



IKEA x Zandra Rhodes fierce and fabulous KARISMATISK collection to launch in Malaysia!

Limited collection in collaboration with iconic British designer hits

IKEA Malaysia stores on 21 October



KUALA LUMPUR, 14 OCTOBER 2021: IKEA Malaysia will be bringing in more colour and pizzazz to liven up your home with the new KARISMATISK limited collection. Available at all IKEA Malaysia stores starting 21 October 2021, the fierce and fabulous range champions homes as an expression of who we truly are. With each product radiating character and charisma, KARISMATISK is made in collaboration with iconic British designer Zandra Rhodes and in-house IKEA designer Paulin Machado.

With a collection so profound, IKEA has made this range not only an exclusive one but also affordable for everyone to own statement pieces that proudly shouts “here I am!” Boasting bold prints and vivid colours, the limited collection is loud, proud and statement-making. Much like Zandra herself, KARISMATISK gives meaning to fearless self-expression. It serves to reflect on your own true self, making it not only fabulous but functional and affordable.



The collection features over 20 expressive pieces* priced between RM4.90 – RM499. From cushions to fabrics, candle dish to mirrors, foldable boxes to vases and even bold multifunctional carrier bags, which is Zandra's take on the iconic FRAKTA bag, KARISMATISK is perfect for those with an eclectic soul who dare to be themselves and express through a spectrum of designs and colours. Together with Zandra Rhodes, IKEA uses the five dimensions of democratic design – form, function, quality, sustainability at an affordable price – to create the expressive pieces.

Zandra Rhodes is a revolutionary force in the worlds of fashion and textiles for over five decades, championing individuality in all its forms. She has won numerous accolades for her outstanding contributions to the fashion industry and dressed numerous personalities. From Diana Princess of Wales to Diana Ross, Kylie Minogue to Debbie Harry, and Paris Hilton to Freddie Mercury, Zandra Rhodes is a true trailblazer and a one-of-kind fashion icon.

The KARISMATISK limited collection is a call to channel her confidence and charm into your home and express your personality. KARISMATISK will be available at all IKEA stores nationwide and online beginning 21 October 2021. For more details on the collection visit: [IKEA.my](https://www.ikea.my).

**While stock lasts.*

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About IKEA Malaysia

We believe home is the most important place in the world. Since its 1943 founding in Sweden, IKEA has created a better everyday life for the many people by offering well-designed, functional home furnishings at prices so low that as many people as possible can afford them.

Today, IKEA is the world's largest home furnishing retailer, with more than 420 stores in 52 countries – including four in Malaysia. We are part of IKEA Southeast Asia - the only franchisee owned by the Kamprad family that founded IKEA. We make sustainability part of our everyday business and support initiatives that benefit children and the environment. To learn more, visit IKEA.my

For media enquiries, please contact:

IKEA Malaysia

Doris Chin

Marketing and PR Manager

Tel: +6016 778 9532

Email: doris.chin@ikano.asia

Archetype Agency Malaysia

Abby Doss

Tel: +6016 215 3094

Email: ikea@archetype.co