

Press kit | Launching October 2025

Instant traditional

© Inter IKEA Systems B.V. 2025



PH205976.JPG

New HEMNES dagbädd 4 295 kr 806.228.92

Tradition at the turn of an Allen key

This season, add a little Scandinavian magic to your home and turn it into the ultimate snug retreat where everyone can relax, feel welcome, and enjoy some well-deserved downtime.

Forget the pressure, dodge the drama (or at least keep it to a minimum), and focus on creating a space that's too cosy not to share. The best part? It's as easy as turning an Allen key – just add a few pieces inspired by our traditional Swedish style to design the perfect setting for new memories.

Get ready to give your home a fun refresh – or should we say rewarm?





Content

A place like home 4

Pocket-sized icons
Canvas made to hang out
Embrace the comfort(er)

Northern nights 15

Glow back in time
Three looks, one style

Wake up in a dream 21

Craft your way into a traditional look
A bit of Swedish countryside in your home
More than just a bed

A meal between meals 34

Heritage design. Modern comfort.
A seat for everyone

Contact 37



Cosiness, anyone?

A place like home

With new furniture and decorations in a traditional Swedish style, your home will become the go-to spot for winter gatherings. Because when everyone feels at home, they're happy campers – even the grumpiest guest.



New TORNSBORG bäddsoffa 4 995 kr **bs2** 905.846.58
New KANONVISKA påslakan 149 kr **1ö** 506.140.25 **New**
SANDJORD korg 79 kr 306.000.48 **New** **SANDJORD**
korg 129 kr 606.011.45 **KINNAHULT** golvlampa 699 kr
105.592.57 **New** **PJÄTTERYD** tavla 149 kr **2st** 406.018.77
New **FACELIOR** kuddfodral 99 kr 506.115.07





New Huset dockmöbler och figurer 149 kr 705.974.97 FLISAT dockhus/hylla 399 kr 502.907.85

Pocket-sized icons

We've shrunk our most popular designs like KLIPPAN, BILLY, MAMMUT, and DUKTIG and turned them into Huset, a collection of miniatures for children of all ages.

Unleash your inner interior designer and have fun arranging the Huset furniture in the FLISAT doll's house.





PH206037.JPG

New HUSET dockmöbler och figurer 149 kr 705.974.97



PH206035.JPG



PH206031.JPG



PH206033.JPG



PH206036.JPG



PH206034.JPG



PH206032.JPG

New HUSET dockmöbler och figurer 149 kr 705.974.97

“Role play is important for children’s development and the colourful doll’s house furniture and animal figures in the Huset series are perfect for this. We hope the animals’ interchangeable elements spark children’s desire to create their own stories.”

Marta Krupinska, Designer
David Wahl, Designer



New Huset dockhusmöbler och figurer 149 kr 705.974.97



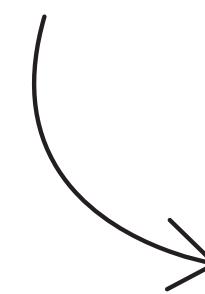
New PJÄTTERYD tavla 149 kr s2 406.018.77

Canvas made to hang out

Give your room an instant traditional vibe by placing several canvases on the wall and adding solid fabric squares for contrast.

The charming motif printed on the PJÄTTERYD pictures adds depth and character to any wall.

The PJÄTTERYD pictures featuring animal appliques come in pairs, making it super easy to kick off your canvas art collection.



New PJÄTTERYD tavla 149 kr s2 406.018.77





Embrace the comfort(er)

If you prefer comforters to duvets, prepare to sleep wrapped in style! Made of 100% cotton flannel, our TORNTUSS comforter set offers a snug and soft feel that keeps you warm during cold nights, and a blue check pattern that ups the cosy factor.

