

# IKEA PR kit

July 2023





# Your home. Starring: you

It's time to stop and listen to yourself.

What would you like to do? Who would you like to be? What would you like your home to look like?

Just get in tune with your needs and desires, let go of convention and make something beautiful, whatever that means to you.

IKEA can help you find and express your own style with plenty of new designs to refresh your home: smart storage solutions, colourful textiles, and bold combinations.

Get inspired, get excited, get ready!

Your home, your style.

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## Style expression: The colour revolution

Bright, bold, and brave: welcome to a unique world of daring combinations that will make your home (and your personality) stand out.

Invite the season in with a fun mix of yellow, pink, green and blue. Surprise yourself and your guests with whimsical shapes and quirky decorations. Organise your space with plenty of storage solutions – you decide what to show and what to hide.

Everything is possible, nothing is too much.





## Your bedroom has never looked happier

Bring in the energy of the season with bright colours and dynamic lines. Play with shapes and patterns that tickle your creativity, from the bold design of the RIBBA poster with frame to the playful SOMMARVICKER double-sided bed linen.

Freshen up your bedroom so that it matches your mood and style. Your room, your rules!

**New SOMMARVICKER duvet cover and pillowcase W24,900/set** 205.546.88 **KYRRE stool W24,900/each**Birch 804.200.40  
**New RIBBA frame with poster W32,900** W61×H91cm. 805.548.50



PH193142.jpg **New BLÅSVERK table lamp** W19,900 705.479.83

Create a cosy atmosphere with the BLÅSVERK table lamp, available in yellow, blue and beige. Its modern design and retro feel light up any room.

Want to play hide-and-  
seek? Combine the  
PLATSA blue open frame  
and the KALBÅDEN fronts  
with a lively pine effect  
to create the perfect shelf  
unit for your bedroom.  
Finish the look with the  
blue KYRRE stool.



PH193135.jpg **New PLATSA open shelving unit** W60,000 605.662.22 **New KYRRE stool** W24,900/each Bright blue 605.555.58 Birch 804.200.40



PH193143.jpg **New SOMMARVICKER duvet cover and pillowcase W24,900/set 205.546.88**

Calling all those who want to sprinkle joy around their home! Spruce up your space with fun colours and shapes. The SOMMARVICKER duvet cover and pillowcase set is up to the task.



PH193134.jpg **New PALPFJÄRIL tray W3,900 905.535.67**

Keep hold of those holiday vibes with the colourful and positive pattern on the PALPFJÄRIL tray, a perfect statement piece for your parties at home.



PH193141.jpg **New EKLUGGMAL cushion** W19,900  
L52xW50, H15cm. Blue 605.560.96

Can a cushion be your friend? Yes, if its colourful and quirky design cheers you up and makes you happy. The EKLUGGMAL and KRYPKORNELL cushions can't wait to become your roommates.



© Inter IKEA Systems B.V. 2023

PH193140.jpg **New EKLUGGMAL cushion** W19,900 Blue 605.560.96  
**New KRYPKORNELL cushion cover** W7,900 Leaf pattern/multicoloured, light 505.604.09

Is that a giant strawberry with a dollop of cream on your wall? Yep! The RIBBA framed poster is a delicious addition to your room.



PH193133.jpg **New RIBBA frame with poster W32,900** W61×H91cm. 805.548.50



PH193146.jpg **New SOMMARVICKER duvet cover and pillowcase W24,900/set** 205.546.88

Inspired by inclusivity and gender neutrality, the SOMMARVICKER duvet cover plays with a double-sided design in pink and blue to add a bold touch to your bed.

# Launch film



RIS\_Launch\_film\_landscape  
40 sec



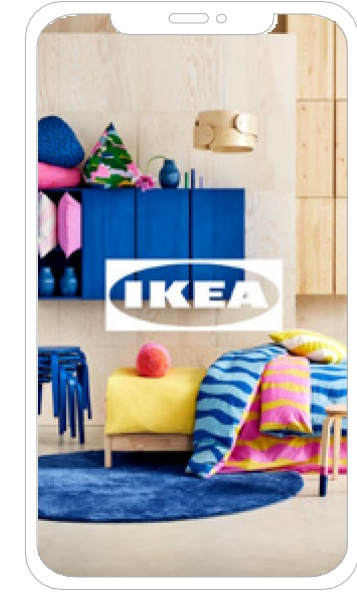
RIS\_Launch\_film\_9x16  
42 sec



SoMe\_33\_Scandinavian modern\_09\_9x16\_long  
24 sec



SoMe\_33\_Scandinavian modern\_09\_9x16\_15s  
15 sec



SoMe\_33\_Scandinavian modern\_09\_9x16  
15 sec

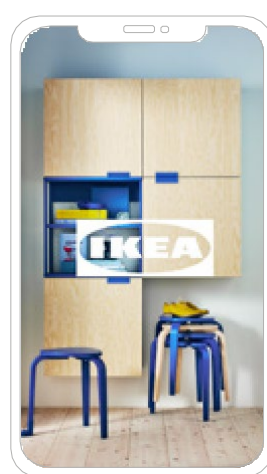
## Motion Media assets connected to style expression: The colour revolution



SoMe\_01\_style expression scand mod  
SoMe\_01\_style expression scand mod\_NoCopy  
20 sec



SoMe\_02\_news scand mod  
9 sec



SoMe\_13\_Storage is boring, says who  
SoMe\_13\_Storage is boring, says who\_NoCopy  
15 sec

