

Press kit
Launching April 2026

Love it. Live it.



Just call us Cupid. Our new furniture, textiles and accessories are going to make you fall in love at first sight.

The chair that catches your clothes, the cushion that learns the shape of your head, the sofa that always has room for one more. Wishing you could have it all? This launch, the dream just got real.

Dive into our latest updates and keep the spark alive – with prices this irresistible, you can fall in love again and again without breaking your budget's heart.





A perfect match

Function or design? Good price or good looks? A standout piece or a coordinated set? No need to choose, no need to settle. This season, transform your home with new items in a contemporary and generous style without draining your budget. Get a chair, and a couch, and some cushions to go with it. Add curtains, tables, lamps – you name it. With plenty of designs that look better than they cost, you can dream big while spending wisely.





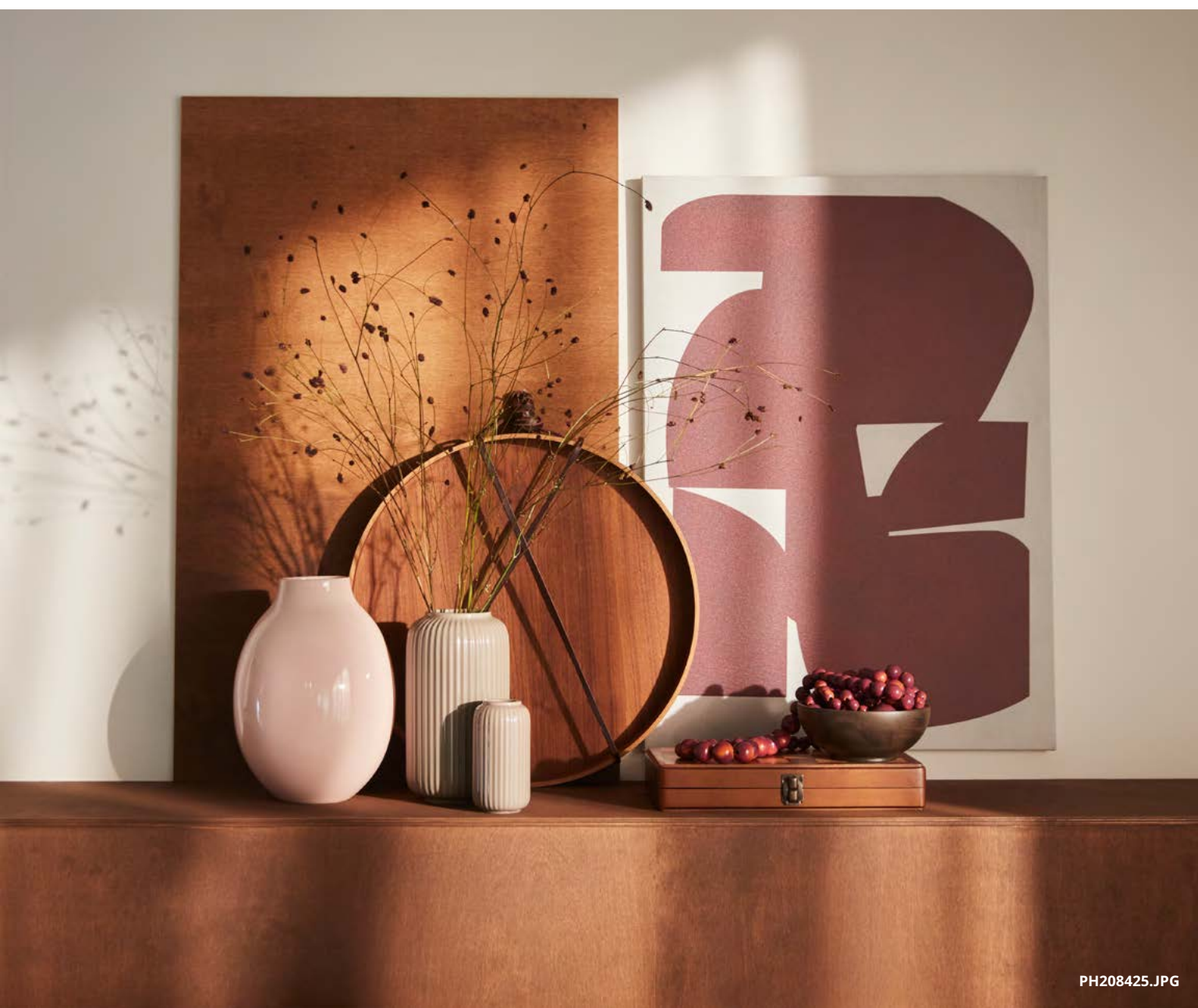


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Ready
to fall
in love
with your
home?