PH205922.JPG



PE980188.JPG

New TORNTUSS påslakan
449 kr 26 306.177.13



PE931458.JPG

DVALA dra-på-lakan 149 kr
503.565.64

Product overview | October 2025



PE965790.JPG

New TORSBORG baddsoffa
4 995 kr bs2 Clear acrylic
lacquered solid pine. Fabric: 100%
polyester. W154×D95, H82cm.
Naggen beige/pine 905.846.58



PE970057.JPG

New KANONVISKA påslakan
149 kr 16 54% cotton and
46% viscose/rayon. Designer:
Eva Lundgreen. Duvet cover
L200×W150cm. Pillowcase
L50×W60cm. White multicolour/
floral pattern 506.140.25



PE926566.JPG

LAGERPOPPEL kuddfodral
39 kr 100% polyester.
L50×W50cm. Blue-grey
805.618.03



PE899632.JPG

TÅRNABY bordslampa 199 kr
Steel and glass. Designer: Stina
Lanneskog. Ø15cm. W10×H25cm.
Dimmable beige 605.080.72



PE963606.JPG

New PJÄTTERYD tavla
149 kr 2 st 100% polyester.Inside
frame: Fibreboard. W40×H40cm.
Animal appliqué 406.018.77



PE968572.JPG

New FACELIOR kuddfodral
99 kr 100% cotton. Designer:
Eva Lundgreen. L50×W50cm.
White/embroidery dark orange
506.115.07



PE968568.JPG

New SVAMPFLY kuddfodral
49 kr 100% cotton. Designer:
Darja Nordberg. L50×W50cm.
Dark blue 105.844.88



PE967420.JPG

New SANDJORD korg 79 kr
Clear lacquered sedge. Ø30,
H14cm. Sedge 306.000.48



PE967298.JPG

New SANDJORD korg 129 kr
Clear lacquered sedge. Ø46,
H20cm. Sedge 606.011.45



PE892939.JPG

KINNAHULT golvlampa
699 kr Solid ash, steel and
plastic. Designer: Sarah Fager.
Ø30, H150cm. Shade Ø37cm.
Ash/white 105.592.57



PE727347.JPG

FLISAT dockhus/hylla 399 kr
Solid pine. Designer: S Fager/J
Karlsson. W58×D22, H59cm.
502.907.85



PE977517.JPG

New HUSET dockhusmöbler och
figurer 149 kr Painted plastic.
Designer: M Krupińska/D Wahl.
Living room/kitchen multicolour
705.974.97



PE962670.JPG

BRUGDHAI burk med lock
99 kr Coloured glazed stoneware.
Designer: Francis Cayouette. Ø13,
H12cm. Vol 1l. Beige 305.961.69



PE962668.JPG

BRUGDHAI burk med lock
49 kr Coloured glazed stoneware.
Designer: Francis Cayouette. Ø9,
H9cm. Vol 0.3l. Beige 105.961.70



PE935480.JPG

HAVSTA satsbord 1 495 krtained,
clear lacquered solid pine. White
604.042.01



PE874927.JPG

PERSBOL karmstol 1 995 kr
inted clear lacquered solid birch
and birch veneer. Designer: Nike
Karlsson. W69×D70, H84cm.
Birch/Tibbleby beige/grey
503.501.90



PE PE980188.JPG

New TORNTUSS påslakan 449
kr 26 100% cotton. Comforter
W220×L240cm. Dark blue/check
306.177.13

