

# MÄVINN

Press kit | June 2023





**Made together with seven social businesses from across Asia who provide jobs for people who need them most, this new limited collection is all about appreciating the artisanal craft and workmanship that goes into making unique accessories for the home.**

**Comprised of natural fibres and over run from production denim, the MÄVINN collection sings with tactile details and joyful bursts of colour that will enrich your home with character.**







**“The social impact is the most rewarding thing about working on this collection.”**

**Maria Vinka**  
Designer



## Every piece creates jobs

This collection depends on the skills and expertise of our social business partners: Classical Handmade Products based in Bangladesh; Spun, Ramesh Flowers and Industree P.T. based in India; Saitex based in Vietnam and Doi Tung in Thailand.

Since 2012, IKEA has collaborated with social businesses on home furnishing and food products. These partners provide jobs for people from vulnerable groups, giving those who may never have had the chance to work before the opportunity to become skilled professionals.



The story behind –

# MÄVINN

## Co-created with our partners

Together with our social business partners, the collection's designers Maria Vinka and Paulin Machado embarked upon this journey in summer 2021 when many parts of the world were under lockdown. They found new digital ways of working and established an open dialogue. According to Paulin, this process made the experience of collaboration “even more personal” as they had to work very closely together to establish smart processes despite the challenges of lockdown.

Maria and Paulin's initial idea for this collection was to emphasise craftsmanship and bring the person who made the product to the forefront. This led them to think about the experience of visiting a local craft market: the interesting objects you might find there and the local people selling their crafts.

As a result, the MÄVINN collection embodies the distinctive look and rustic feel of handpicked items. As Maria says, “Every piece needs to stand on its own.”





MÄVINN  
apron  
**€000**

## Forever in blue denim

Denim is a classic that never goes out of style. This durable apron in cool blues is an inventive interpretation of the hardworking material. It is a sturdy accessory that can be worn in the kitchen, garden or for crafts that will get better with age and with each wash. Sometimes a classic is a classic for a reason.

MÄVINN apron **€000**



**“The denim look is forever. It doesn’t go out of style. You can live with it for a very long time.”**

**Paulin Machado**  
Designer, IKEA of Sweden



## Denim that makes a difference

One of the ways that the MÄVINN collection stands out is through the bold use of denim in a mish-mash of blue shades. These denim pieces such as a frayed cushion cover and a wall organiser are all made from over run from production denim by persons with disabilities at our partner Saitex in Vietnam.

MÄVINN cushion cover €000



PH192630.jpg

PH192642.jpg

MÄVINN  
wall organiser  
€000



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Robust and thick, denim is a great material for a handy tote bag. Crafty patchwork detailing adds an authentic touch, while a pocket with a zipper keeps your essentials safe.



The story behind –

# Saitex

Saitex is a social business based in Vietnam that integrates people with disabilities into its industrial production of denim and cotton products, including those made from upcycling pre-consumer textile waste. With a highly industrialised factory set-up, Saitex proves that social businesses can work on a big scale, too.

Through its social division Rekut, Saitex trains and employs people with different abilities and young people from disadvantaged backgrounds. By 2025, it aims to have at least 20 % its workforce consisting of persons with different types of disabilities and disadvantaged youths.

**“A small enterprise cannot change the world, but we can, collectively, put a few drops into the ocean. Every drop counts.”**

**Sanjeev Bahl**  
CEO of Saitex





## Embroidery that empowers

Dress the table with this elegant table runner in smart dark blue cotton. The serene landscape has been hand embroidered by artisans employed by our partner Spun, which empowers women through employment, education, healthcare and opportunities for their families.

MÄVINN napkin €000




PH192662.jpg



MÄVINN  
table runner  
€000





**"We wanted to have products that show how they have been handcrafted and to emphasise that someone has put this object together."**

**Maria Vinka**  
Designer





PH192634.jpg

## Bold pops of colour

Our homes are where we can express ourselves and what's a better way to do that than experimenting with colour and pattern. With its cheerful spectrum, this handwoven cotton rug instantly injects some vitality into your home. Meanwhile, this cushion cover is boosted with playful patches in warm hues finished with a hand-embroidered trim.

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MÄVINN rug €000



PH192678.jpg

MÄVINN cushion cover €000



The story behind –

# Spun

With a focus on women with no other income in the family, India-based social business Spun provides jobs through the production of skillfully crafted textile products. The female artisans gain valuable skills to help them improve their lives and social status.

“These women become fully independent, which in turn has an amazing trickle-down effect: better education for their children, better livelihoods for their families,” explains Dipali Goenka, CEO of parent company, the textile manufacturer Welspun, and founder of Spun.

Today, there are eight Spun centres in total, with more being planned. Along with the centres, schools have also been built.

**“What drives me is the ability to create a positive difference and empower women.”**

**Dipali Goenka**  
CEO of Welspun, founder of Spun





## Pure and simple

With its iconic form made from rustic banana fibre, this lamp shade is a statement-maker. Braided by artisans at our social business partner Ramesh Flowers in India, the long strips of fibre are shaped into a timeless lampshade that will enliven any room. “It’s a chameleon,” says designer Maria Vinka. Light softly flows through the uneven texture.