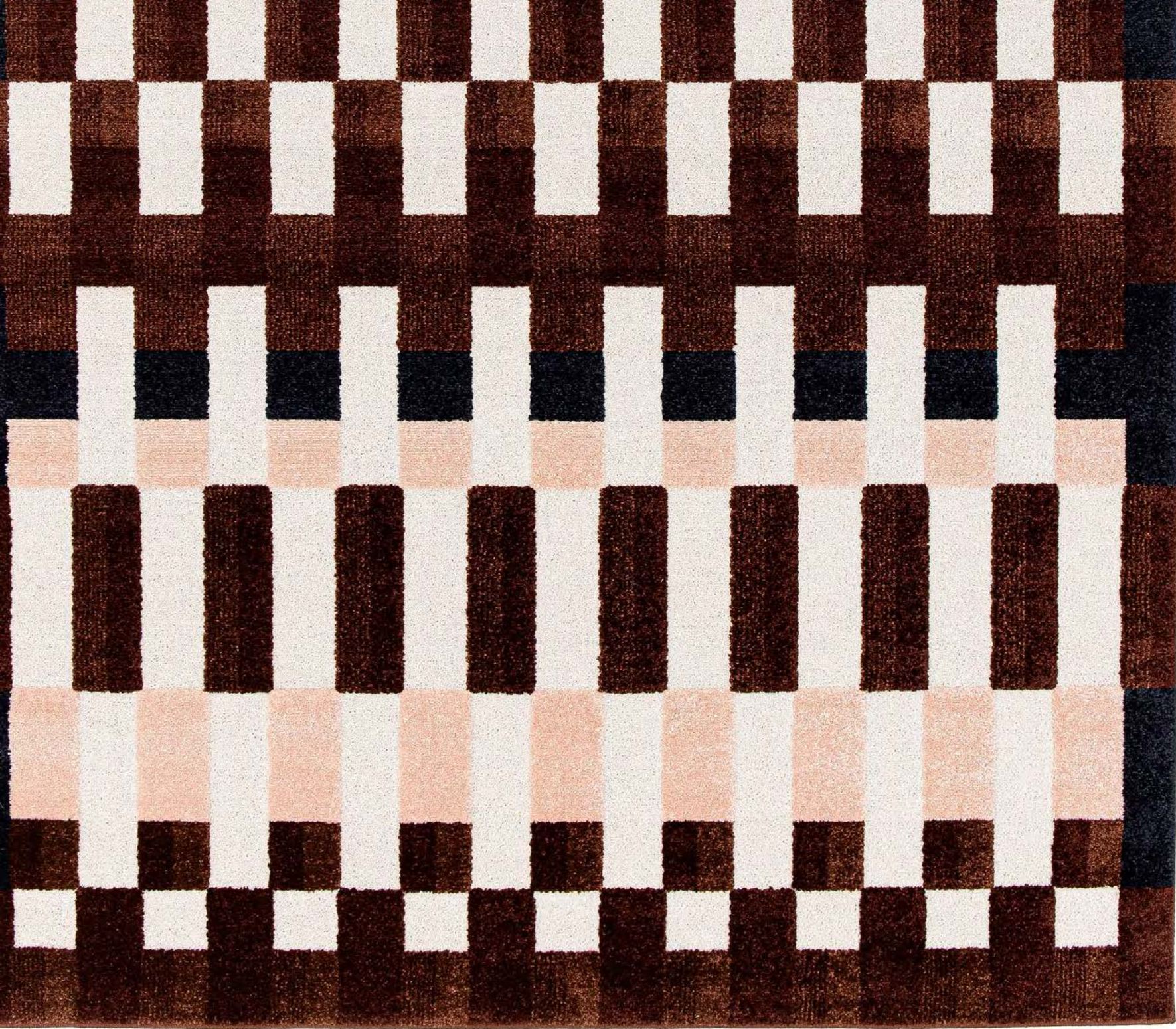
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The ultimate rug remix

Get ready to be floored by MARKBLÅMME. This rug's unique design blends different colours and textures into an expressive pattern that will keep surprising you. Your living room's new look is just a step away!



