

IKEA PR kit

News – April 2024



A palette of possibility lies ahead

The world is starting to look brighter. Change is on its way! It's time to burst from your cocoon and enjoy the moment. So where to start? With a canvas that's truly your own: your home.

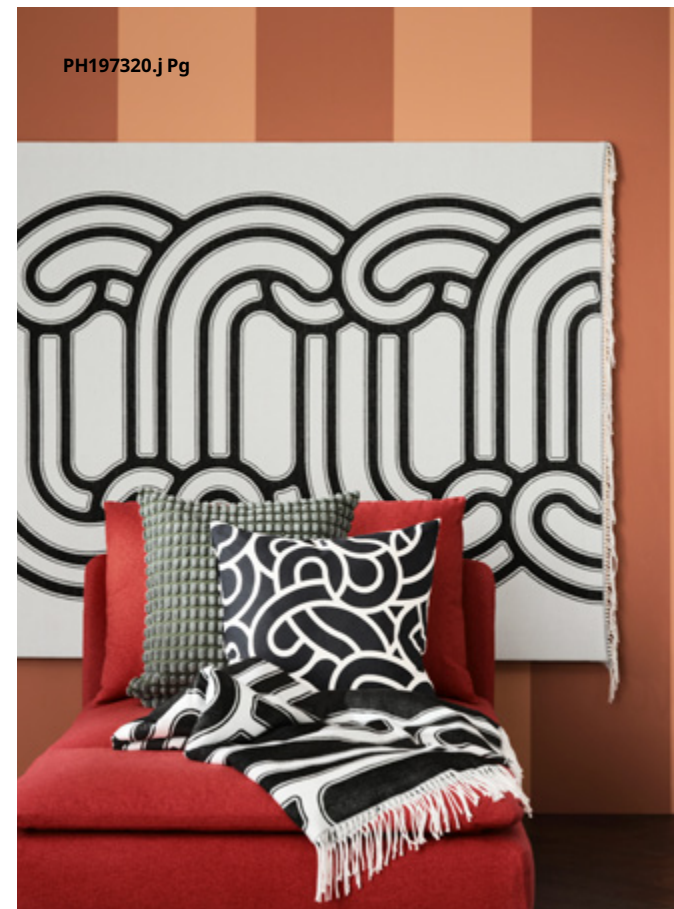
This season, embrace curiosity and sprinkle bright ideas into your living space with a palette of possibility!

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Salt, pepper and zest	27

Step into a world of colour and meaning



Light and transparency



The final touch to a timeless base



Salt, pepper and zest



Organically inspired



Style expression:

Light and transparency

Close your eyes and turn your face to the sun. Diffuse colour and light blend into something else. Like ink dropped into water, there are no sharp edges here. This season, let's flow, fade, brighten again and mingle into the new.

With light and transparency as it's inspiration, the overall feeling of this coordination is breezy and calming – welcoming in the warmer, longer days of the season.

PH197302.JPG **New GLASÖRT** sheer curtain, 1 piece €29.99 305.731.01 **JAKOBSBYN** pendant lampshade €24.99 903.330.52 **New BRUNTÅG** cushion cover €7.99 Light pink 205.723.62 **New BRUNTÅG** cushion cover €7.99 Dark yellow-green 905.723.54 **New OLYMPTISTEL** duvet cover and pillowcase €23.99 905.747.58 **TÄLLÅSEN** upholstered bed frame €219 705.389.26 **ÅSKMULLER** table lamp €14.99 004.924.89 **New KJUGE** pouffe with storage €12.99 205.655.21

An impressionist painting,
or perhaps the Indian
Ocean just before the sun
slips over the horizon.
We love all the beautiful
imagery brought to mind
by the HOTELLRUM rug.
What do you see?

Finally, a sunset you can step on.

New HOTELLRUM rug, high pile €129.00 405.711.54 PH197306.jpg





PH197305.JPG **New** OLYMPTISTEL duvet cover and pillowcase €23.99 Designer: Emma Prowse. 905.747.58



PH197307.JPG **New** BRUNTÅG cushion cover €7.99 Designer: Emma Prowse. 905.723.54 **New** SVARTFIBBLA throw €3.99 705.721.71 **New** EKRAR hat and coat stand €24.99 605.668.92

"The palette is sheer, light and airy but with some warmth and colours to brighten your home. It's all about celebrating the positivity of the spring season: the mild air, crisp sunlight, and the awakening of nature with new buds, leaves and blossoms."

