

Storage across the home

August 2023 Press kit





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Life is messy, and we love it.

Because behind every mess is a new possibility.

This fall, IKEA goes all in on home furnishing ideas for Storage across the home. From bookshelves, chest of drawers and trolleys to boxes, binders and the iconic IKEA bag.

Storage has always been an important business for IKEA. Why? Because good storage can make a big difference for many people. Good storage also has the capability to create more harmonious homes. Research shows that in almost 50% of the times when people argue at home, it's connected to your perception of mess.

When we say “Life is messy, and we love it”, it's because we at IKEA know that it can be fixed. We know that behind every pile of shoes, every mountain of socks or shirts – there's a solution. A possibility to create a better home and a better everyday life. And if you go to IKEA, it will be affordable too.



Life is messy, and we love it.

Because behind every mess is a new possibility.

Life is messy, and we love it. Because behind every mess is a new possibility. More space. Smarter use of space. A calmer home. A more personal home. More harmony. Fewer socks mysteriously disappearing.

Our campaign is the story of mess throughout life. But let's not forget, mess is more than just things and stuff. Mess is about the surprises in life. The things that make it unpredictable. The things that make it human. It's the feeling we get when we don't know what's coming next. For a moment, not being in control. It's excitement. It's emotion. It's constant change. And with every mess, there's a new possibility to make life better. It's one of the things that makes life extraordinary.

That's why we love it.



PH194931
IVAR cabinet W130,000 502.149.99

PH194927
IVAR storage box on wheels W42,900 404.871.41
New RYKTA storage box with lid W1,900 605.332.03
New RYKTA storage box with lid W1,900 505.332.08
New RYKTA storage box with lid W3,500 705.332.12

PH194932
IVAR cabinet W130,000 502.149.99

PH194928.jpg



PH194928
BORGEBY coffee table W129,000 704.494.02
SPINNROCK box with compartments W12,900 505.430.52

PH194930
BESTÅ shelf unit with door W95,000 592.214.91
BESTÅ frame W50,000 102.458.51
BESTÅ shelf unit with doors W170,000 994.420.61
SPINNROCK box with compartments W12,900 505.430.52

PH194923
BESTÅ storage combination with doors W170,000 392.213.12
BESTÅ shelf unit with door W95,000 592.214.91
BESTÅ frame W50,000 102.458.51
BESTÅ shelf unit with doors W170,000 994.420.61
KUGGIS box with lid W12,900 902.802.04

PH194924
BESTÅ shelf unit with door W95,000 592.214.91
BESTÅ frame W50,000 102.458.51
BESTÅ shelf unit with doors W170,000 994.420.61
BESTÅ storage combination with doors W170,000 392.213.12
KUGGIS box with lid W12,900 902.802.04

PH194929
VIHALS coffee table W59,900 204.887.35

PH194930.jpg



PH194923.jpg



PH194924.jpg



PH194929.jpg





PH195002.jpg



PH195000.jpg



PH195002
New EKET cabinet W35,000 Light grey-blue 405.562.19
New EKET cabinet W25,000 Pale yellow 605.562.37
New EKET cabinet W25,000 Grey-green 705.562.27
EKET cabinet W35,000 Pale pink 905.108.70
EKET cabinet W25,000 White stained oak effect 304.288.40
New RUDSTA glass-door cabinet W149,000 805.327.21

PH195000
New EKET cabinet W25,000 Light grey-blue 405.562.16
New EKET cabinet W25,000 Pale yellow 605.562.37

PH195001
New EKET cabinet W35,000 Light grey-blue 405.562.19
New EKET cabinet W25,000 Grey-green 705.562.27

PH194999
New EKET cabinet W35,000 Light grey-blue 405.562.19
New EKET cabinet W35,000 Pale yellow 005.562.40
New EKET cabinet W25,000 Grey-green 705.562.27
EKET cabinet W35,000 Pale pink 905.108.70

PH194925
New RUDSTA glass-door cabinet W149,000 805.327.21

PH194925.jpg



PH195001.jpg



PH194999.jpg

This fall,
IKEA is all
about mess
consumption

IVAR
cabinet, 80x30x83cm

₩130,000

An orange IVAR cabinet with open shelves and drawers, some containing items like a plant and a bag. Two orange metal stools with wooden seats are in front of it. The background shows a glimpse of a kitchen.



