.835.04



An organized bedroom shouldn't just be a dream



Product overview | News from IKEA January 2025



PE942742.JPG
New TÄRNKULLEN upholstered bed frame \$399 Fibreboard and solid wood. Designer: Wiebke Braasch/IKEA of Sweden. L200×W160cm. Vissle beige/Luröy 895.643.74



PE955131.JPG
New FÄLTGRÄSMOTT duvet cover and pillowcase \$34.99 54% cotton and 46% viscose/ rayon. Designer: Johanna Skånmyr. Duvet cover L200×W150cm. Pillow case L50×W60cm. Multicolour/flower pattern 205.873.54



PE933062.JPG
SANELA cushion cover \$7.99 100% cotton. L50×W50cm. Blue 405.909.30



PE872820.JPG
SVARTPOPPEL cushion cover \$9.99 100% polyester. Designer: P Machado/L Gil. L50×W50cm. Yellow 305.430.10



PE872990.JPG
SVARTPOPPEL cushion cover \$9.99 100% polyester. Designer: P Machado/L Gil. L50×W50cm. Off-white 605.430.04



PE933121.JPG
KLIPPOXEL throw \$000 100% polyester. W130×L170cm. Off-white 705.846.21



PE938163.JPG
New STENFRÖ sheer curtains, 1 pair \$000 100% polyester. L300×W145cm. Pink 005.948.93



PE950928.JPG
New BÄCKNATE table lamp \$000 Polypropylene plastic Shade: 100% polyethylene. Designer: Raffaella Mangiarotti. Ø10, H50cm. White 905.834.99



PE950924.JPG
New BÄCKNATE pendant lampshade \$000 100% polyethylene. Designer: Raffaella Mangiarotti. Ø50, H36cm. White 605.787.91



PE960223.JPG
New EKET cabinet with 2 drawers \$120 Foil finish and particleboard. Designer: Jon Karlsson. W70×D35, H35cm. Brown/walnut effect 805.745.94



PE953599.JPG
New DVÄRGSYREN mirror \$24.99 Tinted clear lacquerd wood veneer, oak veneer and glass. W28×D7, H37cm. Oak veneer 705.915.94



PE953599.JPG
New DVÄRGSYREN mirror \$39.99 Tinted clear lacquerd wood veneer, oak veneer and glass. W40×D8, H50cm. Oak veneer 305.915.91



PE911825.JPG
New PURRPINGLA product \$17.99 Hanging storage w 4 compartments. 100% polyester. W36×D45, H92cm. Textile/beige 905.919.94



PE727742.JPG
RIGGA clothes rack \$29.99 Powder coated steel and plastic.. W111×D51, H126-175cm. White 502.316.30



PE945394.JPG
New KUGGIS box \$3.99 PET plastic. W18×D26, H8cm. Dark grey-grey-beige 405.862.35



PE936093.JPG
New KUGGIS lid \$1.50 PET plastic. W18×D26cm. Dark grey-beige 805.862.38



PE923088.JPG
KUGGIS lid \$3.50 Tinted clear lacquered bamboo. L26×W18cm. Bamboo 505.686.17



PE933879.JPG
KUGGIS lid \$1.50 PET plastic. W18×D26cm. Black 605.685.51

The colour of a good morning





PH201257.JPG



PH201254.JPG



PH201264.JPG



PH201263.JPG



PH201271.JPG

**So fresh it's
almost a shame
to go to sleep**

Textiles with super powers

What's the simplest, quickest and most affordable way to refresh a bedroom? Our answer would be - textiles. Colourful, creative, comfy textiles. Cushion covers, throws, bed linnen and pillow cases. If you still have money left, why not add some smart storage and maybe a few stylish chairs.