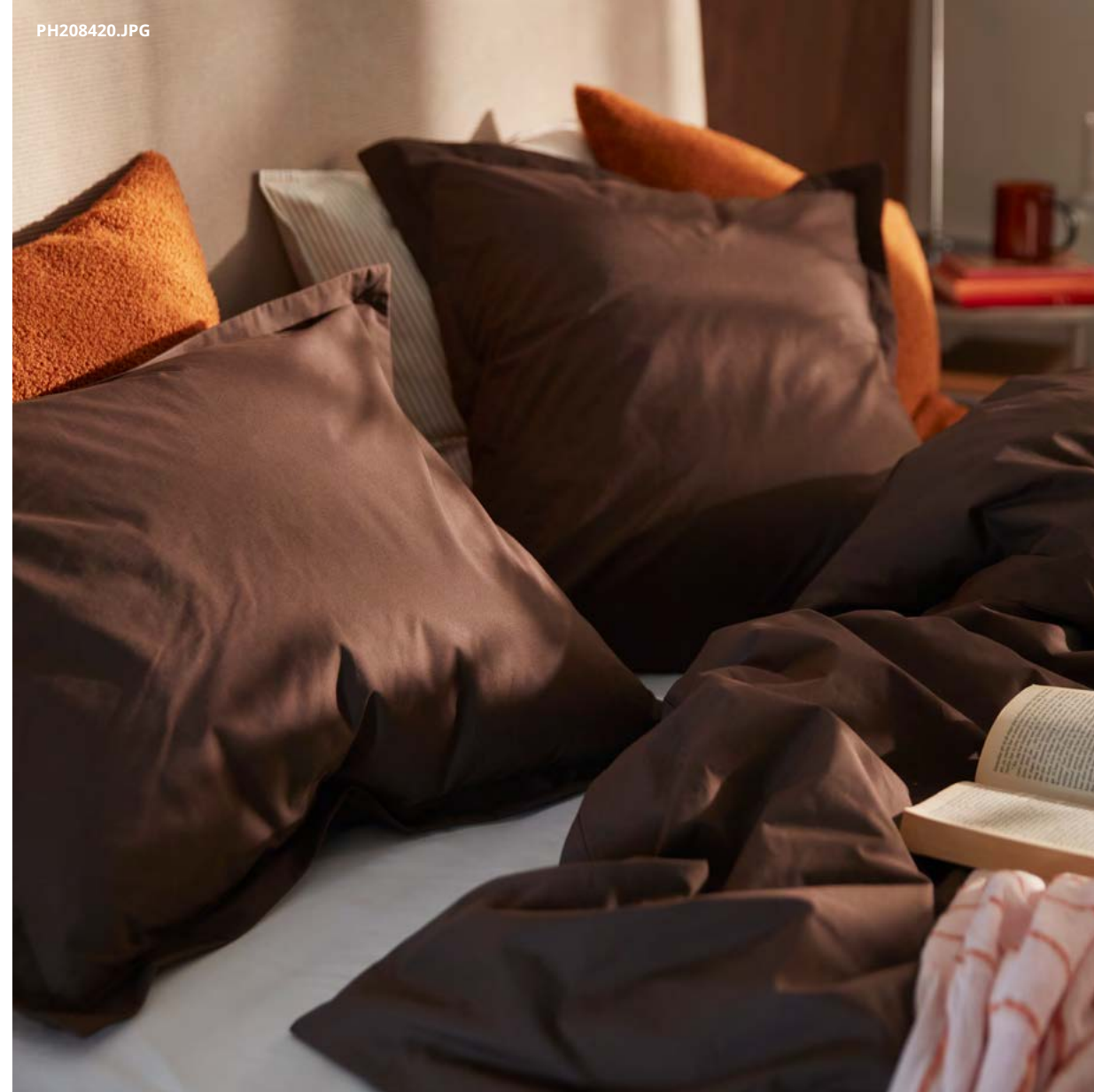


Meet the designer | Paulin Machado



“When designing MARKBLÅMME, I started with the colours. Beautiful browns and burgundy tones that complement each other. I also wanted to play with the weave and yarns. All the beige parts are made of a shrink yarn, creating a lower area, so the brown and pink parts stand out more. This enhances the check design and you can also feel it when you stroke the rug.”

Paulin Machado, Designer



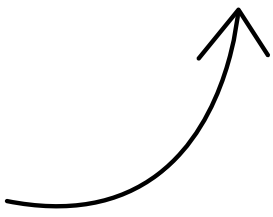
Your relaxation station

Wanna join the lazy morning club? Set up a cosy corner for reading, binge-watching or mastering the art of power-napping. All you need is a comfy bed, textiles in deep, warm colours and a bedside table ready to hold your books and hide your secret stash of snacks.





Hungry? Both the LÄTTLAGAT rice mix and the falafel dish are served in our restaurants. You can also buy LÄTTLAGAT frozen from our Swedish Food Market to enjoy at home.



Introducing the newest members of the plant-rich gang

Get ready to delight your taste buds with two new, flavour-packed additions to our menu: a creamy rice meal with tasty vegetables and a warming blend of spices – and a falafel dish – crispy oven-baked falafel balls served with couscous, crunchy vegetables and aioli.

Blending vibrant textures with an international zest, these dishes support a plant-rich diet and bring a tasty twist to your everyday meals. Which one will you try first?





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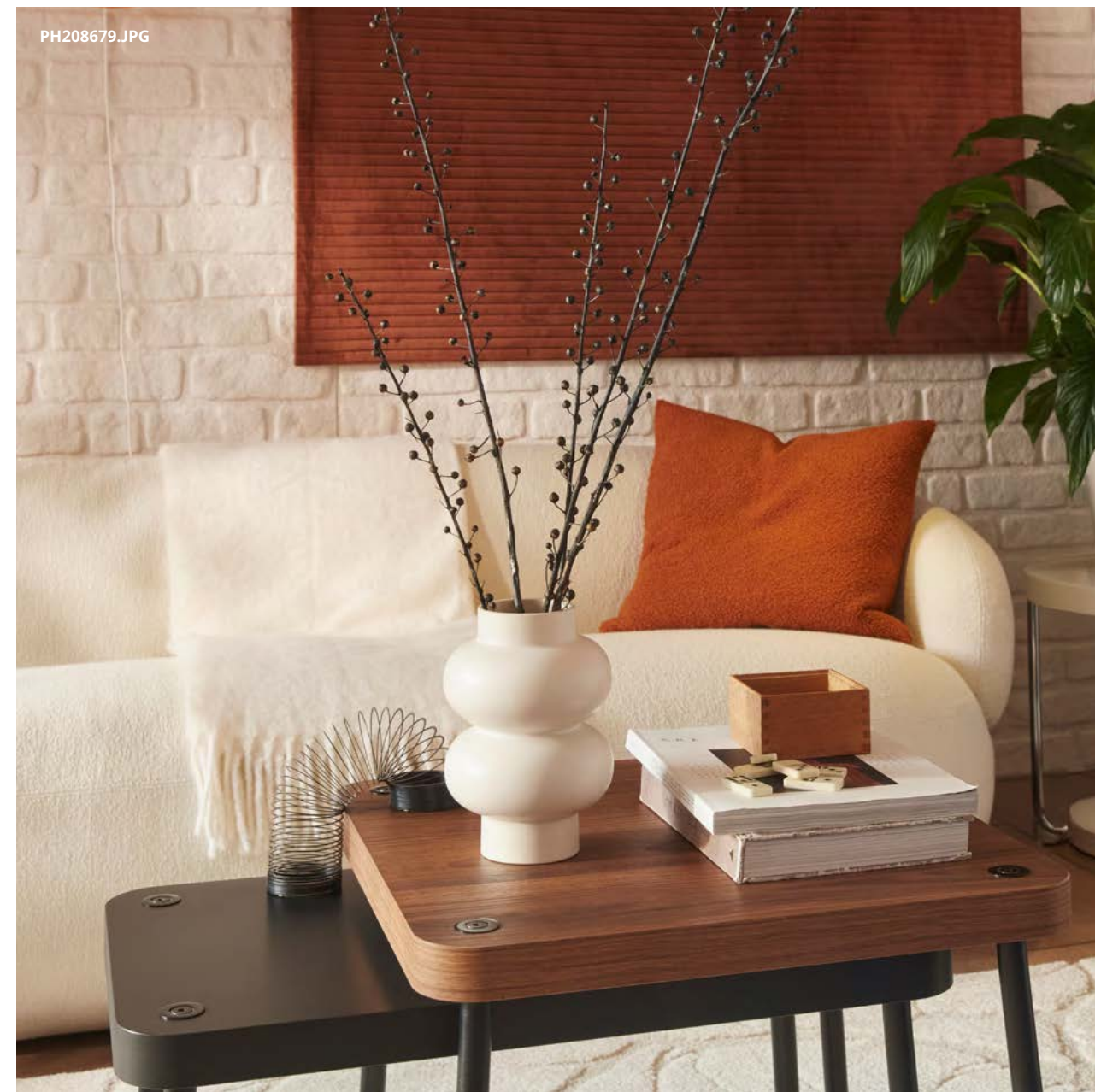
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PH208674.JPG

Looks worth sharing

Impress yourself – and everyone else – with a fresh new look that makes you proud of your home. Ready to host brunches, parties, sleepovers, and any occasion that lets you show off your style? Whether you want to feed your guests or have guests on your feed, we have tons of new designs ready to win hearts and likes. This season is all about opening your doors – and your camera roll!



