

IKEA NEWS

Launch July 2021



Embrace Autumn

When summer takes leave and autumn sneaks up on us, we feel the urge to take some of those last rays of sunshine home with us. Rich earthy colours, rustic natural materials, as well as modular sleek shapes and chrome accents mark this season's look. When combined well, they will turn your home into a refuge of cosiness. This is brought to life with elements like rugs, cushions and throws from traditional inspired designs and Italian modernist design in the form of modular cabinets, sleek bed frames and minimal accessories.

With sun-faded colours of Marrakech and clean elevated details of Milan, autumn is all about creating a warm inviting space with a modern twist.





PEDERSBORG

Rug 133x195

Indulge in floor fashion

We're introducing a new flatwoven rug this season. PEDERSBORG rug is designed to be both visual and tactile thanks to its double layer construction. Made from natural and brown-dyed wool, the colour palette will make any room you place it in feel bigger and brighter.

PEDERSBORG rug, flatwoven \$119



PH178130

Make wool choices

Made out of natural wool, this rug is a great choice for those who want a durable and long-lasting home decor piece without having to spend too much. We also recommend using a STOPP FILT rug underlay with anti-slip for increased safety and comfort, under the entire rug.

PEDERSBORG rug, flatwoven \$119.



PH178131



HILLEGÄRD

Throw

Pretty in pink

It may not be the first autumnal colour that springs to mind, but a splash of hot pink can do wonders to uplift the energy of your home. More than just a statement piece, each HILLEGÄRD throw tells a unique story.

As part of our long-term partnership with social entrepreneur Rangсутra, each HILLEGÄRD throw is handwoven by skilled artisans in India. The artisans are mostly women and a majority of them are shareholders in the company, which empowers and supports long-term livelihood, especially for those from rural areas.

HILLEGÄRD throw \$39.99



HILLEGÄRD throw \$39.99.



PH178101

Fashioning a better world

HILLEGÄRD throw is a handmade meaningful piece that revives traditional techniques mixed with modern design while providing a stable livelihood for rural artisans. Made from 100% cotton, from more sustainable sources, it is not only great to accessorise your home with but is also a more conscious and sustainable choice.



Creating change: one weave at a time

"Women who barely knew how to craft have learned and grown to become craft managers, to have a stake in the company, and have a chance to be part of the board."

Pioneering scalable and sustainable impact takes more than a vision. It takes bold, compassionate leadership. Today we're shining a spotlight on Sumita Ghose, founder of social enterprise Rangсутra, one of IKEA's partners in social entrepreneurship. Rangсутra employs over 1500 artisans, over 800 of them are involved in production for IKEA.

Under her leadership, Rangсутra has created opportunities for inclusive growth in rural India, through design, production and sale of fairly produced handcrafted products celebrating India's rich craft heritage.

Not only is she empowering women artisans through stable long-term employment, she is also breaking down societal taboos related to the mobility and role of women within and outside their homes in rural India.

"For these women the main benefit is to have regular work with dignity. This opens up their world. For those in rural India who do not own land or own a small patch of rain fed land with no irrigation facilities, survival with dignity, is a huge problem." – Sumita Ghose



MÅLA

Cardboard town template set & Artwork storage

Paint the town red

At IKEA we take playtime seriously and believe that playing is essential to a child's development. Art is a big part of playtime and comes in all shapes and sizes. Keep your arts and crafts stash well stocked with these new additions from the MÅLA family, the MÅLA cardboard town template and the MÅLA artwork storage. Both these pieces are perfect for gifting too!

Our most creative storage solution yet

As your child grows, you'll come to realise that there's never enough room on the fridge to display the countless number of paintings and drawings. Many times, the real problem isn't displaying the art, it's storing it. You want to save their masterpieces so they can look back as they grow, and so you can walk nostalgically down memory lane in a few years. And that's where the MÅLA artwork storage comes in. It fits many different sizes of paper.

MÅLA 10-piece cardboard town template set \$5.99 **MÅLA artwork storage \$4.99**

“We hope to inspire children to paint, play and add their own creations while forming a sense for colours and shapes.”

Sissi Edholm & Lisa Ullenius / Designers





MÅLA 10-piece cardboard town template set \$5.99 MÅLA artwork storage \$4.99



PH178073

Spark of creativity

IKEA designers Sarah Fager & Wiebke Braasch created the MÅLA artwork storage as a way for children to sort their projects into different tubes and label them. A smart and simple solution. Whether its challenging your children to create a whole new town out of the MÅLA cardboard town template or storing their favourite painting in the new MÅLA artwork storage, let their imaginations run wild with these new products.