New SVALSTJÄRTAR duvet cover and pillowcase \$34.99 Multicolour 105.872.55 **New GÄVLE easy chair \$39.99** Diseröd grey 405.888.47 **New GÄVLE easy chair \$39.99** Diseröd red 305.888.38 **New GAFFELFIBBLA cushion cover \$7.99** White/dark blue 305.951.41 **New GAFFELBRÅKEN cushion cover \$12.99** White/dark grey-turquoise 405.951.45 **New OLIVSPINNMAL throw \$12.99** Off-white/multicolour 905.926.39 **VIHALS bedside table \$59.99** White 804.887.37 **New DRÖNA box \$4.99** Beige/patterned turquoise 305.889.61

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PE889528.JPG
BRIMNES day-bed frame with 2 drawers \$379 Foil finish. Designer: K Hagberg/M Hagberg.L205×W86, H57cm. White 402.287.08



PE955145.JPG
New SVALSTJÄRTAR duvet cover and pillowcase \$34.99 54% cotton and 46% viscose/ rayon. Designer: Johanna Skånmyr. Duvet cover: L200×W150cm. Pillowcase: L50×W60cm. Multicolour 105.872.55



PE942328.JPG
New GAFFELFIBBLA cushion cover \$7.99 100% cotton. Designer: Johanna Skånmyr. L50×W50cm. White/dark blue 305.951.41



PE942324.JPG
New GAFFELBRÄKEN cushion cover \$12.99 100% cotton. Designer: Johanna Skånmyr. L65×W65cm. White/dark grey-turquoise 405.951.45



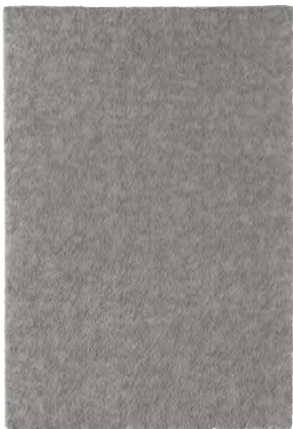
PE837428.JPG
DYTÄG cushion cover \$14.99 100% linen. L50×W50cm. Red-brown 105.176.82



PE933058.JPG
New SANELA cushion cover \$7.99 100% cotton. L50×W50cm. Beige-yellow 405.909.11



PE941422.JPG
New OLIVSPINNMAL throw \$12.99 100% polyester. Designer: Johanna Skånmyr. W120×L160cm. Off-white/multicolour 905.926.39



PE691789.JPG
STOENSE rug, low pile \$79.99 Pile: 100% polypropylene. Backing: EVA plastic. Designer: Maja Ganszyniec. L195×W133cm. Medium grey 404.270.05



PE839899.JPG
VIHALS bedside table \$59.99 Acrylic paint and particleboard. Designer: Ola Wihlborg. L37×W37, H58cm. White 804.887.37



PE952128.JPG
New DRÖNA box \$4.99 100% polyester and paperboard. W33×D38, H33cm. Beige/patterned turquoise 305.889.61



PE953162.JPG
New SPETSBOJ table lamp \$9.99 Powder coated steel and synthetic rubber. Designer: Mikael Axelsson. Ø12, H22cm. Dimmable/white 705.891.19



PE953147.JPG
New SPETSBOJ table lamp \$9.99 Powder coated steel and synthetic rubber. Designer: Mikael Axelsson. Ø12, H22cm. Dimmable/green 605.916.22



PE711964.JPG
NYMÄNE floor/reading lamp \$49.99 Powder coated steel and EVA plastic. Designer: Mikael Warnhammar. Ø7cm. Base Ø25cm. White 603.367.83



PE772291.JPG
REGNSKUR pendant lampshade \$39.99 Polyester, plastic and steel. Designer: Jennifer Idrizi. Ø50, H46cm. White 204.303.77



PE839707.JPG
BONDOLVAN alarm clock \$9.99 Plastic. Designer: Aaron Probyn. Ø8cm. W8.5×D9, H12cm. Analog/pale pink 305.110.14



PE696313.JPG
MOSSLANDA picture ledge \$9.99 Foil finish. Designer: M Warnhammar/A Fredriksson. L115×D12cm. White 402.917.66



PE942787.JPG
New GÄVLE easy chair \$39.99 Powder coated steel and plywood. Designer: Zhelin Lian. W54×D68, H70cm. Diseröd red 305.888.38



PE942230.JPG
New GÄVLE easy chair \$39.99 Powder coated steel and plywood. Designer: Zhelin Lian. W54×D68, H70cm. Diseröd grey 405.888.47