

Winter celebrations

Press kit | Launching October 2024





Merry Jul!

'Tis the season for festive delights from IKEA! Join us in celebrating the holidays with our new winter collections: VINTERFINT, STRÅLA decorative lighting, and VINTERSAGA holiday food and drink – all inspired by Swedish folklore, handicraft and the flora and fauna of the winter landscape.

Our new range offers something for everyone with two distinct styles. Whether you prefer to deck the halls or enjoy a calmer holiday focused on baking, small gatherings, and rustic DIY touches, we've got everything you need to transform your home into a cosy holiday haven.

Here's to a merry Jul!

VINTERFINT

Swedish tradition with a modern twist.

Dust off your favourite decorations and welcome new ones to the mix with the VINTERFINT collection. This playful assortment is inspired by Swedish folklore art and craftsmanship, with a mature colour palette and a modern twist.

Designer Cecilia Pettersson drew inspiration from the Swedish forest beside her childhood summer house for the patterns in this collection. Woodland creatures, plants, and flowers that thrive in the winter landscape are prominent features, bringing the enchantment of nature indoors.

From baking essentials and tree ornaments to gift wrapping and tableware, the VINTERFINT collection ensures a festive holiday to remember!

PH200575.JPG

New VINTERFINT tree ornament 1.50/6-pack Heart-shaped red/white 105.784.87

New VINTERFINT tree ornament set of 2 4.95 Animals 705.899.11

New VINTERFINT tree ornament 12.50/8-pack Bauble glass/mixed colours 505.814.02

New VINTERFINT tree ornament set of 6 6.50 Mixed shapes white 105.813.43

New VINTERFINT tree ornament set of 8 12.50 Mushroom red/natural 305.899.13





STRÅLA

Let it glow.

At Christmas in Sweden, we have a tradition of plucking the stars from the night sky and placing them in our window.

Whether you prefer one star, or an entire galaxy, or even snowflakes, LED string lights, and table lamps, the STRÅLA decorative lighting collection offers a range of sizes and styles so everyone can make their home cosy, merry and bright this season.

PH200576.JPG
New STRÅLA LED lighting chain with 400 lights 29.95 405.831.71
New STRÅLA lampshade 14.95 Bamboo 705.836.45
New STRÅLA lampshade 14.95 3D flower/white 205.824.79
New STRÅLA lampshade 9.95 Ø70cm. Linen/beige 805.824.81
New STRÅLA LED table lamp 19.95 005.824.75
New STRÅLA LED table decoration 14.95 505.824.73

VINTERSAGA

A sweet touch to the season.

Delight in the flavours of a traditional Swedish Christmas with our VINTERSAGA holiday food and drink collection.

Embrace the joy of crafting a gingerbread house or savour Sweden's beloved Christmas biscuit, the ginger thin.

Feeling the chill? Cosy up with our Glögg mulled fruit drink, infused with cinnamon, cardamom, and ginger. And don't forget to treat a loved one to an advent calendar – it will deliver milk chocolate and other surprises everyday until Christmas.

Smakligt måltid! (Bon appétit!) as we say in Sweden!

PH200579.JPG

New VINTERSAGA gingerbread house 4.95 205.949.67 New
VINTERSAGA mini gingerbread house 4.95 805.950.73





New

VINTERFINT
Tree ornament in bag,
set of 20

4.95



Less is more. Then there's Christmas.

Embrace the Swedish 'more the merrier' holiday spirit and fill every corner of your home with warmth and cheer.

From new full artificial Christmas trees and vibrant ornaments to joyously wrapped gifts and festive table decor, the VINTERFINT collection combines tradition with big, bold patterns and shapes.

So, get ready to deck the halls and make everyone feel welcome this holiday season—maybe even a pair of Julbockar (Swedish Christmas goats) will join the occasion!



The new VINTERFINT gift wrapping collection includes paper rolls, gift bags, boxes, labels and more. Designed by Cecilia Pettersson, it showcases bold stripes and whimsical patterns inspired by the Swedish winter landscape as well as flowers found in the Swedish home at Christmas – for a merry twist on tradition.

