



IKEA celebrates 25 years in Malaysia!

*Marking a milestone by giving back to the community and commemorating
Malaysia's unique tapestry by collaborating with local artists*



16 - 27 September 2021



KUALA LUMPUR, 14 September 2021 – With four big blue stores across the country, a thriving e-commerce site and 25 years of living up to its vision of creating a better everyday life for the many, IKEA Malaysia is calling on all Malaysians to join its anniversary celebration. To mark this milestone and commemorate 25 years as one of Malaysia's favourite stores, IKEA has collaborated with homegrown artists - Fritilldea and Asyikin Abdullah to celebrate its Malaysian and Swedish heritage through colour and creativity. In making this milestone more memorable, a nationwide 'MY IKEA' design contest will be held, shining the spotlight on the country's rich ethnic tapestry and unique culture.

"Today, 25 years on, our vision of creating a better everyday life for Malaysians has never been more important. In fulfilling this, we are journeying closer with the many people, while inspiring them to reimagine a better life at home. Malaysian's love for home and family is a perfect match for IKEA and we are humbled by the support and affection we have received. We hope to continue growing far and wide as many continue to adapt to the evolving concept of living spaces," said Gerard Jansen, Country Retail Director (Malaysia), IKEA Southeast Asia.

PRESS RELEASE



To thank Malaysians for their continuous support over the years, from 16 - 27 September, IKEA will be offering 25% off selected products. Following that, 25% of sale proceeds will be channeled to communities impacted by Covid-19. Proceeds will be used to help with the learning and teaching of children, driving greater awareness of mental health and supporting disadvantaged groups among others.

"Amidst challenging times, we are determined to spread positivity and joy in ways that we can. We are calling on all to join in the celebration from home and unite on what really makes Malaysia special," Gerard concluded.

IKEA Malaysia open its first store in 1 Utama Shopping Mall, back in 1996 and moved into its standalone store at Mutiara Damansara in 2003. More than a decade later, with rising demands for its home furnishing solutions, the Swedish retailer expanded across Peninsular with IKEA Cheras near central Klang Valley, IKEA Tebrau down south and IKEA Batu Kawan up north. In 2018, IKEA announced its highly awaited online store, marking its full-on foray into e-commerce, reigning as Malaysia's single largest online shopping platform dedicated to home furnishings. With over 9,000 home furnishings that are well-designed, budget-friendly, sustainable and of quality, IKEA is fulfilling the evolving needs and preferences of Malaysians.

The nationwide 'MY IKEA' design contest takes place from now until 27 September. Get inspired by Fritillidea and Asyikin Abdullah's designs and create your own version of the "MY IKEA" logo. Unleash your creativity and stand a chance to win a share of RM25,000 in gift cards. A total of 100 winners will be selected and each winner will receive a RM250 IKEA gift card. To find out more on IKEA Malaysia's 25th Anniversary, visit www.IKEA.my/25anniversary

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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

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