BRUNSTARR

Cushion cover 50x50

A standout star

Sometimes all you really need is a single, statement cushion to make the space come together. Let this BRUNSTARR cushion cover transport you to a faraway destination, a land full of rich colours, warm hues and heavenly scents of fresh cinnamon and spiced coffee.

Natural sustainable elements

Style and sustainability go hand-in-hand at IKEA. In our commitment towards only using recycled and renewable material by 2030, we're constantly working on creating products like this cushion cover. It is made with a combination of 100% hand tufted soft, durable wool and 100% cotton from more sustainable sources.

BRUNSTARR cushion cover \$29.99





PH178127

Textured details

Take a closer look and fall in love with the eclectic patterns, unique colour palette and texture that helps create a warm traditional look with a modern twist.

BRUNSTARR cushion cover \$29.99



PH178128



DRÖMSK

Plant pots

Indigo is in vogue

Bid farewell to summer and prepare for autumn with cool indigo accents. Our newest addition to DRÖMSK family comes in beautiful stoneware with a unique indigo pattern as a result of reactive glazing.

DRÖMSK plant pots, in/outdoor. Max. diameter flowerpot 6cm **\$1.99/each** Max. diameter flowerpot 9cm **\$2.99/each** Max. diameter flowerpot 15cm **\$6.99/each**



DRÖMSK plant pots, in/outdoor. Max. diameter flowerpot 6cm **\$1.99/each** Max. diameter flowerpot 9cm **\$2.99/each**
Max. diameter flowerpot 15cm **\$6.99 each**



PH178135

Beauty in functionality

Available in different sizes, DRÖMSK plant pots can be used as standalone pieces or combined to make a bolder statement. They are great for both indoor and outdoor use.



SIESJÖN

Towels

Draw the perfect bath

Bath towels are something we use at least once a day, yet the right one can be frustratingly hard to find, until now. Wrap yourself in spa-like comfort and warmth in the SIESJÖN towel. Available in four different sizes, these Hammam inspired towels offer more than just style and comfort. The towel's light weight and absorbent nature also makes it more practical than the standard towel in balmy weather.

SIESJÖN bath sheet \$9.99/each SIESJÖN hand towel \$7.99/each



PH178098

Just as versatile as they are stylish

These towels are a modern version of their traditional counterparts as one side is smooth woven while the other side is terry, for extra absorption purposes. Made out of 100% cotton from more sustainable sources, the striped design also adds a style element to your bathroom.

SIESJÖN bath towel \$7.99/each SIESJÖN hand towel \$3.99/each



PH178097



BLÅKULLEN

Upholstered bed frame with corner headboard

Big comforts in small spaces

We're all too familiar with the fact that more and more apartments and homes are getting smaller every day. Challenged with space? We have the perfect solution for you, BLÅKULLEN upholstered bed frame. It's spacious enough for you to get a good night's rest but also transitions seamlessly to a more day appropriate activity, like a reading nook. The first-of-its-kind, this single bed frame is redefining the niche of small space sleeping arrangements and would also make an excellent guest bed. Pair it with a blue sheet for a more cohesive look.

BLÅKULLEN upholstered bed frame with corner headboard \$199



BLÅKULLEN upholstered bed frame with corner headboard \$199



PH178062

Smart sleeping choices

When thinking of sleep, we wanted to create a smart and comfortable solution. Not only is BLÅKULLEN wide enough to peacefully sleep, but its corner headboard also makes a comfortable and cosy backrest that can be mounted on either side of the frame. This versatile bedframe also comes upholstered in Knisa fabric, made from 100% recycled polyester.



“When designing BLÅKULLEN bed frame, I wanted it to be as natural to watch TV and hang out with friends on as to sleep on.”

