



News from IKEA

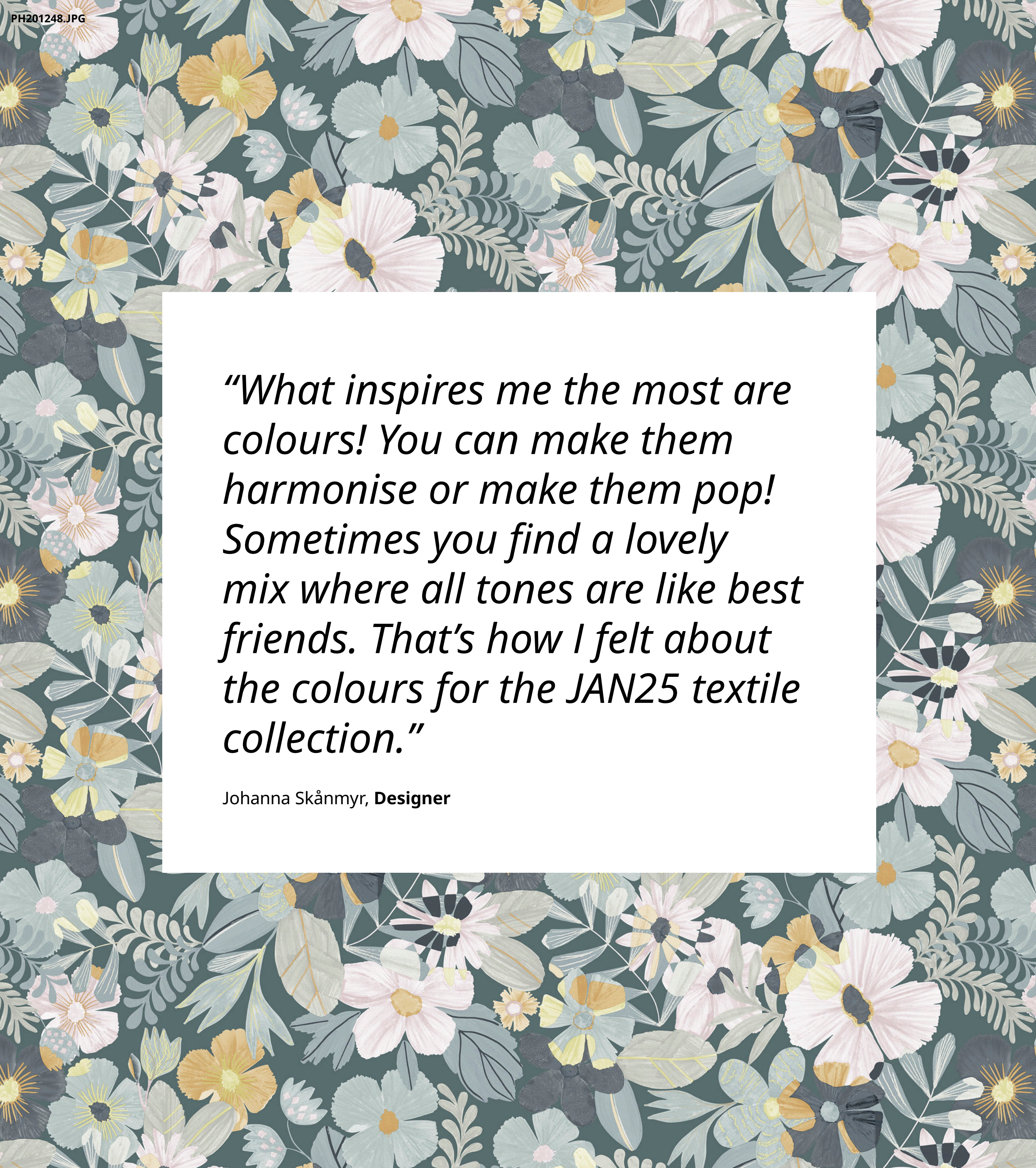
Press kit | Launching January 2025



**New products.
New ways to refresh at home.
Ways to make old furniture feel new.
Even new food to put on your plate.**

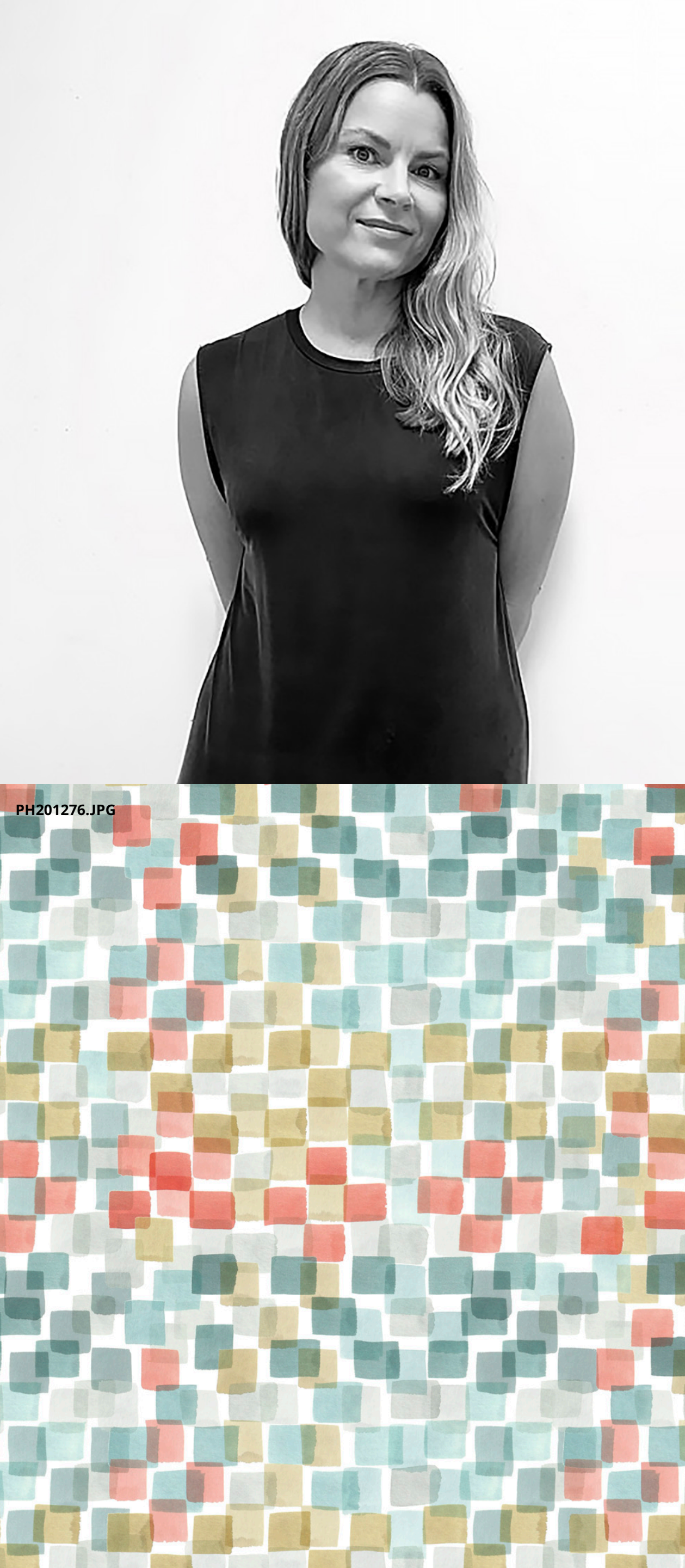
What's new is up to you!

Hej! It's good to see you again. As you might have guessed, this PR package is an introduction to all the new things that come to IKEA in January 2025. But it's not just a big bowl of new products. It's also new ideas on how to refresh my home on a tight budget. And ways to care and repair your furniture. There's even a pinch of food products that offer new perspectives on what we put on our plates. That depth and width is the reason for our mantra right now. What's new is up to you. Enjoy.



“What inspires me the most are colours! You can make them harmonise or make them pop! Sometimes you find a lovely mix where all tones are like best friends. That’s how I felt about the colours for the JAN25 textile collection.”

Johanna Skånmyr, **Designer**



Designed to kickstart spring



Harmony in a flat pack

Without going into details, the bedroom has many jobs to fulfill. But most people would probably agree that the big one is to create comfort and calm and to help you recharge. Right now, spring is just around the corner. We celebrate that by launching a wide range of colourful, playful and beautiful new bedroom products.

