Our pets are our constant companions at home, with little quirks and big personalities that bring joy to our everyday lives. We only want the best for our four-legged family members – to make them feel comfortable, safe and happy at home. So, we created IKEA’s cat and dog home collection from the perspective of the “real” experts – our pets. We figured that to understand what cats and dogs need, we need to think like them. So we brought in pet-loving designers and trained veterinarians to help develop LURVIG. By using our pets’ natural needs and behaviours as starting points, LURVIG covers all the bases of our shared life with our furry loved ones.
Pets are family

“I feel that my pets are the ones who can really take me to the present moment. When we share our time together, my head is more free and other worries and stress fall away. They teach us respect, and their unconditional love is priceless.”

If you’re a pet owner, designer Inma Bermúdez’s words might be something that rings true to you too. We feel that our cats and dogs are truly members of our family. They are our constant companions at home, with little quirks and big personalities that bring joy to our everyday lives.

“Our pets have their own personalities but they have five things in common: they love sleeping, eating, playing and exercising and being close to us,” Inma says. “So these behaviours have been the first thing on our minds when designing the LURVIG range.”

DESIGNED BY EXPERTS

Naturally, we only want what’s best for our four-legged family members. The LURVIG collection consists of beautifully designed, long-lasting and affordable products, which fit with your existing home furnishings. More importantly, it is designed with the pet’s perspective in mind. Since we couldn’t talk to our pets directly, we brought in experts to help figure out how cats and dogs think. Dr. Barbara Schäfer, who works with product risk assessment at IKEA, happens to be a trained veterinarian.

“The biggest challenge is not to humanize pet products,” Barbara explains. “It’s really important to use animal’s natural needs and behaviours like how they sleep, eat or play as starting points. Then we can design a product that fits in with our ‘human needs’ such as style and form.”

SAFETY FIRST

The first thing to consider was safety, for all members of the family. “Dogs will definitely chew on their toys and bring in dirt from their daily walks. Cats will definitely scratch on most surfaces and are sensitive to smell and texture. So safe, durable materials are very important.” Pets often live with children at home, so we cross-check all products to make sure they are safe for children as well.

“Cats will definitely scratch on most surfaces and are sensitive to smell and texture. So safe, durable materials are very important.”
DESIGNED TO FIT NATURAL BEHAVIOR AND NEEDS
“When it comes to sleeping, cats love to relax in clean and enclosed spaces and to lie on furry and cosy textiles,” Barbara says. “Dogs, on the other hand, don’t care so much, as long as they have a space close to their owner.” With these kinds of insights, LURVIG was designed to fit their natural behaviour and needs. For example, the cushions come in two different covers: one with a furry texture, and the other with a smoother, dirt-resistant surface.

Eating behaviours play an important part as well. The tall ceramic bowl from the LURVIG range is perfect for cats as they tend to eat with their necks on a higher position. Meanwhile, the flexible travel bowl is great for active dogs who love snacking anytime, anywhere.

MATCHING HUMAN DESIGN WITH PET DESIGN
What’s wonderful about LURVIG is how it easily fits into IKEA classics, like a cat house that fits perfectly into a KALLAX shelving unit. Or a pet-sized version of the iconic KLIPPAN sofa that matches our human-sized ones. The range comes in Scandinavian design-inspired colours, textures and patterns for different personalities.

Barbara’s favourite item is the cat house that can be propped up with a MARIUS stool. “With the cat house solution, I think we really cracked the code between fulfilling the basic needs of animals and home furnishing: the owner can use it as a stool and a cat or even a small dog for resting and sleeping in a cosy environment.” All the while being close to each other. With these kinds of thoughtful solutions, both you and your pet can enjoy your home together.

“It’s really important to use animals’ natural needs and behaviours like how they sleep, eat or play as starting points.”
Every pet has its own personality and needs. That’s why LURVIG offers a wide range of cat and dog furniture and accessories with plenty of colours, patterns and textures to choose from. These sleek and patterned blankets are inspired by modern Scandinavian design. They are great for travelling and is made from water-resistant material. Just put them over the car seat to protect it from wet and dirty paws.

