

You're invited

Press kit

**VINTERFINT/STRÅLA/
VINTERSAGA**

Launching
October 2025





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Let's get the festive party started

The holidays are almost here and it's all about coming together with the people you love. Whatever your style – traditional, modern, low-key or extra Xmas – the VINTERFINT, STRÅLA and VINTERSAGA collections are here to help you set the scene and bring the merry moments your way.

Whether you want to create a holiday hideaway, host a casual Christmas karaoke or set the table for full-on festive feasts, we've got everything you need to turn your home into holiday HQ.



What Christmas are you?

Christmas is a unique experience for each of us, changing from year to year and person to person, and there isn't a right way to enjoy it – or survive it. This year, we're exploring three different ways to celebrate based on your mood, style and vibe. Ready to discover your perfect Christmas?



White Christmas

You don't need the snow to celebrate in a winter wonderland. With fun and frosty VINTERFINT decorations and a little glow from STRÅLA lighting, it's easy to create a cool, magical scene at home.



Colourful Christmas

Put the extra in Xmas with traditional designs taken to the next level. Bold patterns, pops of colour and a sprinkle of childlike wonder add a modern twist to cherished festive styles. Because 'less is more' clearly doesn't apply to Christmas.



Playful Christmas

For those who don't feel the traditional festive vibe, we've teamed up an awarded Swedish designer for a fun and unconventional spin on Christmas decor. Bold shapes, curvy lines and vibrant colours set the mood for casual gatherings that just happen to fall around Christmas.



"I got the chance to put conventional holiday aesthetics on its head, adding playfulness and boldness. This is my interpretation of Christmas. It's a new design for a new generation."

Gustaf Westman, Designer

SPECIAL GUEST

Gustaf Westman

Gustaf Westman is a Stockholm-based designer bringing a bold perspective to Scandinavian design. Since founding his studio in 2020, he's become known for this curvy, colourful and playful approach to furniture and homeware. Influenced by fashion and continuous forms, Westman's work stands for simplicity, strong identity and approachable appeal.

We've teamed up with him to reimagine the holidays – adding bold colour, fresh energy and a new perspective to the season. Together, we've created pieces for the VINTERFINT and STRÅLA collections that put a modern spin on classic holiday design.



New VINTERFINT 2025 candlestick 306.115.13

SPECIAL GUEST

Evelina Kroon

Evelina Kroon is a cross-disciplinary artist living and working in Stockholm. With a background in illustration, she is known for her graphic punch and bold colour language. Evelina brings personality and energy to everything she creates. Her work blurs the line between art and design, adding depth, vibrancy and a sense of fun to everyday spaces.

We collaborated with Evelina to bring the joy of the holidays to life – infusing the VINTERFINT and STRÅLA collections with her strong graphic style. Her take on the festive season gives tradition a fresh twist, playing with pattern and scale.



New VINTERFINT 2025 cushion 806.156.41

"My designs are timelessness with a twist. Using traditional Christmas colours but playing with scale creates something special. I hope these pieces become part of your holiday memories for years to come."

Evelina Kroon, Designer



SPECIAL GUEST

Katie Kirk

Katie Kirk is an illustrator and graphic designer, and founder of a multi-disciplinary design studio based in Minneapolis. We teamed up with Katie to add her playful style into the VINTERFINT collection, bringing festive fun to your home and gift wrapping.

“I love Christmas and IKEA, so contributing to the VINTERFINT, STRÅLA and VINTERSAGA collections felt like a dream. The design language is minimalist and geometric, inspired by modernism and folk art. In the patterns I play with scale and storytelling where the figures become part of a big and colourful Christmas celebration. I hope my playful design makes wrapping gifts, decorating and enjoying some treats more fun, so that you can celebrate Christmas with less stress and more joy.”