New FÄLTGRÄSMOTT duvet cover and pillowcase **29.95** Multicolour/flower pattern 405.873.48 **New PURRPINGLA** product **12.95** Textile/beige 905.919.94 **New KUGGIS** box **4.95** Dark grey-beige 405.862.35 **New DVÄRGSYREN** mirror **29.95** W28xD7, H37cm. Oak veneer 705.915.94 **New DVÄRGSYREN** mirror **49.95** W40xD8, H50cm. Oak veneer 305.915.91 **New BÄCKNATE** table lamp **24.95** White 905.834.99



An organised
bedroom
shouldn't just
be a dream



Product overview | News from IKEA January 2025



PE942742.JPG
TÄRNKULLEN upholstered bed frame 339.- Fibreboard and solid wood. Designer: Wiebke Braasch/IKEA of Sweden. L200×W160cm. Vissle beige/ Luröy 195.643.63



PE955131.JPG
New FÄLTGRÄSMOTT duvet cover and pillowcase 29.95 54% cotton and 46% viscose/ rayon. Designer: Johanna Skånmyr. Duvet cover L200×W150cm. Pillow case L50×W60cm. Multicolour/ lower pattern 405.873.48



PE933062.JPG
SANELA cushion cover 8.95 100% cotton. L50×W50cm. Blue 405.909.30



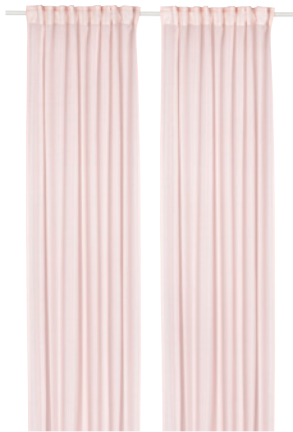
PE872820.JPG
SVARTPOPPEL cushion cover 7.95 100% polyester. Designer: P Machado/L Gil. L50×W50cm. Yellow 305.430.10



PE872990.JPG
SVARTPOPPEL cushion cover 7.95 100% polyester. Designer: P Machado/L Gil. L50×W50cm. Off-white 605.430.04



PE933121.JPG
KLIPPOXEL throw 24.95 100% polyester. W130×L170cm. Off-white 705.846.21



PE938163.JPG
New STENFRÖ sheer curtains, 1 pair 19.95 100% polyester. L300×W145cm. Pink 005.948.93



PE950928.JPG
New BÄCKNATE table lamp 24.95 Polypropylene plastic Shade: 100% polyethylene. Designer: Raffaella Mangiarotti. Ø10, H50cm. White 905.834.99



PE950924.JPG
New BÄCKNATE pendant lampshade 39.95 100% polyethylene. Designer: Raffaella Mangiarotti. Ø50, H36cm. White 605.787.91



PE960223.JPG
EKET cabinet with 2 drawers 100.- Foil inish and particleboard. Designer: Jon Karlsson. W70×D35, H35cm. Brown/walnut effect 805.745.94



PE953599.JPG
New DVÄRGSYREN mirror 29.95 Tinted clear lacquerd wood veneer, oak veneer and glass. W28×D7, H37cm. Oak veneer 705.915.94



PE953599.JPG
New DVÄRGSYREN mirror 49.95 Tinted clear lacquerd wood veneer, oak veneer and glass. W40×D8, H50cm. Oak veneer 305.915.91



PE911825.JPG
New PURRPINGLA product 12.95 Hanging storage w 4 compartments. 100% polyester. W36×D45, H92cm. Textile/beige 905.919.94



PE727742.JPG
RIGGA clothes rack 19.95 Powder coated steel and plastic.. W111×D51, H126-175cm. White 502.316.30



PE945394.JPG
New KUGGIS box 4.95 PET plastic. W18×D26, H8cm. Dark grey-beige 405.862.35



PE936093.JPG
New KUGGIS lid 2.- PET plastic. W18×D26cm. Dark grey-beige 805.862.38



PE923088.JPG
KUGGIS lid 4.- Tinted clear lacquered bamboo. L26×W18cm. Bamboo 505.686.17



PE933879.JPG
KUGGIS lid 2.- PET plastic. W18×D26cm. Black 605.685.51



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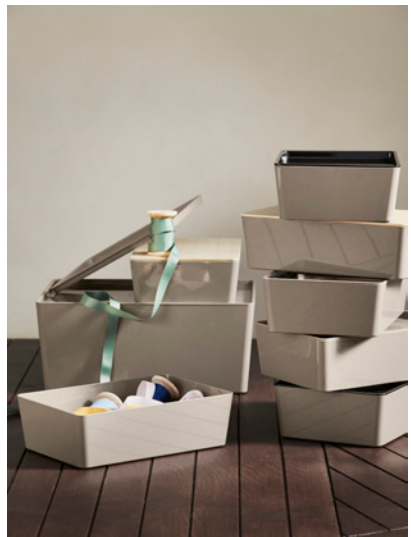
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PH201229.JPG