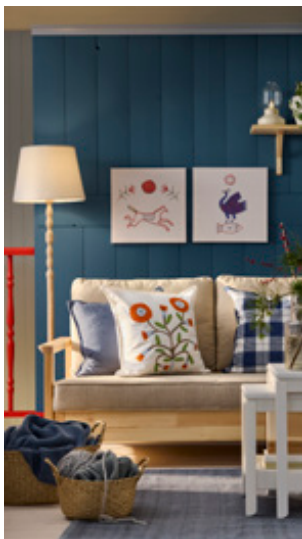


PE931458.JPG

DVALA dra-på-lakan 149 kr 100%
cotton. 180×200 cm. White 503.565.64



PH205920.JPG



PH205921.JPG



PH205928.JPG



PH205923.JPG



PH205930.JPG



PH205924.JPG



PH205939.JPG



PH205926.JPG



PH205938.JPG



PH205929.JPG



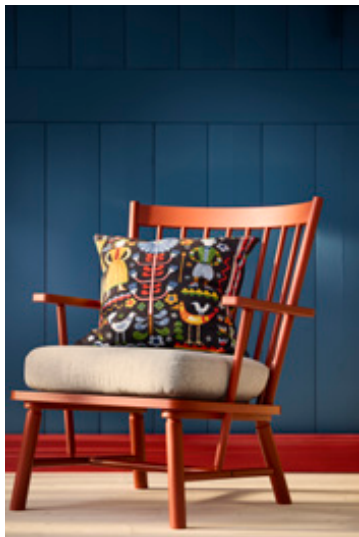
PH205922.JPG



PH205940.JPG



PH205941.JPG



PH205949.JPG



PH205925.JPG



PH205931.JPG



PH205942.JPG



PH205943.JPG



PH205932.JPG



PH205934.JPG



PH205933.JPG



PH205952.JPG



PH205937.JPG



PH205935.JPG



PH205936.JPG



PH206037.JPG



PH206031.JPG



PH206032.JPG



PH206033.JPG



PH206034.JPG



PH206035.JPG



PH206036.JPG

Northern nights

Embrace the cosy – or *mysig* – side of the season with a bedroom makeover in traditional style. Your duvet cover, cushions, and rugs might be fresh off the shelf, but they're woven with years of Swedish folklore and craftsmanship.

New BRUDKRUSBÄR påslakan 199 kr 706.148.16 **New** TRATTKAKTUS kuddfodral 49 kr 406.123.95 **PERSBOL** fåtölj 1 995 kr 505.259.20 **New** HAVSTA byrå 2 995 kr 105.994.75 **New** FULLTALIG ljustake 149 kr 006.089.70 **New** PINGSTSYREN spegel 599 kr 906.100.92





New SJÖMAKT skrivbordslampa 299 kr 905.956.66 © kr

Glow back in time

Inspired by traditional kerosene lamps, TÄRNABY looks like a lamp with a story to tell. Small and easy to move, it combines the charm of traditional design and the handiness of dimmable lighting. All style, no flames.



Stina Lanneskog, Designer



TÄRNABY bordslampa 199 kr 605.080.72

“TÄRNABY lamp is inspired by traditional kerosene lamps. The visible light bulb emulates a live flame and provides mood lighting which is soft and warm.”

Stina Lanneskog, Designer



Three looks, one style

Give your home that warm, traditional feel with cushions inspired by Swedish folklore and craftsmanship. Darker hues, vibrant reds, muted tones – which one is your favourite?



New TRATTKAKTUS kuddfodral 49 kr 406.123.95 PERSBOL fåtölj 1 995 kr 505.259.20



New TÅGSÄCKMAL kuddfodral 39 kr 006.208.73 PERSBOL fåtölj 1 995 kr 705.259.19



New SVAMPFLY svampfly 49 kr 105.844.88 PERSBOL fåtölj 1 995 kr 503.501.90



PE936046.JPG
STJÄRNÖ bäddstomme 2 395 kr
Powder coated steel. Designer: Ebba Strandmark. W168×L209, H135cm. Anthracite 395.633.29



PE970092.JPG
New BRUDKRUSBÄR påslakan 199 kr 16 100% cotton. Designer: Malin Gyllensvaan. Duvet cover W150×L200cm. Pillowcase W60×L50cm. Black multicolour/ floral pattern 706.148.16



PE983731.JPG
New TRATTKAKTUS kuddfodral 49 kr 100% cotton. Designer: Eva Lundgreen. W50×L50cm. Multicolour 906.179.32



PE973125.JPG
New RÄVAROR matta slätvävd 3 495 kr 100% wool. Designer: Maria Vinka. L240×W170cm. Handwoven black/brown grey 206.110.33



PE983995.JPG
New FULLTALIG ljusstake 149 kr s3 Aluminium, Acrylic coating. Designer: Aaron Probyn. Brass-colour 006.089.70



PE983728.JPG
New FLIKBRUNÖRT pläd 99 kr 100% polyester. L170×W130cm. Check pattern 206.123.96



PE983996.JPG
New LADUSVALA värmeljushållare 29 kr s3 Glass. Designer: Junyi Lyu. Ø5, H5.5cm. Mixed colours 206.059.04