Beautiful!

Because behind every mess
is a new possibility.

A wooden closet with a large pile of folded clothes on a stool and more clothes on the floor, illustrating the concept of a 'mess' as a starting point for organization.



We know a million ways
to take care of your
million things.

A wooden cutlery tray with various kitchen items neatly organized in compartments, including forks, spoons, knives, and a wooden spoon.

UPPDATERA
cutlery tray, 52x50cm

₩34,900



90 sec. Hero film





PH194943.jpg

PH194943
SAMLÄ box with lid W6,400 394.408.28
SAMLÄ box with lid W11,900 394.407.67
SAMLÄ box with lid W13,900 594.407.66
KUGGIS box with lid W29,900 402.802.06
TJENA storage box with lid W5,900 203.954.25
TINGBY side table on castors W49,900 602.959.28
KALBÄDEN door W40,000 505.513.96

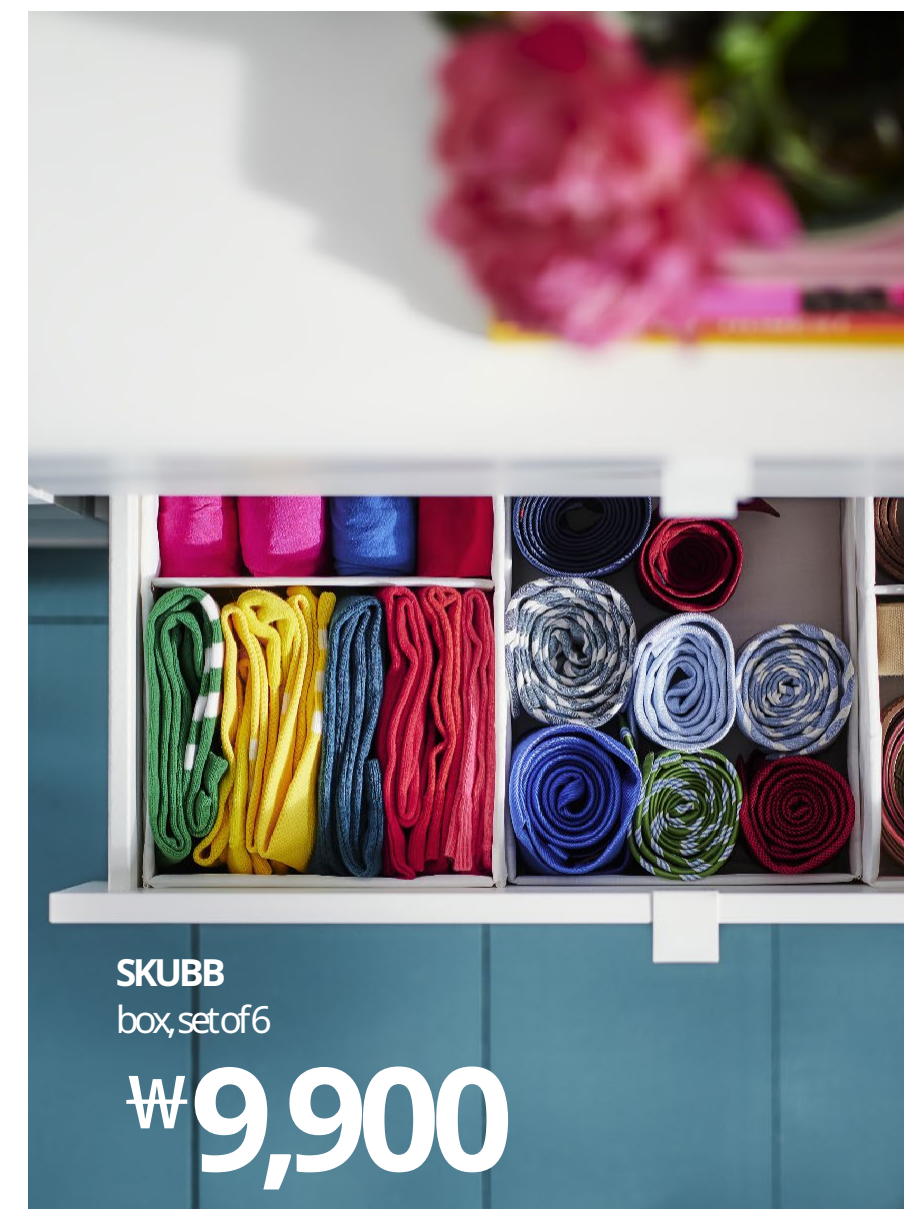
PH194948
VIHALS chest of 4 drawers W179,000 804.832.40
HÖVOLM rack with 6 knobs W14,900 905.000.60



PH194948.jpg



and after



and after after.



