

MÄVINN

Press kit Launch 1 FY26



From headwind to MÄVINN

At IKEA, we believe that decent jobs are a good way out of poverty. That's why, in 2012, we began directing some of our production efforts towards the people and communities that truly needed the work. By collaborating with innovative social business partners in vulnerable parts of the world, we aimed to create some wind in the sails for those who needed it most.

What began as a collaboration with one social entrepreneur has evolved into eleven partnerships in six different countries. Together with our partners, we are now able to give more and more people the opportunities and capabilities to support themselves and their families.

Want the full story?

www.ikea.com/global/en/our-business/people-planet/social-entrepreneurship/

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What is social entrepreneurship?

Social entrepreneurs are individuals dedicated to changing the world for the better. Through a *social business*, they make it their goal to tackle social and environmental issues, such as reducing poverty or minimising waste. Unlike non-profits or charities, social businesses can generate profits and are not dependent on donations. However, rather than distributing their earnings to shareholders, it's reinvested to continue supporting positive change.



Improving lives and living rooms

In this edition of MÄVINN, you will find 18 products specifically designed to match the skills of artisans in Bangladesh, India, Indonesia, Jordan and Thailand.

With the MÄVINN collection, you can support the livelihood of these artisans and contribute to a more inclusive society while getting unique handmade home furnishings made with a lot of heart.

Nicer the closer you look

A MÄVINN product is much more than just decoration. If you look closely, you'll discover impressive craftsmanship in innovative materials with details that are not always noticeable at first glance. Most importantly, woven into each and every one of these products is opportunity, confidence and purpose for those who need it most.

For this launch, we decided to take a closer look at ROPE, one of our social business partners in southern India. Because we believe that the more you learn about the MÄVINN collection, the more you will like it.

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Responsibility Of People and Environment (ROPE)

Our social business partner, ROPE, is located in Tamil Nadu, in southern India. This region is known for its firecracker factories and their unsafe working conditions. In contrast, ROPE provides safe, fair-paying jobs while creating products from natural materials.

At ROPE, women are trained in the art of crafting with natural materials. After completing their training, they are offered full-time employment and the opportunity to develop and grow within the company. Once employed, they receive a fixed salary along with social benefits, insurance, savings for retirement, free transport to and from work, childcare and yearly bonuses.

Most of the artisans invest their newly earned income in their families and households, installing indoor toilets or sending their children to better schools. Having a job has given them new self-confidence and pride, as well as more say in family decisions.

Today, ROPE provides work for 370 artisans and plans to expand in the coming years.



“No matter what problems are happening at home, I can take my mind off them when I’m here. Here, I have a lot of friends and there is a sense of freeness.”

Gangadevi M, Artisan, ROPE





Much more than wall decoration

MÄVINN wall decorations come in a set of two and their bold geometric expression suits both walls and tables. Handcrafted with flexible banana bark fibres and black cotton threads, they also provide safe and stable employment for women in rural India.






“The women working with us have grown their household income by almost 60%. It has given their families new possibilities and themselves greater influence in family decision-making.”

Sreejith Nedumpully, Managing Director, ROPE





"India is the largest producer of bananas in the world with tens of thousands of acres dedicated to banana cultivation. However, since banana plants only bear fruit once, they are cut down after harvest. By using previously discarded banana bark to make our products, we are creating wealth out of waste."

Sreejith Nedumpully, Managing Director, ROPE

A balance of light and shadows

The talented artisans at Ramesh Flowers in India have hand-braided the MÄVINN lampshade into an open-weave pattern. With a clear light bulb, the airy design of the banana fibres can create shadow effects on your walls and ceilings.



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Co-creating with nature

In the MÄVINN collection, we strive to use natural, renewable and biodegradable materials, such as banana bark, jute and palmyra leaves, whenever we can in the production. These materials have also proven to be very durable.





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Made to be different

The main goal of MÄVINN is to create employment opportunities for those who need it most. Sometimes, that means adding elements to a product. While the pom-poms give this hand-braided banana fibre basket by Ramesh Flowers an extra pop of colour, they also provide additional work to the textile weavers at Rangсутra. This way, everybody wins.

PE983064.JPG

Connected through craft

It might look like any other basket. But this basket connects the island of Flores in Indonesia with the rest of the world and it connects an ancient hexagonal hand-weaving technique to you. By collaborating with the social business Du Anyam, we are proud to support the livelihoods of women and families in a very isolated part of the world.

