



# 2025 Style Guide







# Design curiously, live simply

We are always in flux. Some changes are big, some are small and everyone's are unique. But home is a grounding place for us all. It's a place that's always unfolding, a place to gather, to be alone, to rest, to work, to evolve.

Home is also a place to play – and not just for those living with children. Home is where you can hold onto and nourish that childlike spirit of play in your everyday life, no matter how old you are. And this playfulness can be expressed in the design and home furnishing solutions you choose, too.

IKEA designers are always looking ahead to how we can make your homes better and more comfortable in an affordable way. This year we encourage you to go big on whimsy. Get bold with your color stories. Step outside of your comfort zone in an exciting way, like adding florals, watercolors or a pattern you've previously avoided. Stay design curious!

We hope this guide inspires you to dream big. Our dreams help shape our homes, our loved ones, our communities and, most importantly, a better world. So, design your home with love and fill it with loved pieces to inspire more joy and more dreams.



**Abbey Stark**

Home Furnishing Direction Leader



# Moody modernism

An adventurous style with a lust for life

Like a courageous tightrope walker juggling mood boards instead of clubs, our vision of this modern style is a playful balancing act between contrasts. It's the soft nook between organized and casual, mature and eclectic. It's somewhere so comfy you'll feel fine napping until the doorbell rings and your friends arrive for another elegant dinner party. Always dramatic, never overwrought.



## Color story

The color palette embraces this same push and pull. Neutrals rub shoulders with muted blues, greens and pastels. Medium to dark brown wood expressions keep it timelessly sophisticated. We dare you to toss in some orange and a warm pink as accents, too.



## Moods and materials

We encourage you to perch your favorite handmade piece provocatively next to something shinier, more contemporary, completely unexpected. Chrome expressions expressing themselves near natural fibers. It's... curious.



Shop  
this style



Moody modernism

# 1. Sweet dreams in style

Did you know 20% of people hit snooze more than once?\*

With a few small updates you can get one snooze closer to getting the great sleep you need without having to delay your day – but we also support tapping that button as many times as you want.

Reclaiming your sleep starts with these six essentials: comfort, temperature, storage, lighting, air quality and sound. Once you have a solid sleep foundation – pillows designed for your sleep preferences, comforters with the proper seasonal warmth rating, an allergen-reducing air purifier – it’s time to style up.

Introduce bold, unapologetically contemporary pendants and lamps. Slam solid bedding into a colorful comforter or daring duvet to spice things up. Add pillows and throws and layers to create a space that’s cozy for sleep but also exciting on the eyes.

\*See the IKEA Life at Home Report for more information and statistics.



# 2. Biophilic? Yes-ophilic!

This delightful word with ancient Greek origins means “the love of life and living things.” The love of nature is intuitive and imprinted into our DNA – and connecting with nature helps us to relax and more deeply embrace our feelings of belonging at home.

You can welcome nature in with plants or colors, patterns, shapes, materials, sounds and light that remind you of nature. We urge you to explore biophilic ideas and to say YES to new design possibilities. Explore fresh ideas about life both inside and outside the home.



**FÄLTGRÄSMOTT**  
Duvet cover and pillowcases



**NÖDMAST**  
LED portable lamp



**KLIPPOXEL**  
Throw





Moody modernism



**BRANÄS**  
Basket



### 3. Cut clutter, boost joy

Messy closets mess with your daily routines. The start of a new season is an ideal time to liberate yourself from unused things, starting with clothes. Give, sell, repurpose, mend – but also find a storage solution that keeps you organized and less stressed.

**IKEA designer tip**

“Instantly transform your space and create conversation-starting, eyeball-grabbing impact with a cluster of pendants or a statement ceiling lamp.”



**KRANBALK**  
Ceiling lamp  
Available Spring 2025



**OLIVSPINMAL**  
Throw



### 4. Poppier colors, braver patterns

Unusually shaped, show-stopping objects. Textiles boasting visually stimulating geometric patterns. Exhilarating pops of color. Create a visual feast but remember to pair it with organic shapes, muted colors and natural accents. Find that balance – and stay design curious.