PH194945.jpg



PH194944
SAMLÄ box with lid W6,400 394.408.28
SAMLÄ box with lid W11,900 394.407.67
SAMLÄ box with lid W13,900 594.407.66
KUGGIS box with lid W29,900 402.802.06
TJENA storage box with lid W5,900 203.954.25

PH194945
SAMLÄ box with lid W6,400 394.408.28
SAMLÄ box with lid W11,900 394.407.67
SAMLÄ box with lid W13,900 594.407.66
KUGGIS box with lid W29,900 402.802.06

PH194946
SAMLÄ box with lid W11,900 394.407.67
SAMLÄ box with lid W13,900 594.407.66
KUGGIS box with lid W29,900 402.802.06
TJENA storage box with lid W5,900 203.954.25





**Behind every mess
is a new possibility.**



PH194941.jpg

PH194941
New EKET cabinet W35,000 405.562.19
New VALLSTENA door W30,000 105.417.57
New VALLSTENA door W43,000 405.417.51
New VALLSTENA door W15,000 205.417.47
PH194933
New EKET cabinet W35,000 405.562.19
New VALLSTENA door W30,000 105.417.57
New VALLSTENA door W43,000 405.417.51
New VALLSTENA door W15,000 205.417.47
PÄLYCKE clip-on basket W7,000 505.344.01