David Wahl / Designer



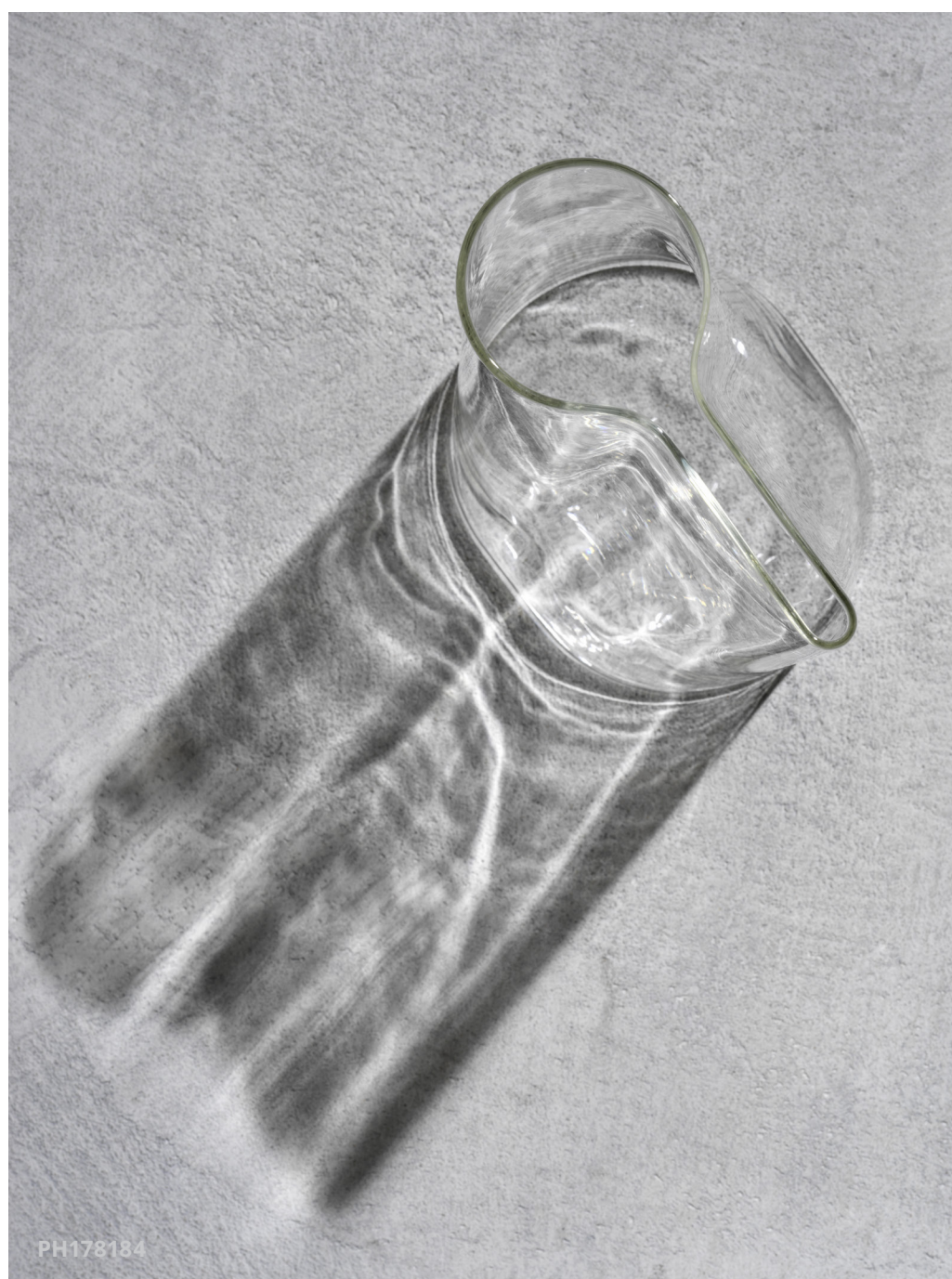
CHILIFRUKT

Vase/watering can

Not your average vase

Something as simple as the right vase can lift your decor but imagine a vase that offers a dual function. CHILIFRUKT vase/watering can is a unique modern concept. While it can be used to display your beautiful flowers, it can also be used as a watering can that holds up to 1.2 litres of water.