New VINTERFINT 2025 tree ornament, 2 pack 706.046.19

Katie Kirk, Designer

White Christmas

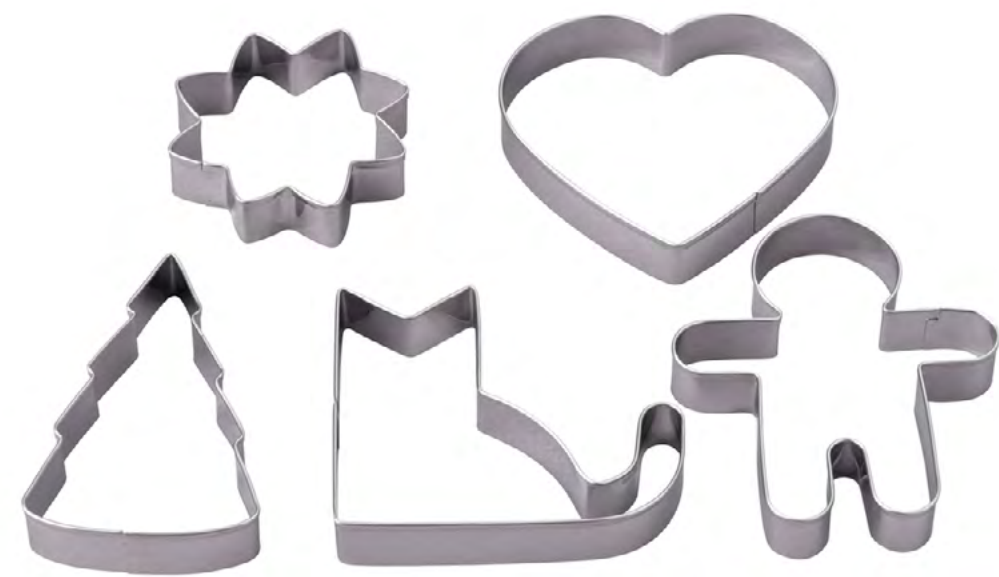
Style your laid-back holiday retreat

Transform your home into a calming winter retreat with the help of the VINTERFINT and STRÅLA collections. Bring the cool of winter indoors and create a light yet cosy space for gathering and celebrating. Just add some glowing stars, a flurry of white decorations and a sprinkle of snowflakes for instant winter vibes.





Gingerbread man, gingerbread cat, gingerbread tree... Turn your holiday baking from chore to festive fun with these pastry cutters in holiday shapes designed by Katie Kirk.



New VINTERFINT 2025 pastry cutter, set of 5 006.035.57

Make the holidays even sweeter

Whether it's your famous cupcakes, Grandma's legendary cookies, or a festive baking session with your kids, it's the season to bake some memories. If you need some kitchen helpers, the VINTERFINT collection is always up to the task.



Step into a Christmas tale

Missing the childlike excitement of Christmas morning? Explore the VINTERFINT and STRÅLA collections for items inspired by the enchantment of the 'Nutcracker' and Astrid Lindgren's 'Nils Karlsson Pyssling'.



New STRÅLA 2025 LED floor lamp 006.068.91



New VINTERFINT 2025 tray 606.046.10

“The inspiration for STRÅLA floor lamp comes from the story about Nils Karlsson Pyssling and is a play on proportions. The scent from lighting matches reminds me of Christmas when lit candles create a cosy atmosphere in the winter darkness.”

Lukas Bazle, Designer

Colourful Christmas

Big on tradition

Bold patterns, playful scale. Celebrate tradition with the volume cranked all the way up. You're invited to rediscover childlike joy and wonder during the holidays and be extra this Xmas.



"The candle and jar are given snowman companions for the Santas in the VINTERFINT collection. They complement each other, create a cosy vibe during the winter season that's often dark – and they add a playful touch to Christmas celebrations."

Marta Krupińska, Designer



New VINTERFINT 2025 jar with lid 206.038.20



A snowman to warm up your home

Give a modern twist to some traditional festive designs with jar, tins and candles that add a whimsical touch to your holiday table. These fellas might be small in size, but they are big in style.



PH206307.JPG

The bolder, the merrier

Team 'more is more'? We've collaborated with designer Evelina Kroon to give classic holiday style a bold new twist, with playful prints and oversized charm. The result is joyful VINTERFINT decorations and textiles and STRÅLA lampshades that will help you spread holiday cheer for many years to come.



New VINTERFINT 2025 cushion cover



New VINTERFINT 2025 carrier bag 806.039.59

“Is there any home that doesn't have the blue IKEA carrier bag? Probably not. So, I added my own touch to the world-famous icon. It's checkered of course – and one of my favourites out of everything I created for the VINTERFINT collection.”