**Product highlight**

LURVIG blanket $24.99  

LURVIG blanket $24.99  
Product highlight

The LURVIG range comes in Scandinavian design-inspired colours, textures and patterns that seamlessly fits into your existing home interiors.


MARIUS stool $8.99 Power coated steel and polypropylene plastic. Ø32, H45cm. Black
Product highlight

Dogs are cute and cuddly. But sometimes they can be messy too; plopping down on the furniture right after rolling around outside. No worries, you can easily keep this cosy cushion clean. Just take off the removable cover and toss it in the machine.

LURVIG frame for pet bed $39
Painted fibreboard and particleboard.
Designer: Inma Bermudez.
L69.2×W44.6, H24cm. White

LURVIG cushion $19.99

LURVIG reflective harness $7.99
Fits dogs up to 5 kg. 100% polyester. Circumference chest 26–38cm. Circumference neck 25–34cm. Black
Product highlight

This delicate diva only eats from ceramic food bowls, please. Well, these tall bowls actually make it easier for cats to reach their food or water. Plus, it’s reversible so that you have two sizes to choose from.

**LURVIG reversible food bowl**
$7.99/each Stoneware. Ø9.5/11, H6cm. White

**LURVIG tray**
$8.99 High-pressure melamine laminate. Designer: Inma Bermudez. L43×W33cm. White/pink
Product highlight

Of course your furry friend should join on trips. This travel bag keeps them safe and can easily transform into a bed at your destination. The matching travel bowl is great for snacking and drinking on the run.

**LURVIG travel bag for pets $29.99**
L50×W32, H35cm. S6l. Black/grey

**LURVIG bowl $2.99**
White/black
What's wonderful about LURVIG is how it easily fits with IKEA classics, like a cat house that fits perfectly into a KALLAX shelving unit. The range comes in Scandinavian design-inspired colours, textures and patterns that seamlessly fits into your existing home interiors.

**Product highlight**

**LURVIG cat house** $6.99
100% polyester and paperboard. W33×D38, H33cm. Pink

**KALLAX shelving unit** $99
Painted finish. W77×D39, H147cm. White
Product highlight

You know when they say that a pet is a reflection of its owner? With this pet-sized version of the iconic KLIPPAN sofa, they mirror your good taste too. The seat folds out and creates a spacious bed where your furry loved one can fully stretch and relax. Plus, the removable cover is easy to clean and can be machine washed.

**LURVIG cat/dog bed**  $59.99 100% polyester. Designer: Inma Bermudez. L70×W68, H30cm. Black

**LURVIG cover for cat/dog bed**  $19.99 100% polyester. L70×W68, H30cm. Black/white
Product highlight

Dogs love eating with abandon. To make it easier to clean up, place their bowls on top of this handy tray.

**LURVIG tray $8.99** High-pressure melamine laminate. Designer: Inma Bermudez. L43×W33cm. White/black

**LURVIG bowl $1.99** Polypropylene plastic. Designer: Inma Bermudez. Ø13, H5cm. 0.3l. Black
Overview – products

**LURVIG cushion** Cushion cover: 100% polyester. Filling: Polyester fibre balls. Designer: Inma Bermudez. W33×L38cm. Pink 604.630.64

**LURVIG cushion $7** Cushion cover: 100% polyester. Filling: Polyester fibre balls. Designer: Inma Bermudez. W33×L38cm. Pink 604.630.68


**LURVIG cushion $34.99** Cushion cover: 100% polyester. Filling: Polyester fibre balls. Designer: Inma Bermudez. W62×L100cm. Pink 104.632.26

**LURVIG cushion $34.99** Cushion cover: 100% polyester. Filling: Polyester fibre balls. Designer: Inma Bermudez. W62×L100cm. Pink/white/black 804.632.30


**LURVIG cushion $34.99** Cushion cover: 100% polyester. Filling: Polyester fibre balls. Designer: Inma Bermudez. W62×L100cm. Pink/white/black 804.632.34


**LURVIG cushion $34.99** Cushion cover: 100% polyester. Filling: Polyester fibre balls. Designer: Inma Bermudez. W62×L100cm. Pink/triangle 304.632.68
Overview – products

LURVIG blanket $24.99
Fabric: 100% polyester.
Filling: Polyester wadding.
Designer: Inma Bermudez.
W100×L150cm. Black/triangle
704.632.09