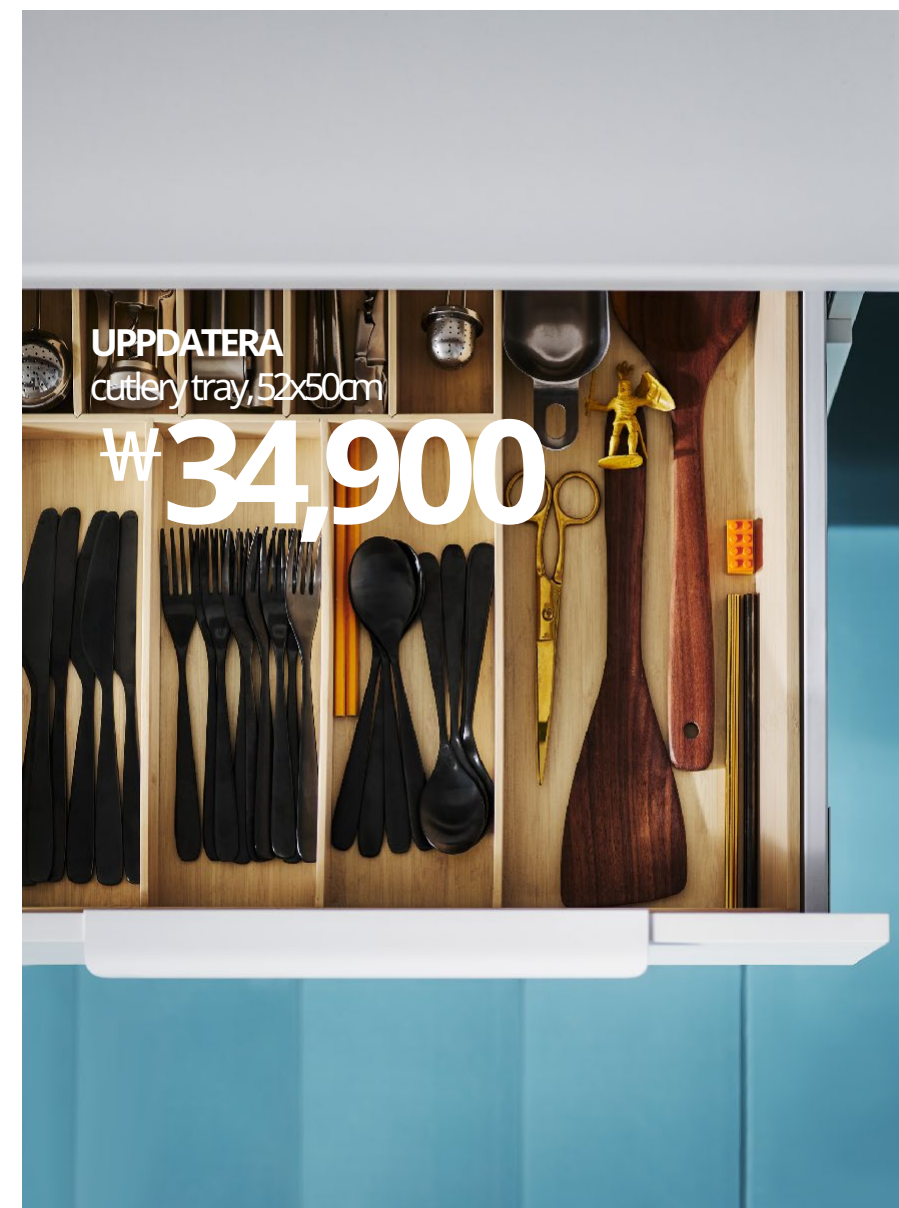


PH194933.jpg



PH194934
New EKET cabinet W35,000 405.562.19
New VALLSTENA door W30,000 105.417.57
New VALLSTENA door W43,000 405.417.51
New VALLSTENA door W15,000 205.417.47
PÄLYCKE clip-on basket W7,000 505.344.01
PH194938
New IVAR cabinet with doors W130,000 105.312.49





**49% of people
fight about mess,

that's 100%
unnecessary.**



PH194957
IVAR cabinet W130,000 502.149.99
IVAR cabinet with sliding doors W130,000 704.943.95
NOJIG organiser W1,000 004.681.06
New HARVMATTA box with lid W12,900 105.553.01
NIMM magazine file W3,500 305.181.76
New VATTENTRÄG box with lid W1,000 005.510.92

PH194960
New HELMER drawer unit on castors W44,900 105.627.16

PH194955
IVAR cabinet W130,000 502.149.99
IVAR cabinet with sliding doors W130,000 704.943.95
New HARVMATTA box with lid W12,900 105.553.01
New VATTENTRÄG box with lid W1,000 005.510.92

PH194960
New HELMER drawer unit on castors W44,900 105.627.16

PH194960.jpg





**Lost,
and found.**

Moving assets

Motion media overview



STHO_Hero_film_90sec_16:9
STHO_Hero_cutdown_60sec_16:9
STHO_Hero_cutdown_30sec_16:9
STHO_Hero_cutdown_15sec_16:9



STHO_Hero_film_90sec_9:16
STHO_Hero_cutdown_60sec_9:16
STHO_Hero_cutdown_30sec_9:16
STHO_Hero_cutdown_15sec_9:16



