

PR kit
Launching February 2026

GREJSIMOJS



Let your home come out and play

Play is no joking matter. At IKEA, we know that. All research (including our own) shows how beneficial play is for both children and grownups – and how it often gets lost in the everyday must-dos.

That's why we've designed a fabulously furry chair cover, a cactus clothes stand, a giraffe lamp and 30 other items made to spark more play, everyday, across the home.



A new cover to a MAMMUT chair, anyone? Perfect as a fluffy conversation starter just about anywhere.



The GREJSIMOJS portable Bluetooth speaker – a great-sounding, great-looking loud-mouse. (Coming July 2026)



This cactus isn't only skilled at its day job as a clothes stand. It also adds a whiff of open plains, wild horses and adventure.



Furnish for fun (and less stress)

So, why dedicate a whole collection to playfulness when the world feels so uncertain. We know that play is an antidote to worry and stress in turbulent times. When the outside world is shaky, our homes become more important than ever – and the epicentre of a more playful life.*

***IKEA Play Report 2024**



PH207463.jpg



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Designer Marta Krupińska

Hej Marta!

"We were a big group of designers who got together for the first GREJSIMOJS workshop. We didn't know what the outcome would be. We were free to play."

"Playfulness is contagious, which we noticed when we showed sketches and prototypes in our Älmhult office. I had people, with and without kids, coming up to me and saying that they really would love to bring these things home. And nearly every person who walked past had to pat the giraffe lamp's head or give the storage cats a belly rub."

"To me, playfulness is a way of looking at life that boosts creativity and makes me believe that everything is possible. I won't ever allow my inner child to grow up."

“The giraffe was born from an idea of designing a lamp with a movable head. I drew sketch after sketch, and eventually, I began to see the right attitude. I love how it’s not only a lamp but this gentle creature who watches over you as you fall asleep.”

Designer Marta Krupińska



A sleek rocking bird and a sturdy balance board in layered birch. Great for coordination, great-looking – and great fun.

A living room? Yes. And a playground.

Play happens anywhere – all across the home. With GREJSIMOJS, we want to make it easier to get the fun going by sparking imagination, creativity, and the joy of movement.

So, there's a lot to be said about the benefits of playful items that you'll want to keep on display – like a great-looking rocking bird or a balance board, for example. They may be just the nudge needed.

Development Leader Karin Blindh Pedersen

Hej Karin!

"The latest IKEA Play Report shows that more and more parents recognise the importance of play for their children's happiness and wellbeing – and want to play more with their kids."

"GREJSIMOJS collection is entirely based on those insights. It's designed to spark different types of play – for the young, old and in between, across the home. And this is just the beginning. The 33 products we launch now are our first step toward creating more playful homes – homes that spark joy."





Portable with non-glare, soft light and a built in timer. This is probably the most practical giraffe you've ever met.



Fold it into a small house, create a fantasy world or your own private nook. The GREJSIMOJS room divider works in all spaces.

There's a quiet play revolution on the rise, with a growing number of parents recognising the importance of play for their children's wellbeing. A recent study shows that 21% spend more time playing together today than they did a few years ago.

Still, many parents (54%) want to play even more with their kids, but feel they lack time/space/ideas money.

IKEA Play Report 2024





GREJSIMOJS floor cushions are colour bursts that ensure there are enough soft seats for everyone.


Designer Ellen Hallström

Hej Ellen!

"One of the starting points for what became GREJSIMOJS collection was our own childhood memories. That was how I came up with the idea of a rocking toy that sits just as great in the living room as in the playroom."

"I've worked with young kids, and that's helped me see what works and what doesn't. Children need the same things today as they did 100 years ago. Essentially, it's about imagination, activity and movement. That's why I like the idea of timeless toys."



A woman with glasses and red pants is crouching on the left, clapping her hands. A young child in a brown sweater and pants is sitting on a green rocking bird toy. The room features a light-colored sofa, a round wooden table with toys, and a large green plant in the background.

“When I grew up, we had this antique, slightly cracked, rocking toucan that I loved but wasn't allowed to use. So, I decided to design a rocking bird that is equal parts sculpture and toy. It inspires kids to play and looks great wherever you place it.”

Designer Ellen Hallström



Play is for all. So, act your age.

Playfulness is a mindset. It's an approach to life that's all about exploring, experimenting, creating, communicating and connecting. And play isn't necessarily tied to a specific activity or certain toys. It can be anything. (Also, all research says the same: Play is almost as beneficial for adults as it is for children. Regardless of our age, it reduces stress and boosts creativity and well-being.)

This bright dog lamp has a built-in stepless dimmer. Perfect whether you're putting on a shadow puppet show or simply want a soft night light.



GREJSIMOJS toy building blocks. 20 pieces that can be assembled and reassembled over and over and over again. And when no one's playing with them, they double as fab decoration.

PE998047.jpg



Keep track of your small bits and pieces with storage that's in perfect cat shape.