PE986475.JPG
New SJÖMAKT skrivbordslampa 299 kr Powder coated steel. Designer: Wiebke Braasch. Ø19, H49cm. Shade Ø15.5cm. Beige/ ash 905.956.66



PE980049.JPG
New HAVSTA byrå med 3 lådor 2 995 kr Stained, clear lacquered solid pine. W81×D45, H89cm. Black 105.994.75



PE968567.JPG
New SVAMPFLY kuddfodral 49 kr 100% cotton. Designer: Darja Nordberg. L50×W50cm. Anthracite 505.845.04



PE987145.JPG
New NARRKOLV taklampa 499 kr Rattan. Designer: Akanksha Deo. Ø56, H14cm. Rattan 005.943.41



PE977055.JPG
New PINGSTSYREN spegel 599 kr Painted solid pine and glass. W60×D4, H80cm. Light yellow-beige 906.100.92



PE782658.JPG
IDANÄS avlastningsbord 1 395 kr Clear lacquered beech veneer. Designer: F Cayouette/J Karlsson. W47×D40, H68cm. Dark brown stained 804.588.15



PE874932.JPG
PERSBOL fåtölj 1 995 kr Tinted clear lacquered solid wood and birch veneer. Designer: Nike Karlsson. W69×D70, H84cm. Black/Tibbleby beige/grey 505.259.20