STHO_Swipe_Bedroom_10sec_16:9
STHO_Swipe_Bedroom_15sec_16:9



STHO_Swipe_Bedroom_10sec_9:16
STHO_Swipe_Bedroom_15sec_9:16



STHO_Swipe_Living_10sec_16:9
STHO_Swipe_Living_15sec_16:9



STHO_Swipe_Living_10sec_9:16
STHO_Swipe_Living_15sec_9:16

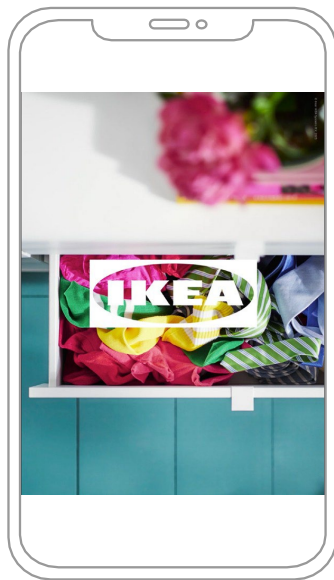


STHO_Swipe_Work_10sec_16:9
STHO_Swipe_Work_15sec_16:9



STHO_Swipe_Work_10sec_9:16
STHO_Swipe_Work_15sec_9:16

Motion media overview



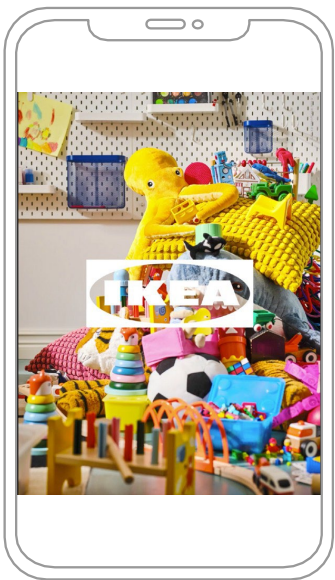
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STHO_Swipe_SAMLA_10sec_3:4



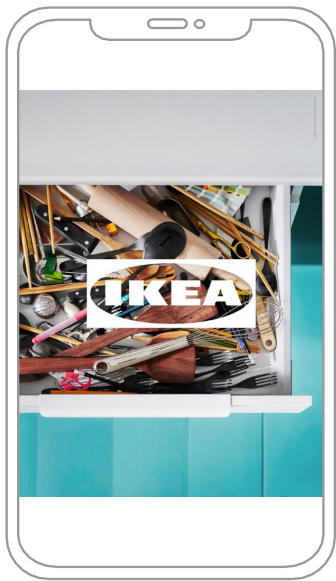
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STHO_Swipe_TROFAST_10sec_3:4



STHO_Swipe_NOJIG_12sec_3:4



STHO_Swipe_UPPDATERA_10sec_3:4



STHO_Swipe_NIMM_10sec_3:4

Images

Image overview



PH194923.jpg



PH194924.jpg



PH194925.jpg



PH194931.jpg



PH194926.jpg



PH194927.jpg



PH194928.jpg



PH194929.jpg



PH194930.jpg



PH194936.jpg



PH194937.jpg



PH194999.jpg



PH195000.jpg



PH195001.jpg



PH195002.jpg



PH194943.jpg



PH194944.jpg



PH194945.jpg



PH194946.jpg



PH194947.jpg



PH194948.jpg

Image overview



PH194933.jpg



PH194934.jpg



PH194935.jpg



PH194941.jpg



PH194939.jpg



PH194938.jpg



PH194955.jpg



PH194956.jpg



PH194957.jpg



PH194960.jpg



PH194964.jpg



PH194965.jpg



PH194966.jpg



PH194967.jpg



PH194932.jpg



PH194970.jpg



PH194971.jpg



PH194972.jpg

Image overview



PH194975.jpg



PH194954.jpg



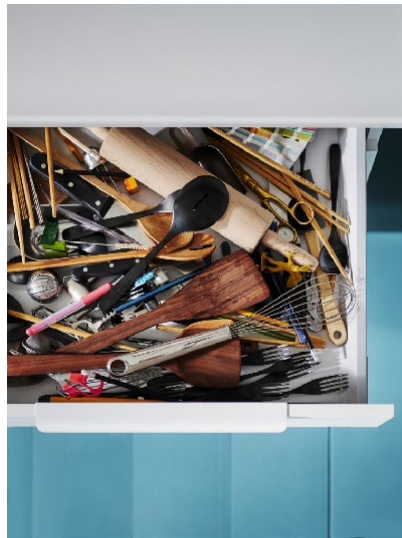
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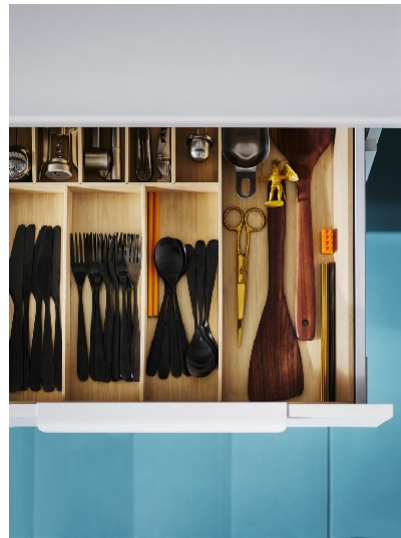
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PH194951.jpg



