

OCTOBER NEWS



Welcome to October at IKEA

The October launch is all about bringing the beauty of nature indoors. The look contrasts the cozy wool textures and natural elements typical of Scandinavian design with a rustic, industrial style. The palette is influenced by the natural world: muted greys are combined with moss greens and warm accents. Wood is a common thread – blonde varieties like pine and birch usher the forest into the home, while mushrooms crop up in bold formations.

Among the product highlights is an emphasis on inviting a sense of calm into the home. We introduce our first sound absorbing curtain and a new sofa family that is the epitome of harmonious design. As we prepare for winter, warmth is essential, so we are happy to welcome two handmade wool rugs – one inspired by traditional Scandinavian weaving techniques and the other: a chunky textured statement – to the range. Ilse Crawford has created scented candles that evoke smoky bonfires, while graphic mushroom prints bring vitality to dark winter days. Throughout, there is a focus on being more environmentally conscious – a positive outlook we can bring into the many seasons ahead.



ÄPPLARYD

Two-seater sofa

Sit in serenity, and style

As we hunker down for the season ahead, having a space to relax and unwind at home is essential. Welcome ÄPPLARYD, our sophisticated new sofa family – available in different sizes and colours – that is made with calm and comfort in mind. Its steel legs and clean lines give the sofa a balanced silhouette, while its soft cushions and tactile covers make it perfect for whiling away cosy evenings indoors.

The ÄPPLARYD sofa is a beautiful statement piece with exceptional tailoring and plush seating that embraces you. The rich cushions use pocket springs that mould to your shape for extra comfort, as well as being long-lasting and using less foam. What's more, its covers are made of recycled polyester – a better option for the planet. Stylish, serene and taking steps to be more sustainable, all at great value for money.

ÄPPLARYD 2-seat sofa \$899. Djuparp red-brown



PH181181

Designed in harmony

Steel legs give this sofa a neat and airy feel. Its harmonious design will make a tranquil focal point in your living room.

ÄPPLARYD 2-seat sofa \$899 Djuparp red-brown



PH181183

HÅVERUD

Table with storage ladder

A table as versatile as you

As our living spaces in urban settings get smaller, we need furniture that adapts to our specific needs and requirements. Enter our new table HÅVERUD.

Be it for dining, studying, preparing food or your latest craft project, the HÅVERUD table is designed with versatility in mind.

With a counter-height table and a metal storage ladder, its flexible, compact design makes it a smart option for smaller living spaces, and multifaceted homes and lifestyles alike. You'll be inspired to take up a new hobby and get to work!

HÅVERUD table with storage ladder \$169.



PH181392

For every need

The antique-look table is a perfect work surface for a variety of activities and hobbies. The ladder is designed to store clothes, bags, utensils, small containers and can be combined with several add-on accessories.



HÅVERUD table with storage ladder \$169.

PH181186



GUNNLAUG

Sound absorbing curtain

A cocoon of calm

Sometimes all we need is a quiet space to ourselves, where we can work without distraction, meditate, read or relax. GUNNLAUG, our first sound absorbing curtain, shuts out any unwanted noise and disturbances. Made of chenille yarn material and a special weave, the lightweight curtain filters out light and softens sounds. The uniquely textured curtain falls beautifully, creating a cocoon of much-needed calm in your home.

Made of 100% recycled polyester, the GUNNLAUG curtain brings a soothing sense of harmony into your space, while being environmentally conscious, too.

GUNNLAUG sound absorbing curtain \$59.99/2 pack. White



PH181218

Soft in everyway

Not only do the tactile curtains soak up everyday clatter and clamour, but they also filter out light and provide privacy from prying eyes. Made of 100% recycled polyester, it is gentler on the planet, too.

GUNNLAUG sound absorbing curtain \$59.99/2 pack. White



PH181217



BUNKEFLO

Pendant lamp

A stylish meeting of materials

Light up those dull winter days with our new BUNKEFLO pendant lamp that unites form with function effortlessly. With a smooth metal shade and a solid birch top, this lamp offers a winning combination of materials, granting it a sleek and sophisticated Scandinavian look.

Ideal for kitchen, dining rooms and workspaces, the BUNKEFLO lamp is an elegant lighting choice for any home, and any kind of space. It emits just the right amount of light for all your daily tasks, while making a stylish statement at the same time.