## Motion Media assets connected to both style expressions



SoMe\_20\_You don't need another cushion, says who?  
13 sec



SoMe\_21\_Dive into the blue  
15 sec

**Motion Media assets**

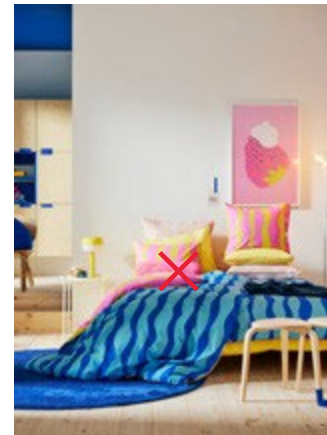
**Image overview**



SoMe\_03\_Always on the bright side  
15 sec

SoMe\_06\_Everything but square  
14 sec

SoMe\_26\_SOMMARVICK-ER\_9x16  
10 sec



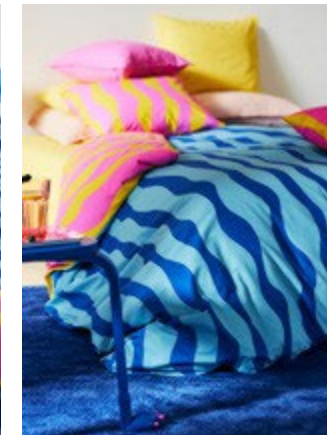
PH193132.jpg



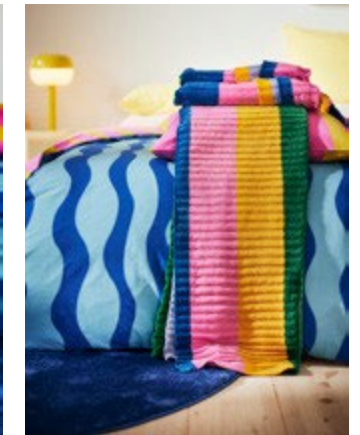
PH193131.jpg



PH193138.jpg



PH193143.jpg

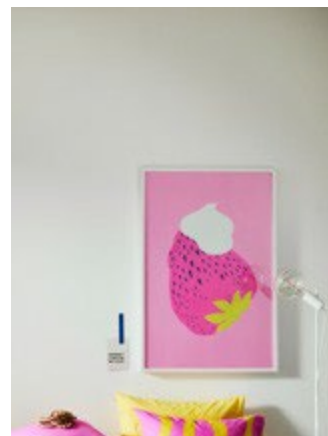


PH193137.jpg

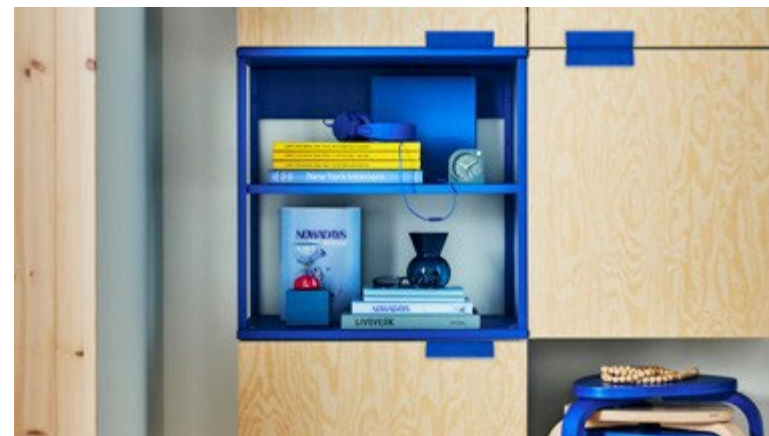
**Image overview**



PH193142.jpg



PH193133.jpg



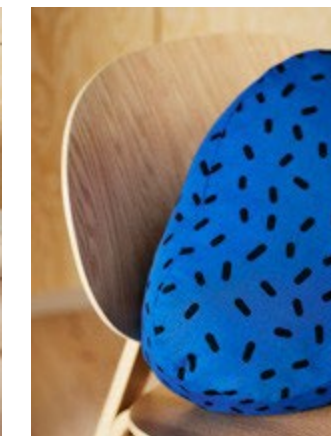
PH193136.jpg



PH193135.jpg



PH193140.jpg



PH193141.jpg

**Image overview**



PH193144.jpg



PH193145.jpg



PH193146.jpg



PH193147.jpg



PH193148.jpg



PH193129.jpg



PH193130.jpg

## Product overview



PE887728.jpg

**New FJÄLLTRIFT** throw  
**W24,900** 100% polyester.  
 Designer: Luna Gil.  
 W130×L170cm. Multicolour  
 905.540.86



PE888735.jpg

**New EKLUGGMAL** cushion  
**W19,900** Fabric: 100%  
 cotton. Filling: 100%  
 polyester. Designer: Luna  
 Gil. L52×W50, H15cm. Blue  
 605.560.96



PE891430.jpg

**New SOMMARVICKER** duvet  
 cover and pillowcase  
**W24,900/set** 54% cotton, 46%  
 viscose/rayon. Designer: Luna  
 Gil. Duvet cover W150×L200cm.  
 Pillowcase L50×W80cm. Blue/  
 light pink 205.546.88



PE894887.jpg

**New KRYPKORNELL** cushion  
 cover **W7,900** 100% mixed  
 fibres. Designer: Sven Fristedt.  
 L50×W50cm. Leaf pattern/  
 multicoloured, light 505.604.09



PE893260.jpg

**New BLÄSVERK** table lamp  
**W19,900** Polypropylene plastic.  
 Designer: Carl Öjerstam. H36cm.  
 Yellow 705.479.83



PE909617.jpg

**New PLATSA** open shelving  
 unit **W60,000** Powder  
 coated steel. Designer: Ola  
 Wihlborg. W60×D40, H60cm.  
 Blue 605.662.22



PE896239.jpg

**New RIBBA** frame with poster  
**W32,900** Motif created by Klara  
 Wirsen Suchowiak. Paper foil  
 and polystyrene plastic.  
 W61×H91cm. Pink strawberry  
 805.548.50



PE896805.jpg

**New KYRRE** stool **W24,900**  
 Stained, lacquered birch veneer.  
 Designer: C Styrbjörn/M  
 Axelsson. W42×D48, H45cm.  
 Bright blue 605.555.58



PE729952.jpg

**KYRRE** stool **W24,900**  
 Tinted, clear lacquered birch  
 veneer. Designer: C  
 Styrbjörn/M Axelsson.  
 W42×D48, H45cm. Birch  
 804.200.40



PE776005.jpg

**FRÖSET** easy chair **W99,900**  
 Tinted, clear lacquered oak  
 veneer. Designer: S Fager/H  
 Preutz. W59×D57, H74cm. White  
 stained oak veneer 004.235.61



PE733171.jpg

**PLATSA** frame **W50,000**  
 Foil inish. W60×D40,  
 H60cm. White 303.874.77



PE881724.jpg

**New KALBÅDEN** door  
**W25,000** Foil inish.  
 W60×H60cm. Lively pine  
 effect 805.516.63



## Storage is boring. Says who?

When everything is in the right place, you can finally relax, tune in and enjoy the here and now.

Let the graphic, essential lines of the BAGGEBO shelving unit and the VATTENTRÅG boxes make a bold statement in your home. Less is more, especially if you can hide the more whenever and wherever you want.

New BAGGEBO shelving unit W25,000/each 605.341.70 New VATTENTRÅG box with lid W1,000/each 005.510.92





PH193211.jpg **New BAGGEBO shelving unit W25,000** 605.341.70

Add a pop of red with the BAGGEBO shelving unit. Its neat look and metal frame make it a true eye-catcher to be filled with your favourite boxes and containers.

Made of 100% recycled cardboard, this sturdy VATTENTRÅG box is perfect for storing notepads, papers, photos and other memorabilia. And if you're feeling creative, grab some markers and tape and make it truly yours!