Designer **Emma Prowse**

Celebrate the memories while making new ones

Childhood holidays playing marbles in the sunshine. Those were the days! This BILD poster captures that endless summer feeling perfectly, with dramatic shadows punctuated with good enough to eat colour.

New BILD poster €14.99 105.705.37 New RÖDALM frame €17.99 905.489.29 JAKOBSBYN pendant lampshade €24.99 903.330.52

PH197310.j Pg



We can't help but get excited about clever, unexpected design. With its mesh material and myriad hanging options, it's no surprise the SVENSHULT shelf leaves us giddy with delight.

This, or that, or the other side up. Handle with imagination.

Product overview



PE920247.jpg

New HOTELLRUM rug, high pile €129.00 User surface: 100% polypropylene. Backing: Vinyl rubber. L230×W160cm. Blue/green yellow 405.711.54



PE920823.jpg

New OLYMPTISTEL duvet cover and pillowcase €23.99 54% cotton, 46% viscose/rayon. Designer: Emma Prowse. Duvet cover L200×W200cm. Pillowcase L60×W70cm. Multicolour 905.747.58



PE917149.jpg

New SVARTFIBBLA throw €3.99 100% polyester. Designer: Akanksha Deo. L160×W120cm. Yellow-green/grey-turquoise 705.721.71



PE933706.jpg

New BRUNTÅg cushion cover €7.99 100% polyester. Designer: Emma Prowse. L50×W50cm. Dark yellow-green 905.723.54



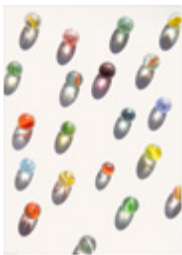
PE933707.jpg

New BRUNTÅg cushion cover €7.99 100% polyester. Designer: Emma Prowse. L50×W50cm. Light pink 205.723.62



PE916647.jpg

New gLASÖRT sheer curtain, 1 piece €29.99 100% polyester. L300×W300cm. Grey-blue/dark beige 305.731.01



PE905810.jpg

New BILD poster €14.99 Paper. W50×H70cm. Beautiful shadows 105.705.37



PE924220.jpg

New RÖDALM frame €17.99 Fibreboard, paper and polystyrene plastic. Designer: Andreas Fredriksson. W52×H72cm. White 905.489.29



PE856153.jpg

ÅSKMULLER table lamp €14.99 Powder coated steel and glass. Designer: Lisa Hillard. Ø14, H24cm. Grey-green 004.924.89



PE720859.jpg

JAKOBSBYN pendant lampshade €24.99 Glass. L30×W30, H25cm. Ø30cm. Clear glass 903.330.52



PE699297.jpg

CYLINDER vase, set of 3 €14.99 Glass. Designer: Anne Nilsson. Clear glass 601.750.92



PE920450.jpg

New SVENSHULT wall shelf €12.99 Powder coated steel. Designer: Gustav Carlberg. W60×D20, H35cm. Grey-green. 905.572.59



PE906548.jpg

New EKRAR hat and coat stand €24.99 Powder coated aluminium and steel. Designer: Inma Bermudez. W63×D63, H169cm. Dark yellow 605.668.92



PE918880.jpg

TÄLLÅSEN upholstered bed frame €219 100% polyester and powder coated steel. Designer: Jonas Hultqvist. W160×L200, H107cm. Kulsta grey-green 705.389.26

Motion media assets



Asset name:
Wake_up_on_the_bright_side_SoMe_16x9
Wake_up_on_the_bright_side_SoMe_clean_16x9



Asset name:
Wake_up_on_the_bright_side_
SoMe_clean_9x16



Asset name:
The_huggable_rainbow_SoMe_clean_9x16

Version description
Clean = logos in the end
Other versions = burnt in logos, euro prices and copy
to show placements and sizes for the graphics.