Evelina Kroon, Designer

Playful Christmas

Playful parties

Not feeling the traditional festive vibe? Gustaf Westman's designs show that celebrations don't have to follow the expected playbook. Set the scene for an unconventional holiday gathering and turn every meal into a fun moment your guests won't forget.



“The collection as a whole is centred around getting together with friends and family, regardless of how that family looks.”

Gustaf Westman, Designer



New STRÅLA 2025 decorative table lamp 206.079.60

PH206777.JPG



Rethinking Christmas

Challenging traditional holiday style was central to our brief – and one of the reasons we approached Gustaf Westman. Still, the collection was created with one of our core values in mind: Tillsammans (togetherness).

PE995929.JPG



PE995929.JPG

New VINTERFINT 2025 vase 806.055.43

Master the art of wrapping – or don't

Between the last-minute shopping and tangled lights, your gifts can still look well put together. Whether you decide to play paper, scissors, tape or just pop your gifts into a festive bag or box, just remember: it's the thought that counts.

Tip!

Choose a set of wrapping paper with patterns as varied as your holiday moods. From sleek and stylish to whimsical and magical, you'll find the design that matches your holiday vibes.



PE995867.JPG



PE984494.JPG



PE995867.JPG



Tip!

Use VINTERFINT artificial garlands, gifts and baubles on the table as elegant or unconventional decorations for your festive meals.

The perfect tablecloth for Christmas doesn't exist- oh, wait!



New VINTERFINT 2025 table cloth 806.040.15

Festive magic is served

Bring on the festive magic with tableware, decorations and lighting from our VINTERFINT and STRÅLA collections. Setting the table for Christmas will become the secret weapon for impressing your guests, and maybe even making them forget about that slightly burnt pie.



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PH206440.JPG

Dress up your Christmas tree

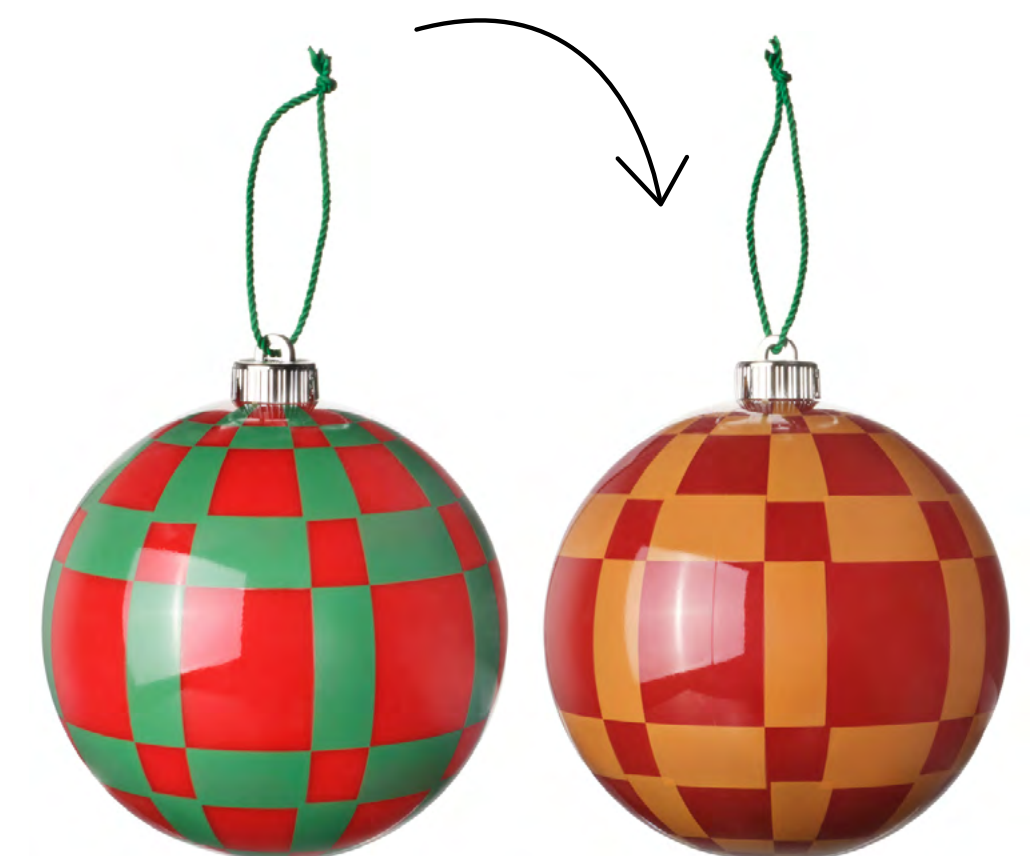
Go big, go small, go traditional, go crazy – when it's time to decorate the tree, you make the rules. Discover the VINTERFINT tree ornaments and STRÅLA LED lighting chains that match your festive vibe.