BUNKEFLO pendant lamp \$34.99/each Beige/White



BUNKEFLO pendant lamp \$34.99/each Beige/White



PH181221

A nod to Nordic style

Wood is key to this season's launch, and the BUNKEFLO lamp comes with a solid birch top – a subtle nod to traditional Nordic design.



New

BUNKEFLO
Pendant lamp

\$34.99/ each



SVÄRDBORG

Rug, flatwoven

Handmade, just for you

As the days get shorter and more time is spent indoors, it is all the more necessary to invite some softness into your home. With its chunky wool texture, our new flatwoven rug SVÄRDBORG will not only provide cosiness underfoot but is an exquisite design piece, too. Handmade by skilled craftspeople in India and Bangladesh with good working conditions and fair wages, each SVÄRDBORG rug is a one-of-a-kind beauty.

It has a tactile, pebble-like appearance, flecked with neutral-coloured yarns that have been added by hand into the weave. This makes each rug a unique specimen of high-quality handicraft to be treasured.

SVÄRDBORG rug, flatwoven \$299/each



PH181228

Wonderful wool

Made of 100% wool (the warp is made from 100% cotton from more sustainable sources), this rug will last for many years to come. Bringing together traditional handicraft techniques, stylish design and the long-lasting wonders of wool, all rolled into one.

SVÄRDBORG rug, flatwoven \$299/each.



PH181224



Committed to good wool

By using a renewable material like wool in the SVÄRDBORG rug, we avoid using fossil or finite materials. It is naturally soil repellent and very durable – it will last from generation to generation. By 2025, we want all our wool products to comply with the Responsible Wool Standard, with strict demands on animal welfare, land management and traceability.

STORSLINGA

LED chandelier

A contemporary classic

With a clean, black metal frame and distinct lighting design, STORSLINGA, our new eight-arm pendant lamp, offers a contemporary update on the chandelier. Quenched are the candles of chandeliers gone by – the STORSLINGA lamp swaps them with globe-shaped heads made from high quality plastic resembling glass. The LED light emits a clear and even glow, making it suitable for atmospheric dining areas, as well as everyday workstations.

The STORSLINGA lamp's slim design makes it a perfect choice for smaller living spaces. It adds a statement without overpowering – like an expertly chosen piece of jewellery, but for the ceiling.

STORSLINGA LED chandelier, 8-armed \$79.99

Lighting with a difference

The heads are made from a high-quality plastic, with a gloss finish that resembles glass. The LED lighting offers a more sustainable choice – LED is long-lasting and uses less electricity.

New

STORSLINGA
LED chandelier,
8-armed

\$79.99





VAMDRUP

Rug, flatwoven

A love letter to Scandinavian handicraft

This winter, we are paying homage to traditional Scandinavian handicraft with our striking new rug, VAMDRUP. Made of warm and durable natural fibres – 100% wool, with the warp made from 100% cotton from more sustainable sources – this rug boasts a rich pattern designed by Maria Vinka. Inspired by the historical “Munkabälte” weaving pattern, this eye-catching rug offers a contemporary update on tradition with bold motifs in warm and neutral tones. It will bring character and cosiness to your hallway, living room or beneath your dining table.

Handwoven by skilled artisans in India in organised weaving centres with good working conditions and fair wages, each rug's pattern is unique in its own way. This ensures that no two products are the same. The VAMDRUP rug will add an enticing layer of softness and storytelling to your floor.

VAMDRUP rug, flatwoven \$299 W170xL240cm.



PH181283

Everyday-proof

The VAMDRUP rug is made of 100% wool, which makes it naturally soil-repellent and long-lasting. The flatwoven surface is easy to vacuum and is an ideal addition to any type of flooring.

VAMDRUP rug, flatwoven \$299 W170xL240cm.



PH181295



BEHJÄRTAD

Scented candle in ceramic pot

A scent to whisk you into the wild

The new season is all about creating a warm and inviting atmosphere indoors, with elements borrowed from the natural world. A member of the BEHJÄRTAD range in collaboration with British designer Ilse Crawford, this bonfire-scented candle captures the mood perfectly. It is a soothing treat for the senses as much as it is for the home.

