

MÄVINN

Press kit September 2024



Contemporary craft.
Job generators.
Wave makers.
In collaboration with social
enterprises and artisans in
Bangladesh, India and Jordan.



New MÄVINN cushion cover \$19.99 100% cotton.



A collection like no other

Much love and skill have gone into the making of the MÄVINN collection. Each basket, bag, rug, cushion cover, bedspread, bathrobe, plant pot hanger, throw and pouch is woven, braided or embroidered by hand. It's vibrant, it's fun – and it creates jobs.

PH198940.JPG

New MÄVINN rug flower shape \$39.99 100% jute
New MÄVINN basket \$27.99 100% jute



PH198923.JPG

New MÄVINN pouch \$7.99 100% cotton.



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New MÄVINN bedspread \$29.99 100% cotton.
New MÄVINN rug \$24.99 100% cotton.



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The IKEA designers created MÄVINN inspired by traditional, buzzing crafts markets. Even if every product in the collection has its own expression and handpicked feel, the colours and recurring patterns bring them together.

New MÄVINN storage basket \$39.99





New MÄVINN basket \$19.99 100% jute.

It's been 12 years since IKEA first started collaborating with social enterprises around the world. Together, we develop unique, handmade products designed to create jobs for women and marginalised groups in regions where it's most needed. Today, the partnerships generate work for 11 000 people and the joint venture continues.

Want the full story?

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

PH198788.JPG

New MÄVINN storage basket \$39.99 100% cotton.
New MÄVINN cushion cover \$19.99 100% cotton.



PH198773.JPG

New MÄVINN rug \$24.99 100% cotton.



Clever craft

The handicraft shows in the slight variations that make each MÄVINN item unique – and in details like an embroidered four-leaf clover on a bathrobe or the handmade tassels on a throw. And since no product is exactly like another, it adds personality like no other.

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New MÄVINN bag \$24.99 83% jute, 17% cotton.



A bathrobe for lazy mornings and cosy evenings, handwoven and embroidered in India – creating jobs for skilled artisans at the social business Rangсутra.
New MÄVINN bath robe \$29.99 100% cotton.



"We believe in women's agency and in being the change we want to see in the world. Our partnership with IKEA has ensured that women get jobs and a regular income. Many have felt empowered to take on more responsibilities in the organisation. Now, we hope to reach even more people with our offer. It's one small step to a more interconnected, humane world."

Sumita Ghose, Founder Rangсутra



New MÄVINN rug flower shape \$39.99 100% jute



"This rug fits everywhere and nowhere.
That makes it easy to place. It's like its
own happy island."

Maria Vinka, Designer, IKEA of Sweden

A plant pot hanger made in macrame technique, knotted and braided by hand by artisans at Ramesh Flowers in India.
New MÄVINN plant pot hanger \$9.99 100% cotton.



New MÄVINN cushion cover \$14.99 100% cotton.



New MÄVINN pouch \$7.99 100% cotton



Dream teamwork

It's the teamwork that makes MÄVINN mighty. Every product results from a close collaboration between IKEA, the artisans and the social enterprises and embodies the idea behind the collection: creating jobs and standout handcrafted items at a great price by utilising everyone's skills.

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Jute is a hard-wearing, easy-to-grow fibre with natural variations and silky shine – and a great material for baskets and rugs.

New MÄVINN basket \$27.99 100% jute



PH198922.JPG

New MÄVINN basket \$19.99
Natural and bleached
100% jute.



Each colourful dot on this bed runner (that works just as great as a table runner) is crocheted by hand before it's stitched on.
New MÄVINN bed runner \$14.99 100% cotton



New MÄVINN runner \$69.99
flatwoven 100% jute.



A basket made of locally sourced jute and
produced by artisans working for Classical
Handmade Products in Bangladesh.
New MÄVINN basket \$29.99 100% jute.



"I love the bright, warm colours in this collection. It's a welcome change from beige and pastels. Together with the handicraft itself, the colours make the atmosphere in the centre nice and relaxed."

Pempa Devi, Artisan, Rangсутra



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PH198932.JPG

Everything in MÄVINN is made with attention to detail. Like this hand-embroidered clover on the cushion cover from Jordan River Foundation.

New MÄVINN cushion cover \$29.99 100% cotton.



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New MÄVINN basket \$19.99 100% jute



Artisans Bhawari Devi and Bhawari Devi, coincidentally with the same name, add the finishing touches to a MÄVINN bathrobe at Rangсутra, India.

Business as unusual

Much like other companies, social enterprises aim to make a profit but reinvest the surplus to create positive social change. For MÄVINN, they hold the keys to success. IKEA is an enabler and partner, opening doors to the global market and to creating even more new jobs.

New MÄVINN bath robe \$29.99 100% cotton



New MÄVINN bed spread \$29.99 100% cotton
New MÄVINN throw \$39.99 100% cotton
New MÄVINN bath robe \$29.99 100% cotton



"The most exciting thing with this collection was to meet the artisans and to be able to work with them on the factory floor."

Paulin Machado, Designer, IKEA of Sweden





A cosy, colourful throw to snuggle up under.
Also – a job maker and a beautiful piece of
craftsmanship, from the handmade tassels to
the handwoven fabric.