How to achieve tree perfection:

- **Fluff and shape the branches** – Prepare the tree before adding the decorations.
- **Pick your dress code** – Classic and cosy? Scandi and subtle? Choose a theme that sets the mood.
- **Start with your sparkle** – Use the plug as a starting point and wrap the lights around the 'trunk' working from the centre up towards the top.
- **Bring on the baubles** – Place larger baubles to the centre to add depth and smaller ones towards the tips of branches to create balance.



Introducing the largest baubles in our collection. Perfect for spotlighting your tree – or giving your pet a new obsession.





Tip!

Let the fun begin at your doorstep with cosy lanterns lighting up your outdoor space. Choose from pillar candles, tealights, or LED lights the most brilliant solution for your home.

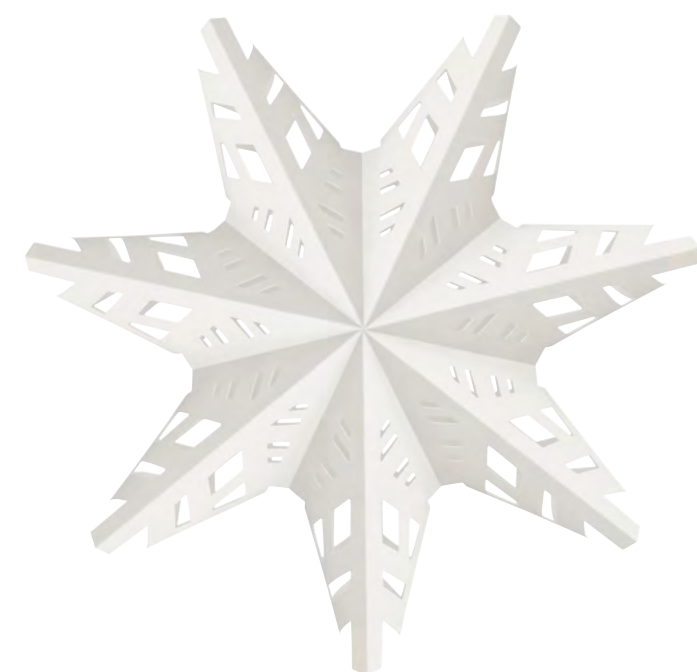
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Rice paper isn't just for spring rolls; it's also perfect for winter lighting. Check out this beautiful rice paper pendant lamp!

'Tis the season to shine!

Take your home from everyday to festively fabulous with STRÅLA lighting chains, pendant lamps, LED floor lamps, table lamps and more. Whether you're lighting up your cosy corner or hosting a full-on party that would make Santa proud, these lights are your trusty sidekick in setting the festive mood.



New STRÅLA 2025 lamp shade 106.005.44

PH206295.JPG



Holiday treats that sleigh

The holidays are all about good company – and even better snacks. From flatpack gingerbread houses and trees to tempting chocolate pralines and an aromatic mulled fruit drink, the VINTERSAGA collection has everything you need to spread holiday cheer. These crowd-pleasers are perfect for hosting, gifting and saving the day when unexpected guests turn up.

Tip!

Create your own advent calendar by adding VINTERSAGA chocolate Santas in VINTERSAGA gift bags and hanging them on VINTERFINT wall decoration.



Tip!

VINTERSAGA gingerbread house and trees are great party starters – just add friends and icing. Gather your gang for some fun and festive decorating.



New VINTERSAGA gingerbread house 406.124.04

PE994056.JPG



New VINTERSAGA assorted pralines 706.215.48

PE995947.JPG



Dreaming of a Scandi Christmas?

From decorations and lighting to food, here's everything you need to incorporate some Scandinavian traditions into your celebration, both in a classic and modern style.