The colour of a good morning





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**So fresh it's
almost a shame
to go to sleep**

Textiles with super powers

What's the simplest, quickest and most affordable way to refresh a bedroom? Our answer would be - textiles. Colourful, creative, comfy textiles. Cushion covers, throws, bed linnen and pillow cases. If you still have money left, why not add some smart storage and maybe a few stylish chairs.

New SVALSTJÄRTAR duvet cover and pillowcase 24.95 Multicolour 405.872.49 **New GÄVLE easy chair 29.95** Diseröd grey 605.888.46 **New GÄVLE easy chair 29.95** Diseröd red 305.888.38 **New GAFFELFIBBLA cushion cover 4.95** White/dark blue 405.926.46 **New GAFFELBRÄKEN cushion cover 9.95** White/dark grey-turquoise 905.926.44 **New OLIVSPINNMAL throw 9.95** Off-white/multicolour 905.926.39 **VIHALS bedside table 29.95** White 804.887.37 **New DRÖNA box 6.95** Beige/patterned turquoise 305.889.61

Product overview | News from IKEA January 2025



PE889528.JPG
BRIMNES day-bed frame with 2 drawers 249.- Foil finish. Designer: K Hagberg/M Hagberg. L205×W86, H57cm. White 002.287.05



PE955145.JPG
New SVALSTJÄRTAR duvet cover and pillowcase 24.95 54% cotton and 46% viscose/ rayon. Designer: Johanna Skånmyr. Duvet cover: L200×W150cm. Pillowcase: L50×W60cm. Multicolour 405.872.49



PE942328.JPG
New GAFFELFIBBLA cushion cover 4.95 100% cotton. Designer: Johanna Skånmyr. L50×W50cm. White/dark blue 405.926.46



PE942324.JPG
New GAFFELBRÄKEN cushion cover 9.95 100% cotton. Designer: Johanna Skånmyr. L65×W65cm. White/dark grey-turquoise 905.926.44



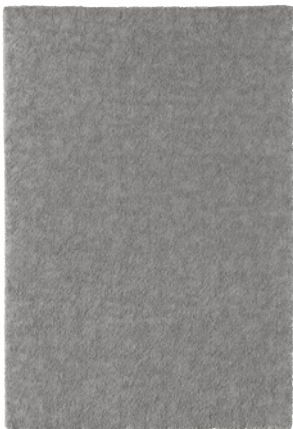
PE837428.JPG
DYTÄG cushion cover 12.95 100% linen. L50×W50cm. Red-brown 105.176.82



PE933058.JPG
New SANELA cushion cover 8.95 100% cotton. L50×W50cm. Beige-yellow 405.909.11



PE941422.JPG
New OLIVSPINNMAL throw 9.95 100% polyester. Designer: Johanna Skånmyr. W120×L160cm. Off-white/multicolour 905.926.39



PE691789.JPG
STOENSE rug, low pile 79.95 Pile: 100% polypropylene. Backing: EVA plastic. Designer: Maja Ganszyniec. L195×W133cm. Medium grey 404.270.05



PE839899.JPG
VIHALS bedside table 29.95 Acrylic paint and particleboard. Designer: Ola Wihlborg. L37×W37, H58cm. White 804.887.37



PE952128.JPG
New DRÖNA box 6.95 100% polyester and paperboard. W33×D38, H33cm. Beige/patterned turquoise 305.889.61



PE953162.JPG
New SPETSBOJ table lamp 9.95 Powder coated steel and synthetic rubber. Designer: Mikael Axelsson. Ø12, H22cm. Dimmable/white 505.862.92



PE953147.JPG
New SPETSBOJ table lamp 9.95 Powder coated steel and synthetic rubber. Designer: Mikael Axelsson. Ø12, H22cm. Dimmable/green 705.916.12



PE711964.JPG
NYMÄNE floor/reading lamp 49.95 Powder coated steel and EVA plastic. Designer: Mikael Warnhammar. Ø7cm. Base Ø25cm. White 803.367.58