PH205954.JPG



PH205974.JPG



PH205955.JPG



PH205956.JPG



PH205970.JPG



PH205958.JPG



PH205964.JPG



PH205965.JPG



PH205968.JPG



PH205969.JPG



PH205959.JPG



PH205962.JPG



PH205963.JPG



PH205960.JPG



PH205961.JPG



PH205966.JPG



PH205957.JPG



PH205967.JPG



PH205971.JPG

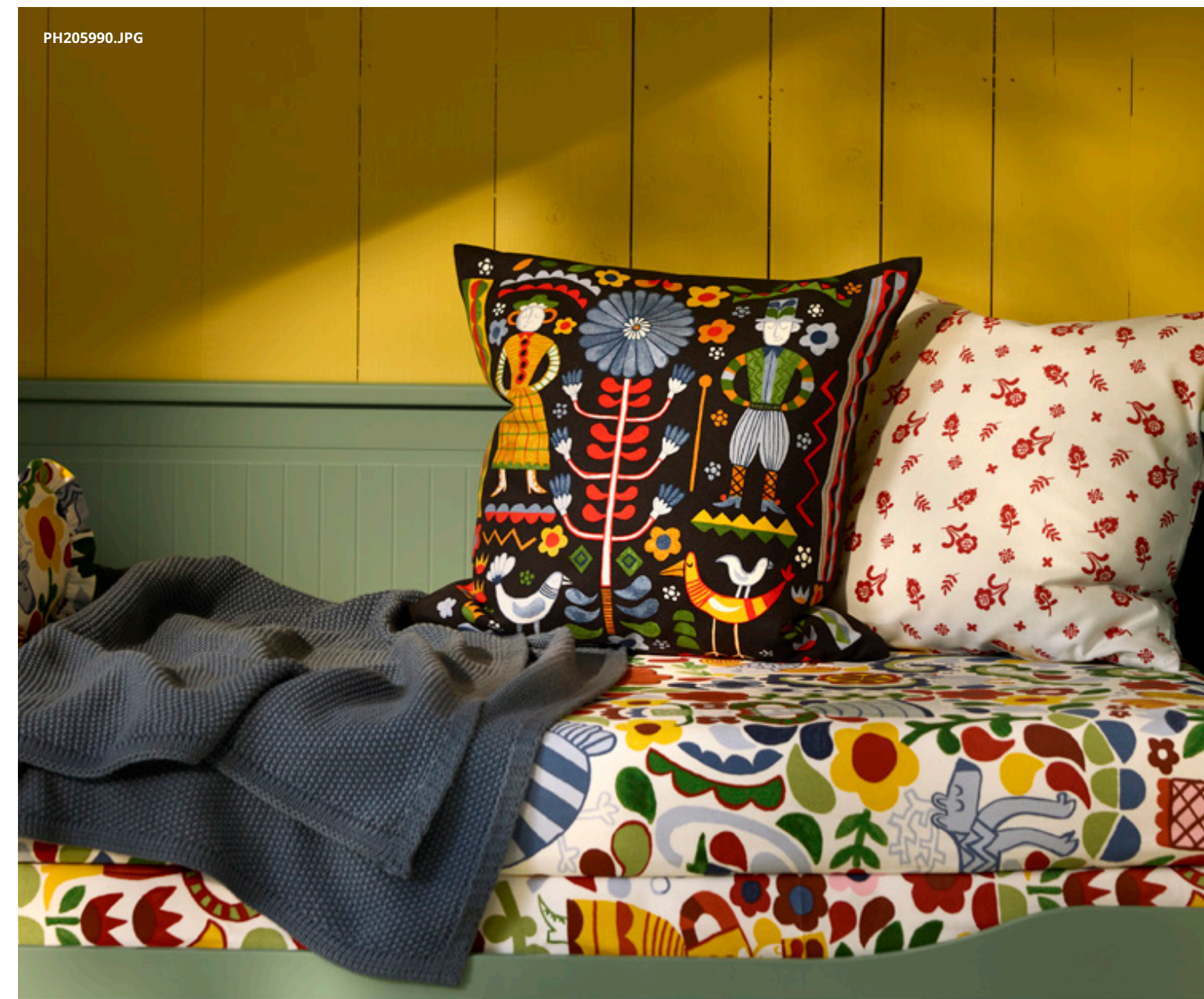


PH205973.JPG

Wake up in a dream

Stretch out in bed, pull back the curtains, and let the sunshine do its thing. The smell of coffee and the sound of laughter drift from the kitchen. Time to get up and enjoy a day with no plans.

New HEMNES dagbädd 4 295 kr 806.228,92 **New** BRUDKRUSBÄR påslakan 199 kr 1ö 806.147,45 **New** HEMNES byrå 2 495 kr 706.107,38 **New** CINTIAKAKTUS avpassad tyglängd 159 kr 606.081,56 **New** AMBARÖNN kruka 149 kr 405.594,92 **New** TRATTAKAKTUS kuddfodral 49 kr 406.123,95 **New** TÄGSÄCKMAL kuddfodral 39 kr 006.208,73 **PERSBOL** fåtölj 1 995 kr 705.259,19







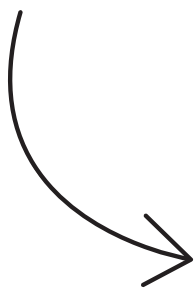
PH205997.JPG

New CINTIAKAKTUS avpassad tyglängd 159 kr 606.081.56

Craft your way into a traditional look

Transform your space using pre-cut fabric to create extra storage spots for plates, mugs, and anything else that needs a bit more room. Or use the fabric as a tablecloth to add a traditional touch to your meals!

Pre-cut fabric is perfect for creating something unique and personal – whether it's a gift or something for you or your home.



PH206009.JPG

A bit of Swedish countryside in your home

Designer Eva Lundgreen was inspired by her trip to the Dalarna and Sundborn regions of Sweden to create charming patterns in a traditional look. The vivid natural colours of Swedish artists Carl and Karin Larsson inspired her designs.



Eva Lundgreen, Designer



“I allow myself to be free
and playful when I sketch.
I want to reach a flow where
the hand and pencil create
on their own. It’s wonderful
when that happens.”