CHILIFRUKT vase/watering cans. H21cm \$9.99 H17cm \$3.99

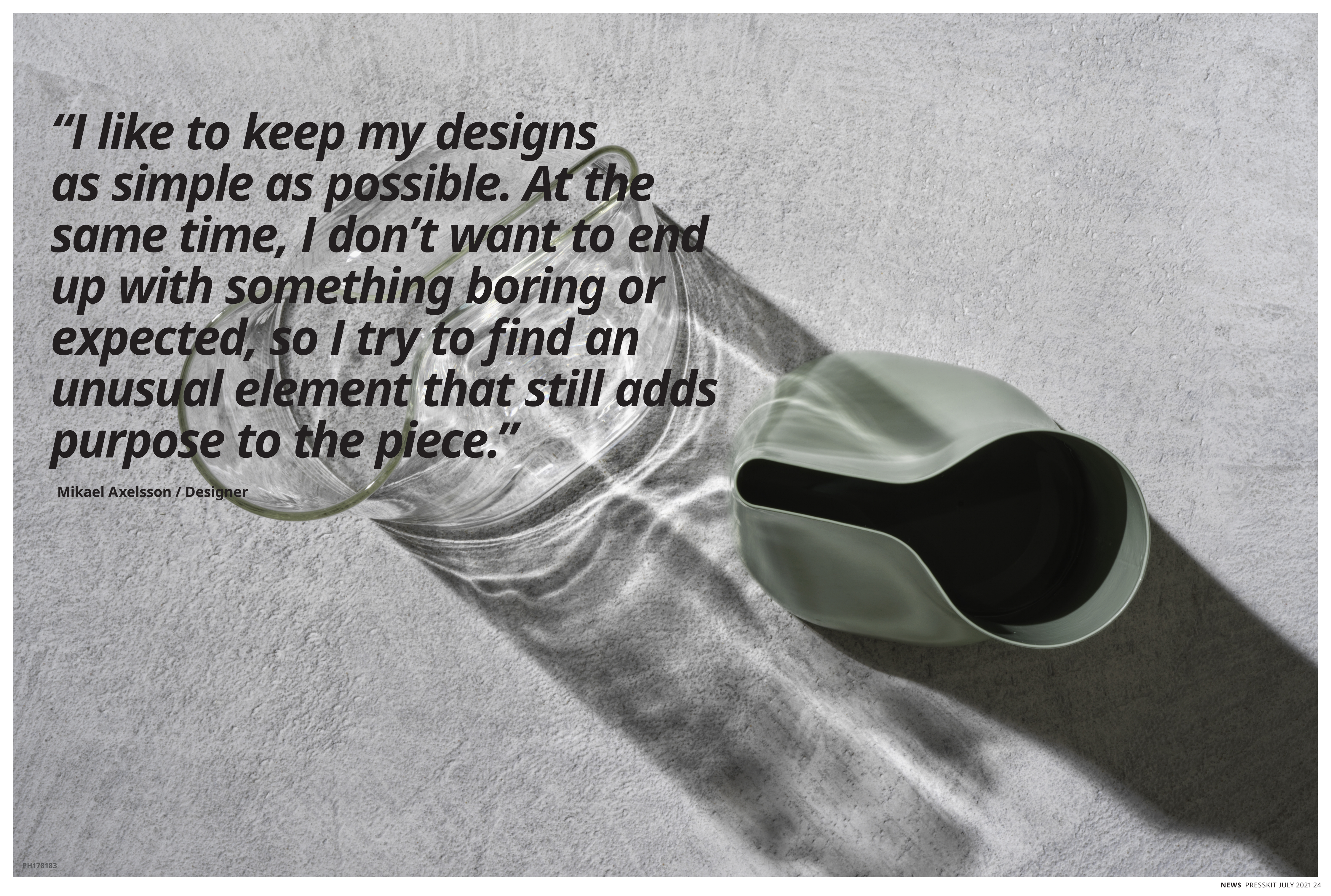


Put your best green thumb forward

If you are a fan of whimsical interiors, then CHILIFRUKT vase/watering can is the way to go. Available in clear glass and green galvanized steel versions, the dual functioning vase would make a perfect gift for an avid gardener.

CHILIFRUKT vase/watering cans. H17cm \$3.99 H21cm \$9.99





“I like to keep my designs as simple as possible. At the same time, I don’t want to end up with something boring or expected, so I try to find an unusual element that still adds purpose to the piece.”

Mikael Axelsson / Designer



ODONVIDE

Weighted blanket

It's worth the weight

In our commitment towards providing better sleep solutions for the many people, we are introducing the affordable ODONVIDE weighted blanket. With this weighted blanket, your once sleepless and restless nights can be easily transformed into a calming slumber. Designed to be heavier than your average duvet, it comes in 3 different options 6, 8 and 10 kgs.

