



New TJÄRLEK gul äggkopp 49 kr

TJÄRLEK collection

PR kit-February 2025



Hop into spring!



PH202050.JPG **New** TJÄRLEK tablett 29 kr/st



PH201991.JPG **New** TJÄRLEK vas 99 kr s3



PH201981.JPG **New** TJÄRLEK dekoration hängande s6 39 kr

As the first rays of sunshine kiss our winter-paled cheeks and the early spring flowers start to bloom, the world seems to burst into full colour. Suddenly, everything feels possible. It's time to embrace something fresh, to welcome something new, and to indulge in a little fun!

Let's jump into the season with TJÄRLEK, a collection that captures the spirit of spring with vibrant colours, hand-painted patterns, and playful shapes. And of course, spring wouldn't feel complete without little bunnies.

The TJÄRLEK collection lets you sprinkle some fun in your home with tableware, glassware and textiles that match the season's mood. What's great is that you can bring the feeling of spring with you and use these items all year round. Enjoy!

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"For the TJÄRLEK collection, I wanted to add that little extra that allows you to easily create a lovely and inviting table setting for all kinds and sizes of festive occasions. The objects are inspired by the happiness I felt as a child in the spring when nature bursts with colours and comes to life. Like how the shapes of the bowl and the plate are reminiscent of the different stages of the flower, from a small bud to being fully in bloom."

Designer **Hanna Grann Dalrot**

New TJÄRLEK glas 199 kr s4



Cheers to spring!

Gather your loved ones and celebrate the new season with the TJÄRLEK collection. With its playful shapes, watercolour patterns and cheerful colours, the collection captures that wonderful feeling of renewal that goes hand in hand with spring.

These glassware, tableware and decorations create an instant uplifting vibe and make your guests feel welcome. Here's a toast to sunnier days and new beginnings. Cheers!



PH202046.JPG **New TJÄRLEK assiett 59 kr** Stoneware. Ø20cm. White 905.870.96



PH202034.JPG **New TJÄRLEK skål 49 kr** Stoneware. Ø15, H7cm. Yellow 705.870.97



PH202048.JPG **New TJÄRLEK skål/äggkopp 29 kr/st** Stoneware. Ø5, H5cm. orange 405.870.89

Invite spring to the table

Set a fun spring table with these colourful tableware and patterned napkins. Why not serve your dishes with a little something extra? Whether they're bell pepper appetisers shaped like carrots or a squiggly topping on soup – it's often the small things that create the biggest smiles.



These are not just pretty napkins. They can also be a great icebreaker. Get a contest going and see who could fold the funniest bunny.

PH202042.JPG **New TJÄRLEK pappservett 15 kr 30 st** Paper. W33×L33cm. Flower 105.870.95



PH202047.JPG **New TJÄRLEK tablett 29 kr/st** 100% cotton. W45×L35cm. Multicolour 905.871.00

When designer Hanna Gran Dalrot created these patterns, she started by painting them with watercolours to achieve an organic feel and a sheer, almost transparent, effect. The colour shifts are also seen on the glasses and vases in the collection.



PH202043.JPG **New TJÄRLEK pappservetter 9 kr 30 st** Paper. W24xL24cm. Dotted 905.870.82

Inspired by the joy of childhood springs, designer Hanna Gran Dalrot created this sheer dotted pattern reminiscent of meadow flowers, while also hinting at the designs often found on hand-painted eggs.

New SMYCKA konstgjord krans 99 kr Powder coated steel and plastic. Ø45cm. Forsythia yellow 905.937.90 PH202044.JPG



Make your table pop

“For the TJÄRLEK collection, I wanted to capture the happy expressions and colours of spring and Easter. I often find inspiration through my inner child and love playing with shapes.”

Designer **Marta Krupińska**

New TJÄRLEK äggkopp 49 kr/st Stoneware. Ø6, H10cm. Yellow 605.870.93

PH202036.JPG





PH201989.JPG **New TJÄRLEK bakformar 15 kr 65 st** Silicone treatedmented bleached chlorine-free paper. Ø5, H4cm. Multicolour 405.874.47



PH202032.JPG

Make your spring 'fika' – the Swedish coffee break – extra special with the TJÄRLEK collection. With these flower-shaped baking cups and blooming tableware, it will surely be a sweet moment to remember.