Eva Lundgreen, Designer

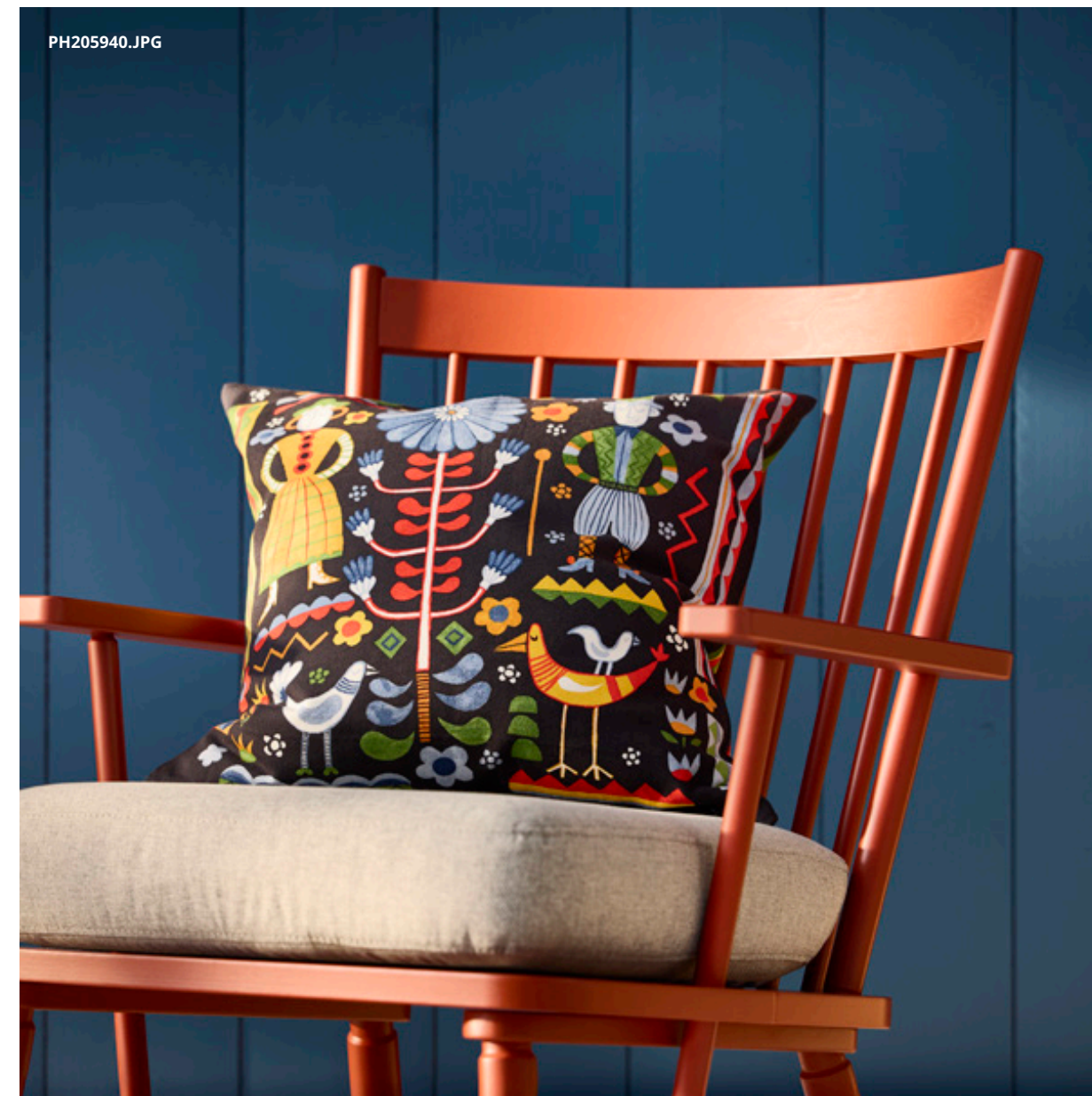




New FACELIOR kuddfodral 99 kr 506.115.07 PERSBOL fåtölj 1 995 kr 705.259.19

“This collection is built on inspiration from old handicraft from different parts of the countryside of Sweden – Jämtland, Hälsingland, and Dalarna.”

Eva Lundgreen, Designer



New TRATTKAKTUS kuddfodral 49 kr 406.123.95
PERSBOL fåtölj 1 995 kr 705.259.19

More than just a bed

Daybed, sofa, single bed, double bed, storage:
HEMNES adapts to fit your needs, becoming the
ultimate small-space lifesaver.

Ideal for welcoming guests or creating an extra cosy
corner, it features a soothing grey-green hue that
gives a nod to a traditional look.