MÄVINN  
lamp shade  
**€000**





MÄVINN plant hanger €000



## Creating jobs, braid by braid

Ramesh Flowers is a social business based in India that employs and trains women from rural villages in the production of handmade products using natural materials like banana fibre and waste from food production such as nut shells. Ramesh Flowers is committed to bringing women from the factory floor into management positions.





## Tracing your roots

Having things in your home that are rich in personal meaning brings a warm sense of comfort. This mulberry paper wall poster – handmade by artisans employed by our partner Doi Tung in Thailand – is printed with a blank drawing of a family tree that that you can fill with the names of your loved ones – thoughtfully connecting your family history to your everyday.



## Making the papers

The paper is made by peeling off the bark from the mulberry tree, which does not damage the tree. The bark is then soaked to remove any impurities, ground into a pulp, which is passed through a screen. Afterwards, the sheets are hung up and left to dry.



The story behind –

# Doi Tung

Established in 1988, the Doi Tung Development Project (DTDP) – based in the mountainous regions of Northern Thailand – was created to reduce social and economic inequality for villagers and tribal groups in the area. By creating opportunities for the community, the project provides these people with access to basic infrastructure and quality education.

DTDP supports the community by providing employment in a number of handicrafts such as handwoven textiles, ceramics and papermaking. As a craft, papermaking has existed in the region for centuries, but began to disappear in the 20th century until DTDP planted mulberry trees to make paper from and create jobs for the local people.





PH192685.jpg



MÄVINN  
cushion cover  
€000

PH192891.jpg



## Local crafts creating independence

For over 15 years, Rangсутra, a social business based in the northern Indian state of Uttar Pradesh, has empowered people – where over 85 % of the artisans are female – through traditional Indian crafts such as embroidery, textiles and grass weaving. Since 2021, Rangсутra has started to weave all fabrics used in their products themselves, creating more work for local weavers. The majority of the women artisans are shareholders in the company.



## Where the heart is...

This rich-toned handwoven cushion cover has a touching feature. It comes with a tiny hand-embroidered heart detail that was added to the final design to provide more jobs for the women artisans employed by our partner in India. “The heart emphasises that it’s made with love, but also that it’s a hand that makes this little heart,” says designer Paulin Machado.





MÄVINN basket, 28 cm €000

## A little colourful around the edges

Embrace the little details that speckle the home with joy. These bowls, made from braided jute, are finished with hand-embroidered details in rainbow colours, carefully stitched around the rim, or added here and there in vibrant slivers. They are the beautiful work of artisans at our partner Classical Handmade Products in Bangladesh.



MÄVINN  
basket, 22 cm  
€000





**“So many of the products have their own personality. I think there is something for all of us.”**

**Maria Vinka**  
Designer





MÄVINN runner, flatwoven €000

**“Alongside the natural fibres, we thought it would be nice to add some colour that pops. The vivid colours are cheerful and stand out.”**

**Maria Vinka**  
Designer



MÄVINN  
place mat  
**€000**

**“There is a kind of person who  
really likes unique things –  
both Maria and I are this kind  
of person.”**

**Paulin Machado**  
Designer, IKEA of Sweden



PH192650.jpg



## Sprinkle some artisanal flair

Everyday tasks such as setting the table are made special with decorative accessories such as this soft jute place mat with a fringed edge and characterful woven design. Complete the table with cotton napkins, hand finished with intricate French knots in vibrant pink, that can be used again and again.

PH192651.jpg



MÄVINN napkin €000



The story behind –

# Classical Handmade Products

Classical Handmade Products (CHP) is an export manufacturing company based in Bangladesh. Founded in 2008, it improves the quality of life for women from disadvantaged communities and persons with disabilities through the production of items made from natural materials such as jute and banana fibre.

Its managing director, Tauhid Bin Abdus Salam has shaped a decentralised way of doing business by bringing work to rural communities, rather than establishing factories in major cities in Bangladesh.

Through their income, the women employed by CHP can send their children to school, buy land for cultivation, and become empowered as income earners.

**“By starting my own company, I had the opportunity to give [these women] a salary and other benefits that improved their lives, and inspire other businesses to do the same.”**

**Tauhid Bin Abdus Salam**  
CEO of Classical Handmade Products, Bangladesh





MÄVINN  
hanging storage  
**€000**



## For all your trinkets

Whether you're short on space, or the kind of person who is always collecting little knick-knacks, this hanging storage basket is the perfect solution. As its handwoven from banana fibre, each one has a unique expression. The strong jute strings provide support.

PH192640.jpg





## Hold natural fibres in your hand

Banana fibre is a durable renewable material that is made when the fibre from the bark of the banana plant is knotted into long strips of yarn. This yarn is then handwoven by artisans into products such as baskets and lamp shades.