< PH200548.JPG
New VINTERFINT gift wrap roll 4.95/3-pack
 705.772.77

> PH200543.JPG
New STRÅLA LED lighting chain with 400 lights
 29.95 405.831.71
New STRÅLA LED table decoration 14.95
 505.824.73





"Swedish traditional woodcraft inspired me when designing the two red Christmas goats in the VINTERFINT set. Made of leftover material from coffee table production and with a clean-lined design that gives the decorations a modern twist."

Lisa Hilland
Designer

PH200561.JPG
New VINTERFINT decoration
set of 2 12.50 105.800.08



Tap into the spirit of a traditional Swedish 'Jul'. From a VINTERFINT candleholder inspired by Swedish carpentry and made from leftover wood – to the practical HEMNES glass door cabinet in deep red, your gatherings will feel warm, cosy and festive in no time.

< PH200556.JPG
HEMNES glass-door cabinet with
3 drawers 449.- 505.306.34

> PH200557.JPG
New VINTERFINT candle holder
for 4 candles 17.95 105.788.16





From vibrant glass baubles to fun candy canes and bells, the VINTERFINT ornaments are designed to bring instant sparkle to your tree. Plus, they're easy to blend with your existing collection – so you can add more and more each year!

< PH200550.JPG
New VINTERFINT tree ornament 12.50/8-pack 505.814.02

> PH200547.JPG
New STRÅLA LED lighting chain with 400 lights 29.95 405.831.71



New

VINTERFINT
Tablecloth

24.95

"The big trumpet shape of the amaryllis and the wonderful scent of hyacinth are strongly associated with Swedish Christmas. They are also my favourites, so it felt natural for them to bloom in all their glory on the patterns in the VINTERFINT collection."

Cecilia Pettersson
Designer

PH200571.JPG
New VINTERFINT paper napkin
2.80/30-pack 605.811.33



PH200571.jpg

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Say goodbye to prickly socks and 'hej' to our beautifully full VINTERFINT artificial trees. Made from at least 50% recycled plastic, they come in several different sizes and work for any space, outdoors or in. Plus, when it's time to pack away, the tree can be unscrewed into smaller parts, saving space in storage until next year's celebration.

< PH200574.JPG
New VINTERFINT tree ornament set of 3 4.95
 Gold-colour 505.812.23
New VINTERFINT tree ornament 12.50/8-pack
 Bauble glass/mixed colours 505.814.02
New VINTERFINT tree ornament set of 3
 16.50 Bauble animals 305.805.21

> PH200573.JPG
New VINTERFINT artificial Christmas tree 49.95
 H150cm. 505.858.72
New VINTERFINT artificial Christmas tree 139.-
 H210cm. 605.858.57
New VINTERFINT artificial Christmas tree
 89.95 H180cm. 005.858.60





New

FULLTALIG
Candlestick, set of 3

17.95



Embrace Swedish 'mys'

While some love to go all out, others prefer a quieter, more rustic occasion.

From baking homemade treats to mastering the art of gift wrapping to setting the table for long, cosy candlelit breakfasts with loved ones, the VINTERFINT collection will have your home feeling merry and 'mysigt' (cosy) in no time.

PH200582.JPG

New HAUGA chair 29.95 105.767.18

New HAUGA table 99.95 005.767.09



The Swedish forest close to designer Cecilia Pettersson's childhood summer house inspired these playful Christmas tree ornaments. A fox, hare, squirrel and even a toadstool look right at home in the branches beside paper hearts, bells, and other new decorations from the VINTERFINT collection. They'll blend nicely with your existing decor too – no matter how quirky!

< PH200602.JPG
New VINTERFINT tree ornament set of 2 4.95
 Animals 705.899.11

> PH200606.JPG
New VINTERFINT tree ornament set of 8 12.50
 Mushroom red/natural 305.899.13
New VINTERFINT tree ornament 1.50/6-pack
 Heart-shaped red/white 105.784.87
New VINTERFINT tree ornament set of 6 6.50
 Mixed shapes white 105.813.43



"I grew up by a forest and often saw foxes and hares, so it felt very natural to create forest-themed patterns for the VINTERFINT collection. Playful, yet with a mature colour palette where the animals thrive in the winter landscape."

Cecilia Pettersson
Designer

PH200594.JPG
New VINTERFINT gift wrap roll 2.50
Animal pattern blue 405.772.69





Unleash your creativity with our baking essentials—from mixing bowls and rolling pins to festive aprons and glass jars. Don't miss the set of pastry cutters in 5 new shapes, associated with the Swedish wilderness. The only question is, who dares to eat the bear?