Not a fan of green? No
worries – the HEMNES
daybed is also available in
white and grey 3 495 kr/st!



New HEMNES dagbädd 4 295 kr 806.228.92 **New**
BRUDKRUSBÄR påslakan 199 kr 16 806.147.45



New HEMNES dagbädd 4 295 kr 806.228.92 **New** BRUDKRUSBÄR påslakan 199 kr 16 806.147.45
New TRATTKAKTUS kuddfodral 49 kr 406.123.95 **New** TÄGSÄCKMAL kuddfodral 39 kr 006.208.73 **New** FACELIOR kuddfodral 99 kr 506.115.07

							
PE997296.JPG	PE896328.JPG	PE970096.JPG	PE977594.JPG	PE974837.JPG	PE903004.JPG	PE983737.JPG	PE874937.JPG
New HEMNES dagbädd 4 295 kr Painted finish. W89×L209, H83cm. Mattress W80×L200cm. Grey-green 806.228.92	HEMNES dagbädd 3 495 kr Painted finish. Designer: Carina Bengs. W89×L209, H83cm. Mattress W80×L200cm. White 903.493.26	New BRUDKRUSBÅR påslakan 199 kr 16 100% cotton. Designer: Malin Gyllensvaan. Duvet cover W150×L200cm. Pillowcase W60×L50cm. White multicolour/ floral pattern 806.147.45	New HEMNES byrå med 3 lådor 2 495 kr Stained, clear lacquered solid pine. Designers: K Hagberg/M Hagberg. W108×D50, H96cm. Grey-green/light brown stained 706.107.38	New CINTIAKAKTUS avpassad tyglängd 159 kr 100% cotton. Designer: Eva Lundgreen. W150×L300cm. White/multicolour 606.081.56	New AMBRARÖNN kruka 149 kr Stoneware. Ø15cm. H17cm. In/outdoor/white 405.594.92	New TÄGSÄCKMAL kuddfodral 39 kr 100% cotton. Designer: Inga Leo. White/floral pattern 006.208.73	PERSBOL fåtölj 1 995 kr Tinted clear lacquered solid wood and birch veneer. Designer: Nike Karlsson. W69×D70, H84cm. Brown-red/Tibbleby beige/grey 705.259.19



PH205980.JPG



PH205984.JPG



PH205983.JPG



PH205975.JPG



PH205998.JPG



PH205977.JPG



PH205976.JPG



PH205995.JPG



PH205993.JPG



PH205988.JPG



PH205990.JPG



PH206009.JPG



PH205997.JPG



PH206008.JPG



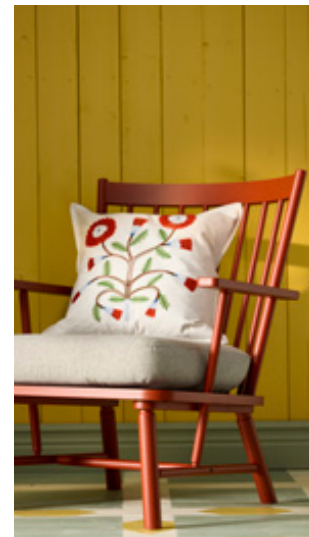
PH206003.JPG



PH205992.JPG



PH205991.JPG



PH206002.JPG



PH205979.JPG



PH205981.JPG



PH205982.JPG



PH205986.JPG



PH205999.JPG



PH205987.JPG



PH205978.JPG



PH205996.JPG



PH205994.JPG



PH205985.JPG



PH205989.JPG



PH206006.JPG



PH206000.JPG



PH206007.JPG



PH206001.JPG



PH206005.JPG



PH206004.JPG



Swedes nailed breakfast



A traditional way to start the day

Get up, stretch and gather around the table for a traditional Swedish breakfast – or *frukost*. Hot porridge with lingonberry jam or crispbread and butter?