Image overview



PH197302.JPG



PH197303.JPG



PH197306.JPG



PH197305.JPG



PH197307.JPG



PH197310.JPG



PH197308.JPG



Style expression:

The final touch to a timeless base

The terracotta of the desert, the greens of the olive grove. A timeless base that transcends seasonality can be given a new life with sharp black and white graphics. This season, say yes to a hypnotic repetition for a bold, new expression.

This coordination may be a mature look, but it follows the energy of the season – the desire for something new.

PH197311.j Pg **New SÖTRÖNN throw** €17.99 Black/white 705.696.11 **STORSLINGA LED chandelier, 8-armed** €79.95 004.876.09
EKET cabinet €15.00 905.562.26/703.321.24/305.305.74 **New SÖTRÖNN cushion cover** €5.99 Black/white 705.696.06
New SÖDERHAMN chaise lounge €310.00 995.144.30 **NÖVLING rug, low pile** €149.00 705.329.86

Texture, texture, texture.

The delicate line work on the JÄTTEGRAN cushion cover has a gossamer-like quality. Paired with the cover's softened, cupped corners, the overall impression will add a brush of elegance to any space.

New JÄTTEGRAN cushion cover € 12.99 Designer: Emma Hagman. 805.722.41 PH197314.jpg



Sit. Store. Hide. Combine.



PH197318.JPG **New** KJUGE pouffe with storage €12.99 905.319.00 HOLMVI throw €5.99 705.136.24



Who's up for a game of Tetris? We adore the EKET series for the countless creative combinations it has brought to life in homes across the world. We can't wait to see what people do with the EKET cabinet, now available in olive green.



PH197315.jpg KUGGIS box with lid €9.99

With it's sleek, simple, and oh-so practical design, it's no surprise that the KUGGIS series remains a firm favourite time and time again.



Now that's a look!

Around and around and around we go.
But where does it all lead? To a thrilling new collection, of course.

Enter to the wonderfully curvy world of Japanese designer, Hiroko Takahashi and her exciting collaboration with IKEA – SÖTRÖNN.

“When things are left unfinished or incomplete, there is room for the imagination to enter.”

Designer **Hiroko Takahashi**

New SÖTRÖNN decorative mirror €7.99

Designer: Hiroko Takahashi. 505.604.71

New SÖTRÖNN throw €17.99 Designer:

Hiroko Takahashi. Black/white

705.696.11

New SÖTRÖNN cushion cover €5.99

Designer: Hiroko Takahashi. 705.696.06

New SÖTRÖNN mug €4.99 Designer:

Hiroko Takahashi. 205.715.41

New SÖTRÖNN tea towel €4.49/ 2-pack

Designer: Hiroko Takahashi. Black/white

505.710.64



PH197320.jpg **New SÖTRÖNN throw €17.99** Designer: Hiroko Takahashi. Black/white 705.696.11 **New SÖTRÖNN cushion cover €12.99** Designer: Hiroko Takahashi. Black/white 705.696.06 **SVARTOPPEL cushion cover €5.99** Grey-green 905.430.07



PH197321.j Pg **New SÖTRÖNN mug €4.99** Designer: Hiroko Takahashi. 205.715.41 **New SÖTRÖNN tea towel €4.49/ 2-pack** Designer: Hiroko Takahashi. 505.710.64 **STENSELE table €99.95** 792.882.30 **ÖSTANÖ chair €15.99** 505.689.00

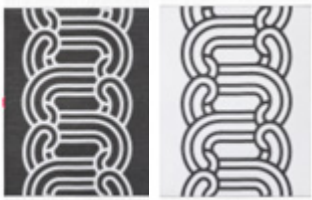
When conceptualising the SÖTRÖNN collection, designer Hiroko Takahashi paid homage to traditional Japanese design, while giving it a contemporary twist. An added treat? Both the throw and the tea towels have complimentary colourways on either side. Two expressions, one product!