Festive food

Mulled wine – known as glögg – and gingerbread cookies – called pepparkakor – are must-haves for a proper Scandinavian festive table. And who could forget our beloved meatballs? They hold a special place on the 'Julbord' (Christmas table).



New VINTERSAGA mulled fruit drink 706.210.58



Did you say "Christmas Goat"?

The Yule Goat (Julbock) is a key symbol of Christmas in Sweden, often made from straw. The ones in the VINTERFINT set are crafted from leftover materials from the BORGEBY coffee table.



New VINTERFINT 2025 decoration, set of 2 006.049.34



Content overview | VINTERFINT/STRÅLA/VINTERSAGA 2025



PE986288.JPG
New VINTERFINT 2025 tin with lid set of 3 Clear lacquered painted and tinplated steel. Designer: Marta Krupińska. Snowman 706.035.68



PE943940.JPG
New VINTERFINT 2025 candle stick Clear acrylic lacquered birch veneer and aluminium. Designer: Lisa Hilland. Ø14,5cm. L28,5×H29cm. For 4 candles red 406.038.57



PE986293.JPG
New VINTERFINT 2025 tray High-pressure melamine laminate. Designer: Katie Kirk. Ø43cm. Pink 706.045.39



PE985237.JPG
New VINTERFINT 2025 jar with lid Coloured glazed earthenware. Designer: Marta Krupińska. Ø13, H24cm. Vol 1l. Santa Claus red 006.137.97



PE986292.JPG
New VINTERFINT 2025 tray Clear acrylic lacquered birch plywood and birch veneer. Designer: Lukas Bazle. Ø30, H2,5cm. Button red 606.046.10



PE985243.JPG
New VINTERFINT 2025 mug Feldspar porcelain. H8cm. 36 cl. White/red. 706.046.76



PE985230.JPG
New VINTERFINT 2025 gift wrap roll 3-pack Paper. Designer: Katie Kirk. W0.7×L3m. Mixed patterns red/green 806.029.74



PE986306.JPG
New VINTERFINT 2025 tree ornament set of 8 100% recycled paper. Bow red 806.046.14



PE986302.JPG
New VINTERFINT 2025 tree ornament 7 pack Polystyrene plastic. Designer: Marta Krupińska. Ø7, H2,5cm. Mixed colours 106.046.17



PE986482.JPG
New VINTERFINT 2025 unscented pillar candle Plant based paraffin wax. Designer: Marta Krupińska. Ø10, H12cm. Snowman white 905.999.47



PE984119.JPG
New VINTERFINT 2025 carrier bag, large 100% polypropylene, 100% BOPP plastic. Designer: Evelina Kroon. L55×D37, H35cm. Vol 7l. Check pattern multicolour 806.039.59



PE983541.JPG
New VINTERFINT 2025 artificial potted plant Polyethylene plastic and steel. H95cm. Plantpot Ø15cm. In/outdoor/Christmas tree green 706.095.51



PE985225.JPG
New VINTERFINT 2025 gift wrap roll Paper. Designer: Evelina Kroon. W0.7×L3m. Double sided multicolour/red 306.030.23



PE985899.JPG
New VINTERFINT 2025 table cloth 100% cotton. Designer: Evelina Kroon. W145×L240cm. Check pattern red/green 806.040.15



PE986912.JPG
New VINTERFINT 2025 tree ornament 2-pack Polystyrene plastic. Designer: Evelina Kroon. Ø15cm. Bauble red/green 406.046.92



PE985269.JPG
New VINTERFINT 2025 scented candle in glass Plant based wax and glass. Ø5, H5cm. Winter fir/green 006.027.32



PE984134.JPG
New VINTERFINT 2025 cushion 100% cotton. Designer: Evelina Kroon. Ø21, L58cm. Candy multicolour 806.156.41



PE986451.JPG
New VINTERFINT 2025 tree ornament Glass, paint. Ø6cm. Bauble glass/mixed colours 206.045.46



PE985221.JPG
New VINTERFINT 2025 gift wrap roll Unbleached paper. L3×W0.7m. Heart pattern/brown 506.027.77



PE700653.JPG
New VINTERFINT 2025 scented candle in metal tin Clear lacquered tinplated steel and plant based wax. Designer: Malin Gyllensvaan. Ø8, H9cm. Apple-shaped/Apple and cinnamon red 606.301.62