PH193215.jpg **New VATTENTRÅG box with lid W1,000/each** 005.510.92



PH193209.jpg **New RYKTA storage box with lid W1,900/each W12×L18, H12cm. 505.332.08**

Who said practical can't be beautiful? Introducing RYKTA, a family of stackable boxes made with 50% recycled plastic and available in five different sizes. The semi-transparent design makes it easier to see what's inside while the patterned structure reflects light in various ways to make the surface more vibrant.



PH193210.jpg **New RYKTA storage box with lid W1,900/each W12×L18, H12cm. 505.332.08**

Have fun stacking different sizes of RYKTA boxes on top of each other and filling them with colourful things!



Do you ever wish you had an assistant to help you sort things out? Try the new VATTENKAR desk organiser: it keeps things in order and - bonus feature - it fits in any room.

## Motion Media assets



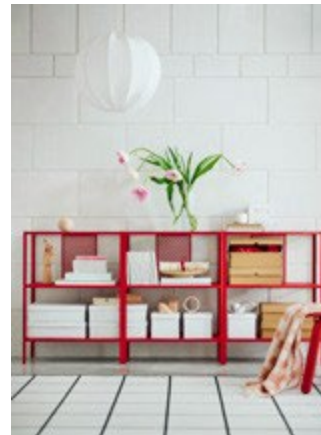
SoMe\_09\_Outside the box, your style\_9x16 8 sec

SoMe\_10\_Room to play\_9x16 9 sec

SoMe\_12\_Pretty, practical, portable\_9x16 15 sec

SoMe\_27\_BAGGEBO\_9x16 11 sec

## Image overview



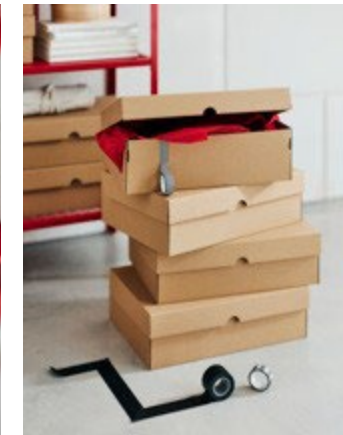
PH193212.jpg



PH193213.jpg



PH193211.jpg



PH193215.jpg

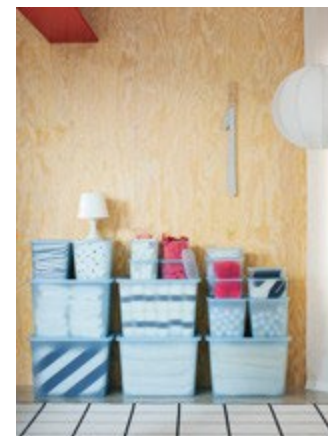
## Image overview



PH193214.jpg



PH193218.jpg



PH193209.jpg



PH193210.jpg

## Product overview

## Product overview



PE896038.jpg

**New RYKTA storage box with lid W1,900** Polypropylene plastic. Designer: Henrik Preutz. W12×L18, H12cm. 1.5l. 505.332.08



PE895154.jpg

**New BAGGEBO shelving unit W25,000** Powder coated steel. Designer: J Jelinek/D Wahl. W60×D30, H80cm. Red 605.341.70



PE777555.jpg

**FRÖSET easy chair W99,900** Tinted, clear lacquered oak veneer. Designer: S Fager/H Preutz. W59×D57, H74cm. Red stained oak veneer 904.296.05



PE785100.jpg

**IKEA 365+ water bottle W3,900** Plastic and silicone rubber. Designer: Henrik Preutz. H24cm. 0.5l. Dark grey 004.800.14



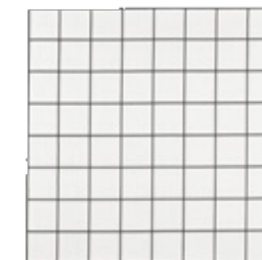
PE624750.jpg

**BERÄKNA vase W14,900** Glass. Designer: Susan Pryke. H30cm. Clear glass 004.062.98



PE772291.jpg

**REGNSKUR pendant lampshade W39,900** Cord set is sold separately. Polyester, plastic and steel. Designer: Jennifer Idrizi. Ø50, H46cm. Round white 104.379.49



PE759151.jpg

**SVALLERUP rug flatwoven, in/outdoor W129,000** 100% polypropylene. Designer: Kangan Arora. W200×L200cm. Black/white 704.352.16



PE895913.jpg

**New VATTENKAR desk organiser W34,900** Painted inish, powder coated steel and clear lacquered solid birch. Designer: Anna-Maria Nilsson. W33×D21, H43cm. White 605.486.62



PE895907.jpg

**New VATTENTRÅG box with lid W1,000** 100% recycled corrugated board. W32×D23, H10cm. 005.510.92



## A true “living” room

Remember the excitement of opening a new box of crayons? You can pick your favourite colours – or all of them – and start creating.

The world is your canvas, and so is your living room. Make it unique with an all-time favourite like the KLIPPAN sofa in an exciting new yellow dress. Fill the space with fun accessories like the IDROTTSHALL rug and the BILD posters to jazz things up.

- New KLIPPAN 2-seat sofa** W349,000 Vansbro yellow 794.965.59
- New GURLI cushion cover** W3,900 Pink 205.628.86
- New LAGERMISPEL cushion cover** W7,900 Pink/white/stripe 205.603.35
- New IDROTTSHALL rug** W79,900 Tiger yellow/black 405.561.77

Make your fresh flowers stand out by matching the bright blue GRADVIS with the yellow CHILIFRUKT vase, that can also be used as a watering can.



Brighten up your living room with the yellow KLIPPAN sofa and the colourful BILD posters.

PH193108.jpg **New GURLI cushion cover W3,900** 405.628.85



If you're planning to sleep out, don't forget to take with you the versatile HYBRIDLÄRK, that works as both pillow and blanket.

PH193101.jpg **New HYBRIDLÄRK blanket/bag W29,900** 405.662.56



PH193103.jpg **New BILD poster W6,900/2 pack. Oh my gosh!** 205.548.72 **New KLIPPAN 2-seat sofa W349,000** Vansbro yellow 794.965.59 **New GURLI cushion cover W3,900** Pink 205.628.86



PH193107.jpg **New IVAR cabinet with door** W40×D30, H160cm **W130,000/each** 605.312.37 **New IVAR cabinet with doors** W80×D30, H83cm **W130,000** 605.312.42