< PH200599.JPG
 MAGASIN rolling pin 6.95 764.856.05
 New VINTERFINT pastry cutter, set of 5 4.95
 805.809.91

> PH200596.JPG
 New VINTERFINT baking cup 1.95/65-pack 705.811.18
 KORKEN jar with lid 3.95 502.135.46





This year's VINTERFINT gift wrapping is so pretty, you might want it to go further. It's ideal for DIY paper chains and other homemade decorations!

With a sink, stove, cupboard, and hooks, the Scandinavian modern SILLTRUT play kitchen has got everything the smallest member of the family needs to whip up pizza this holiday, so adults can relax!

< PH200604.JPG
New SILLTRUT kitchen for children 69.95 205.444.92

> PH200595.JPG
New VINTERFINT gift wrap roll 4.95/2-pack Mixed patterns brown 305.772.79
New VINTERFINT gift wrap roll 2.50 Heart pattern brown 105.772.61





"VINTERFINT wall decoration is an alternative Christmas tree in pine that's great when space is limited. The flexible accordion-like construction has knobs and can be pulled out to a desired width and filled with ornaments every year."

Mikael Axelsson
Designer

PH200590.JPG
New VINTERFINT wall decoration
19.95 805.800.24

Image overview



PH200546.JPG



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PH200549.JPG



PH200551.JPG



PH200550.JPG



PH200545.JPG



PH200552.JPG



PH200553.JPG



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PH200554.JPG



PH200555.JPG



PH200561.JPG



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PH200560.JPG



PH200580.JPG



PH200562.JPG



PH200563.JPG

Image overview



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PH200565.JPG



PH200566.JPG

Image overview



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PH200582.JPG



PH200583.JPG



PH200584.JPG



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PH200586.JPG



PH200587.JPG



PH200588.JPG



PH200589.JPG



PH200590.JPG



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PH200594.JPG



PH200591.JPG



PH200595.JPG



PH200596.JPG



PH200597.JPG



PH200601.JPG



PH200598.JPG



PH200599.JPG



PH200600.JPG



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PH200602.JPG



PH200603.JPG



PH200606.JPG



PH200607.JPG

Product overview



PE953574.JPG

New STRÅLA LED lighting chain with 400 lights 29.95 Polycarbonate plastic. Cord L20m. Outdoor 405.831.71



PE934208.JPG

New STRÅLA LED table lamp 19.95 Powder coated steel and glass. Designer: Mikael Axelsson. Ø10cm. W18×H28cm. Outdoor metal/dimmable black 005.824.75



PE934194.JPG

New STRÅLA LED table decoration 14.95 Pigmented glazed stoneware. Designer: Mikael Axelsson. W13×H16cm. Battery-operated house/ ceramic white 505.824.73



PE933256.JPG

New STRÅLA lampshade 14.95 Clear lacquered bamboo. Ø35cm. Bamboo 705.836.45



PE934221.JPG

New STRÅLA lampshade 14.95 Paperboard. Ø55cm. 3D flower/ white 205.824.79



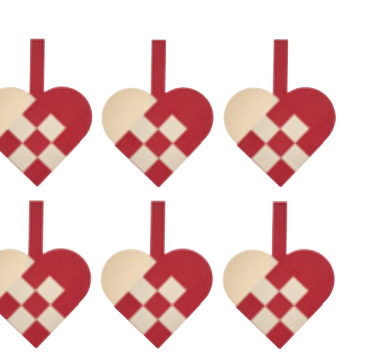
PE934225.JPG

New STRÅLA lampshade 9.95 Paperboard. Ø70cm. Linen/beige 805.824.81



PE944274.JPG

New VINTERFINT tree ornament 12.50/8-pack Painted glass. Ø6cm. Bauble glass/mixed colours 505.814.02



PE901693.JPG

New VINTERFINT tree ornament 1.50/6-pack Bleached chlorine-free paper. L11×H10cm. Heart-shaped red/ white 105.784.87



PE944294.JPG

New VINTERFINT tree ornament set of 2 4.95 100% polyester. Designer: Cecilia Pettersson. Animals 705.899.11



PE944297.JPG

New VINTERFINT tree ornament set of 6 6.50 Paper. Mixed shapes white 105.813.43



PE944298.JPG

New VINTERFINT tree ornament set of 8 12.50 100% polyester. Mushroom red/natural 305.899.13