Product overview



PE929230.JPG

New SÖTRÖNN cushion cover €5.99 100% cotton. Designer: Hiroko Takahashi. L50×W50cm. Black/white 705.696.06



PE923390.JPG

New SÖTRÖNN throw €17.99 100% polyester. Designer: Hiroko Takahashi. L170×W130cm. Black/white 705.696.11



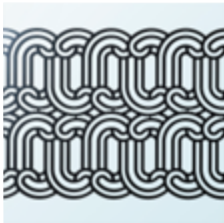
PE928467.JPG

New SÖTRÖNN tea towel €4.49/ 2-pack 50% cotton, 50% viscose/rayon. Designer: Hiroko Takahashi. L60×W45cm. Patterned/black/white 505.710.64



PE926436.JPG

New SÖTRÖNN mug €4.99 Feldspar porcelain. Designer: Hiroko Takahashi. Ø8, H9cm. 32cl. Patterned white/black 205.715.41



PE921933.JPG

New SÖTRÖNN decorative mirror €7.99 Glass and acrylic paint. Designer: Hiroko Takahashi. W40×H40cm. Patterned/black 505.604.71



PE923386.JPG

New JÄTTEGRAN cushion cover €12.99 100% cotton. Designer: Emma Hagman. L50×W50cm. Off-white 805.722.41



PE872833.JPG

SVARTPOPPEL cushion cover €4.99 100% polyester. Designer: P Machado/L Gil. L50×W50cm. Grey-green 905.430.07



PE832958.JPG

HOLMVI throw €5.99 100% polyester. L160×W120cm. Light pink 705.136.24



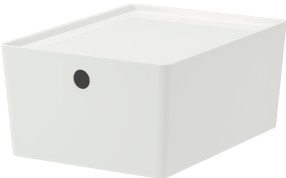
PE874878.JPG

NÖVLING rug, low pile €149 User surface: 100% polyester. Backing: 100% synthetic rubber. Designer: Luna Gil. L300×W200cm. Green 705.329.86



PE815591.JPG

STORSLINGA LED chandelier, 8-armed €79.95 Steel and plastic. W70×H29cm. Black/white 004.876.09



PE729176.JPG

KUGGIS box with lid €9.99 PET plastic. W26×D35, H15cm. White 602.802.05



PE913337.JPG

EKET wall-mounted shelving unit €15 Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Grey-green 795.213.56



PE910594.JPG

EKET wall-mounted shelving unit €15 Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. White 392.858.08



PE878298.JPG

EKET wall-mounted shelving unit €15 Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Brown walnut effect 194.902.73



PE911326.JPG

New SÖDERHAMN chaise lounge €310.00 Cover: 100% polyester. Designer: Ola Wahlborg. W93×D151, H83cm. Tonerud red 995.144.30



PE909498.JPG

ÖSTANÖ chair €15.99 Powder coated steel and 100% polyester. Designer: Willy Chong. W45×D45, H76cm. Deep green Remmarn/deep green 505.689.00



PE711689.JPG

STENSELE table €99.95 Laminate, powder coated steel and aluminium. Designer: Maja Ganszyniec. Ø70, H75cm. Anthracite/anthracite 792.882.30

Motion media assets



Asset name:
A_playground_for_patterns_SoMe_16x9
A_playground_for_patterns_SoMe_clean_16x9



Asset name:
A_playground_for_patterns_
SoMe_clean_9x16



Asset name:
A_beehive_of_hidden_gems_SoMe_clean_9x16

Version description
Clean = logos in the end
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Image overview



PH197311.JPG



PH197312.JPG



PH197314.JPG



PH197317.JPG



PH197318.JPG



PH197316.JPG



PH197315.JPG



PH197319.JPG



PH197320.JPG



PH197323.JPG



PH197321.JPG



Style expression:

Organically inspired

Put the ruler and rules to one side and let the form free. The only patterns here are the ones found in nature. Winding routes with no clear end or beginning. Let's welcome an outdoor life inside and live with fresh intensity.

This coordination pulls together different elements of the natural world, intensities and shades of green and natural textures to create the impression of a lush, summer's day (even when inside).

PH197324.j Pg **New** YTLÄGE pendant lamp €29.99 705.400.19 **New** PIGGÅL mug €4.99/ 2-pack 505.618.28 **New** GRÖNFISK tray with handle €9.99 205.790.66 **New** UNDERBLOMMA cushion cover €9.99 White/green 005.760.21 **New** LISABO chair €69.95 305.537.06 **New** FRÖDD floor cushion €69.95 805.818.15 **New** TÄGSPÅR rug, high pile €399.00 105.763.51

just your cup of tea

Paired with their comforting shape, the contrasting combinations of milk, forest and grass green make the PIGGÅL mugs a cheerful addition to any tea party.