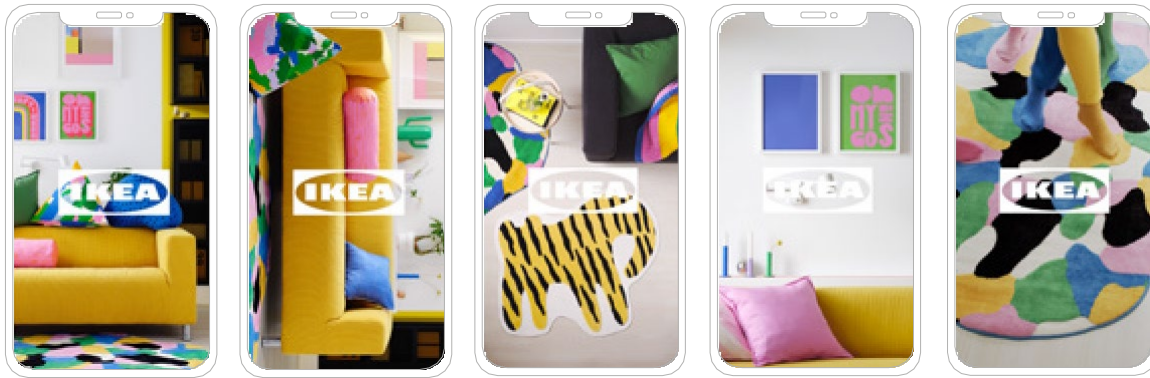
Born in 1968 and still going strong, the IVAR cabinets come with a bold colour update and mesh doors. These IVAR cabinets are available in two different sizes, one of which can also be hung on the wall.



PH193104.jpg **New EKLUGGMAL cushion** W19,900 205.560.79 **New IDROTTSHALL rug** W99,900 005.511.10

With multicolour accessories like the EKLUGGMAL cushion and the IDROTTSHALL rug, sitting on your sofa turns into a way to recharge and spark your creativity.

## Motion Media assets



SoMe\_04\_Pillow fight  
8 sec

SoMe\_05\_Pillow with  
benefits  
15 sec

SoMe\_07\_Going wild, your  
style\_9x16  
11 sec

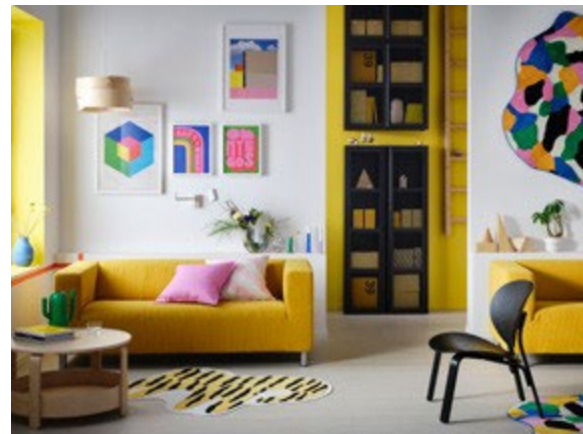
SoMe\_22\_Oh my gosh!  
happiness!\_9x16  
13 sec

SoMe\_08\_Please don't  
touch the art, dance on  
it\_9x16  
13 sec

## Image overview



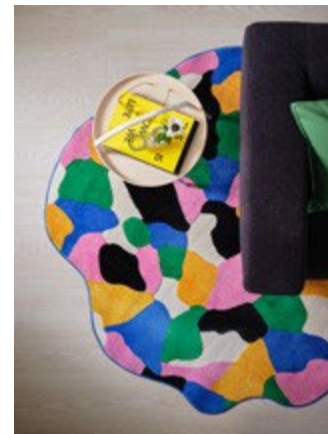
PH193100.jpg



PH193099.jpg



PH193103.jpg



PH193102.jpg



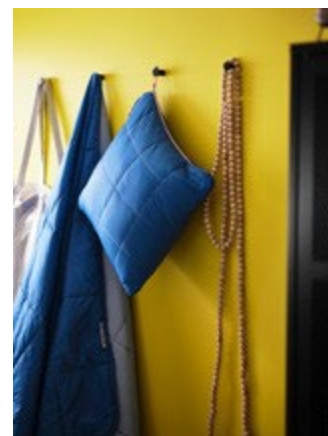
PH193106.jpg



PH193105.jpg



PH193107.jpg



PH193101.jpg



PH193104.jpg



PH193108.jpg

## Product overview



PE892659.jpg

**New KLIPPAN 2-seat sofa**  
**W349,000** 100% polyester.  
W180xD88, H66cm. Vansbro  
yellow 794.965.59



PE903708.jpg

**New HYBRIDLÄRK blanket/  
bag W29,900** Comprises: 1  
blanket (130x190cm) and 1 bag  
(40x40cm). Recycled polyester.  
Designer: A Deo/D Nordberg.  
Dark blue/light blue 405.662.56



PE888754.jpg

**New EKLUGGMAL cushion**  
**W19,900** Fabric: 100% cotton.  
Filling: 100% polyester.  
Designer: Paulin Machado.  
L58xW58, H58cm. Multicolour  
205.560.79



PE887760.jpg

**New GURLI cushion cover**  
**W3,900** 100% cotton.  
L50xW50cm. Bright green  
405.628.85



PE885909.jpg

**New IDROTTSHALL rug**  
**W79,900** 100% polyester.  
Backing: rubber. Designer: Luna  
Gil. W110xL125cm. Tiger yellow/  
black 405.561.77



PE885912.jpg

**New IDROTTSHALL rug**  
**W99,900** 100% polyester.  
Backing: rubber. Designer:  
Luna Gil. W150xL150cm.  
Multicolour 005.511.10



PE886843.jpg

**New BILD poster W6,900/2**  
**pack.** Paper. W30xH40cm. Oh  
my gosh!  
205.548.72



PE888947.jpg

**New CHILIFRUKT vase/watering  
can W6,900** Powder coated steel.  
Designer: Mikael Axelsson.  
H17cm. 0.8l. Bright yellow  
205.451.37



PE888972.jpg

**New GRADVIS vase**  
**W15,900** Stoneware.  
Designer: Inma Bermudez.  
H21cm. Blue 505.451.93



PE894863.jpg

**New IVAR cabinet with door**  
**W130,000** Powder coated  
steel. W40xD30, H160cm. Black  
mesh  
605.312.37



PE894864.jpg

**New IVAR cabinet with doors**  
**W130,000** Powder coated  
steel. W80xD30, H83cm. Black  
mesh.  
605.312.42

"I like the things that are unexpected or viewed as weird. I think it's beautiful to integrate them in your designs. For this collection I was also inspired by Gen Z."

— *Luna Gil, designer*



## Meet the designer: Luna gil

"What I wanted to achieve with these products was to bring some humour into the design. Usually I like to have that approach when I create, it brings out some character," says Luna Gil, the designer who created surprising and colourful products like the SOMMARVICKER bed linen, the FJÄLLTRIFT throw and the IDROTTSHALL rugs.

"I wanted the products to be playful, colourful and bring joy into the space."

**New** IDROTTSHALL rug W99,900 Multicolour 005.511.10



PH186575.jpg Designer: Luna Gil

*“Colour is an important part of my creative process, which is quite spontaneous. I think it’s easier to be playful when working in that way. I think the best expressions come from that place, so a lot of the designs were created on the spot.”*  
— Luna Gil, designer



PH193208.jpg





Soft and cosy, the rib-knit FJÄLLTRIFT throw adds a pop of colour to your bedroom.