PE901540.JPG

New VINTERFINT tree ornament in bag, set of 20 4.95 Polystyrene plastic. Bauble red 305.814.60



PE944277.JPG

New VINTERFINT tree ornament set of 3 16.50 Polystyrene plastic, metallized, painted stainless steel. Designer: Cecilia Pettersson. Bauble animals 305.805.21



PE944296.JPG

New VINTERFINT tree ornament set of 3 4.95 Metallized stainless steel. Designer: Siri Skillgate. Gold-colour 505.812.23



PE944278.JPG

New VINTERFINT tree ornament set of 3 16.50 Painted glass. Designer: Cecilia Pettersson. Bauble glass/animals 505.813.22



PE943988.JPG

New VINTERFINT decoration set of 2 12.50 Clear lacquered birch veneer. Designer: Lisa Hilland. Goat red 105.800.08



PE943940.JPG

New VINTERFINT candle holder for 4 candles 17.95 Clear lacquered birch veneer. Designer: Lisa Hilland. Ø14.5cm. L28.5×H29cm. Red 105.788.16



PE944232.JPG

New VINTERFINT scented candle in glass 6.50 Glass. Designer: Cecilia Pettersson. Ø9, H10cm. Cinnamon & sugar red 105.771.57



PE944472.JPG

New VINTERFINT unscented pillar candle 4.95 Para in wax. 6.8, H10cm. Stripe pattern red/ white 705.771.59



PE944260.JPG

New VINTERFINT tin with lid 9.95 Clear lacquered steel. Designer: Cecilia Pettersson. L27×W27, H10cm. Red 605.809.68



PE944245.JPG

New VINTERFINT tablecloth 24.95 100% cotton. Designer: Cecilia Pettersson. L240×W145cm. Berry pattern red 705.811.56



PE944202.JPG

New VINTERFINT paper napkin 2.80/30-pack Paper. Designer: Cecilia Pettersson. L33×W33cm. Amaryllis white/pink 605.811.33



PE943980.JPG

New VINTERFINT cushion cover 6.95 100% cotton. Designer: Cecilia Pettersson. L50×W50cm. Green 605.802.61



PE944186.JPG

New VINTERFINT gift wrap roll 4.95/3-pack Paper. Designer: Cecilia Pettersson. L3×W0.7m. Mixed patterns pink 705.772.77



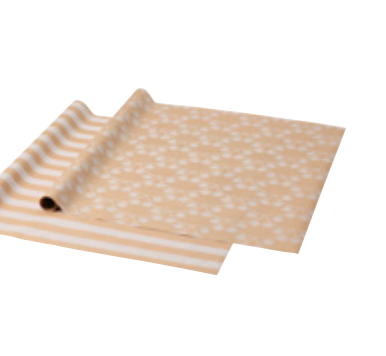
PE944170.JPG

New VINTERFINT gift wrap roll 2.50 Paper. Designer: Cecilia Pettersson. L3×W0.7m. Animal pattern blue 405.772.69



PE944176.JPG

New VINTERFINT gift wrap roll 2.50 Unbleached paper. Designer: Cecilia Pettersson. L3×W0.7m. Heart pattern brown 105.772.61



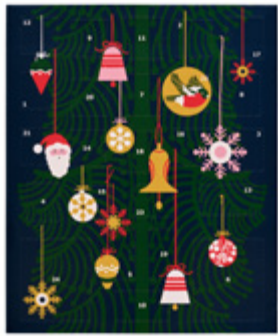
PE944182.JPG

New VINTERFINT gift wrap roll 4.95/2-pack Unbleached paper. Designer: Cecilia Pettersson. L3×W0.7m. Mixed patterns brown 305.772.79

Product overview



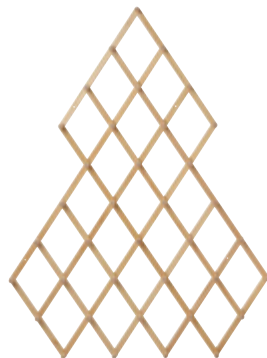
PE944226.JPG
New VINTERFINT ribbon 2.50
Paper. 50m. White
505.773.01