As you relax with a book in bed or on the sofa, the fiery scent will whisk you away to wild Icelandic landscapes with smoky bonfires and pine forests. Deep woody notes will create a cosy feeling, allowing your thoughts to drift somewhere calm. In ceramic containers – available in muted tones of dark brown and grey – the candles can be grouped together for an even greater atmospheric effect.

BEHJÄRTAD scented candle in pot. Ø7.5, H8cm \$6.99/each Ø8.5, H10cm \$8.99/each



PH181258

Set the mood

With a smoky top layer, spicy clove accents and a woody base, the BEHJÄRTAD scented candle will release evocative notes from the natural world throughout the home.

BEHJÄRTAD scented candle in pot. Ø7.5, H8cm \$6.99/each 9 Ø8.5, H10cm \$8.99/each



PH181257



Made by Ilse Crawford

“By making simple items more special, we hope that people will want to keep them and reuse them.”

Following on from the SINNERLIG collection in 2015, this season marks the second collaboration between IKEA and Ilse Crawford. The British designer, together with her design studio – Studiollse – has partnered with us on the ÄROFULL and BEHJÄRTAD ranges, which include scented candles, potpourri and ceramic candle holders.

Scent has a way of changing the atmosphere throughout the home, and it plays a big part in the BEHJÄRTAD range. Ilse Crawford wanted to create a scent familiar to the many people, and was inspired by the heady smells of nature and firewood. “It was important for us to create a smell that is a common thread, that is universal, something that most (if not all) of us around the world could relate to in an instinctive way,” she says. Recognisable to most, the deep smell of firewood burning captures our human need

for warmth and safety. “You could be walking in a vast dark forest with no one around but if you come across this smell, you would know that someone is there with a fire on, where you’ll find warmth, comfort, food and refuge,” says Ilse about the inspiration for the evocative scent.

Ceramics are key to the collaboration, too. Inspired by a ceramic jug in the SINNERLIG collection, Ilse wanted to bring the tactility and longevity of ceramics to more IKEA products.

“It is special to have a mass-produced item that feels unique – thanks to the timeless properties of ceramics and the ever-changing patterns of glazes,” she explains. “By making simple items more special, we hope that people will want to keep them and reuse them.”



ÄROFULL

Tealight holder

For tiny lights and big statements

Sometimes the best things come in small packages. Designed by Ilse Crawford, this beige ceramic tealight holder will add ambience to your home through minimalist design. Its glazed finish gives it a unique, tactile feel.

Whether as an elegant statement on its own – embellishing dining tables, mantelpieces, windowsills and bedside tables – or when paired with the other items in the ÄROFULL and BEHJÄRTAD families, it brings an organic touch to wherever it sits. Dim the lights and settle down for a cosy candlelit evening.

ÄROFULL tealight holder \$0.99/each



ÄROFULL tealight holder \$0.99/each



PH181370

Pure, simple design

Set your table, mantelpiece or windowsill in style with this minimalist tealight holder. Made for just one tealight it, it can be paired with other items in the ÄROFULL and BEHJÄRTAD families for extra impact.



SVAMPMAL

Duvet cover and pillowcase

Foraged from the forest floor

This October launch is all about ushering the outdoors in. Designer Monika Mulder has created a lush mushroom print inspired by Scandinavian woodland adventures and finding calm within chaos. The bold fungi formation sprouts up on our SVAMPMAL duvet cover and pillowcase set, bringing the beauty of the Nordic forest into the home.

Your bed is a private oasis, so you need materials that are gentle against your skin and promise comfort all night. The SVAMPMAL duvet cover and pillowcase set guarantees a peaceful night's sleep as it is made from a moisture-absorbent blend of breathable cotton (from more sustainable sources) and super soft viscose material.

SVAMPMAL duvet cover and 2 pillowcases \$29.99

“This pattern reminds you of the moment of discovery and joy when you finally find the golden delicacies. The shapes and curves displayed in a cluster of chanterelles is a gift from Mother Nature.”

Monika Mulder / designer

Natural and functional

The SVAMPMAL duvet cover and pillowcase set is made from a pleasing mix of natural and functional materials: 80% cotton from more sustainable sources and 20% viscose material, ensuring a cool and easy slumber.