New PIGGÅL mug €4.99/ 2-pack Designer: Akanksha Deo. 505.618.28 PH197327.j Pg





The bold, freehand style of the NÄBBFISK tablecloth reminds us of rice fields seen from the sky – the very definition of letting the outside in!

PH197333.jpg **New NÄBBFISK tablecloth €12.99** Designer: Hanna Grann Dalrot. 905.710.81 **New NÄBBFISK paper napkin €1.99** 205.688.69
New PIGGÅL mug €4.99/ 2-pack 505.618.28



PH197329.jpg **New GRÖNFISK tray with handle €9.99** Designer: Lukas Bazle. 205.790.66 **RISATORP desk organiser €12.99** 205.404.94

The ingenious handles of the GRÖNFISK tray allow you to single-handedly take it from one place to another. Aesthetically, the natural wood against the white is doing all kinds of good things for us!



Cuddle up with nature this season

The bold, abstract
design and wonderfully
textured fabric of
the UNDERBLOMMA
cushion covers will add
lush pops of greenery to
any environment.

New UNDERBLOMMA cushion cover €9.99 White/green 005.760.21 **New UNDERBLOMMA cushion cover €9.99** White/light grey-green 605.760.23 **New SVARTÅG throw €19.99** Grey-green/white 505.722.28 **New FRÖDD throw €69.95** Green/stripe 905.812.16

PH197328.j Pg



Switch up the mood!



"With the YTLÄGE pendant lamp, I wanted to express the possibility to change the atmosphere in a room in an exciting and playful way. When closed, the cylindrical shape of the lampshade spreads a cosy glow over the dining table. Pull the string, and it transforms into an open floral shape that provides a lot of light."

Designer **Lukas Bazle**

Dinner plans? The latest edition to the LISABO family is more than ready to join in the festivities. With its upholstered seat, you're guests will have a comfy spot to sit for the hours of laughter and conversation ahead.

Pull up your new favourite chair

New LISABO chair €69.95 Designer: K Hagberg/M Hagberg. 305.537.06 PH197332.jpg



Product overview



PE926430.jpg

New PIGGÅL mug €4.99/ 2-pack Coloured glazed stoneware. Designer: Akanksha Deo. Ø9, H7cm. 30cl. White/green 505.618.28



PE926805.jpg

New NÄBBFISK tablecloth €12.99 100% cotton. Designer: Hanna Grann Dalrot. L240×W145cm. Patterned off-white/dark green 905.710.81



PE930514.jpg

New GRÖNFISK tray with handle €9.99 Powder coated steel and clear laquered bamboo. Designer: Lukas Bazle. L46×W30cm. Bamboo/white 205.790.66



PE915782.jpg

New UNDERBLOMMA cushion cover €9.99 70% cotton, 30% jute. Designer: Emma Hagman. L50×W50cm. White/green 005.760.21



PE915781.jpg

New UNDERBLOMMA cushion cover €9.99 70% cotton, 30% jute. Designer: Emma Hagman. L50×W50cm. White/light grey-green 605.760.23



PE923396.jpg

New SVARTTÅG throw €19.99 100% cotton. Designer: Synnöve Mork. L170×W130cm. Grey-green/white 505.722.28



PE924130.jpg

New FRÖDD throw €29.99 100% cotton. Designer: Jóna Berglind Stefánsdóttir. L180×W130cm. Green/stripe 905.812.16



PE924108.jpg

New FRÖDD floor cushion €69.95 100% cotton. Filling: polyester fibres. Designer: Jóna Berglind Stefánsdóttir. Ø56, H40cm. Black/patterned 805.818.15



PE923610.jpg

New YTLÄGE pendant lamp €29.99 Plastic, steel and 100% nylon. Designer: Lukas Bazle. Ø80, H23cm. White 705.400.19



PE920705.jpg

New LISABO chair €69.95 Tinted clear acrylic lacquer and solid birch. Backrest: ash veneer. Designer: K Hagberg/M Hagberg. W46×D51, H80cm. Ash/Tallmyra white/black 305.537.06