PH193137.jpg **New FJÄLLTRIFT throw W24,900 905.540.86**



PH193207.jpg

A sneak peek at Luna Gil's creative process: her sketches show her love for colourful fabrics and quirky designs.

## Motion Media asset



SoMe\_24\_Selfie movie\_  
Luna Gil\_9x16  
25 sec

## Image overview



PH193102.jpg



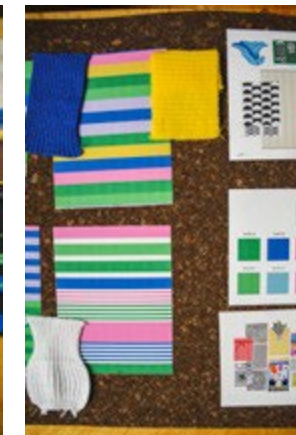
PH193134.jpg



PH193137.jpg



PH193208.jpg



PH193207.jpg



PH186575.jpg

## Product overview



PE887728.jpg

**New FJÄLLTRIFT** throw  
**W24,900** 100% polyester.  
Designer: Luna Gil.  
W130×L170cm. Multicolour  
905.540.86



PE888735.jpg

**New EKLUGGMAL** cushion  
**W19,900** Fabric: 100%  
cotton. Filling: 100%  
polyester. Designer: Luna  
Gil. L52×W50, H15cm. Blue  
605.560.96



PE891430.jpg

**New SOMMARVICKER** duvet  
cover and pillowcase  
**W24,900/set** 54% cotton, 46%  
viscose/rayon. Designer: Luna  
Gil. Duvet cover W150×L200cm.  
Pillowcase L50×W80cm. Blue/  
light pink 205.546.88



PE885912.jpg

**New IDROTTSBALL** rug  
**W99,900** 100% polyester.  
Backing: rubber. Designer:  
Luna Gil. W150×L150cm.  
Multicolour 005.511.10



PE885909.jpg

**New IDROTTSBALL** rug  
**W79,900** 100% polyester.  
Backing: rubber. Designer: Luna  
Gil. W110×L125cm. Tiger yellow/  
black 405.561.77



PE894345.jpg

**New PALPFJÄRIL** tray  
**W3,900** High-pressure  
melamine laminate.  
Designer: Luna Gil.  
W20×L28cm. Patterned/  
multicolour 905.535.67



PE896805.jpg

**New KYRRE** stool **W24,900**  
Stained, lacquered birch veneer.  
Designer: C Styrbjörn/M  
Axelsson. W42×D48, H45cm.  
Bright blue 605.555.58

## Style expression: Where dreams come true

Open your eyes after a good night's sleep to find out you're still living in dreamland. Let the different shades of blue wash away all hesitation and dive deep into your private universe.

From ocean-inspired bed linen to airy curtains and earthy rugs, these designs invite nature into your home and help you feel in your element. All you have to do is relax, let go and imagine.



PH193216.jpg



## Welcome to your undersea realm

The ocean is calling, its calming waves invite you to slow down and take it easy. Let the comforting pattern of the JORDRANUNKEL duvet cover and the soft velvet of the SANELA cushion cover create a cosy world made of round shapes and soothing colours.

Dive into relaxation at night to come up fresh in the morning. Perfectly dry.

**New JORDRANUNKEL duvet cover and pillowcase W24,900/  
set 605.547.14 SANELA cushion cover Yellow-beige W9,900  
505.310.11**



The calm and mature look of the JORDRANUNKEL duvet cover creates a relaxing atmosphere in the bedroom.

PH193159.jpg **New** JORDRANUNKEL duvet cover and pillowcase W24,900/set 605.547.14

The pattern shows bold dark blue dots with light blue squares and intriguing details in dark blue.

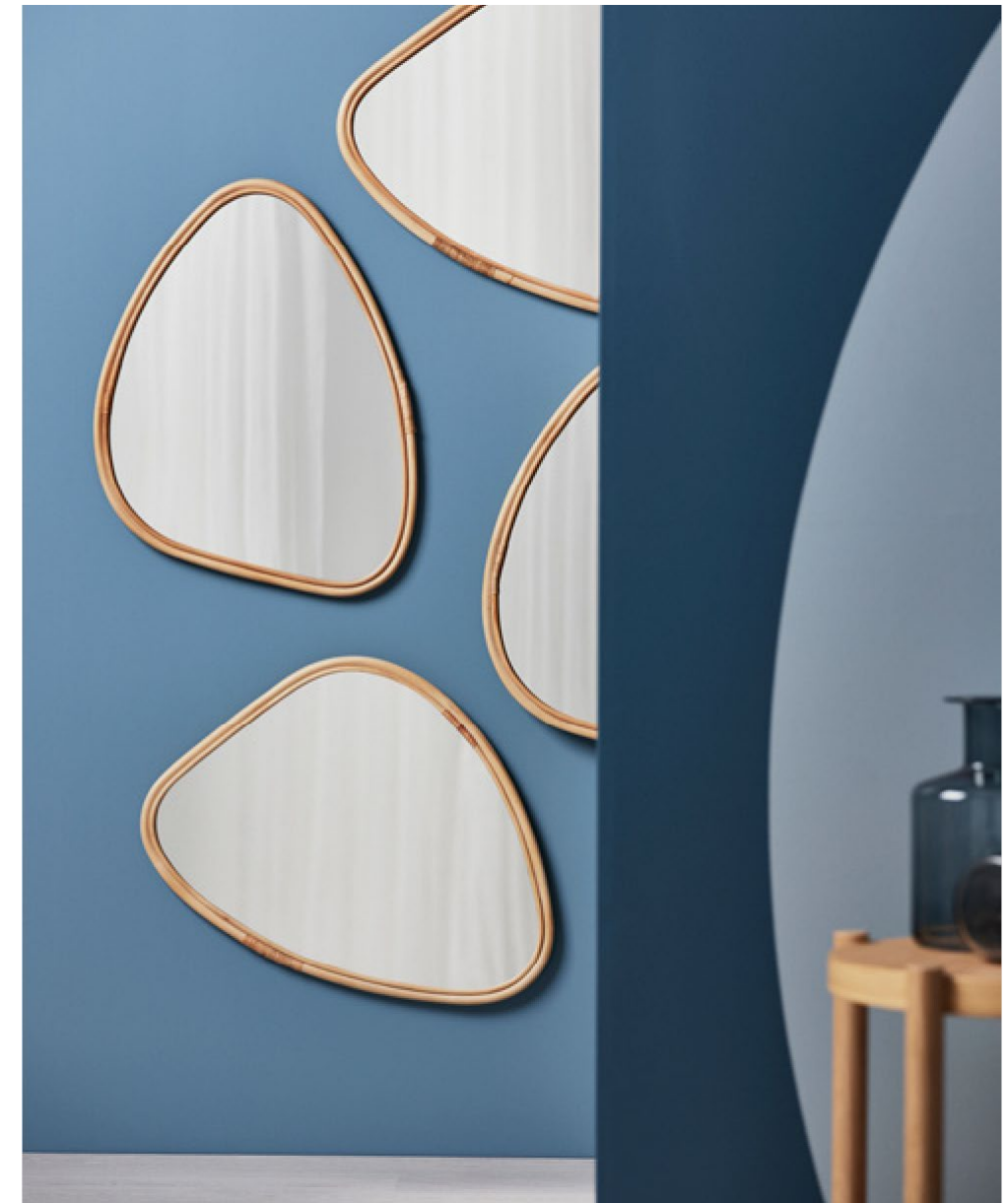


PH193158.jpg **New** JORDRANUNKEL duvet cover and pillowcase W24,900/set 605.547.14