SVAMPMAL duvet cover and 2 pillowcases \$29.99



New

SVAMPMAL
Duvet cover and
2 pillowcases

\$29.99



SVAMPMAL

Cushion

Down-to-earth accessorising

Evoke earthy forests and mushroom-picking adventures with the SVAMPMAL cushion. In a dark yellow shade, the graphic mushroom pattern, designed by Monika Mulder, is in harmony with the season's rich colour palette.

The vivid print will add cheer to your sofa, bed or any furnishing in need of a freshening up. Made from 100% cotton from more sustainable sources, with a 100% recycled polyester filling, this cushion takes us a step closer to lowering our environmental impact.

SVAMPMAL cushion \$5.99/each

Nature conscious, inside and out

With a filling made from recycled polyester, the SVAMPMAL cushion is a more sustainable accessory. By using filling made of recycled materials, we consume less new raw materials and lower our environmental impact.

SVAMPMAL cushion \$5.99





PE838483

ÄPPLARYD 2-seat sofa \$799 Cover: 71% cotton, 8% viscose/rayon, 21 % polyester. Designer: Maja Ganszyniec. W199xD93, H82cm. Lejde grey/black



PE830209

HÅVERUD table with storage ladder \$169 Melamine foil and powder coated steel. W105xD66, H192cm. Black



PE827310

BUNKEFLO pendant lamp \$34.99 Clear lacquered solid birch and powder coated steel. Designer: Märten Cyrén. Ø36. Beige/birch



PE827313

BUNKEFLO pendant lamp \$34.99 Clear lacquered solid birch and powder coated steel. Designer: Märten Cyrén. Ø36. White/birch



PE815591

STORSLINGA LED chandelier, 8-armed \$79.99 Built-in LED light source. Steel and plastic. W70. Black/white



PE814078

SVAMPMAL duvet cover and 2 pillowcases \$29.99 80% cotton, 20% viscose/rayon. Designer: Monika Mulder. Duvet cover W218xL218cm Pillowcases L51xW76cm. Dark green/white



PE814078

SVAMPMAL duvet cover and pillowcase \$19.99 80% cotton, 20% viscose/rayon. Designer: Monika Mulder. Duvet cover W162xL218cm Pillowcases L51xW76cm. Dark green/white



PE801229

GUNNLAUG sound absorbing curtain \$59.99/2 pack. 100% polyester. W145xL250cm. Grey .



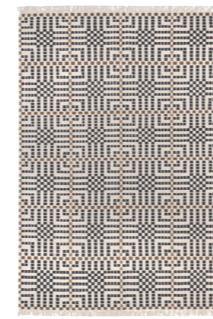
PE811858

GUNNLAUG sound absorbing curtain \$59.99/2 pack. 100% polyester. W145xL250cm. White.



PE814968

SVAMPMAL cushion \$5.99 Fabric: 100% cotton. Filling: 100% polyester - hollow fibre. Designer: Monika Mulder. L30xW58cm. Dark yellow/white.



PE818409

VAMDRUP rug, flatwoven \$299 User surface: 100% wool. Weft: 100% cotton. Designer: Maria Vinka. W170xL240cm. Multicolour.



PE818503

VAMDRUP rug, flatwoven \$119 User surface: 100% wool. Weft: 100% cotton. Designer: Maria Vinka. W80xL200cm. Multicolour.



PE818408

SVÅRDBORG rug, flatwoven \$299 Surface: 100% wool. Warp: 100% cotton. W133xL195cm. Grey



PE825799

BEHJÄRTAD scented candle in pot \$8.99 Stoneware. Coloured glaze. Paraffin wax. Designer: Ilse Crawford. Ø8.5, H10cm. Bonfire/dark brown.



PE825803

BEHJÄRTAD scented candle in pot \$6.99 Stoneware. Coloured glaze. Paraffin wax. Designer: Ilse Crawford. Ø7.5, H8cm. Bonfire/dark brown.



PE825535

ÄROFULL candle dish \$3.99 Stoneware. Coloured glaze. Designer: Ilse Crawford. Ø15cm. Dark grey.



PE825542

ÄROFULL tealight holder \$0.99 Stoneware. Coloured glaze. Designer: Ilse Crawford. Ø5.5, H3.5cm. Beige

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