PE930516.jpg

New GRÄMÖRT tray €14.99 Clear lacquered bamboo. Designer: Lukas Bazle. L71×W27cm. Bamboo 205.778.40



PE926800.jpg

New NÄBBFISK paper napkin €1.99 Paper. Designer: Hanna Grann Dalrot. L38×W38cm. Patterned white/black 205.688.69



PE923948.jpg

New TÅGSPÅR rug, high pile €399 User surface: 100% wool. Backing: 100% cotton. Designer: Maria Vinka. L240×W170cm. White/beige 105.763.51



PE884044.jpg

RISATORP desk organiser €12.99 Powder coated steel, clear acrylic lacquer and birch. Designer: A-M Nilsson/A Wallgren. W50×D16, H17cm. White 205.404.94

Motion media assets



Asset name:
The_great Indoors_SoMe_16x9
The_great Indoors_SoMe_clean_16x9



Asset name:
The_great Indoors_
SoMe_clean_9x16



Asset name:
Where_to_next_SoMe_clean_9x16

Version description
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Image overview



PH197324.j Pg



PH197325.j Pg



PH197327.j Pg



PH197333.j Pg



PH197329.j Pg



PH197328.j Pg



PH197330.j Pg



PH197331.j Pg



PH197332.j Pg



Style expression:

Salt, pepper and zest

Simplicity is the key ingredient. Add a twist or a pinch of something spicy or sunny, and voila! You've created something exciting and unique. A striking graphic base is softened with touches of natural material.

The strong black and white base of this coordination lends itself perfectly to a seasonal change with simple pops of colour for impact, natural materials for something a bit unexpected and lots of multifunctional pieces for practicality.

PH197244.j Pg **New** SKOMAKARE wall shelf €29.99 805.501.97 HAVSFJÄDER pendant lampshade €29.99 705.551.00 BONDSKÄRET hat and coat stand €39.99 705.590.23 **New** SLÄNHÖSTMAL duvet cover and pillowcase €000 Black/white/striped 205.752.66 VEVELSTAD bed frame with 2 TOLKNING headboards €169.00 794.418.02 **New** DJURTRÄNARE basket €14.99 Beige/black 305.638.14, Beige/white 005.638.15



PH197250.jpg **New SANDMOTT cushion €4.99** Designer: Synnöve Mork. Black/white 305.723.71
New SANDMOTT cushion €4.99 Designer: Hannah Wilcox. Green/yellow 705.723.88

Can something be both nostalgic and effortlessly current at the same time? The SANDMOTT cushions say yes! The freehand black cross hatching against white makes a delightful contrast next to the charm and naivety of the tulips.



PH197334.jpg **New SLÅNHÖSTMAL duvet cover and pillowcase €29.99** Designer: Darja Nordberg. Black/white/striped 305.752.56 **New NORSKNOPPA duvet cover and pillowcase €12.99** Designer: Hannah Wilcox. White/yellow/patterned 005.747.29

Stripes! The SLÅNHÖSTMAL duvet cover is a fresh take on an iconic IKEA look. Made from a soft blend of cotton and viscose, and finished off with black press studs, it's sure to be a timeless and long lasting addition to linen closets across the globe.



PH197247.j Pg **New FÖRENLIG watering can €7.99** Designer: Henrik Preutz. 205.630.65
New DRÖMSK plant pot €6.99 Designer: Henrik Preutz. 705.627.75

The shape and colour of the FÖRENLIG watering can are just so cheerful! So cheerful in fact, that we couldn't help but invite a gang of them to create a lively display wall.

Everyone has somewhere to be in the PJÄTTERYD picture. The dynamism and saturated colours are sure to add a burst of life to any wall yearning for an easy update.