A soft, beautiful rug or a wild, unexplored landscape? **You decide.**



GREJSIMOJS soft toy bears come in two sizes – and are all about huggability.



The children's stool that stands out while fitting in, combining clean Scandinavian design with two antlers and a tail.



Marta Krupińska



Akanksha Deo



Andreas Fredriksson



Lukas Bazle



Monika Mulder



Wiebke Braasch



David Wahl



Maja Ganszyniec



Maria Vinka



Carl Öjerstam



Johanna Jelinek



Ellen Hallström

The making of GREJSIMOJS

It started with a design sprint, a collaborative workshop, and an internal exhibition in the staff restaurant at IKEA of Sweden in Älmhult. The design process behind the GREJSIMOJS collection was as playful as the products themselves. The only rule? Every item should make people smile.

Despite the playful approach, which initially brought together more than 20 designers, **GREJSIMOJS** is firmly grounded in the science of play and the insights from the latest IKEA Play Report – combined with the IKEA knowledge of home furnishing.

“Our research shows that a growing number of parents are recognising the importance of play for their children’s wellbeing,” says Karin Blindh Pedersen, Development Leader at IKEA of Sweden. “It also highlights how the home is becoming an increasingly central place for play, especially when the outside world feels uncertain.”

This became the starting point as the team at IKEA set out to explore how to bring out playfulness in everyday life. The first step was to invite all the designers to a deep dive into the world of play.

“Since play is very different for everyone, we asked them to start where they feel the most playful – in the everyday activity where they get lost in the moment, forget things around, and simply have fun.”

From there, the designers were challenged with envisioning playful solutions throughout the home.

“When we saw how much our coworkers – parents and non-parents alike – connected with the samples that we exhibited in our Älmhult office, we realised this was bigger than Children’s IKEA – and bigger than only products”, says Karin Blind Pedersen.

The IKEA long-term investment in play, which includes four Play Reports to date, reveals another key insight: most parents want to play more with their children but struggle with time, space and inspiration.

“That’s why our goal is to design products that spark different types of play – for all ages, preferences and homes. It’s not just about items looking fun. There’s a sweet spot where something is loved by both kids and adults, even if it’s for different reasons. That’s what we aim for.”

Karin concludes:

“This is just the beginning. The GREJSIMOJS collection is our first step toward creating more playful homes – homes that spark joy.”

About the IKEA Play Reports

Everything we know about the importance of play and playfulness is based on extensive quantitative and qualitative research. Since 2010, IKEA has published four Play reports exploring different aspects. For the latest one, we did a survey with 7000 children and parents from 7 countries, we did home visits in the US, China, and Germany, and we spoke with global experts and front-runners.

Want to know more?
Find IKEA Play Report 2024 [here](#)



Product overview



PE991236.JPG

New GREJSIMOJS storage with lid \$9.99 Polypropylene. Designer: Marta Krupińska. Ø15, H24cm. Cat-shaped black/white 506.031.78



PE991237.JPG

New GREJSIMOJS storage with lid \$9.99 Polypropylene. Designer: Marta Krupińska. Ø15, H24cm. Cat-shaped orange/white 106.036.46



PE992985.JPG

New GREJSIMOJS rocking-bird \$59.99 Powder coated steel and solid birch. Designer: Ellen Hallström. W27×L78, H43cm. Seat H30cm. 906.029.97



PE991272.JPG

New GREJSIMOJS LED decoration lighting, floor \$49.99 Polyethylene plastic and ABS plastic. Designer: Marta Krupińska. W38×H75cm. Giraffe/yellow battery-operated. 006.020.39



PE992984.JPG

New GREJSIMOJS clothes stand \$89.00 Acrylic painted fibreboard. Designer: Marta Krupińska. Ø48, H125cm. 106.029.96



PE982192.JPG

New GREJSIMOJS cover for children's chair \$19.99 100% polyester. Designer: Carl Öjerstam. Faux fur/pink 706.020.07



PE982191.JPG

New GREJSIMOJS cover for children's chair \$19.99 100% polyester. Designer: Carl Öjerstam. Faux fur/blue 306.043.67



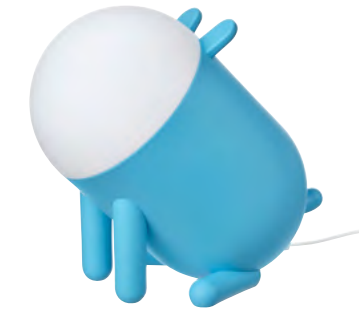
PE997855.JPG

New GREJSIMOJS portable Bluetooth speaker \$24.99 (Coming July 2026) ABS plastic. Tail: braided 100% polyester. Designer: Marta Krupińska. W8.6×L13, H9cm. Mouse/green 806.050.34