The animalier pattern of the KAPHYACINT cushion cover adds a charming exotic touch to your bedroom.



PH193151.jpg **New KAPHYACINT cushion cover W7,900** 205.542.35 **SANELA cushion cover Light blue W9,900** 504.717.38  
**New SANELA cushion cover Deep blue W9,900** 405.483.28

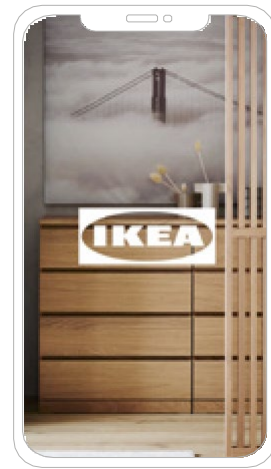


PH193154.jpg **New MARISTOVA mirror W69,900** 105.340.21

Each MARISTOVA mirror is unique: its handwoven rattan frame is inspired by the Japandi style, a mix of Scandinavian and Japanese design. The three hooks on the back allow you to hang it the way that best suits your bedroom.

## Motion Media assets connected to style expression: Where dreams come true

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SoMe\_19\_Practical can't be beautiful,  
says who?  
SoMe\_19\_Practical can't be beautiful,  
says who?\_NoCopy  
15 sec

## Motion Media assets

## Image overview



SoMe\_16\_Being blue,  
your style\_9x16  
13 sec



SoMe\_28\_KAPHYACINT  
\_9x16  
11 sec



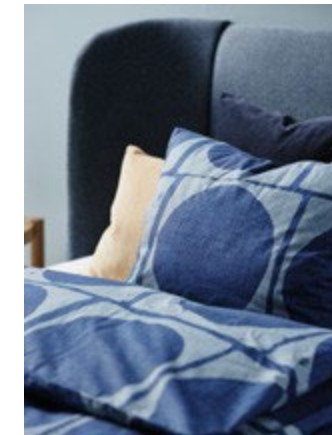
SoMe\_29\_JORDRANUNKEL\_  
9x16  
15 sec



PH193150.jpg



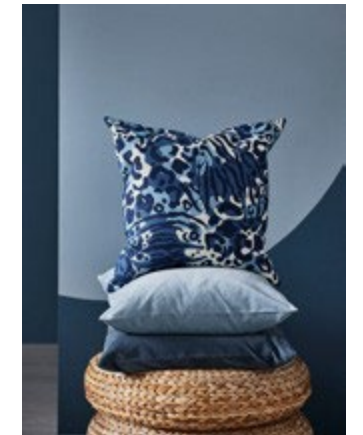
PH193149.jpg



PH193158.jpg



PH193159.jpg



PH193151.jpg



PH193152.jpg



PH193153.jpg



PH193154.jpg



PH193216.jpg



PH193217.jpg

## Product overview

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PE891415.jpg

**New JORDRANUNKEL duvet cover and pillowcase W24,900/set** 80% cotton, 20% viscose/rayon. Duvet cover W150×L200cm. Pillowcase L50×W80cm. Dark blue 605.547.14



PE887479.jpg

**New KAPHYACINT cushion cover W7,900** 100% cotton. L50×W50cm. Deep blue 205.542.35



PE895724.jpg

**New MARISTOVA mirror W69,900** Clear lacquered rattan and glass. W51×H68cm. 105.340.21



PE887736.jpg

**New SLÄNSPINNMAL throw W39,900** 100% cotton. Designer: Paulin Machado. W130×L170cm. Off-white/dark blue 305.542.11



PE089431.jpg

**ALSEDA stool W49,900** Clear lacquered banana leaves. Ø60, H18cm. Banana fibre 401.581.35



PE832812.jpg

**LISTERBY side table W149,000** Tinted, clear lacquered oak veneer and solid oak. Designer: Henrik Preutz. Ø50, H56cm. Oak veneer 605.153.17



## Wherever the wind takes you

When you need a break, find that place where you can slow down, let the breeze in and focus on what you feel rather than what you think.

Enjoy the soft fabric of the NYPONLUGGMAL duvet cover set and the neutral colours of the TVERSTED rug. Surround yourself with airy textiles made of lightweight materials and whatever dreams are made of.

Made of 100% undyed and unbleached cotton, the NYPONLUGGMAL duvet cover and pillowcase set will house your dreams with a soothing natural colour and soft raised pattern.

**New** NYPONLUGGMAL duvet cover and pillowcase W79,900/set 305.547.39



The Berber-inspired pattern and neutral colours of the TVERSTED rug create a cosy feeling in your bedroom.

PH193113.jpg **New TVERSTED rug, low pile W249,000 305.608.63**



PH193112.jpg **New HARVMATTA box with compartments** Dark grey-beige **W7,900** 005.553.06 **New HARVMATTA box with lid** Anthracite **W12,900** 105.553.01

Enhance the natural look of your bedroom with the oak veneer of the MALM chest of drawers, the innovative design of the HARVMATTA boxes in metal and cork and the elegant neutral colour of the FAGNING magazine file.



PH193118.jpg **New FAGNING magazine file** **W12,900** 005.541.37



PH193119.jpg **MALM chest of 4 drawers** **W229,000** 903.546.62 **New BjÖRKSTA picture with frame** **W124,900** 395.089.36



Even your clothes will be comfortable with the lightweight design and elegant shape of the HÖSVANS hanger. The bamboo material gives each piece a unique wood grain.

PH193114.jpg **New HÖSVANS hanger W5,900/5 pack.** 605.557.99



PH193116.jpg **New HÄSTVISKARE wall organiser with hooks W24,900** 105.552.97

Keys, phone, mail, jewellery, pictures... The smart design of the HÄSTVISKARE wall organiser helps you store or show off your small things.