PH197248.jPg **New PJÄTTERYD picture €19.99** 605.709.12

Storage made stylish



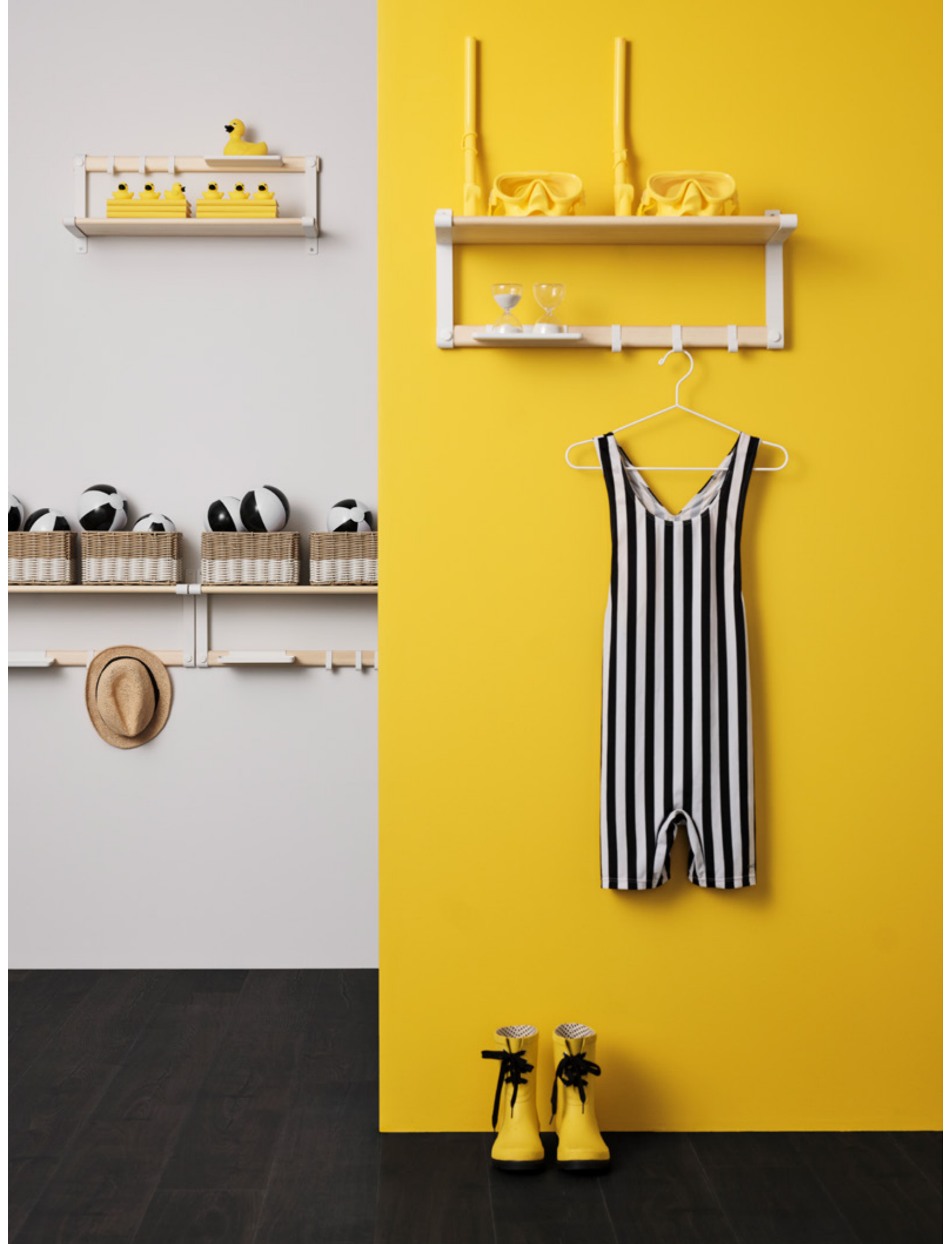
That magic place where form and function meet. Isn't it the best? Pack up your things in style with practical and pretty DJURTRÄNARE baskets.

Let's get versatile!

A simple way to add interest and versatility to a space, you say? Meet the SKOMAKARE shelf. With a tray, hooks, and different hanging positions, it's the very definition of multifunctional.