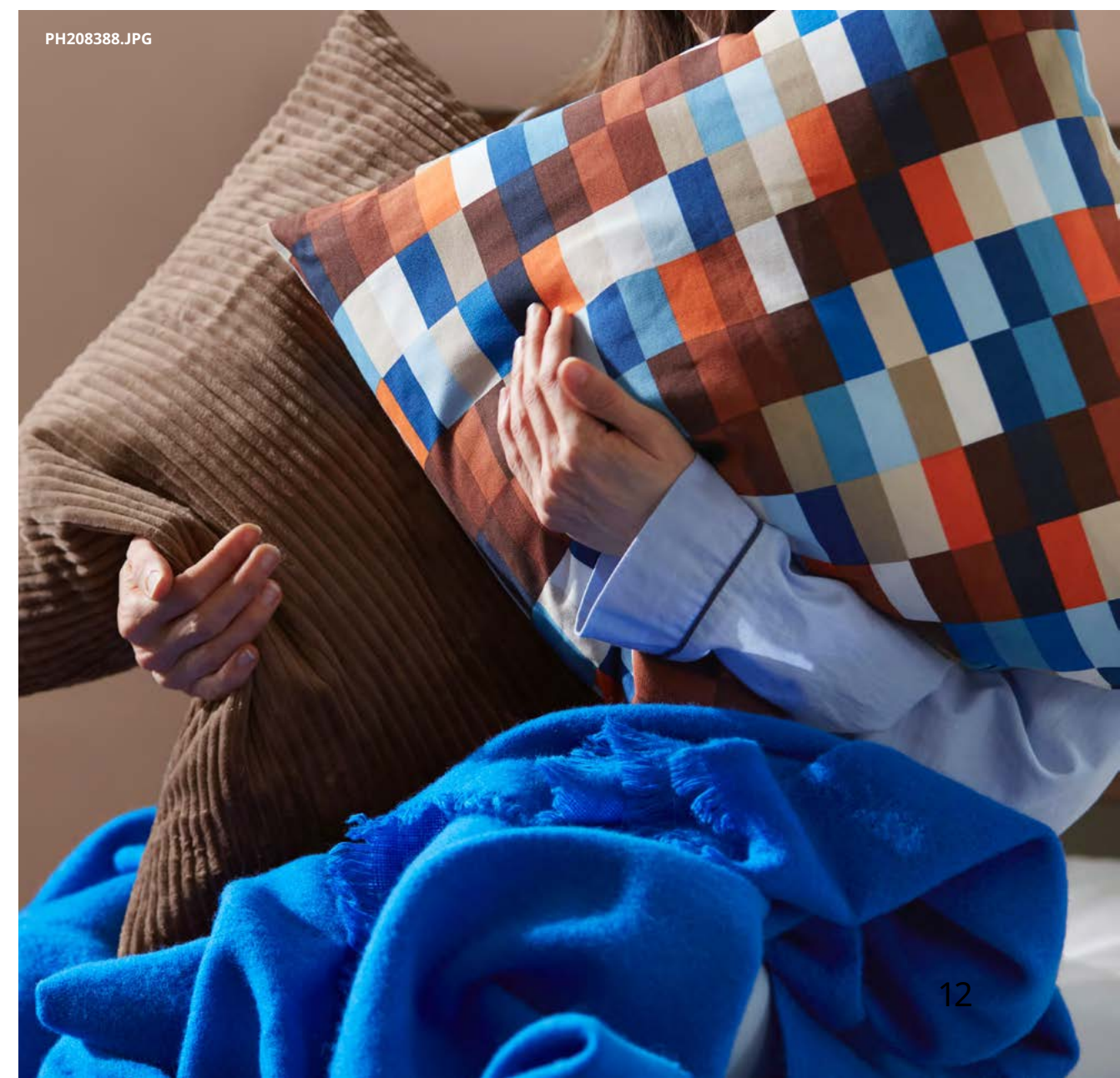
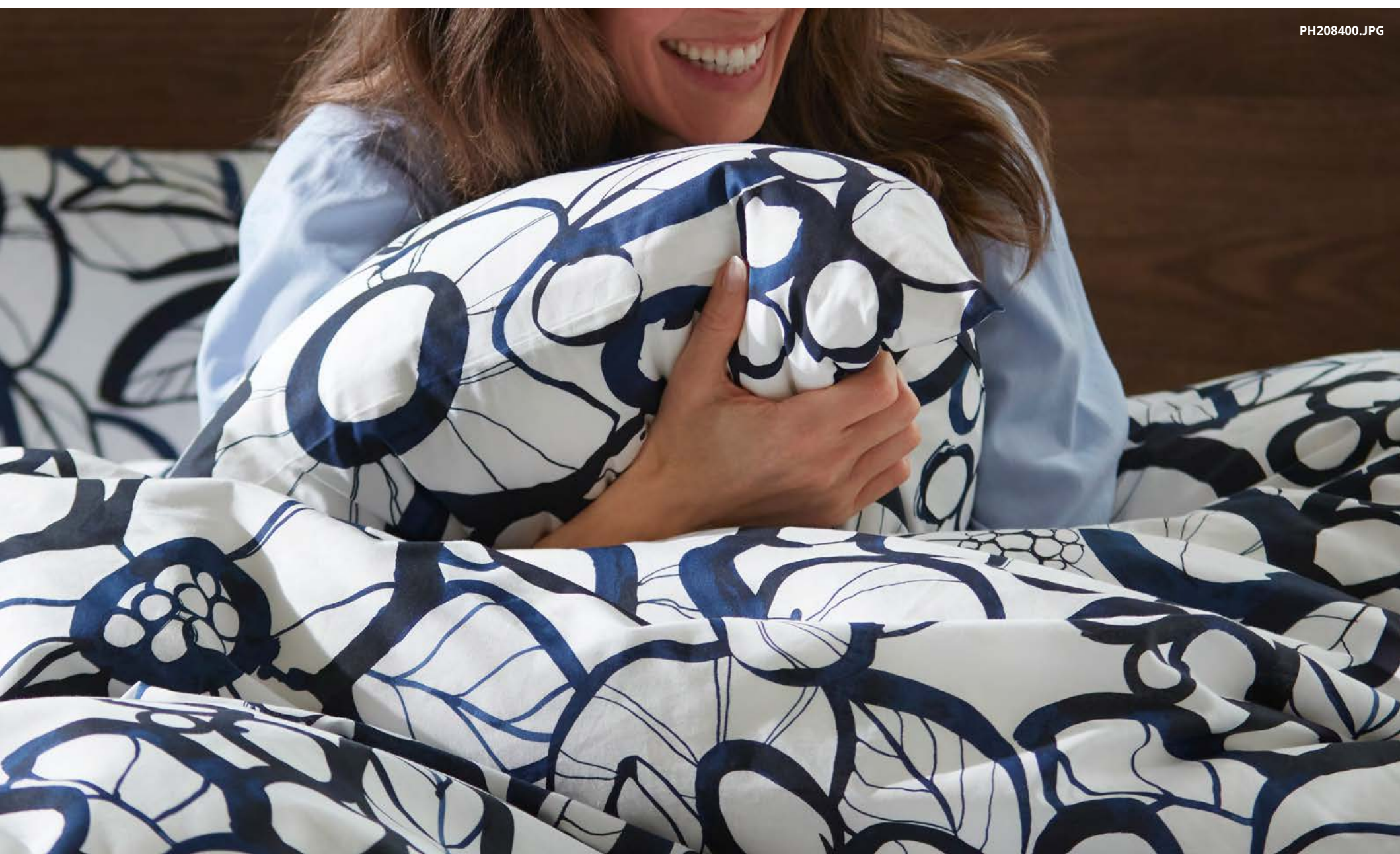
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Thumbs up!