PH194940.jpg



PH194942.jpg



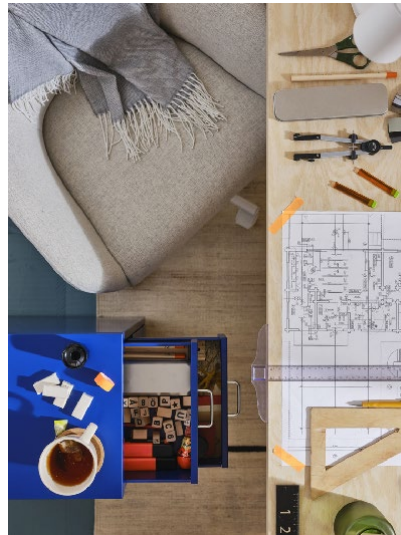
PH194958.jpg



PH194963.jpg



PH194974.jpg



PH194973.jpg



PH194959.jpg



PH194968.jpg



PH194969.jpg



PH194962.jpg



PH194961.jpg



PH194950.jpg



PH194953.jpg

Image overview



PH194982.jpg



PH194979.jpg



PH194976.jpg



PH194985.jpg



PH194986.jpg



PH194977.jpg



PH194987.jpg



PH194988.jpg



PH194989.jpg



PH194978.jpg



PH194995.jpg



PH194996.jpg



PH194997.jpg

Image overview



PH194998.jpg



PH194993.jpg



PH194981.jpg



PH194991.jpg



PH194992.jpg



PH194994.jpg



PH194984.jpg



PH194980.jpg



PH194990.jpg



PH194983.jpg

Products

Product overview



Pe760072.jpg

BESTÅ storage combination with doors
W170,000 Foil finish. W120×D42, H65cm. White/Lappviken white 392.213.12



Pe537151.jpg

BESTÅ shelf unit with door
W95,000 1 adjustable shelf included. Foil finish. W60×D42, H64cm. White/Lappviken white 592.214.91



Pe732722.jpg

BILLY height extension unit
W30,000 To be combined with BILLY bookcase 80×202cm for added storage vertically. Foil finish. W80×D28, H35cm. White 605.252.79



Pe817609.jpg

BORGEBY coffee table
W129,000 Clear lacquered birch veneer. Designer: Johanna Jelinek. Ø70, H42cm. Birch veneer 704.494.02



Pe513559.jpg

BESTÅ frame **W50,000**
Foil finish. W60×D40, H64cm. White 102.458.51



Pe828570.jpg

BESTÅ shelf unit with doors
W170,000 3 adjustable shelves included. Foil finish. W60×D42, H129cm. White/Lappviken white 994.420.61



Pe838133.jpg

VIHALS coffee table
W59,900 paint and particleboard. Designer: Ola Wihlborg. L91×W37, H43cm. White 204.887.35



Pe895146.jpg

New RUDSTA glass-door cabinet **W149,000** Powder coated steel and tempered glass. Designer: H Preutz/F Wiersma. W42×D37, H155cm. Light green 805.327.21



Pe106384.jpg

IVAR cabinet **W130,000**
2 adjustable shelves included. Solid pine. W80×D30, H83cm. 502.149.99



Pe797533.jpg

IVAR storage box on wheels
W42,900 Solid pine. Designer: Ebba Strandmark. W78×D30, H37cm. 404.871.41



Pe893138.jpg

SPINNROCK box with compartments **W12,900**
Paper. Designer: Mia Cullin. L32×W25, H10cm. White 505.430.52



Pe881722.jpg

KALBÅDEN door **W45,000** Foil finish. W60×H180cm. Lively pine effect 505.516.45



Pe756010.jpg

PLATSA open clothes hanging unit **W80,000**
1 adjustable clothes rail included. Powder coated steel. Designer: Ola Wihlborg. W80×D40, H120cm. White 204.526.04



Pe728499.jpg

SAMLA box with lid **W11,900**
Polypropylene plastic. Designer: Mia Lagerman. W57×D39, H28cm. Transparent 394.407.67



Pe871088.jpg

VIHALS chest of 4 drawers
W179,000 Acrylic paint and particleboard. Designer: Ola Wihlborg. W70×D47, H90cm. White /anchor/unlock-function 804.832.40