Waking up refreshed every morning starts by sleeping soundly throughout the night, and for many of us it is easier said than done. The gentle pressure given by the blanket's evenly distributed weight through its pearl fillings offers your body the same comfort as a loving hug.

With this calming feeling provided by your weighted blanket, you can finally rest easy and fall asleep faster without having to count on counting sheep.

ODONVIDE weighted blanket, light warm \$79.99 W162xL218cm. 8kg.

**A weighted
blanket that
looks as good
as it feels.**

ODONVIDE weighted blanket, light warm \$79.99 W162xL218cm. 8kg.

PH178089

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ODONVIDE weighted blanket, light warm \$79.99 W162×L218cm. 8kg.



Sustainable sleep

If those aren't reasons enough to get excited for this new product, you'll slumber peacefully knowing that the fabric is made from 100% cotton from more sustainable sources while the filling is made from recycled polyester pearls.



NORDMÄRKE

Wireless charging stand

A wireless beauty

The best home tech gadgets have a way of combining both function and form. Created with your lifestyle in mind, the NORDMÄRKE wireless charging stand is simple and intuitive to use. Made out of bamboo, a fast-growing grass species, it has been designed to seamlessly blend into your interiors, adding a touch of elegance to your home or office decor.

NORDMÄRKE wireless charging stand \$12.99



NORDMÄRKE wireless charging stand \$12.99



PE817662

Who doesn't love a hands-free life?

This wireless charging stand keeps your phone at the perfect angle, so you can always check your recipes while cooking or view incoming messages/calls while charging your device.



PE806261

HILLEGÄRD throw \$39.99 100% cotton. Designer: Akanksha Deo. W110×L170cm. Pink



PE808701

BRUNSTARR cushion cover \$29.99 Cotton/wool/PEVA. L50×W50cm. Natural/multicolour



PE804582

PEDERSBORG rug, flatwoven \$119 Surface: 100% wool. Warp: 100% cotton. W133×L195cm. Natural/off-white.



PE817659

NORDMÄRKE wireless charging stand \$12.99 Bamboo veneer and polycarbonate/ABS plastic.



PE820975

DRÖMSK plant pot, in/outdoor \$1.99 Stoneware. Coloured glaze. Designer: Henrik Preutz. Max. diameter flowerpot 6cm. H7.5cm. Dark blue.



PE820960

DRÖMSK plant pot, in/outdoor \$2.99 Stoneware. Coloured glaze. Designer: Henrik Preutz. Max. diameter flowerpot 9cm. H12cm. Dark blue.



PE820972

DRÖMSK plant pot, in/outdoor \$6.99 Stoneware. Coloured glaze. Designer: Henrik Preutz. Max. diameter flowerpot 15cm. H18cm. Dark blue.



PE818834

CHILIFRUKT vase/watering can \$9.99 Glass. Designer: Mikael Axelsson. H21cm.



PE818827

CHILIFRUKT vase/watering can \$3.99 Powder coated steel. Designer: Mikael Axelsson. H17cm. Light green



PE821743

BLÅKULLEN upholstered bed frame with corner headboard \$199 Mattress is sold separately. Cover: 100% polyester. W101×L196, H85cm. Mattress size 97×cm. Knisa medium blue



PE814280

ODONVIDE weighted blanket, light warm \$79.99 Fabric: cotton. Filling: recycled polyester – pellets. Designer: Maja Ganszyniec. W162×L218cm. Dark grey.



PE808872

SIESJÖN hand towel \$3.99 100% cotton. W40×L70cm. White/blue stripe 404.966.59



PE812315

SIESJÖN bath sheet \$9.99 100% cotton. W100×L150cm. White/blue stripe.



PE808866

SIESJÖN bath towel \$7.99 100% cotton. W70×L140cm. White/blue stripe.



PE805241

MÅLA artwork storage \$4.99 Paperboard and paper. Designer: S Fager/W Braasch. Ø9, L51cm. Multicolour.



PE805244

MÅLA 10-piece cardboard town template set \$5.99 Comprises: 10 houses and trees to decorate the town with. Paperboard and paper. Designer: S Edholm/L Ullenius.

Contact details

Heena Saini

Commercial Public Relations Specialist
Heena.Saini@ingka.IKEA.com

Lisa Huie

Public Relations Leader
Lisa.Huie@ingka.IKEA.com

