Winter Holiday
PR KIT FY20
A warm welcome to the Winter holiday season at IKEA. We say warm because this holiday, no matter where in the world you might be reading this, is about finding pockets of comfort in what might otherwise be a stressful time. Find everything you need for your holiday cooking, eating, decorating, gift-wrapping and more, to make it a fuss-free, inclusive season.

Launching in October 2019, this year’s holiday range is inspired by modern ways of celebrating and bringing people together. Throughout, you’ll find joyful, bold forms coming from a Scandinavian heritage that is simple, yet rich in patterns. The expression is significant for its conscious materials, fresh reds, blues and neutrals.
Preparing for holiday dinners can sometimes feel a bit overwhelming. No worries - we’re here to simplify it so that you too can be a guest at your own party.

The VINTERFEST tableware is a reliable one to come back to year after year. The simple yet timeless design has soft, round shapes, and matches well with some of the more basic tableware you might already have at home. Not in the mood to commit to new tableware? The matching VINTERFEST table cloth, made out of 100% more sustainable cotton, can turn any dining table into a festive work of art. Nothing else needed!

Wine and dine in patterns

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VINTERFEST serving stand, three tiers $19.99

VINTERFEST side plate $3.99
VINTERFEST LED napkin holder, battery-operated $12.99  VINTERFEST paper napkin, 30 pack, $3.99

VINTERFEST bowl $3.99
KORKEN bottle with stopper $2.99

VINTERFEST tealight holder, 3 pack, $0.99
Channel your inner child

They say the holidays are mostly for children. Our holiday range offers a variety of playful decorations for younger family members to enjoy too. So, mom, dad, take a step back and let the kids decorate for a change. Who knows, it might turn out to be the cosiest holiday ever.
STRÅLA LED table decoration, cabin in the forest $24.99

VINTERFEST decoration bauble, set of 20, $7.99 (one whole set is placed in the pink box on the floor)
New ways to wrap

There are many ways to wrap gifts this season. Try something new, and go for a more sustainable alternative, like incorporating the wrapping as a part of the gift. Could it be a VINTERFEST cookie tin or kitchen towel, or maybe even a set of glowy LED VISSVASS string lights?
VISSVASS LED lighting chain with 40 lights, indoor, battery-operated $6.99

VINTERFEST tea towel, 2 pack, $5.99
VINTERFEST 2-piece kitchen utensil set $5.99
VINTERFEST tin with lid $0.99

VINTERFEST serving bowl with lid $14.99
For starry days and nights

Just like its name STRÅLA (meaning “shine” in Swedish), the IKEA holiday lighting range is here to brighten up grey days, festivities and cozy nights in. From string lights to star-shaped pendant lampshades, every corner of the home can feel a little bit more starry.
VINTERFEST decoration bauble, set of 32, $14.99  VINTERFEST decoration, horse $16.99  STRÅLA lampshade, dotted/ blue $7
The STRÅLA three-armed, battery-operated candelabra has a half-circle shape, allowing you to build your own galaxy on the dinner table. To top it off, it has a built-in timer that turns its LED lights on at the same time every day, keeping its warm glow on for 6 hours. Just in time for the early Winter sunset.
Decorating for the holidays can be a quite personal process. Whether you like a “less-is-more”, minimal approach, or full-on holiday glam, we’ve got a little something for everyone.

Trinkets to match your mood

VINTERFEST LED decoration lighting, battery-operated, 3 pack, lantern $7.99
VINTERFEST hanging decoration, 4 pack, paper $5.99
SVALKA champagne glass, 6 pack, $5.99
VINTERFEST unscented block candle, H15cm, $2.99
VINTERFEST unscented block candle, H20cm, $3.99
FÖRÄDLA serving stand, three tiers $24.99
VINTERFEST tablecloth $24.99
The GODTAGBAR ceramic blue and white vase is hand-painted, making each one slightly different from the other. It works just as well for a mini holiday tree as for your favourite indoor plant.

Psst! Watch out for those little holiday plant monsters.
STRÅLA LED pendant lamp, battery-operated, Ø45cm, $24.99
STRÅLA LED pendant lamp, battery-operated, Ø27cm, $19.99
STRÅLA LED 5-armed candelabra, battery-operated $11.99
VINTERFEST decoration, horse $16.99
Overview – selected products

PE717937
STRÅLA lampshade $7 Lamp base and cord set are sold separately. Paperboard. Designer: Maria Vinka. Ø70cm. Dotted/blue 704.409.17

PE717930
STRÅLA lampshade $7 Lamp base and cord set are sold separately. Paperboard. Designer: Maria Vinka. Ø70cm. Striped/red 304.409.17

PE723859
STRÅLA LED pendant lamp, battery-operated $19.99 Built-in LED light source. Plastic and powder coated steel. Ø27cm. Ring shaped 304.403.85

PE723857
STRÅLA LED pendant lamp, battery-operated $24.99 Built-in LED light source. Plastic and powder coated steel. Ø45cm. Ring shaped 104.403.86

PE725416

PE725417

PE719491

PE719481

PE719492

PE674266
VISSVASS LED lighting chain with 40 lights, indoor, battery-operated $6.99 Built-in LED light source. Plastic. Total length 4.9m. Silver-colour 404.141.02

PE728676

PE741786
VINTERFEST children’s apron $7.99 Recommended for ages from 3 years. 100% polyester. Designer: Paulin Machado. L60cm. Patterned/grey 504.323.08