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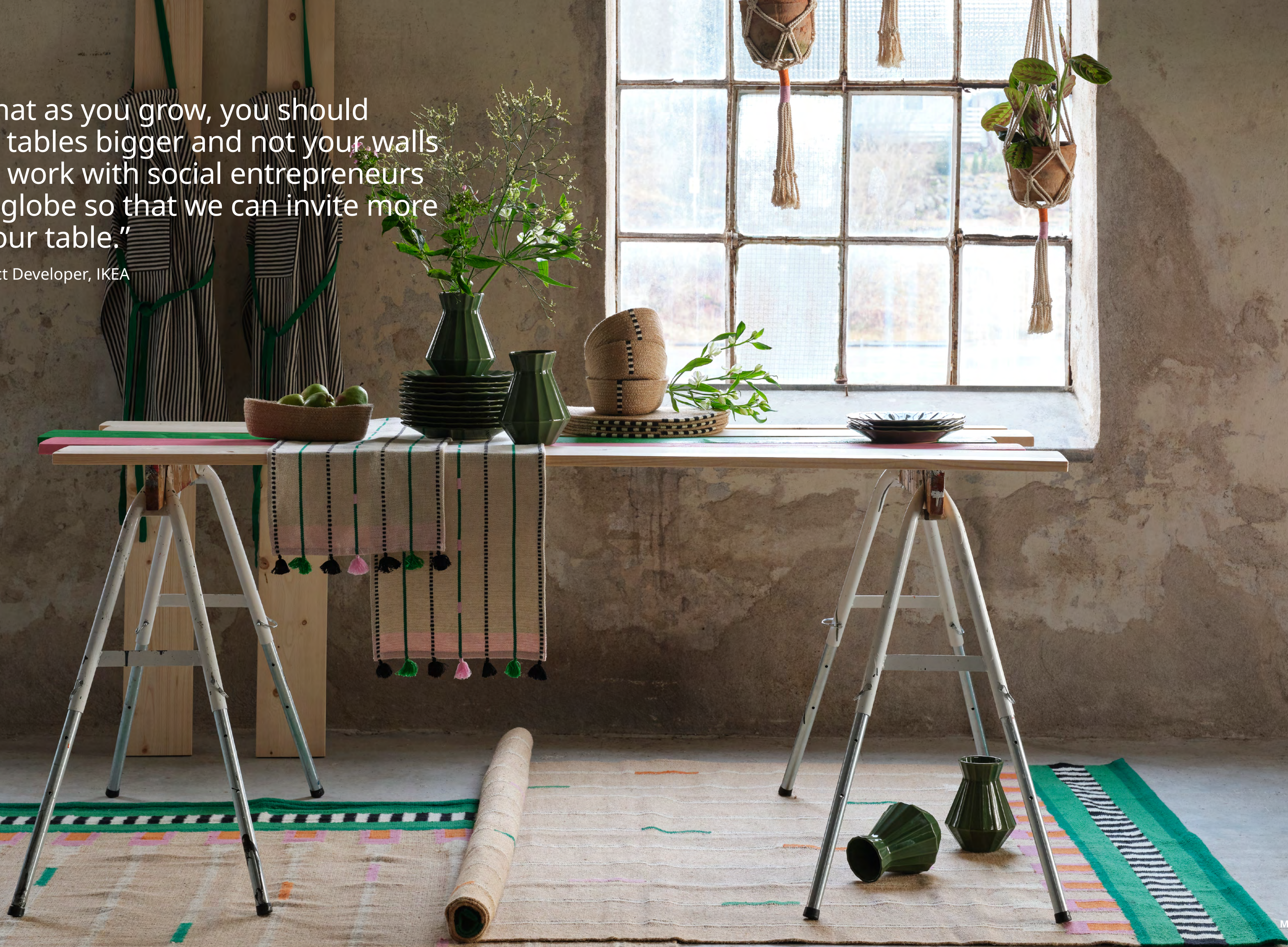


Let this flexible MÄVINN basket in jute give your KALLAX shelving unit a natural touch.



"It is said that as you grow, you should make your tables bigger and not your walls higher. We work with social entrepreneurs across the globe so that we can invite more people to our table."

Simi Gauba, Product Developer, IKEA





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PE983142.JPG



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“With MÄVINN, we are making products in remote locations in very inaccessible facilities. But where there’s a will, there’s a way.”