PE772291.JPG
REGNSKUR pendant lampshade 39.95 Polyester, plastic and steel. Designer: Jennifer Idrizi. Ø50, H46cm. White 204.303.77



PE839707.JPG
BONDOLVAN alarm clock 9.95 Plastic. Designer: Aaron Probyn. Ø8cm. W8.5×D9, H12cm. Analog/pale pink 305.110.14



PE696313.JPG
MOSSLANDA picture ledge 12.95 Foil finish. Designer: M Warnhammar/A Fredriksson. L115×D12cm. White 902.921.03



PE942787.JPG
New GÄVLE easy chair 29.95 Powder coated steel and plywood. Designer: Zhelin Lian. W54×D68, H70cm. Diseröd red 305.888.38



PE942230.JPG
New GÄVLE easy chair 29.95 Powder coated steel and plywood. Designer: Zhelin Lian. W54×D68, H70cm. Diseröd grey 605.888.46



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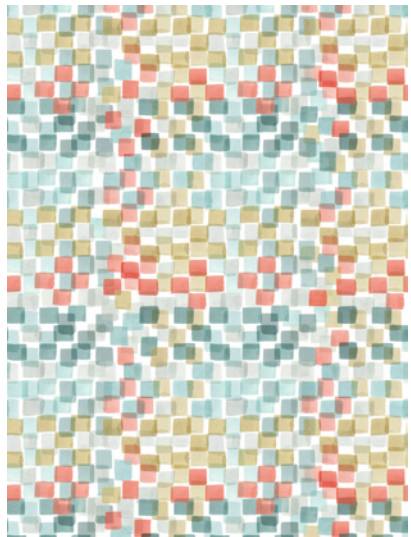
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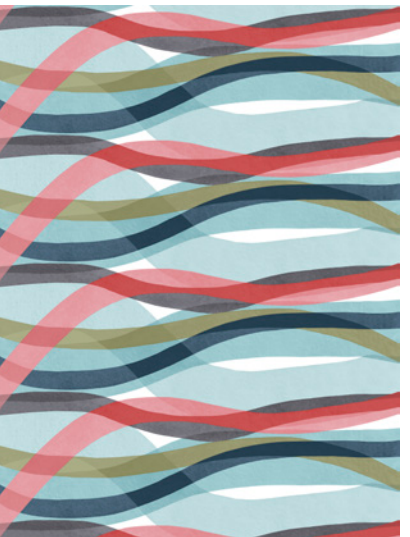
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Fresh ingredients only



Our favourite recipe

This is a fresh new take on Scandinavian design. Simple and straightforward but with a pinch of playfulness and youth. It's timeless without being bland. It's like a recipe that you haven't tried before and it still feels so familiar. It's a recipe we love - and hope that you do, too.

New SLOJSTJÄRT tray 6.95 Blue/patterned 405.936.36 FÄRGKLAR bowl 9.95/4-pack Matt green 304.781.37 FÄRGKLAR plate 14.95/4-pack Matt green 904.781.77 **New** SLOJSTJÄRT paper napkin 1.50/30-pack Patterned 505.936.26 DOCKSTA table 149.- White/white 193.249.95 **New** SOJABÖNA plant pot 4.95 Grey/green 805.865.73 EKET wall-mounted shelving unit 25.- Walnut effect 194.902.73 JUTTERSBO trolley 16.95 Polypropylene plastic. Designer: Sarah Fager. Ø36cm. W36xL36, H86cm. Grey/green 404.989.41 GRÖNSTA chair with armrests, in/outdoor 79.95 White 905.578.86



**New patterns
ready to make
waves**



Product overview | News from IKEA January 2025



PE768820.JPG
DOCKSTA table 149.- Powder coated steel, particleboard and plastic edging. Designer: Gillis Lundgren. Ø103, H75cm. White/white 193.249.95



PE920959.JPG
GRÖNSTA chair with armrests, in/outdoor 79.95 Polypropylene plastic. Leg: solid eucalyptus. W59×D49, H78cm. White 905.578.86



PE944300.JPG
JUTTERSBO trolley 16.95 Polypropylene plastic. Designer: Sarah Fager. Ø36cm. W36×L36, H86cm. Grey/green 404.989.41



PE950924.JPG
New BÄCKNATE pendant lampshade 39.95 100% polyethylene. Designer: Raffaella Mangiarotti. Ø50, H36cm. White 605.787.91