## Motion Media assets

## Image overview



SoMe\_17\_Give your room some love\_9x16  
15 sec



SoMe\_18\_Small storage, great designs  
15 sec



SoMe\_30\_MALM\_9x16  
15 sec



PH193111.jpg

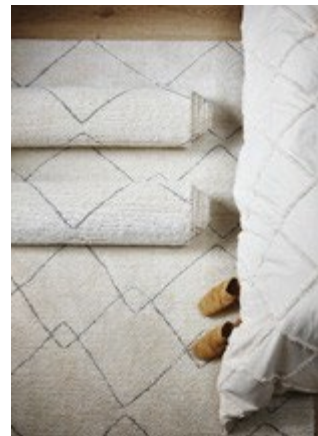


PH193117.jpg

## Image overview



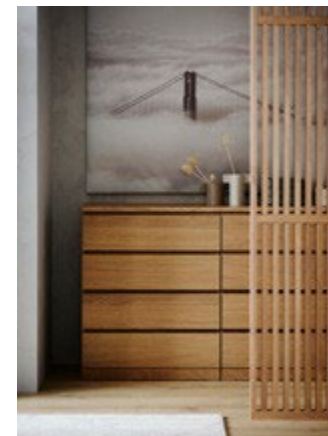
PH193118.jpg



PH193113.jpg



PH193112.jpg



PH193119.jpg



PH193114.jpg



PH193116.jpg



PH193115.jpg

## Product overview



PE895055.jpg

**New FAGNING magazine file**  
**W12,900** Powder coated steel.  
 Designer: Hanna Grann Dalrot.  
 Light grey-beige 005.541.37



PE896451.jpg

**New HARVMATTA box with compartments**  
**W7,900** Powder coated steel and cork.  
 Designer: Ebba Strandmark.  
 L24xW18, H6cm. Dark grey-beige 005.553.06



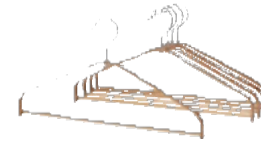
PE896444.jpg

**New HARVMATTA box with lid**  
**W12,900** Powder coated steel and cork.  
 Designer: Ebba Strandmark.  
 W24xD35, H6cm. Anthracite 105.553.01



PE894421.jpg

**New HÄSTVISKARE wall organiser with hooks**  
**W24,900** Tinted, clear lacquered solid oak.  
 W42xD11, H15cm. Oak 105.552.97



PE886308.jpg

**New HÖSVANS hanger**  
**W5,900/5 pack.** Bamboo and steel.  
 Designer: Henrik Preutz.  
 W40cm. Bamboo 605.557.99



PE885993.jpg

**MALM chest of 3 drawers**  
**W199,000** Stained, clear lacquered oak veneer.  
 W80xD48, H78cm. White stained oak veneer 303.546.60



PE886002.jpg

**MALM chest of 4 drawers**  
**W229,000** Stained, clear lacquered oak veneer.  
 W80xD48, H100cm. White stained oak veneer 903.546.62



PE891392.jpg

**New NYPONLUGGMAL duvet cover and pillowcase**  
**W79,900/set** 100% cotton.  
 Duvet cover W150xL200cm. Pillowcase L50xW80cm. Natural 305.547.39



PE895885.jpg

**New TVERSTED rug, low pile**  
**W249,000** Pile: 50% polyester/50% polypropylene.  
 Backing: rubber.  
 W170xL240cm. Beige 305.608.63



PE888400.jpg

**New BjÖRKSTA picture with frame**  
**W124,900** Motif created by Alan Copson. 100% polypropylene and aluminium.  
 W200xH140cm. Bridge and clouds/aluminium-colour 395.089.36



PE810183.jpg

**DEJSA table lamp**  
**W59,900** Nickel-plated steel and glass.  
 Designer: Hanna-Kaarina Heikkilä. Shade W26cm. H28cm.  
 Beige/opal white glass 204.049.91



PE837426.jpg

**DYTÅG cushion cover**  
**W19,900** 100% linen.  
 L65xW65cm. Dark beige 605.176.89



PE837427.jpg

**DYTÅG cushion cover**  
**W19,900** 100% linen.  
 L65xW65cm. Dark grey 205.176.86



PE786542.jpg

**SINNERLIG pendant lamp**  
**W79,900** Clear lacquered bamboo.  
 Designer: Ilse Crawford. Ø50, H54cm. Bamboo/handmade 503.421.95



## Your own zen garden

At the end of a long day, everything seems to sigh in relief and relax. Bring home that soothing feeling and let it guide you into the new season.

The simple lines of the EKET cabinet and the organic pattern of the BRUNBRÄKEN cushion cover turn your living room into a source of comfort and elegance.

**New BRUNBRÄKEN cushion cover W14,900 005.542.41 SÖDERHAMN 3-seat section W699,000 794.496.43**





PH193168.jpg **New VALLKRASSING throw** Grey-blue W24,900 505.526.21  
**New VALLKRASSING throw** anthracite W24,900 605.526.30

Make your living room even cosier with the VALLKRASSING throws in grey-blue and anthracite. The double-weave design creates a crinkled effect that goes perfectly with the raw edges.

Light or dark? The jacquard-woven design of the LÖNNSTÄVMAL block-out curtains creates the perfect atmosphere.



PH193167.jpg **New LÖNNSTÄVMAL block-out curtains, 1 pair** W99,900 Beige 005.563.77  
**New LÖNNSTÄVMAL block-out curtains, 1 pair** W99,900 Blue 005.563.39



Symmetrical and linear or irregular and unusual? Play with the EKET cabinet units to find a pattern that resonates with your living room and your creativity.



PH193164.jpg **New GULDFLY cushion cover** W14,900 Off-white/yellow-beige 905.634.96  
**New GULDFLY cushion cover** Anthracite/off-white W14,900 705.634.97

With their stylish design and sophisticated embroidery on both sides, the GULDFLY cushion covers in anthracite and off-white add a luxurious touch to your living room.



PH193166.jpg **BRÖNDEN rug, low pile W429,000** 904.805.52  
**New KIVISTBRO storage table W39,900** 605.335.71

Coffee table, side table, storage buddy, style icon: KIVISTBRO is all this and more. You will love its new silver and dark grey-green design!