Rahul Dasgupta, Business Developer, IKEA



Every tassel counts

Woven, embroidered and with tassels tied by hand, the MÄVINN table-runner helps improve the living conditions of 467 artisans and their families.



Invite someone new to the table

The MÄVINN place mat is crafted from natural jute fibres and will add texture and style to your dinner party. It is partly hand-embroidered by artisans at Classical Handmade Products (CHP) in Bangladesh, a social business that aims to support women and people with disabilities into employment.



Small but impactful

The raw quality of the natural jute fibres lends a rustic appeal to this basket. And the hand-embroidery in black and white creates a bold contrast against the natural tones. Knowing that it was made through a 100% solar production process further adds to its appeal.





Looks good. Feels even better.

The MÄVINN apron is made from hand-woven cotton, granting it a soft texture and a longer life expectancy. The apron has a practical front pocket divided into two compartments and the hand-embroidered detailing in yellow and pink offers a smart loop to hang towels or spatulas.

The benefits of empowering women

The social businesses we partner with often focus on employing women. This is because they know that women's development is essential for both economic and social growth. Empowering women also improves the well-being of future generations, as educated women are more likely to invest in their children's health and education.

It turns out that when women thrive, communities flourish - making investing in women an excellent business for everyone.



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A comforting blanket

Handwoven and hand-tasselled, this colourful MÄVINN throw was designed to reduce inequality by empowering women in rural India. The traditional craftsmanship also ensures a unique blanket that looks great on both sides.





It's all in the details

This little hand-embroidered caterpillar provides work for 305 refugees from Syria and women artisans in Jordan. Designed to make a difference, we hope this cushion cover can cheer up your living room.



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PE983149.JPG



PE983148.JPG

Weaved-in hope

In partnership with the social business Karupannya, we've designed a rug that helps create jobs for people living on the riverbanks of Bangladesh, a region heavily affected by global warming. The rug is handwoven from undyed jute and cotton with details in coloured wool, making it both decorative and durable.

“IKEA Social Entrepreneurship has been a way for us at IKEA to innovate business models and drive system change to contribute to a fairer and more equal world.”

Jon Abrahamsson Ring, CEO, Inter IKEA Group



Taking the road less travelled sometimes takes a little longer

Most of the social businesses contributing to the MÄVINN collection are operating in remote rural areas frequently impacted by poverty, war, corruption and climate change.

For example, in this edition of MÄVINN, the collection was affected by floods in northern Thailand, volcanic eruptions in Indonesia and political unrest in Bangladesh.

The world won't change overnight, but we remain committed to moving forward despite external challenges. Although reaching our goals may take longer than expected, every person whose life we improve along the way makes the journey worthwhile.

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Meet our social business partners

Rangsutra, India

The artisans working with Rangsutra specialise in traditional Indian embroidery, textile and grass weaving. The artisans, mainly women, are also shareholders in the company. 467 artisans are involved in making products for the MÄVINN collection.

Ramesh Flowers, India

Ramesh Flowers creates jobs for rural women through natural waste material production. 450 artisans are involved in creating handcrafted items for MÄVINN.

Classical Handmade Products, Bangladesh

A social business specialised in handmade products using only garment waste and natural fibres such as jute and banana fibre. The production is 100 % solar powered and is located in rural areas, allowing families to stay in their home villages. For MÄVINN, Classical Handmade Products employs 257 workers with a focus on women and people with disabilities.

Karupannya, Bangladesh

Karupannya is on a mission to create jobs for the rural population in Bangladesh and provide an alternative to the overpopulated cities. By using natural materials like jute and wool, solar cells and biogas, Karupannya also aims to minimise its environmental impact. The 700 workers are mainly women from local villages, as well as disadvantaged youth and people from transgender communities.

Du Anyam, Indonesia

Du Anyam is located on the remote island of Flores in Indonesia. The focus of Du Anyam has been to provide employment with flexible working hours for mothers, enabling them to also care for their families and local farms. The locally sourced palm fibre products are made using ancient weaving techniques developed on the island. The MÄVINN products today provide work for 300 people.

Doi Tung, Thailand

Doi Tung was one of the first social business partners IKEA collaborated with. Their mission is to ensure that their artisans, who have few job opportunities, are economically self-reliant without compromising the environment or their cultural values. Today, 92 people are involved in producing ceramic products for MÄVINN.