PE997857.JPG

New GREJSIMOJS portable Bluetooth speaker \$24.99 (Coming July 2026) ABS plastic. Tail: braided 100% polyester. Designer: Marta Krupińska. W8.6×L13, H9cm. Mouse/purple 306.050.60



PE990752.JPG

New GREJSIMOJS LED table lamp \$49.99 Polypropylene and polypropylene plastic. Designer: Marta Krupińska. W18×L30, H27cm. Dimmable/dog blue 906.035.34



PE989144.JPG

New GREJSIMOJS soft toy \$14.99 100% polyester. Designer: Marta Krupińska. L38cm. Bear/off-white 606.070.53



PE989143.JPG

New GREJSIMOJS soft toy \$14.99 100% polyester. Designer: Marta Krupińska. L38cm. Bear/green 006.020.82



PE998043.JPG

New GREJSIMOJS children's table \$59.99 Powder coated steel and acrylic lacquered solid pine. Designer: Wiebke Braasch. W42×L84, H45cm. Wood/orange 705.989.63



PE998042.JPG

New GREJSIMOJS children's stool \$20.00 Powder coated steel and acrylic lacquered solid pine. Designer: Wiebke Braasch. Ø24cm. W27×H28cm. Wood/orange 605.989.73



PE991468.JPG

New GREJSIMOJS duvet cover and pillowcase \$29.99 100% cotton. Designer: Akanksha Deo. Duvet cover: L200×W140cm. Pillow case: L80×W80cm. Multicolour 006.018.36



PE990283.JPG

New GREJSIMOJS pendant lampshade \$9.99 Polypropylene plastic. Fabric: 92% polyester, 8% elastane. Designer: Lukas Bazle. W45×H35cm. White/yellow 706.038.65



PE982193.JPG

New GREJSIMOJS floor cushion, set of 3 \$99.00 100% polyester. Designer: Akanksha Deo. Stackable/multicolour 506.020.13



PE982134.JPG

New GREJSIMOJS 20-piece toy building blocks \$19.99 Acrylic lacquered solid birch and ABS plastic. Designer: Monika Mulder. Mix and match/5 figurines 606.020.36



PE982856.JPG

New GREJSIMOJS board game \$19.99 Acrylic lacquered bamboo. Designer: Maria Vinka. W15×L15. Tic-tac-toe/multicolour 506.020.32



PE998044.JPG

New GREJSIMOJS balance board for children \$39.99 Clear acrylic lacquered wood veneer and birch veneer. Designer: Marta Krupińska. W28×L73, H18cm. Wood 506.119.27



PE982497.JPG

New GREJSIMOJS children's stool \$39.99 Clear acrylic lacquered wood veneer and birch veneer. Designer: Marta Krupińska. W29×D44, H28cm. Moose shaped 505.989.59



PE991227.JPG

New GREJSIMOJS knob \$4.99/2-pack Polypropylene plastic. Designer: Monika Mulder. Ø3.8cm. W4.2×D3.9, H3.9cm. Green/bear 306.174.16



PE991230.JPG

New GREJSIMOJS knob \$4.99/2-pack Polypropylene plastic. Designer: Monika Mulder. Ø3.8cm. D3.9×H4.5cm. Anthracite/cat 606.031.73



PE991229.JPG

New GREJSIMOJS knob \$4.99/2-pack Polypropylene plastic. Designer: Monika Mulder. Ø3.8cm. D3.9×H4.5cm. Orange/cat 706.174.00



PE991228.JPG

New GREJSIMOJS knob \$4.99/2-pack Polypropylene plastic. Designer: Monika Mulder. Ø3.8cm. D3.9×H6.1cm. Light grey/bunny 006.031.85



PE989142.JPG

New GREJSIMOJS soft toy \$59.99 100% polyester. Designer: Marta Krupińska. L100cm. Bear/beige 106.020.86



PE982196.JPG

New GREJSIMOJS mat/storage box \$39.99 100% polyurethane. Fabric: 100% polyester. Designer: Lukas Bazle. W120×L120cm. Foldable/beige 206.194.25



PE990419.JPG

New GREJSIMOJS blanket \$39.99 100% cotton. Designer: Akanksha Deo. W130×L170cm. Patterned/multicolour 606.020.03



PE991235.JPG

New GREJSIMOJS room divider \$59.99 100% polyester. Designer: Johanna Jelinek. W190×L120cm. Yellow/grey 006.036.61



PE989146.JPG

New GREJSIMOJS soft toy, set of 3 \$6.99 100% polyester. Designer: Marta Krupińska. Cat bunny/bear multicolour 006.020.77



PE982498.JPG

New GREJSIMOJS wall decoration, set of 2 \$5.99 Paperboard. Designer: Akanksha Deo. Multicolour 006.119.15



PE982200.JPG

New GREJSIMOJS rug, high pile \$129.99 100% polyester. Backing: 100% synthetic rubber. Designer: Maja Ganszyniec. W153×L215cm. Green 006.020.01

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