LURVIG blanket $24.99
Fabric: 100% polyester.
Filling: Polyester wadding.
Designer: Inma Bermudez.
W100×L150cm. Pink/triangle
704.632.05

LURVIG blanket $24.99
Fabric: 100% polyester.
Filling: Polyester wadding.
Designer: Inma Bermudez.
W100×L150cm. White/black
504.632.05

LURVIG cover for cat/dog bed $19.99
100% polyester. Designer: Inma Bermudez.
L70×W68, H30cm. Black/white
304.653.33

LURVIG cat/dog bed $59.99
100% polyester. Designer: Inma Bermudez.
L70×W68, H30cm. Black/white
903.766.16

LURVIG frame for pet bed $39
Painted fibreboard and particleboard.
Designer: Inma Bermudez.
L69.2×W44.6, H24cm. White
803.766.31

LURVIG cat house $6.99
100% polyester and paperboard.
W33×D38, H33cm. Pink
804.653.35

LURVIG cat house $6.99
100% polyester and paperboard.
W33×D38, H33cm. White
104.653.34

LURVIG cat house $6.99
100% polyester and paperboard.
W33×D38, H33cm. Black
803.765.51

LURVIG bowl $1.99
Polypropylene plastic.
Designer: Inma Bermudez.
Ø13, H5cm. 0.3l. Pink
704.583.21

LURVIG reversible food bowl $7.99/each
Stoneware.
Ø9.5/11, H6cm. White
204.642.73

LURVIG bowl $2.99
Textile part: Polyester, polyurethane and polypropylene.
Lining: EVA plastic. White/black
504.653.32
Overview – products

**LURVIG bowl $5.99** Stainless steel. Designer: Inma Bermudez. Ø22, H7cm. 1.6l. 103.770.78

**LURVIG bowl $4.99** Stainless steel. Designer: Inma Bermudez. Ø18, H5cm. 0.8l. 503.770.76

**LURVIG bowl $3.99** Stainless steel. Designer: Inma Bermudez. Ø13, H4cm. 0.3l. 003.770.74

**LURVIG bowl $1.99** Polypropylene plastic. Designer: Inma Bermudez. Ø13, H5cm. 0.3l. White 603.752.65

**LURVIG bowl $2.99** Polypropylene plastic. Designer: Inma Bermudez. Ø17, H6cm. 0.7l. White 003.752.73

**LURVIG bowl $1.99** Polypropylene plastic. Designer: Inma Bermudez. Ø13, H5cm. 0.3l. Black 103.752.63

**LURVIG bowl $2.99** Polypropylene plastic. Designer: Inma Bermudez. Ø17, H6cm. 0.7l. Black 803.752.69

**LURVIG place mat for food bowl $1.29** Polypropylene plastic. Designer: Inma Bermudez. W27.5×L36cm. Light grey 504.568.13


**LURVIG tray $8.99** High-pressure melamine laminate. Designer: Inma Bermudez. L43×W33cm. White/pink 404.655.68

**LURVIG tray $8.99** High-pressure melamine laminate. Designer: Inma Bermudez. L43×W33cm. White/black 604.655.67


<table>
<thead>
<tr>
<th>Product Type</th>
<th>Price</th>
<th>Specifications</th>
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<tbody>
<tr>
<td>LURVIG reflective leash</td>
<td>$7.99</td>
<td>Fits dogs up to 32 kg. 100% polyester. W2.5×L123cm. Black 703.605.79</td>
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<tr>
<td>LURVIG reflective harness</td>
<td>$7.99</td>
<td>Fits dogs up to 5 kg. 100% polyester. Circumference chest 26–38cm. Circumference neck 25–34cm. Black 503.606.98</td>
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<tr>
<td>LURVIG reflective harness</td>
<td>$9.99</td>
<td>Fits dogs up to 23 kg. 100% polyester. Circumference chest 38–58cm. Circumference neck 34–52cm. Black 303.606.99</td>
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<tr>
<td>LURVIG reflective harness</td>
<td>$12.99</td>
<td>Fits dogs up to 32 kg. 100% polyester. Circumference chest 58–88cm. Circumference neck 52–66cm. Black 703.606.97</td>
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