PE958876.JPG
New SLÖJSTJÄRT paper napkin 1.50/30-pack Paper. Designer: Luna Gil. L24×W24cm. Patterned 505.936.26



PE958882.JPG
New SLÖJSTJÄRT tray 6.95 High-pressure melamine laminate. Designer: Luna Gil. W28×L37, H1.7cm. Blue/patterned 405.936.36



PE816899.JPG
FÄRGKLAR plate 14.95/4-pack Stoneware. Design: Maria Vinka. Ø26cm. Matt green 904.781.77



PE816849.JPG
FÄRGKLAR bowl 9.95/4-pack Stoneware. Design: Maria Vinka. Ø16cm. Matt green 304.781.37



PE954043.JPG
FÄRGKLAR bowl 3.- Stoneware. Design: Maria Vinka. Ø16cm. Light pink 206.004.16



PE729432.JPG
TILLAGD 24-piece cutlery set 59.95 Stainless steel. Designer: Aaron Probyn. Black 403.430.01



PE700403.JPG
STORSINT wine glass 12.95/6-pack Crystalline. Designer: Aaron Probyn. H21.5cm. Vol 49cl. Clear glass 303.962.88



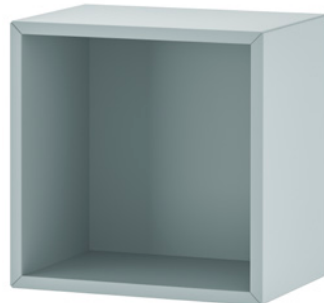
PE952861.JPG
New SOJABÖNA plant pot 4.95 Pigmented powder coated earthenware. Designer: Ilse Crawford. Ø16, H15cm. Grey/green 805.865.73



PE953506.JPG
New GRADVIS vase 14.95 Stoneware. Design: Inma Bermudez. Ø16cm. Dark grey 505.864.09



PE878298.JPG
EKET wall-mounted shelving unit 25.- Foil finish and particleboard. Designer: Jon Karlsson/IKEA of Sweden. W35×D25, H35cm. Walnut effect 194.902.73



PE913333.JPG
EKET wall-mounted shelving unit 25.- Foil finish and particleboard. Designer: Jon Karlsson/IKEA of Sweden. W35×D25, H35cm. Light grey-blue 395.213.58



PE898299.JPG
TIDTABELL rug, flatwoven 179.- 100% wool. L240×W170cm. Beige 305.552.82



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PH201286.JPG



PH201287.JPG



PH201235.JPG

What's new is up to you

This launch offers a fun mix of brand new products and old products in a new colour or a new look. What's new and what's not, it's all in the eye of the beholder. Don't you think?



New GULDVÄVARE 3-piece bedlinen set for cot 29.95 Dark yellow/beige 605.302.85
New GULDVÄVARE comfort blanket with soft toy 7.95 Blue yellow/cat 205.736.58



New FRIHETEN/KLAGSHAMN corner sofa-bed with storage 548.95 Faringe brown-orange 295.202.41 **New SVARTHÖ cushion cover 14.95** Orange/multicolour 205.881.36 **GLADOM tray table 14.95** Dark grey-beige 305.137.63



ÄNGSLILJA duvet cover and pillowcase 24.95 Natural 605.919.81



New LOSHULT trolley 49.95 Pine 405.762.79



New SKUGGSTUBB mug 5.95 Brown/green 305.947.16 **New LOSHULT trolley 49.95** Pine 405.762.79



New GRADVIS vase 14.95 Dark grey 505.864.09

SPETSBOJ

Is it a lamp? Yes.
Is it more than a lamp? Yes, again.

So what is it? It's a table lamp with a shade that doubles as a dimmer. Turn it to the right for more light, turn it left for less.



New SPETSBOJ table lamp 9.95 Dimmable/white 505.862.92
New SPETSBOJ table lamp 9.95 Dimmable/green 705.916.12



**Hide it or
show it. Why
not both?**



Is it storage or storytellers?

Good storage must be functional. It has to do the job of actually storing things. But there's another, more interesting layer. Beautiful storage products are also great storytellers. They show who you are and give your home a personality and a unique touch. Here are some of our new favourite storytellers.