PE948499.JPG
New VINTERSAGA advent calendar 15.95 277g.
705.956.05



PE901533.JPG
New VINTERFINT decoration 7.50 100% polyester. L13×D21,
H31cm. Santa Claus sitting/red
505.784.90



PE944482.JPG
New VINTERFINT wall decoration 19.95 Clear
lacquered solid pine.
Designer: Mikael Axelsson.
Pine 805.800.24



PE935072.JPG
New VINTERFINT artificial Christmas tree 49.95
Polypropylene plastic and
steel. H150cm. In/outdoor
green 505.858.72



PE935168.JPG
New VINTERFINT artificial Christmas tree 89.95
Polypropylene plastic and
steel. H180cm. In/outdoor
green 005.858.60



PE935076.JPG
New VINTERFINT artificial Christmas tree 139.-
Polypropylene plastic and
steel. H210cm. In/outdoor
green 605.858.57



PE951053.JPG
New VINTERFINT artificial potted plant 14.95
Polypropylene plastic and
steel. H55cm. In/outdoor/
Christmas tree green
605.858.81



PE944219.JPG
New VINTERFINT plant pot 7.50 Pigmented glazed
stoneware. Designer: Lisa
Hilland. Ø14cm, H12cm. Green
605.885.92



PE943937.JPG
New VINTERFINT baking cup 1.95/65-pack Bleached chlorine-
free paper. Designer: Cecilia
Pettersson. Ø5, H4cm. Star
pattern red
705.811.18



PE943935.JPG
New VINTERFINT children's apron 6.95 100%
cotton. Designer: Cecilia
Pettersson. L57cm. Heart
pattern blue 805.811.08



PE943933.JPG
New VINTERFINT apron 9.95
100% cotton. Designer: Cecilia
Pettersson. L89×W85cm. Red
805.811.13



PE944208.JPG
New VINTERFINT pastry cutter, set of 5 4.95 Mixed
shapes stainless steel
805.809.91



PE947400.JPG
New VINTERSAGA gingerbread house 4.95 300g.
205.949.67



PE836323.JPG
New VINTERSAGA mini gingerbread house 4.95 300g.
W7.5×D5, H7.5cm.
805.950.73



PE936757.JPG
New VISPNING mixing bowl 12.95 Polystyrene-acrylic
plastic. Designer: Kevin
Gouriou. Holds 3l. Grey-green
305.842.70



PE790792.JPG
LÄTTBAKAD cooling rack 9.95
Stainless steel. L39×W28, H8cm.
204.801.45



PE727978.JPG
MAGASIN rolling pin 6.95 Solid
beech. Ø6, L43cm.
764.856.05



PE729738.JPG
KORKEN jar with lid 3.95 Glass.
Ø12, H16.5cm. Glass. Holds 1l.
Clear glass
502.135.46



PE937203.JPG
New SILLTRUT kitchen for children 69.95 Clear
lacquered fibreboard and
solid beech. Designer: Mikael
Axelsson. W68×D40, H100cm.
Grey 205.444.92



PE904876.JPG
SANDSKÄDDA mug 2.50
Stoneware. Designer: Sarah
Fager. Ø9, H8cm. Holds 27cl.
Light grey-beige
905.594.56



PE767614.JPG
GLADELIG plate 16.95/4-pack Coloured glazed
stoneware. Designer: N
Karlsson/M Axelsson. Ø25cm.
Grey 504.571.48



PE643714.JPG
FULLTALIG candlestick, set of 3 17.95 Powder coated steel
and aluminium. Designer:
Aaron Probyn. Black
403.421.34



PE947477.JPG
New HAUGA chair 29.95 Clear
lacquered solid pine. Designer:
Ola Wihlborg. W40×D49, H87cm.
White
105.767.18



PE951816.JPG
New HAUGA table 99.95 Clear
lacquered solid pine and birch
veneer. Designer: Ola Wihlborg.
L118×W74, H75cm. White
005.767.09



PE883400.JPG
HEMNES glass-door cabinet with 3 drawers 449.- Stained,
clear lacquered solid pine and
tempered glass. Designer: Carina
Bengs. W90×D37, H197cm. Red
stained/light brown stained
505.306.34



PE894510.JPG
VIPPSTARR tablecloth 9.95
100% cotton. Designer: Paulin
Machado. L150×W150cm. Stripe
pattern red/natural
405.591.85

Contact

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Merry Jul!