PE741816
VINTERFEST children’s hat $3.99 Recommended for ages from 3 years. 100% polyester. Designer: Paulin Machado. Patterned/red/white 304.323.09

Overview – selected products

PE735077

PE735082
VINTERFEST tea towel $5.99/2 pack. Each towel included has a different design. 100% cotton. Designer: Synnöve Mork. W50×L70cm. Patterned/white/red 704.321.28

PE741824
VINTERFEST 2-piece kitchen utensil set $5.99 Oiled solid beech. 004.330.51

PE742048
VINTERFEST tin with lid $0.99 Tinplated steel. Designer: Paulin Machado. Ø8.5, H8cm. Patterned/white 404.329.60

PE741810
VINTERFEST children’s apron $0.99 Recommended for ages from 3 years. 100% cotton. Designer: Paulin Machado. L60cm. Red 804.322.60
Overview – selected products

PE739797  VINTERFEST bowl $3.99 Stoneware. Designer: Paulin Machado. Ø15, H7cm. White 804.426.45

PE739805  VINTERFEST serving plate $14.99 Stoneware. Ø34cm. Patterned/white 304.329.22

PE739807  VINTERFEST side plate $3.99 Stoneware. Designer: Kevin Gouriou. L25×W16cm. Patterned/white 904.329.00

PE739799  VINTERFEST serving bowl with lid $14.99 Glass. Designer: Kevin Gouriou. Ø16cm. 804.338.20

PE739835  VINTERFEST LED napkin holder, battery-operated $12.99 Built-in LED light source. ABS plastic. Designer: Kevin Gouriou. L17×W5.5, H18cm. White 804.362.82


PE731981  VINTERFEST tablecloth $24.99 100% cotton. Designer: Maria Vinka. W145×L240cm. Patterned/white/gold-colour 304.324.08

PE730932  VINTERFEST tablecloth $24.99 100% cotton. W145×L240cm. Patterned/white/red 304.324.08


PE610511  VINTERFEST unscented block candle $2.99 Paraffin/vegetable wax. Ø6.8, H15cm. Gold-colour 304.276.71

PE748233  VINTERFEST unscented block candle $3.99 Paraffin/vegetable wax. Ø7.8, H20cm. Gold-colour 704.276.88


PE749846  VINTERFEST wreath, in/outdoor $2.99 Powder coated steel. Ø37cm. Black 204.461.04

PE742884  VINTERFEST hanging decoration, set of 3 $4.99 Comprises: 2 baubles (Ø7cm), 1 drop (Ø7.5cm). Polystyrene plastic. White/dark blue 904.374.98

PE741829  VINTERFEST decoration, bauble $5.99/3 pack. Polystyrene plastic. Ø8cm. White/blue 204.375.00

PE742679  VINTERFEST decoration bauble, set of 20 $7.99 Comprises: 11 baubles (Ø5cm), 9 baubles (Ø6cm). Polystyrene plastic. Red/white/blue 304.374.77
Overview – selected products

PE742681 VINTERFEST decoration bauble, set of 32 $14.99 Comprises: 10 baubles (Ø6cm) and 22 baubles (Ø5cm). Poly-styrene plastic. Blue/white/silver-colour 704.374.61

PE653142 VINTERFEST hanging decoration, bird $5.99/3 pack. 100% polyester. H15cm. 004.454.74


PE694374 VINTERFEST decoration, set of 3, mushroom $12.99 Comprises: 1 mushroom (H7cm), 1 mushrooms (H5cm), 1 mushroom (H8.5cm). Glass and steel. 504.363.87


PE750397 VINTER 2019 gift wrap roll $5.99/3 pack. Paper. Designer: Synnôve Mork. Each roll L3×W0.7m. White/red patterned 904.343.91

PE711413 VINTERSAGA chocolate-flavoured toffees $3.49 200g. 103.855.68

PE735598 TERJE folding chair $29.99 Stained, clear lacquered solid beech. Designer: Lars Norinder. W44×D51, H77cm. Red 402.256.77

PE749065 RISBYN pendant lampshade, onion shape $20 Cord set is sold separately. Rice paper, birch veneer and steel. Designer: Lisa Hilland. Ø57, H64cm. White 104.040.91

PE099363 SVALKA champagne glass $5.99/6 pack. Glass. Designer: Åsa Gray. 21cl. 500.151.22
Overview – selected products

PE739803 VINTERFEST serving stand, three tiers $19.99 Powder coated steel. Designer: Tina Christensen. Ø32, H44cm. Black 804.347.06

PE688332 KORKEN bottle with stopper $2.99 Recycled glass. 1l. Patterned 104.294.59

PE740582 VINTERFEST place mat $1.99 Polypropylene plastic. Designer: Paulin Machado. L37×W37cm. Patterned blue/red 104.327.35

PE689776 VINTERFEST 5 pastry cutters with tin $3.99 Stainless steel. Designer: Eléa Nouraud. Assorted shapes 104.320.65

PE646886 VINTERFEST shaker with mesh top $4.99 Stainless steel. Ø6, H4cm. 100ml. 404.290.33

PE750396 VINTER 2019 gift wrap roll $5.99/3 pack. Paper. Designer: Synnöve Mork. Each roll L3×W0.7m. White/blue patterned 104.344.32


PE747134 VINTERFEST tealight holder $0.99/3 pack. Powder coated steel. Designer: Synnöve Mork. Ø10cm. White 504.333.17
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