## Handicrafts supporting livelihoods

These intricate banana fibre products have been by made by artisans at our partner Industree Producer Transform in the southern Indian states of Karnataka and Tamil Nadu. Industree P.T. employs and trains women from rural areas, where job oppurtunies are few, by nurturing traditional craftsmanship through the making of handwoven products from natural materials.



MÄVINN bag €000



# Product overview



PE893102.jpg  
**New MÄVINN bag €000**  
Clear lacquered banana fibres. Designer: P Machado/M Vinka. W40×D28, H34cm. Banana fibre 805.552.08



PE893080.jpg  
**New MÄVINN rug €000**  
100% cotton. Designer: P Machado/M Vinka. W60×L90cm. Multicolour 105.529.01



PE887704.jpg  
**New MÄVINN apron €000**  
100% cotton. Designer: P Machado/M Vinka. W90×L63cm. Blue 705.520.31



PE887707.jpg  
**New MÄVINN bag €000**  
100% cotton. Designer: P Machado/M Vinka. W34×D10, H35cm. Blue 405.520.37



PE893098.jpg  
**New MÄVINN basket €000**  
Jute. Designer: P Machado/M Vinka. Ø22cm. Jute 705.520.26



PE893100.jpg  
**New MÄVINN basket €000**  
Jute. Designer: P Machado/M Vinka. Ø28cm. Jute 805.520.35



PE893106.jpg  
**New MÄVINN basket with lid, set of 2 €000**  
Jute and 100% cotton. Designer: P Machado/M Vinka. Jute 105.520.29



PE893088.jpg  
**New MÄVINN cushion cover €000**  
100% cotton. Designer: P Machado/M Vinka. L50×W50cm. Blue 405.520.42



PE893086.jpg  
**New MÄVINN cushion cover €000**  
100% cotton. Designer: P Machado/M Vinka. L50×W50cm. Multicolour 205.528.68



PE893078.jpg  
**New MÄVINN cushion cover €000**  
100% cotton. Designer: P Machado/M Vinka. L58×W40cm. Multicolour 105.528.97



PE893092.jpg  
**New MÄVINN hanging organiser for accessories €000**  
100% cotton. Designer: P Machado/M Vinka. W45×L110cm. Blue 505.520.46



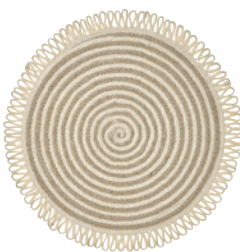
PE893090.jpg  
**New MÄVINN hanging storage €000**  
Clear lacquered banana fibres. Designer: P Machado/M Vinka. 405.520.75



PE893084.jpg  
**New MÄVINN napkin €000/2 pack.**  
100% cotton. Designer: P Machado/M Vinka. W45×L45cm. Blue 205.520.57



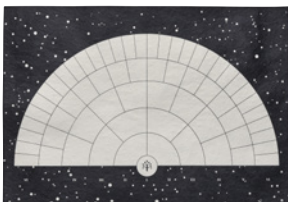
PE893094.jpg  
**New MÄVINN pendant lampshade €000**  
To be completed with HEMMA cord set. Clear lacquered banana fibres. Designer: P Machado/M Vinka. Banana fibre 505.520.70



PE893096.jpg  
**New MÄVINN place mat €000**  
Jute. Designer: P Machado/M Vinka. Ø37cm. Jute 605.520.41



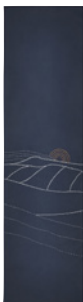
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**New MÄVINN plant pot hanger €000**  
100% cotton. Designer: P Machado/M Vinka. Pink 105.520.48



PE893104.jpg  
**New MÄVINN poster €000**  
Handmade paper. Designer: P Machado/M Vinka. W50×H35cm. 005.528.93



PE893074.jpg  
**New MÄVINN runner, flatwoven €000**  
100% jute. Designer: P Machado/M Vinka. W70×L200cm. Jute 005.520.39



PE893082.jpg  
**New MÄVINN table-runner €000**  
100% cotton. Designer: P Machado/M Vinka. W35×L130cm. Dark blue 205.520.38



# Image overview



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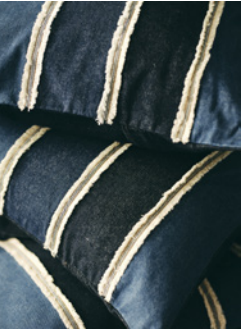
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# Image overview



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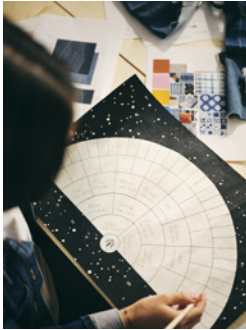
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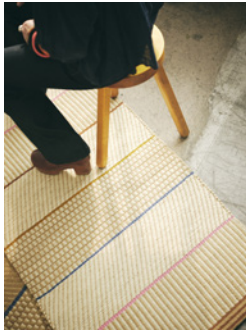
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# Contact

Name Lastname

IKEA unit

name.lastname@ikea.com