New LEDAMOT cabinet 229.- Light grey-beige 405.447.40 **New LOSHULT trolley 49.95** Pine 405.762.79
New LÄDMÅKARE storage combination with sliding doors 239.- With 2 shelves/oak effect 295.646.78

LÅDMAKARE is a new family in Scandinavian modern look with versatile functionality with both closed and open storage. With its simple, timeless design, light shelving aesthetics and rich dimensions it helps to utilize the space to the fullest. You decide how wide you wish to have it, but thanks to single side wall construction you really don't lose a single cm, which can be priceless in small spaces.



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New LÅDMAKARE storage combination with sliding doors 239.-
With 2 shelves/oak effect 295.646.78

Beauty travels at the speed of light

The new ZEBRASÄV has a supersimple design but with a twist. The wave that rolls around the shade makes all the difference. It's humble and understated but with that typical IKEA twinkle in the eye.



New ZEBRASÄV pendant lamp 9.95 Brown/paper 605.800.77
New ZEBRASÄV pendant lamp 4.95 White/plastic 105.224.81

Time to plant some new ideas

Plant-based food is not plan B. Quite the opposite. At IKEA, we love plant-based food and our range of it just keeps on growing. So, how about you? Have you found a plant-based favourite, yet? If not, maybe you should give one of our new products a try. Have a bite!



SLAGVERK breaded wheat-based pieces CHF 5.95
500g. Frozen 205.588.94

Content overview | New proudcts L3 FY25



PE947268.JPG
New GULDVÄVARE 3-piece bedlinen set for cot 29.95
100% cotton. Designer: Stina Lanneskog. Duvet cover: L125×W110cm. Pillowcase: L55×W35cm. Sheet: L120×W60cm. Dark yellow/beige 605.302.85



PE946004.JPG
New GULDVÄVARE product 14.95 Blanket. 100% cotton. Designer: Stina Lanneskog. L100×W80cm. Blue/white dotted 205.302.92



PE946757.JPG
New GULDVÄVARE comfort blanket with soft toy 7.95
100% polyester and hollow fibre. Designer: Stina Lanneskog. Blue yellow/cat 205.736.58



PE698610.JPG
SUNDEV cot 169.- Stained, clear lacquered solid beech. L125×W67, H85cm. White 604.975.87



PE933710.JPG
New ZEBRASÄV pendant lamp 9.95 Moulded paper pulp. Designer: Andreas Fredriksson. Ø35, H21cm. Brown/paper 605.800.77



PE933703.JPG
New ZEBRASÄV pendant lamp 4.95 Polypropylene plastic. Designer: Andreas Fredriksson. Ø46, H24cm. White/plastic 105.224.81

New LÄDMAKARE storage combination w sliding doors 239.- Fibreboard. Designer: Friso Wiersma. W160×D35, H212cm. With 2 shelves/oak effect 295.646.78

New LEDAMOT cabinet 229.- Fibreboard. Designer: Maja Ganszyniec. W150.2×D42.2, H74.8cm. Light grey-beige 405.447.40



PE954543.JPG
New FRIHETEN/KLAGSHAMN corner sofa-bed with storage 548.95 Fibreboard. W230×D151cm. Bed size W140×L204cm. Faringe brown-orange 295.202.41



PE823016.JPG
GLADOM tray table 14.95
Powder coated steel. Designer: Chenyi Ke. Ø45, H53cm. Dark grey-beige 305.137.63



PE940586.JPG
ÄNGSLILJA duvet cover and pillowcase 24.95 100% cotton. Duvet cover: L200×W150cm. Pillowcase: L50×W60cm. Natural 605.919.81



PE942334.JPG
New SVARTHÖ cushion cover 14.95 100% cotton. Designer: Ida Pettersson Preutz. L50×W50cm. Orange/multicolour 205.881.36



PE957217.JPG
New LOSHULT trolley 49.95
Clear acrylic lacquered solid pine. Designer: Nike Karlsson. L38×W38, H82cm. Pine 405.762.79



PE955230.JPG
New SKUGGSTUBB mug 5.95
Heat resistant glass. Designer: Willy Chong. Measurement 41 cl. Brown/green 305.947.16



PE914367.JPG
SLAGVERK breaded wheat-based pieces 5.95
500g. Frozen 205.588.94



Sales start April 2025
REFRÄNG vegetable sausages 5.95 460g. Frozen 605.749.34



PE788586.JPG
HUVUDROLL Plant balls 7.50
500g. Frozen 204.835.92



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See more on www.IKEA.ch

Enjoy!

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