a limited edition collection by IKEA and Darcel Disappoints

JUNE 2019
**Darcel Disappoints**

**Meet Darcel**

Darcel Disappoints is a New Yorker. He’s also a cartoon, sometimes cynical, sometimes silly (but always loveable), Darcel is a keen observer of city life. Whether he’s gallery hopping or subway riding, Darcel maintains his signature style—a monocle—and his signature attitude. Thanks to his unique take on city life (and his adorable shape), he’s become a fashion world favourite.

**Meet Craig Redman, the creator of Darcel**

Craig Redman is an Australian-born artist living and working in New York City. He is one half of the design studio Craig & Karl and has collaborated with many brands inside and out of the fashion world, including Vogue, Nike, Apple, Google and more. He is also the creator of Darcel Disappoints, a cartoon with a sometimes-cynical, sometimes-silly take on everyday life in New York. Craig’s work—from typography and fabric design to editorial art direction—is bold, colourful and graphic. Above all, it’s fun.
Darcel on the FÖRNYAD collection

"The FÖRNYAD collection is straight-up fun. Using colour and simple forms the collection taps into both Colette* and my world and mashes the two together in a joyful way. I’m made-up of basic shapes – an egg, one eye, a monocle – and these are repeated throughout the collection, accented with pops of Colette blue. Whether it’s as simple as the shape of my eye becoming a stool or a lamp, my head as a floor mat, or the colourful print on the classic IKEA shopping bag, the collection is a celebration of fun and design coming together in a thoughtful and humorous way."

– Darcel, Designer

KLIPPAN two-seat sofa $439 FÖRNYAD multicolor
FÖRNYAD rug, low pile $129
FÖRNYAD side table on casters $149
FÖRNYAD table $149
FÖRNYAD box, set of 3 $11.99
FÖRNYAD LED work lamp with wireless charging $69.99
FÖRNYAD stool $49.99
FÖRNYAD pedal bin $29.99
FÖRNYAD soft toy $9.99
FÖRNYAD shopping bag, large $1.99

* Colette was a multi-brands store in Paris, with a unique mix of style, design, art, food and beauty, open from 1997 to 2017.
IKEA collaborated with Sarah Andelman, Creative Director of Colette, and Darcel Disappoints designer Craig Redman to celebrate student life with a playful collection. Fun and fashion infuse every item through pattern play, unexpected colours and sizes—and some quirky surprises.

"Sarah is a pioneer in creating lifestyle retail experiences, and Colette presented a back to school "must have" collection every year. Sarah has a wide network of influencers around the world. For this collaboration, she introduced us to Craig, known for his egg-shaped alter ego Darcel, with a lot of young, design-interested followers—our target group.”

– Henrik Most, Creative Leader for the FÖRNYAD collection, IKEA
FÖRNYAD LED work lamp with wireless charging

"Have you ever seen a team of people try to figure out how to flat pack a product? It’s fascinating. I didn’t put too much emphasis on it when I initially designed the FÖRNYAD lamp, but IKEA quickly brought it up and I loved the challenge of deconstructing my designs with this in mind."

– Darcel, Designer

FÖRNYAD LED work lamp with wireless charging $69.99
KLIPPMAN
two-seat sofa

KLIPPMAN two-seat sofa
$439 FORNYAD Multicolor
Good company is everything. That being me.

Darcel on lounging at home: Good company is everything. That being me.
FÖRNYAD rug

“There is a certain sense of joy that the FÖRNYAD rug evokes, probably because of its scale and the simplicity of the shapes and colours. The rug is a statement piece for sure – it’s crazy but functional. I think it can work in a lot of rooms and homes, it’s about how you integrate it with your own sense of style.”

– Darcel, Designer

FÖRNYAD rug, low pile $129
FÖRNYAD soft toy

"It's me, but soft! Now you can cuddle up with me, throw me on the sofa or let my legs dangle from a shelf – I promise I'll be good company no matter what."

– Darcel, Designer

FÖRNYAD soft toy $9.99/each
Darcel on wellbeing: Love yourself.
FÖRNYAD stool

FÖRNYAD stool $49.99
FÖRNYAD shopping bag

“Life is a mix of highs and lows and the pattern I developed for the FÖRNYAD bag reflects that. The IKEA bag has become an iconic product, so it’s fun to add my perspective to it. I have a bunch of the classic blue bags at home, I use them for unglamorous things like laundry, but with this new print the bag equally works great as an overnight bag or if you just want to look cool lugging stuff across town.”

– Darcel, Designer

FÖRNYAD shopping bag, large $1.99
Darcel on shopping: Only bring home the best.
FÖRNYAD backpack

FÖRNYAD backpack $24.99
FÖRNYAD desk set, 4 piece

FÖRNYAD series
Desk set, 4 piece $9.99
Pencil $3.99/5 pack
Darcel on creativity: Embrace the struggle.
FÖRNYAD table

$149
FÖRNYAD box, set of 3 $11.99
Darcel on going out: Places to be, people to avoid seeing.
“Over the course of designing the collection I asked myself, how do I incorporate my aesthetic into peoples’ homes in both a fun way as well as something more discrete? The FÖRNYAD hangers are a good example of a subtler execution – in one instance the hangers will look like small pieces of art on your wall, but once you hang clothes on them, they’re completely hidden.”

– Darcel, Designer

FÖRNYAD hanger $4.99/2 pack
FÖRNYAD pedal bin

"The FÖRNYAD bin is a classic product with a new look. I love the functionality of it – you can use it under your desk, in the kitchen, anywhere. The pattern is fun with elements from my favourite park in Paris, it reminds me of the good times I have when I visit the city."

– Darcel, Designer

FÖRNYAD pedal bin $29.99
Darcel on living green: Keep it cute.
FÖRNYAD dinnerware set, 4 pieces

FÖRNYAD 4-piece service $19.99
FÖRNYAD side table on casters

FÖRNYAD side table on casters $149
Darcel on being different: Do the unexpected.
FÖRNYAD tablet case, pencil case and case

FÖRNYAD series
Tablet case $14.99
Pencil case $7.99
Case $9.99
FÖRNYAD fabric patches, set of 4

FÖRNYAD fabric patches, set of 4 $5.99
FÖRNYAD roll of tape, set of 3

FÖRNYAD roll of tape, set of 3 $3.99
FÖRNYAD notebook, 2 in 1

FÖRNYAD notebook, 2 in 1 $3.49
Product Information
FÖRNYAD launches June 2019

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