New MÄVINN bed spread \$29.99 100% cotton

New MÄVINN throw \$39.99 100% cotton

PH198925.JPG

- New** MÄVINN cushion cover \$19.99 100% cotton
- New** MÄVINN rug flower shape \$39.99 100% jute
- New** MÄVINN storage basket \$39.99 100% jute



PH198787.JPG

- New** MÄVINN cushion cover \$19.99 100% cotton



The MÄVINN makers

Today, IKEA works with 11 social enterprises in six countries to create global products. They are united by their long-term efforts to create jobs for people far from the labour market. Five partners – from Bangladesh, India and Jordan – have contributed to this launch.



Rangsutra, India

Creates jobs, and develops handicraft traditions. The artisans, mainly women, are shareholders in the company and come from villages and small towns in the Uttar Pradesh area. Nearly 1 500 artisans are involved in handweaving and hand-embroidering products for IKEA at the Rangsutra centres.



SPUN, India

Creates jobs and offers handicraft technique training for rural women far from the labour market, thus strengthening the region overall. SPUN was initiated by the long-term and big IKEA supplier Welspun to take social responsibility in the rural areas where they operate.

Ramesh Flowers, India

Started with 5 people and has now passed 700 employees. Ramesh Flowers creates jobs for rural women through natural waste material production. That means creating handcrafted items from nuthell, bark, and more.

Classical Handmade Products, Bangladesh

Specialised in sustainable, handmade products using only garment waste and natural fibres such as jute and banana fibre. The production is located in rural areas, allowing families to stay in their home villages.

Jordan River Foundation, Jordan

Jordan River Foundation and IKEA started their partnership in 2017 as an urgent 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.

Twelve years of collaboration



At IKEA, we believe there is no better route out of poverty than a decent job. That's why we, in 2012, began forming long-term partnerships with social enterprises worldwide, supporting them in their effort to provide work for people in vulnerable communities.

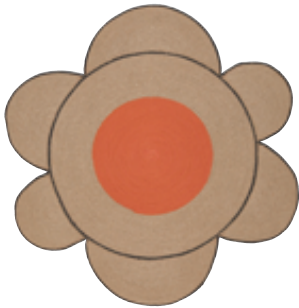
By connecting social enterprises to the IKEA value chain, we aim to be an enabler for women's empowerment and for marginalised people to gain independence. And it's good business – IKEA gets the opportunity to offer customers unique, handcrafted products made by skilled artisans.

Product overview, sorted by manufacturers

Classical in Bangladesh



PE922148.JPG
New MAVINN runner, flatwoven \$69.99 100% jute. Decoration 100% cotton. Designer: P Machado/M Vinka. L180×W70cm. Dotted natural 305.750.44



PE922146.JPG
New MAVINN rug \$39.99 100% jute. Designer: P Machado/M Vinka. Ø85cm. Flower-shaped natural 405.750.48



PE922096.JPG
New MAVINN basket \$29.99 100% jute. Designer: P Machado/M Vinka. Ø31, H29cm. 105.750.40



PE922110.JPG
New MAVINN basket \$27.99 100% jute. Designer: P Machado/M Vinka. W38×D30, H18cm. Black/natural 205.750.54

Rangsutra



PE922118.JPG
New MAVINN bedspread \$29.99 100% cotton. Designer: P Machado/M Vinka. L250×W160cm. Striped multicolour 805.749.66



PE922116.JPG
New MAVINN bath robe \$29.99 100% cotton. Designer: P Machado/M Vinka. Striped multicolour. 305.749.64



PE922154.JPG
New MAVINN throw \$39.99 100% cotton. Designer: P Machado/M Vinka. L170×W110cm. Striped multicolour 905.749.56



PE922125.JPG
New MAVINN cushion cover \$14.99 100% cotton. Designer: P Machado/M Vinka. L40×W58cm. Striped multicolour 505.749.58



PE922150.JPG
New MAVINN storage basket \$39.99 100% jute. Designer: P Machado/M Vinka. Ø36, H44cm. Striped multicolour 905.750.36



PE922094.JPG
New MAVINN basket \$19.99 Natural and bleached 100% jute. Designer: P Machado/M Vinka. W30×D25, H20cm. Striped multicolour 605.750.47



PE922092.JPG
New MAVINN bag \$24.99 83% jute, 17% cotton. Designer: P Machado/M Vinka. L42×W18, H5cm. Holds 3.4l. Handmade/striped natural 805.750.51

Spun



PE922121.JPG
New MAVINN bed runner \$14.99 100% cotton. Designer: P Machado/M Vinka. L180×W45cm. Dotted black 905.749.61



PE922142.JPG
New MAVINN pouch \$7.99 100% cotton. Designer: P Machado/M Vinka. L23×W16, H1cm. Black 505.749.63



PE922144.JPG
New MAVINN rug \$24.99 100% cotton. Designer: P Machado/M Vinka. L90×W60cm. Striped multicolour 005.750.45



PE922140.JPG
New MAVINN plant pot hanger \$9.99 100% cotton. Designer: P Machado/M Vinka. H80cm. Black 505.750.38

Jordan River Foundation



PE922135.JPG
New MAVINN cushion cover \$19.99 100% cotton. Designer: P Machado/M Vinka. L50×W50cm. Cat pattern orange 905.887.60



PE922136.JPG
New MAVINN cushion cover \$19.99 100% cotton. Designer: P Machado/M Vinka. L50×W50cm. Check pattern multicolour 305.887.63



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