Pe900309.jpg

SKUBB box, set of 6 **W9,900**
Fabric: 100% polyester. Designer: Monika Mulder. Sizes: 14×14×13cm, 28×14×13cm and 28×28×13cm, 2 of each. White 204.285.53



Pe828455.jpg

HÖVOLM rack with 6 knobs
W14,900 Clear lacquered solid oak. Designer: Ebba Strandmark. W57×D5, H5cm. 905.000.60



Pe829498.jpg

IVAR cabinet with sliding doors **W130,000** Solid pine. W80×D30, H60cm. 704.943.95



Pe895907.jpg

New VATTENTRÅG box with lid **W1,000**
Corrugated board. W32×D23, H10cm. 005.510.92



Pe896451.jpg

New HARVMATTA box with compartments **W7,900**
Powder coated steel and cork. Designer: Ebba Strandmark. L24×W18, H6cm. Dark grey-beige 005.553.06



Pe896444.jpg

New HARVMATTA box with lid **W12,900** Powder coated steel and cork. Designer: Ebba Strandmark. W24×D35, H6cm. Anthracite 105.553.01



Pe804499.jpg

NOJIG organiser **W1,000**
Polypropylene plastic. Designer: K Hagberg/M Hagberg. W15×D20, H5cm. Beige 004.681.06



Pe890334.jpg

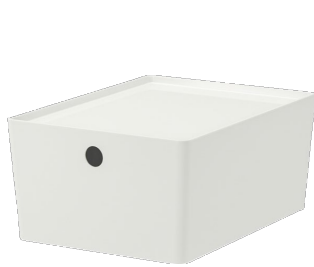
New HELMER drawer unit on castors **W44,900**
Powder coated steel. W28×D44, H69cm. Blue 105.627.16



Pe864094.jpg

NIMM magazine file **W3,500/2 pack** Paper. Designer: Henrik Preutz. W10×D25, H30cm. Black 305.181.76

Product overview



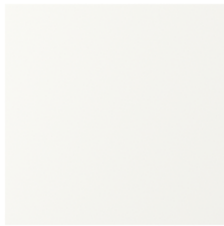
Pe729176.jpg

KUGGIS box with lid W12,900
PET plastic. W26×D35, H15cm. White
902.802.04



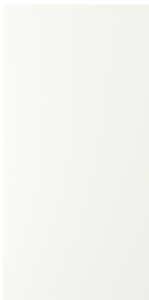
Pe692385.jpg

BILLY bookcase W89,900
1 fixed shelf and 4 adjustable shelves included. Foil finish. Designer: Gillis Lundgren. W80×D28, H202cm. White 103.515.68



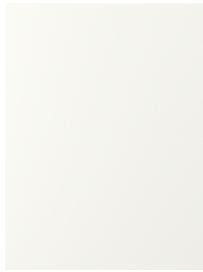
Pe890217.jpg

New VALLSTENA door W15,000 Foil finish and plastic. W40×H40cm. White 205.417.47



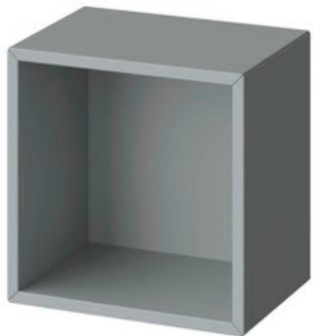
Pe890228.jpg

New VALLSTENA door W43,000 Foil finish and plastic. W60×H120cm. White 405.417.51



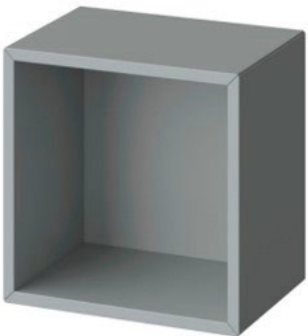
Pe890227.jpg

New VALLSTENA door W30,000 Foil finish and plastic. W60×H80cm. White 105.417.57



Pe913333.jpg

New EKET cabinet W25,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Light grey-blue 005.562.16



Pe913339.jpg

New EKET cabinet W35,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D35, H35cm. Light grey-blue 405.562.19



Pe913341.jpg

New EKET cabinet W25,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Pale yellow 605.562.37