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Style that turns heads

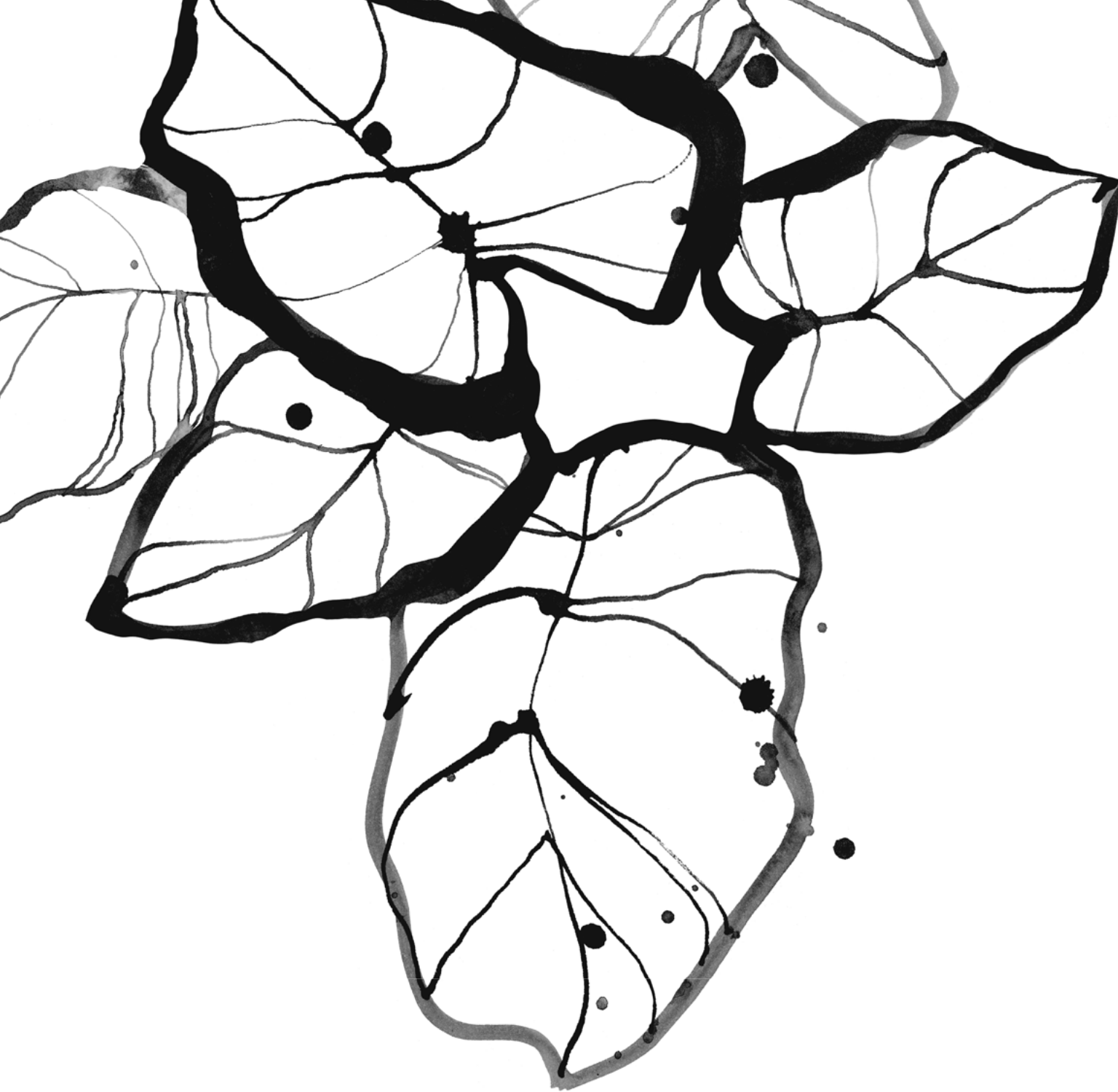
Bring good vibes on rotation with this stunning swivel chair, soon to become the centrepiece of your living room. Its modern, organic shape is perfect for anyone who wants their furniture to stand out. Built with pocket springs and cold-moulded foam, it spins you into 360° comfort.