- New DAGGASTER tallrik 39 kr 506.078.12
- New DAGGASTER djup tallrik 39 kr 306.078.08
- New DAGGASTER skål 25 kr 806.078.15
- New DAGGASTER mug g 29 kr 106.078.09
- New BLÅLJUS matta slätvävd 3 495 kr 506.109.04



PH206025.JPG

© Inter IKEA Systems P.V. 41225

New BLÄLJUS matta slätvävd 3 495 kr 506.109.04

Heritage design. Modern comfort.

Take a load off with an IKEA design classic. HÖGVED revives the much-loved spindle chair from the 1970s, this time with modern features. Made from solid birch and birch veneer, the clear acrylic lacquer finish highlights the wood's natural beauty, adding an elegant touch to any dining space.



Give your table a dynamic look by mixing chairs in different colours! HÖGVED is available in two colours, birch veneer and green.



New HÖGVED stol 995 kr 906.068.20

A seat for everyone

Let's face it, no one wants to sit at the kid's table, not even the kids. But finding suitable seating for the littlies at the big table can be tricky. Enter AGAM. This junior chair not only provides perfect seating for the plus three's, it also adds a stylish traditional touch to your table. And what about the in-betweens that are not quite big enough for a full-size chair? Try RUDSTORP. This height adjustable stool is comfortable for people of all sizes – a quick spin is all it takes to get the perfect height.



New RUDSTORP pall 449 kr 606.101.02

							
PE981942.JPG	PE981940.JPG	PE981931.JPG	PE981939.JPG	PE973123.JPG	PE969295.JPG	PE969896.JPG	PE974263.JPG
New DAGGASTER tallrik 39 kr Pigmented glazed stoneware. Designer: Henrik Preutz. Ø26cm. Dotted/light beige 506.078.12	New DAGGASTER djup tallrik 39 kr Pigmented glazed stoneware. Designer: Henrik Preutz. Ø19cm. Dotted/light beige 306.078.08	New DAGGASTER skål 25 kr Pigmented glazed stoneware. Designer: Henrik Preutz. Ø14cm. Dotted/light beige 806.078.15	New DAGGASTER mugg 29 kr Pigmented glazed stoneware. Designer: Henrik Preutz. Vol 40cl. Dotted/light beige 106.078.09	New BLÅLJUS matta slätvävd 3495 kr 54% wool, 46% jute. Warp: 100% cotton. Designer: Maria Vinka. L240×W170cm. Handwoven natural/grey/brown check 506.109.04	New HÖGVED stol 995 kr Clear lacquered solid birch and birch veneer. W40×D51, H86cm. Birch veneer 906.068.20	New RUDSTORP pall 449 kr Acrylic painted solid pine and birch plywood. Designer: Andreas Fredriksson. Ø30, H44-55cm. Black 606.101.02	New AGAM junior stol 499 kr Solid beech and fibreboard. W41×D43, H79cm. Light beige-yellow 606.013.67



PH206028.JPG



PH206015.JPG



PH206016.JPG



PH206026.JPG



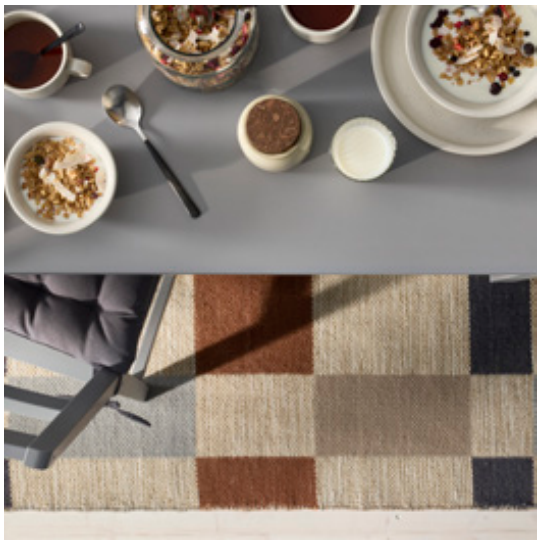
PH206027.JPG



PH206017.JPG



PH206029.JPG



PH206030.JPG



PH206025.JPG



PH205782.JPG



PH205771.JPG



PH205792.JPG

See more on [ikea.com/press](https://www.ikea.com/press)

Enjoy!

Contact

press.sto@ikea.com