Jordan River Foundation, Jordan

In 2017, IKEA teamed up with Jordan River Foundation as a response to the Syrian war, when millions of refugees fled to neighbouring Jordan. The aim was, and is, to create jobs and increase integration between women refugees and local women artisans by turning to traditional handicraft skills. The MÄVINN collection offers a sustainable income for 305 women and their families.

A continuous collaboration

With the MÄVINN collection, we are proud to foster long-term collaborations with social businesses that empower artisans and celebrate their craftsmanship.

The next MÄVINN collection will be released already in early 2026 and will continue to build on the same visual expression while adding some new functions and complementary colours. With a new MÄVINN collection released every six months, we are excited to continue our support for positive change.



Product overview, sorted by manufacturers

Rope



PE962260.JPG

New MÄVINN wall decoration, set of 2 \$24.99 Clear lacquered banana fibre. Designer: Maria Vinka. Banana fibre handmade 006.009.93

Ramesh Flowers



PE962251.JPG

New MÄVINN lampshade \$29.99 Clear lacquered banana fibre. Designer: Maria Vinka. Ø35, H27cm. Banana fibre/handmade 706.009.75



PE962253.JPG

New MÄVINN plant pot hanger \$9.99 100% cotton. Designer: Maria Vinka. L96cm. White/handmade 406.010.09



PE962241.JPG

New MÄVINN basket \$49.99 Clear lacquered banana fibre. Designer: Maria Vinka. W28×D25, H33cm. Banana fibre handmade 106.010.15

Rangсутra



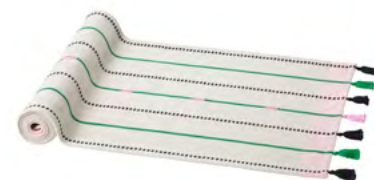
PE962249.JPG

New MÄVINN cushion cover \$19.99 100% cotton. Designer: Maria Vinka. L50xW50cm. Pink/orange 706.003.29



PE962258.JPG

New MÄVINN throw \$29.99 100% cotton. Designer: Maria Vinka. L170xW110cm. Pink/orange stripe 006.009.74



PE962437.JPG

New MÄVINN table runner \$17.99 100% cotton. Designer: Maria Vinka. L130xW35cm. Off-white/green stripe 106.009.16



PE962236.JPG

New MÄVINN apron \$14.99 100% cotton. Designer: Maria Vinka. L92xW90cm. Black white/stripe 206.009.92

Du Anyam



PE962239.JPG

New MÄVINN basket \$14.99 Palm leaf. Designer: Maria Vinka. Ø26. W26×D10, H10cm. Palm leaf handmade 306.008.35

Classical Handmade Products



PE962240.JPG

New MÄVINN basket \$19.99 100% jute. Designer: Maria Vinka. Ø30. W30×D30, H35cm. Beige/jute handmade 606.010.13



PE962242.JPG

New MÄVINN bread basket \$7.99 100% jute. Designer: Maria Vinka. W15×L28, H8cm. Jute 306.009.77



PE962252.JPG

New MÄVINN place mat \$4.99 100% jute. Designer: Maria Vinka. Ø37cm. Jute 506.009.76

Jordan River Foundation



PE962246.JPG

New MÄVINN cushion cover \$19.99 100% cotton. Designer: Maria Vinka. L50xW50cm. Dark blue multicolour/floral pattern 306.003.31



PE962244.JPG

New MÄVINN cushion cover \$19.99 100% cotton. Designer: Maria Vinka. L40xW58cm. Off-white black/floral pattern 506.003.30

Karupannya



PE976737.JPG

New MÄVINN runner, flatwoven \$69.99 58% jute, 35% wool, 7% cotton. Designer: Maria Vinka. L70xW200cm. Beige blue/stripe 806.010.12



PE966734.JPG

New MÄVINN rug \$199.00 47% jute, 45% wool, 8% cotton. Designer: Maria Vinka. L240xW170cm. Beige/green 206.010.10

Doi Tunn



PE962257.JPG

New MÄVINN plate \$14.99 Coloured glazed stoneware. Designer: Maria Vinka. Ø24, H3cm. Green 806.009.08



PE962259.JPG

New MÄVINN vase \$39.99 Coloured glazed stoneware. Designer: Maria Vinka. Ø15, H19cm. Vol 1.9l. Green 306.009.15

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