PH193165.jpg **New KIVISTBRO storage table W39,900** 605.335.71 **LÖKNÄS lampshade W39,900** 304.062.30

## Motion Media asset

## Image overview



SoMe\_31\_kvistbro\_9x16  
8 sec



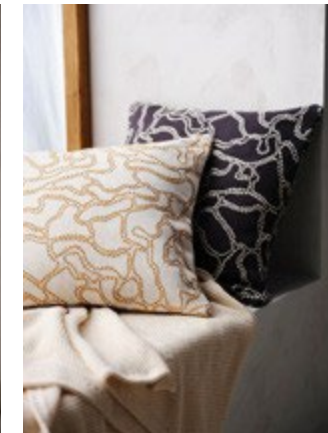
PH193160.jpg



PH193161.jpg



PH193162.jpg



PH193164.jpg



PH193163.jpg

## Image overview



PH193168.jpg



PH193166.jpg



PH193165.jpg



PH193167.jpg

## Product overview



PE887468.jpg

**New BRUNBRÄKEN cushion cover W14,900** 100% cotton. Designer: Akanksha Deo. L50xW50cm. Black/white 005.542.41



PE887418.jpg

**New GULDFLY cushion cover W14,900** 100% cotton. L50xW50cm. Anthracite/off-white 705.634.97



PE887426.jpg

**New GULDFLY cushion cover W14,900** 100% cotton. L50xW50cm. Off-white/yellow-beige 905.634.96



PE878298.jpg

**New EKET cabinet W25,000** Foil finish and particleboard. Designer: Jon Karlsson. W35xD25, H35cm. Brown walnut effect 005.305.75



PE878299.jpg

**New EKET cabinet W35,000** Foil finish and particleboard. Designer: Jon Karlsson. W35xD35, H35cm. Brown walnut effect 405.305.78



PE794931.jpg

**LÖKNÄS lampshade W39,900** Plastic, steel and 100% polyester. Designer: Paulin Machado. Ø42cm. Blue/silver-colour 304.062.30



PE878237.jpg

**New VALLKRASSING throw W24,900** 100% cotton. W150xL200cm. Grey-blue 505.526.21



PE891165.jpg

**New LÖNNSTÄVMAL block-out curtains, 1 pair W99,900** 100% polyester. W145xL300cm. Beige 005.563.77



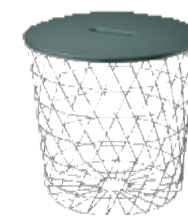
PE891185.jpg

**New LÖNNSTÄVMAL block-out curtains, 1 pair W99,900** 100% polyester. W145xL300cm. Blue 005.563.39



PE769465.jpg

**BRÖNDEN rug, low pile W429,000** Surface: 100% wool. Warp: 100% cotton. Designer: Akanksha Deo. W170xL240cm. Handmade beige 904.805.52



PE895817.jpg

**New KVISTBRO storage table W39,900** Painted finish and powder coated steel. Designer: Francis Cayouette. Ø44, H42cm. Silver-colour/dark grey-green 605.335.71



## Time to make new memories

The season is changing, but some things are just meant to stay the same, to last and make you forget about time.

The clean lines and elegant symmetry of the MÖRBYLÅNGA table and the BLÅLIDEN glass-door cabinet create the perfect balance in your dining room. A timeless design made of muted colours and the mature style of the things that never grow old.

**New** BLÅLIDEN glass-door cabinet W109,000 805.205.20 **New** SKOGSGRÅNSEN decorative mirror W89,900 105.380.81 MÖRBYLÅNGA table W999,000 803.658.02



PH193127.jpg **New SKOGSGRÄNSEN decorative mirror W89,900 105.380.81**

Inspired by the sunset and the lines of the horizon, the SKOGSGRÄNSEN mirror creates a warm and vibrant atmosphere that highlights your wall decorations and your sense of style.



PH193123.jpg **New FAGNING portable table hook**  
**W4,900**  
 805.541.76 **New VIPPSTARR napkin**  
**W2,000** 605.591.89

Made of cork and steel, the FAGNING portable table hook is so cute that you will find more and more ways to use it.

Dress up your table with the VIPPSTARR tablecloth and napkins. Made of 100% unbleached cotton with a simple striped pattern, their affordable design makes every day special.



PH193124.jpg **New VIPPSTARR tablecloth** W7,000 005.591.87 **New VIPPSTARR napkin** W2,000 605.591.89 **FÄRGKLAR bowl** Ø16cm. W9,900/4 pack. 504.854.29 **FÄRGKLAR side plate** W12,900/4 pack. Ø20cm. 004.854.55

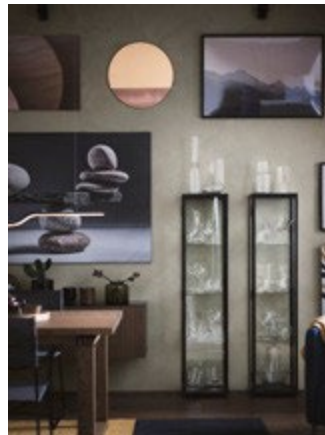


The DRÖMSK plant pots are like jewellery for your home. The durable stoneware covered with several layers of glaze makes each piece luxurious and unique.

## Motion Media asset Image overview



SoMe\_32\_BLALIDEN\_9x16  
12 sec



PH193121.jpg



PH193120.jpg



PH193123.jpg



PH193128.jpg



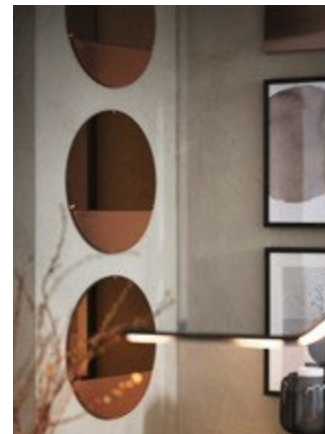
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PH193125.jpg



PH193126.jpg



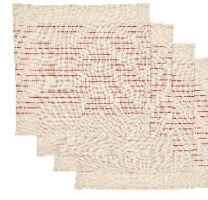
PH193127.jpg

## Product overview



PE890927.jpg

**New FAGNING portable table hook** **W4,900** Cork and steel. Designer: Hanna Grann Dalrot. Ø10cm. Cork/metal 805.541.76



PE894505.jpg

**New VIPSTARR napkin** **W2,000/4 pack.** 100% cotton. Designer: Paulin Machado. L30xW30cm. Stripe pattern red/natural 605.591.89



PE894510.jpg

**New VIPSTARR tablecloth** **W7,000** 100% cotton. Designer: Paulin Machado. W150xL150cm. Stripe pattern red/natural 005.591.87



PE895767.jpg

**New SKOGSGRÄNSEN decorative mirror** **W89,900** Glass. Designer: Anki Gneib. Ø50cm. Copper-colour 105.380.81



PE856954.jpg

**PILSKOTT LED pendant lamp** **W129,000** Aluminium and plastic. Designer: Monika Mulder. L97cm. Smart black 404.781.08



PE898753.jpg

**New BLALIDEN glass-door cabinet** **W109,000** Powder coated steel and tempered glass. W35xD32, H151cm. Black 805.205.20



PE895171.jpg

**New DRÖMSK plant pot** **W5,900** Stoneware. Coloured glaze. Designer: Henrik Preutz. Max. diameter lowerpot 9cm. H12cm. In/outdoor anthracite 005.451.43

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