**modernistic  
elegant  
experimental  
generous**



An upbeat style for vibrant celebrations

Our new take on this Scandinavian style leans heavy on joy, heavier on optimism and heaviest on simplicity. It's about fun colors, feel-good décor and unpretentious ease. Family and friends are the focus, especially entertaining outdoors as the weather warms. Because everybody loves the sunshine – and if not, there's always a cool spot to lounge in the shade.



## Color story

Go all in with primary colors and bright pastels, but balance them with black and white so they stand out exquisitely. Maybe it's just a hot pink pillow or a bright red sofa. The way to live fab not drab is by dropping vibrant, wow factor pops of color in unpredictable places.



## Moods and materials

Try pine, plywood and blonde wood expressions, but also birch and ash. Mix with metals lacquered in solids for exciting textural contrasts. Details showing the construction of a piece will only strengthen the expression.



**Shop  
this style**



# 1. Sit back and unwind

When summertime hits, always be ready to host and entertain family and friends – and maybe even your friends’ friends, depending on the occasion. Whether you have a big suburban backyard or a small city patio, it’s all about finding the right sized outdoor dining and lounging furniture set for your space.

A variety of mixed and matched chairs in bright colors will bring energy and style to the scene. Outdoor pillows and other textiles create a comfy, layered aesthetic as well as provide more opportunities to invite color and bold patterns to the party.

Keep the good times rolling late into the night with outdoor lighting. But when it’s time to clean up, outdoor storage is your best friend. Stay organized so it’s easy to shut down and setup again next time the fun starts.



## 2. Dive into color

A splash here, a splash there. A graphic duvet, colorful pillow covers. A bright yellow lamp. You’ll be happily surprised to see how much even the smallest drop of color can make any room smile.



**ÖGONLOCKSMAL**  
Cushion cover  
Available Spring 2025



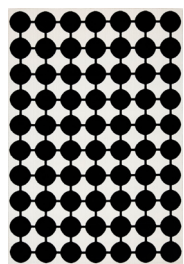
**SPETSBOJ**  
Table lamp



**BRÄNNBOLL**  
Gaming lounge chair



Sunny Scandinavian



**VÄNDPLATS**  
Rug  
Available Spring 2025



### 3. A smorgasbord of tables

Coffee on the patio for one. Brunch for six. A candlelit dinner for two. A holiday celebration for 15. Each call for a different table – or not, if you find an extendable table that’s easy to adjust on the fly.

**IKEA designer tip**

“A two-sided comforter gives you twice the style. Flip it and reverse it depending on your vibe.”



**NATTHÄGER**  
Duvet cover and pillowcase  
Available Spring 2025



**VITTSJÖ**  
Shelving unit  
Available Spring 2025



### 4. Curate your collections

It’s so much more than a red lamp – it’s a beautiful work of art, too! Treat the décor and collectibles in your home like a curator treats paintings and sculptures in a museum. Banish the clutter behind closed doors, but showcase your most interesting, colorful pieces.



**functional  
playful  
innovative  
graphic**



## IKEA color of the year: **Electric blue!**

Whether it's painting your walls, integrating a statement piece or adding a splash through textiles, go big on blue this year. Like the seas and skies from which it's drawn, blue makes us feel contemplative and calm – and is adaptable for modern and traditional settings. Pair it with pops of orange, sunny yellows, lavender and even a hot pink. The beautiful thing about blue is it can be the hero of your color story or work swimmingly as an accent. Either way, say YES to blue in 2025!



Shop  
this color





## IKEA classics with a joyous new twist



**Coming in February 2025:** The sixth drop of the limited edition Nyttillverkad collection featuring hand-picked design classics from our past reimagined for the future. These classic IKEA styles are remade with joyful colors and new materials to match the bold outlook of the next generation. It's the future.... again!



# Design curious, cost conscious.



2025 Style Guide  
at [IKEA-USA.com](https://www.ikea-usa.com)

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