“When designing LILLESÄTER, I wanted to combine playfulness, elegance and comfort. Each part of the sofa series has soft, organic and friendly shapes with sweeping lines that are restful for both the eyes and the body. At the same time, they have a bold expression full of character – something you can play with through your choice of cover. I hope LILLESÄTER helps people feel both calm and joyful.”

Matilda Lindstam Nilsson, Designer





Filter light, not the season's vibes

Bring a year-round spring feel into your home with the PELARKÖRSBÄR curtains. Designed by Stina Persson, they showcase an airy pattern of black-edged leaves dancing on a crisp white background. Made of 100% recycled polyester, these curtains have a soft texture that gently filters light.





Meet the designer | Stina Persson



“Using ink and watercolours, I love how these materials take on a life of their own, perfectly suited for painting delicate leaves and petals. As a Swede, I yearn for the burst of greenery and blooms after a long winter, and I hope this collection brings a touch of lush nature into your home.”

Stina Persson, Designer



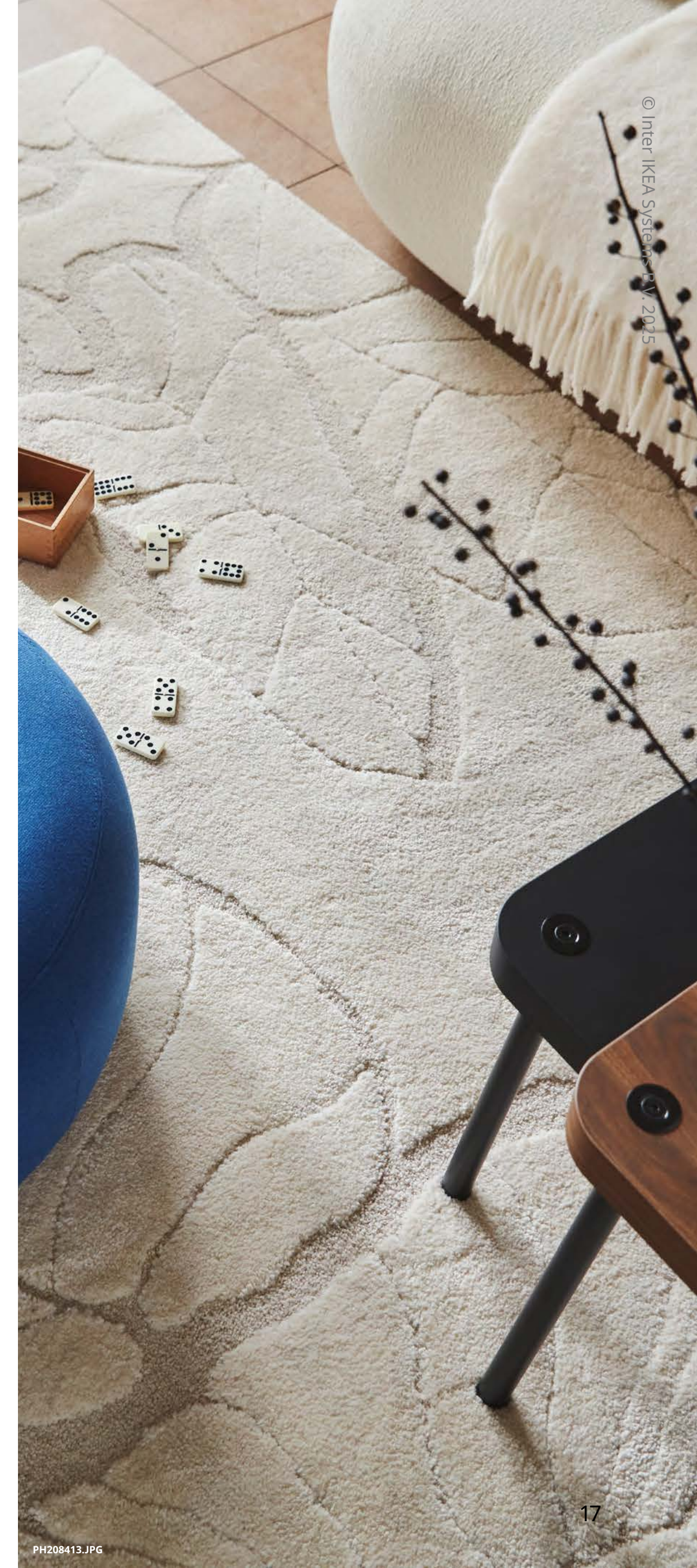
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It's
always
pink
o'clock

Paint it pink

If you're more about bouncing out of bed than hitting snooze, wake up in a bedroom where pink textiles and accessories are ready to rock and boost your day. Powered by Stina Persson's hand-drawn patterns and vibrant colours, your space turns into a party for the senses. And if you're unsure where too much begins, we have good news: it doesn't.





Happiness in a box

Introducing KALLSUP, our new portable speaker. Designed by Ola Wihlborg, it delivers big sound despite its compact size. Simply connect it to your phone, computer or any Bluetooth device and take your music anywhere.