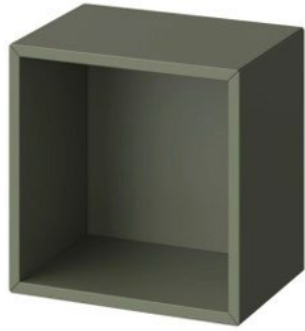
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New EKET cabinet W35,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D35, H35cm. Pale yellow 005.562.40



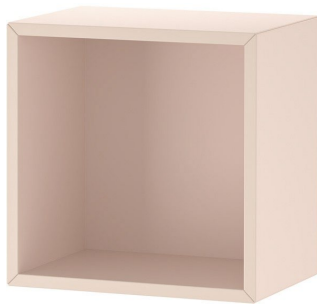
Pe913337.jpg

New EKET cabinet W25,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Grey-green 705.562.27



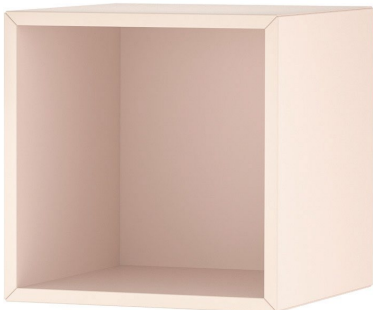
Pe913335.jpg

New EKET cabinet W35,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D35, H35cm. Grey-green 105.562.30



Pe830231.jpg

EKET cabinet W25,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Pale pink 305.108.68



Pe830229.jpg

EKET cabinet W35,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D35, H35cm. Pale pink 905.108.70



Pe910595.jpg

EKET cabinet W35,000 Foil finish and particleboard. Designer: Jon Karlsson. W35×D35, H35cm. White stained oak effect 004.288.51



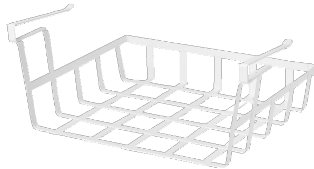
Pe894869.jpg

New IVAR cabinet with doors W130,000 1 adjustable shelf included. Powder coated steel. W80×D30, H83cm. Grey-green mesh 105.312.49



Pe863271.jpg

PÄLYCKE clip-on hook rack W4,000 Powder coated steel. Designer: Willy Chong. L12×W1, H7cm. 905.344.23



Pe863299.jpg

PÄLYCKE clip-on basket W7,000 Powder coated steel. Designer: Willy Chong. L36×W26, H14cm. 505.344.01



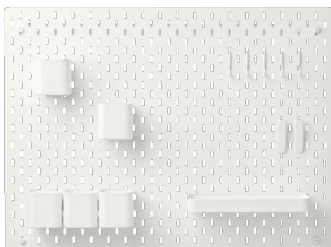
Pe810701.jpg

UPPDATERA cutlery tray W34,900 Dimensioned for 60 cm wide drawers. Clear lacquered bamboo. Designer: S Fager/F Cayouette. W51.6×D49.5, H5.6cm. Light bamboo 304.864.15



Pe727709.jpg

SKÅDIS pegboard W29,900 Painted fibreboard. Designer: Eva Lilja Löwenhielm. W76×H56cm. White 903.216.19



Pe808971.jpg

SKÅDIS pegboard combination W60,900 Painted fibreboard and powder coated steel. Designer: Eva Lilja Löwenhielm. W76×H56cm. White 694.063.66



Pe547497.jpg

TROFAST storage combination with boxes W121,000 Clear lacquered solid pine and plastic. Designer: Studio Copenhagen. W94×D44, H53cm. Light white stained pine/white 292.408.77



Pe896034.jpg

New RYKTA storage box with lid W1,900 Plastic. Designer: Henrik Preutz. W12×D18, H7cm. Transparent 605.332.03



Pe896038.jpg

New RYKTA storage box with lid W1,900 Plastic. Designer: Henrik Preutz. W12×D18, H12cm. Transparent 505.332.08



Pe896043.jpg

New RYKTA storage box with lid W3,500 Plastic. Designer: Henrik Preutz. W18×D24, H12cm. Transparent 705.332.12

Contact

press_korea@ingka.ikea.com

Thanks!