PE944235.JPG
New VINTERFINT 2025 scented tealight Burning time: 3,5 hours. Plant based wax, paraffin wax, fragrance. Green 706.300.67



PE944234.JPG
New VINTERFINT 2025 scented tealight Burning time: 3,5 hours. Plant based wax, paraffin wax, fragrance. Gingerbread cookies. Red 605.999.15



PE986308.JPG
New VINTERFINT 2025 tree ornament 6-pack 100% recycled paper. Ø8cm. Bauble paper/red 506.048.04



PE984182.JPG
New VINTERFINT 2025 decoration 100% polyester. W20×H74cm. Santa Claus red 006.138.01
























PE984169.JPG
New VINTERFINT 2025 decoration 100% polyester. W7×H19cm. Santa Claus red 206.138.00



PE901540.JPG
New VINTERFINT 2025 tree decoration set of 20 Polystyrene plastic. Bauble red 306.039.47

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PE983529.JPG	PE983543.JPG	PE983545.JPG	PE972077.JPG	PE972191.JPG	PE972117.JPG	PE972114.JPG	PE586809.JPG	PE771919.JPG
New VINTERFINT 2025 artificial Christmas tree Polyethylene plastic. H150cm.In/outdoor green 406.065.30	New VINTERFINT 2025 arti icial Christmas tree Polyethylene plastic. H180cm. In/outdoor green 806.065.28	New VINTERFINT 2025 arti icial Christmas tree Polyethylene plastic and powder coated steel. H210cm. In/outdoor green 206.065.26	New STRÅLA 2025 LED decorative chandelier Polycarbonate plastic and power coated steel. Designer: Lukas Bazle. Ø40, H45cm 606.06.906	New STRÅLA 2025 LED decorative pendant lamp Galvanized steel and paper. Designer: Lukas Bazle. Ø66cm. White 506.069.21	New STRÅLA 2025 LED floor lamp Clear lacquered solid pine and polycarbonate plastic. Designer: Lukas Bazle. W32×H67cm. Matchstick-shaped wood 006.06.891	New STRÅLA 2025 LED candelabra ABS plastic, paper and painted steel. Designer: Lukas Bazle. W29×H20cm. Lollipops battery-operated/white 206.066.49	New STRÅLA 2025 lamp shade Paperboard and polycarbonate plastic. Designer: Jennifer Idrizi. Ø70cm. White 606.009.85	New STRÅLA 2025 lamp shade 48cm. Paperboard and polycarbonate plastic. Ø48cm. Lace/white 606.005.51
								
PE972121.JPG	PE972091.JPG	PE986152.JPG	PE985296.JPG	PE986156.JPG	PE986248.JPG	PE985295.JPG	PE985933.JPG	
New STRÅLA 2025 LED lighting chain with 10 lights Plastic. Cord L3.2m. Sparkler/battery-operated 206.066.54	New STRÅLA 2025 LED candle Powder coated steel and ABS plastic. Designer: Marta Krupińska. Ø10.5, H35cm. Candle-shaped battery-operated/ green 706.066.42	New VINTERSAGA ginger thins 300 g. 806.124.02	New VINTERSAGA gift box 161g. Assorted pralines Rainforest Alliance Certified 706.215.48	New VINTERSAGA gingerbread house 300 g. 406.124.04	New VINTERSAGA gingerbread trees 300 g. 806.124.16	New VINTERSAGA bag of Chocolate Santas 96 g. 906.181.49	New VINTERSAGA festive drink 500 ml. 306.210.55	
								
PE985934.JPG	PE984128.JPG	PE984113.JPG	PE985260.JPG					
New VINTERSAGA mulled fruit drink 750 ml. 706.210.58	New VINTERFINT 2025 cup with saucer Coloured glazed feldspar porcelain. Designer: Gustaf Westman. Saucer: Ø17. Cup: H4cm. Vol 7cl. Pink 706.115.11	New VINTERFINT 2025 candlestick Coloured glazed stoneware. Designer: Gustaf Westman. W17×L17, H11cm. Red 306.115.13	New VINTERFINT 2025 plate Feldspar porcelain. Designer: Gustaf Westman. W27×L27, H3cm. Dark green 506.044.94					

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Enjoy!

Contact

Darcy Greaves
Commercial PR Specialist
IKEA Canada
darcy.greaves@ingka.ikea.com