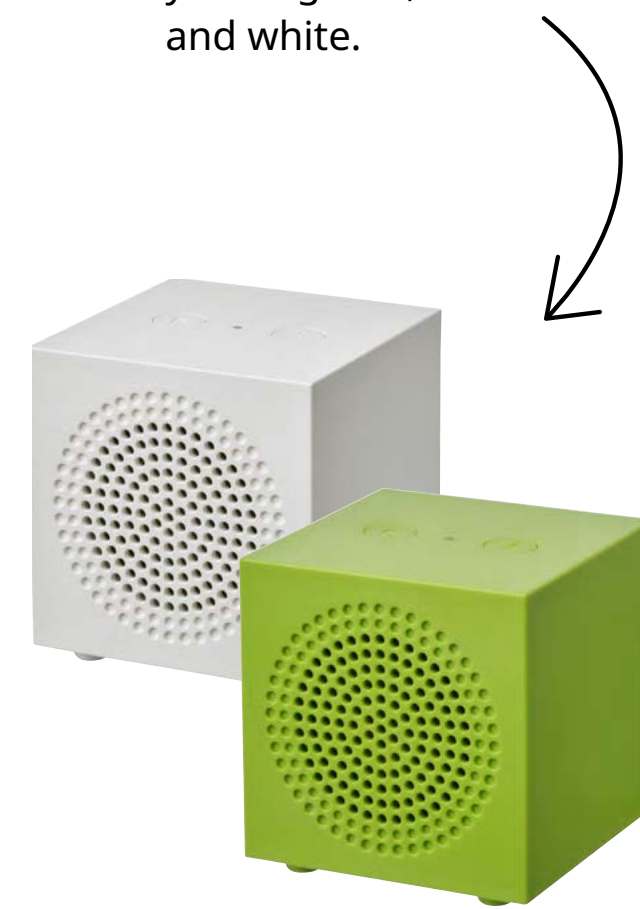




Meet the designer | Ola Wihlborg



Pssst! KALLSUP is available in pink, yellow-green, and white.



“My idea with KALLSUP was to create a speaker that is as small and simple as possible – yet with great sound and plenty of features. It’s easy to use, can be connected in a group – and honestly, I’m surprised by how much sound can come from such a small speaker. I hope it amazes and brings joy to people every time they put on their favourite music!”

Ola Wihlborg, Designer

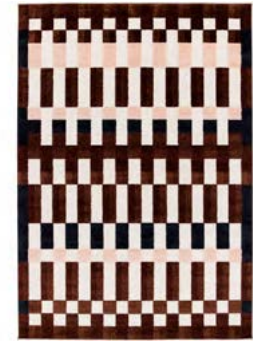


Comfort you can feel, looks you can't scroll past

Turn every night into a first-class staycation with this duvet cover set featuring a bold floral pattern available in black/blue or vibrant pink. The cotton/lyocell blend is soft, breathable and won't judge you when you keep hitting snooze.



Product overview | April 2026



PE996250.JPG
New MARKBLÄMME rug, low pile \$249 78% polypropylene, 22% polyester. Backing: 100% synthetic rubber. Designer: Paulin Machado. L230xW160cm. Multicolour/check pattern 906.257.05



PE1003473.JPG
New PELARKÖRSBÄR cushion cover \$7.99 100% polyester. Designer: Stina Persson. W50xL50cm. White/black 306.264.25



PE702938.JPG
KALLAX shelving unit \$99 Foil and painted finish. Designer: Tord Björklund. W76.5xD39, H146.5cm. Black-brown 202.758.85



PE999934.JPG
New KULGLASS bluetooth speaker lamp \$159 ABS plastic, silicon rubber and glass. Designer: Tekla Evelina Severin. Ø26.7, H38.7cm. Red brown/pink 806.031.91



PE884681.JPG
OLSERÖD side table \$49.99 Powder coated steel. Designer: Gustav Carlberg. W50xL53, H63cm. Anthracite/dark grey 405.309.17



PE986453.JPG
New SANELA cushion cover \$7.99 100% cotton. L50xW50cm. Dark blue 306.258.88



PE988622.JPG
New PJÄTTERYD picture \$39.99/2-pack 100% polyester. Frame: fibreboard. W50xH70cm. Endelave & Alkmaar 206.196.04



PE933111.JPG
KLIPOXEL throw \$29.99 100% polyester. W130xH170cm. Blue 305.846.23



PE993745.JPG
New FADO table lamp \$29.99 Polypropylene plastic and glass. Designer: Tekla Evelina Severin. Ø25, H24cm. Pink/glass 005.926.34



PE999540.JPG
New TÄRNKULLEN upholstered bed frame \$399 Laminated veneer lumber and solid wood. Fabric: 100% polyester. Designer: Wiebke Braasch/IKEA of Sweden. W180xL210, H41cm. Kelinge beige/Luröy 896.08.151



PE1002186.JPG
New LOTSFÄGEL scented candle in glass \$2.99 Plant based wax (min. 75%), paraffin wax, fragrance and glass. Ø8, H6cm. Pink flowers pale pink 006.084.56



PE966072.JPG
HAMPFLOCKEL duvet cover and pillowcase \$59.99 100% cotton. Duvet cover L200xW150cm. Pillowcase L50xW60cm. White 206.06.395



PE966104.JPG
HAMPFLOCKEL duvet cover and pillowcase \$59.99 100% cotton. Duvet cover L200xW150cm. Pillowcase L50xW60cm. Brown 506.06.445



PE990482.JPG
New STILREN vase \$16.99 Coloured glazed stoneware. Ø12, H22cm. Dark grey-beige 406.232.66



PE990481.JPG
New STILREN vase \$4.99 Coloured glazed stoneware. Ø6.5, H12cm. Dark grey-beige 906.232.64



PE966385.JPG
BLODBJÖRK vase \$19.99 Coloured glazed stoneware. Ø18, H25cm. Pale pink 506.072.99



PE990278.JPG
New PÄRLHÄGG vase \$14.99 Coloured glazed stoneware. Ø15, H22cm. Beige 806.234.05