New SKOMAKARE wall shelf €29.99 Designer: Qian Jing.
805.501.97 **New DJURTRÄNARE basket €7.99** 005.638.15

PH197249.j Pg



Product overview



PE915122.jPg
New SANDMOTT cushion €4.99 100% cotton. Filling: 100% mixed fibres. Designer: Synnöve Mork. L30×W58cm. Black/white 305.723.71



PE933717.jPg
New SANDMOTT cushion €4.99 100% cotton. Filling: 100% mixed fibres. Designer: Hannah Wilcox. L30×W58cm. Green/yellow 705.723.88



PE920847.jPg
New SLÄNHÖSTMAL duvet cover and pillowcase €29.99 80% cotton, 20% viscose/rayon. Designer: Darja Nordberg. Duvet cover: L200×W200cm. Pillowcase: L60×W70cm. Black/white/striped 305.752.56



PE920795.jPg
New NORSKNOPPA duvet cover and pillowcase €12.99 65% cotton, 35% polyester. Designer: Hannah Wilcox. Duvet cover: L200×W200cm. Pillowcase: L60×W70cm. White/yellow/patterned 005.747.29



PE925113.jPg
New FÖRENLIG watering can €7.99 Galvanised steel. Designer: Henrik Preutz. H26cm. 1.5l. In/outdoor/yellow 205.630.65



PE925102.jPg
New DRÖMSK plant pot €6.99 Earthenware. Designer: Henrik Preutz. Ø17, H18cm. Bright yellow 705.627.75



PE905837.jPg
New PjÄTTERYD picture €19.99 Fibreboard and 100% polyester. W50×H70cm. Focused people 605.709.12



PE913355.jPg
New DJURTRÄNARE basket €14.99 Polyethylene plastic and powder coated steel. W25×D35, H19cm. Beige/black 305.638.14



PE913351.jPg
New DJURTRÄNARE basket €7.99 Polyethylene plastic and powder coated steel. W18×D25, H14cm. Beige/white 005.638.15



PE919716.jPg
New SKOMAKARE wall shelf €29.99 Powder coated steel and solid aspen. Designer: Qian Jing. White/aspen 805.501.97



PE906630.jPg
HAVSFJÄDER pendant lampshade €29.99 Plastic. Designer: Bent Boysen. Ø42, H35cm. White 705.551.00



PE894994.jPg
BONDSKÄRET hat and coat stand €39.99 Powder coated steel. Designer: Rutger Andersson. W60×D60, H175cm. Black 705.590.23



PE870763.jPg
VEVELSTAD bed frame with 2 TOLKNING headboards €169.95 Powder coated steel and polyester. Designer: Ebba Strandmark/Nike Karlsson. L207×W96, H27. Headboard: H98cm. White/Tolkning rattan 794.418.02



PE917728.jPg
New JORDBORR hook, self-adhesive €2.99/3-pack ABS plastic. Designer: Willy Chong. Ø5cm. Snowflake/multicolour 705.637.13

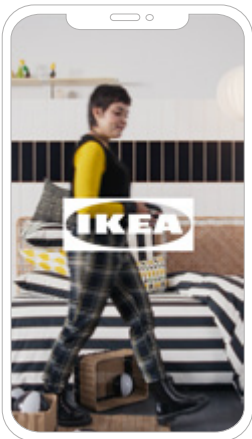


PE700251.jPg
LACK wall shelf €4.99 Painted finish. L30×D26, H5cm. White 502.821.77

Motion media assets



Asset name:
Hello_yellow_SoMe_16x9
Hello_yellow_SoMe_clean_16x9



Asset name:
Hello_yellow_SoMe_clean_9x16



Asset name:
Grow_your_own_way_SoMe_clean_9x16

Version description
Clean = logos in the end
Other versions = burnt in logos, euro prices and copy
to show placements and sizes for the graphics.

Image overview



PH197244.j Pg



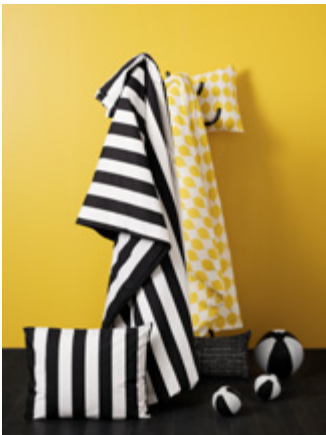
PH197245.j Pg



PH197250.j Pg



PH197261.j Pg



PH197334.j Pg



PH197248.j Pg



PH197252.j Pg



PH197253.j Pg



PH197249.j Pg

See more on www.ikea.com/press

Enjoy!

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