PE963810.JPG
TALLTITA tealight holder, set of 2 \$4.99 Painted glass. Designer: Lisa Hilland. Pink/brown 806.059.01



PE933086.JPG
SANELA cushion cover \$7.99 100% cotton. L50xW50cm. Light beige 505.908.97



PE933078.JPG
SANELA cushion cover \$7.99 100% cotton. L50xW50cm. Pale pink 305.918.93



PE908140.JPG
ÁSVEIG cushion cover \$9.99 100% cotton. L40xW58cm. Grey-brown 605.724.21



PE933121.JPG
KLIPOXEL throw \$29.99 100% polyester. W130xL170cm. Off-white 705.846.21

Product overview | April 2026



PE1000157.JPG

New LILLESÄTER pouffe \$178
Plywood, solid wood, fibreboard and particleboard. Fabric: 100% polyester. Ø65, H32cm. Gunnared dark blue 306.18.487



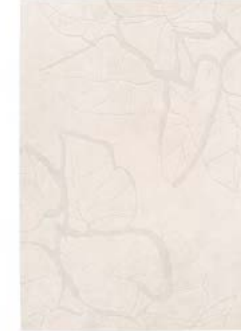
PE996524.JPG

New SKOGSNÄSÅLA curtains, 1 pair \$89 55% lyocell, 45% hemp. Designer: Stina Persson. L300×W145cm. White/blue floral pattern/with heading tape 806.276.20



PE1007674.JPG

New KRYDDBUSKE cushion cover \$12.99 100% polyester. W50×L50cm. Brown-red 206.243.61



PE995103.JPG

New PELARKÖRSBÄR rug, low pile \$249 85% polypropylene, 15% polyester. Backing: 100% synthetic rubber. Light beige/leaf pattern 906.257.72



PE1003448.JPG

New LÖVNBÄR cushion cover \$7.99 100% cotton. Designer: Paulin Machado. L50×W50cm. Brown/blue 006.282.37



PE999460.JPG

New ÅSVEIG cushion cover \$9.99 100% cotton. L50×W50cm. Grey-brown 806.264.18



PE951076.JPG

STOCKHOLM 2025 throw \$99 50% wool, 50% wool - merino. Designer: Paulin Machado. W150×L200cm. Bright blue 205.921.95



PE967706.JPG

New SKOGSKOVALL bedspread \$89 100% cotton. Designer: Akanksha Deo. L250×W260cm. Blue 706.067.36



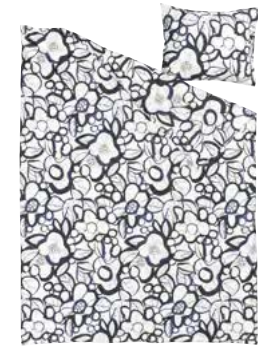
PE996523.JPG

New PELARKÖRSBÄR curtains, 1 pair \$39.99 100% polyester. Designer: Stina Persson. W145×L280cm. White/black floral pattern/with heading tape 706.213.36



PE983847.JPG

RÄDMANSÖ chest of 3 drawers \$199 Foil finish and particleboard. Designer: Francis Cayouette. W90×D48, H81cm. Brown walnut effect 805.938.37



PE992121.JPG

New HÄRLIR duvet cover and pillowcase \$39.99 50% cotton, 50% lyocell. Designer: Stina Persson. Duvet cover L200×W150cm. Pillowcase L50×W60cm. White black/blue floral pattern 206.260.39



PE967509.JPG

New RÄDMANSÖ bed frame \$299 Foil finish and particleboard. Designer: Francis Cayouette/IKEA of Sweden. W142×L210, H40cm. Brown walnut effect/Luröy 405.991.72



PE983332.JPG

RÄDMANSÖ bedside table \$129 Foil finish and particleboard. Designer: Francis Cayouette. W54×D38, H58cm. Brown walnut effect 805.935.97



PE966051.JPG

HAMPFLOCKEL duvet cover and pillowcase \$59.99 100% cotton. Duvet cover L200×W150cm. Pillowcase L50×W60cm. Dark blue 806.064.20



PE992153.JPG

New HÄRLIR duvet cover and pillowcase \$39.99 50% cotton, 50% lyocell. Designer: Stina Persson. Duvet cover L200×W150cm. Pillowcase L50×W60cm. White bright pink/floral pattern 706.260.70



PE1003480.JPG

New PELARKÖRSBÄR cushion cover \$7.99 100% cotton. Designer: Stina Persson. W50×L50cm. Multicolour 006.264.22



PE1006268.JPG

New KALLSUP portable Bluetooth speaker \$7.99 ABS plastic. Designer: Ola Wihlborg. W7×D7, H7.4cm. Pink 906.051.75



PE1006269.JPG

New KALLSUP portable Bluetooth speaker \$7.99 ABS plastic. Designer: Ola Wihlborg. W7×D7, H7.4cm. White 406.051.06



PE924478.JPG

KNARREVIK bedside table \$14.99 Powder coated steel. W42×D33.5, H52cm. Black 205.699.77



PE1003460.JPG

New MARGOSATRÄD throw \$24.99 100% polyester. L170×W130cm. Multicolour 206.265.72



PE1005099.JPG

New GULLSTRÅLE bedspread \$49.99 100% polyester. L250×W150cm. Bright pink 506.254.96



PE963263.JPG

GULLSUDARE pendant lampshade \$4.99 Rice paper. Ø45cm. White/handmade 906.038.69



PE949846.JPG

GURLI cushion cover \$3.99 100% cotton. L50×W50cm. Green 305.987.57



PE1003435.JPG

New ÄLVSJÖSKOGEN cushion cover \$7.99 100% cotton. L50×W50cm. Pink/green 706.265.79



PE975419.JPG

ÄRENDE rug, high pile \$89 100% polypropylene Backing: 100% Synthetic rubber. L180×W120cm. Off-white 205.764.35

Contact

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