Enjoy 12 months of spring

You can use these vases, candlesticks and glasses year after year. These glass items are like jewels for your dining table, but they're just as beautiful to display too. Let them add a little sparkle, not just to spring celebrations, but to everyday life as well.

PH201991.JPG **New TJÄRLEK glas 199 kr s4** Glass. H3cm. Vol 30cl. Multicolour 305.870.99



Mix and match colourful candles for an eye-catching display.

PH202033.JPG **New TJÄRLEK** ljusstake 79 kr/st Tinted clear lacquered glass. Ø12, H7cm. Multicolour 305.922.46



PH202041.JPG **New TJÄRLEK** värmeljushållare 59 kr Tinted clear lacquered glass. Ø13, H3cm. Multicolour 605.870.88

These candlesticks and tealight holders are crafted from solid glass and feature uneven surfaces. Their organic shapes catch and reflect the candlelight and create a warm, inviting atmosphere.

Make your home bloom all year round

New **TJÄRLEK** vas 99 kr s3 Glass. Multicolour 505.871.02

PH202039.JPG





There's always room for more bunnies

After a long winter, it's time to decorate your home with bright colours and playful shapes that match the season's mood. Why not decorate with spring's eternal icons?

The egg cup wasn't initially designed to resemble a rabbit. However, when designer Marta Krupińska created the blue bunny bowl, the design team loved it so much that they decided to extend the design to the egg cup as well. And so, the little rabbit family was born.

PH201981.JPG **New** TJÄRLEK dekoration hängande 39 kr s6 Paper. Multicolour 505.880.50



PH202035.JPG **New TJÄRLEK skål med lock 99 kr/st** Stoneware. Ø12, H22cm. Turquoise 405.870.94

Perfect for candy egg hunts during spring, and for storing your secret stash of candy the rest of the year.



PH202040.JPG **New TJÄRLEK dekoration hängande 39 kr s6** Paper. Multicolour 505.880.50

"I hope these playful and colourful objects with their clean and simple design will bring joy and happiness to this lovely season for many years to come."

Designer **Marta Krupińska**



PH202037.JPG **New TJÄRLEK dekorasjon gren 99 kr** Powder coated steel and paper.
Ø16, H81cm. Branch/yellow 105.871.04

Create an inspiring spring tree display that blooms all year round with a bunch of yellow sprays or a colourful decoration branch. Hang whatever you like to make it more personal. Enjoy!

New SMYCKA konstgjord kvist 29 kr/st 100% polyester.
H70cm. In/outdoor/forsythia yellow 105.937.94

PH202045.JPG



Image overview TJÄRLEK collection



PH202014.JPG



PH202013.JPG



PH202050.JPG



PH202049.JPG



PH202046.JPG



PH202034.JPG



PH202048.JPG



PH201989.JPG



PH202032.JPG



PH202043.JPG



PH202042.JPG



PH202047.JPG

Image overview TJÄRLEK collection



PH201991.JPG



PH202039.JPG



PH202033.JPG



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PH201981.JPG



PH202035.JPG



PH202036.JPG



PH202040.JPG



PH202037.JPG



PH202045.JPG



PH202044.JPG

Image overview TJÄRLEK collection



Product overview TJÄRLEK collection



PE952323.JPG

New TJÄRLEK assiett **59 kr**
Stoneware. Designer: Hanna Grann Dalrot. Ø20cm. White
905.870.96



PE952321.JPG

New TJÄRLEK skål **49 kr**
Stoneware. Designer: Hanna Grann Dalrot. Ø15, H7cm. Yellow
705.870.97



PE952314.JPG

New TJÄRLEK skål/äggkopp **29 kr**
Stoneware. Designer: Hanna Grann Dalrot. Ø5, H5cm. Yellow
405.870.89



PE952316.JPG

New TJÄRLEK bakformar **15 kr 65 st**
Silicone treated bleached chlorine-free paper. Designer: Marta Krupińska. Ø5, H4cm. Multicolour
405.874.47



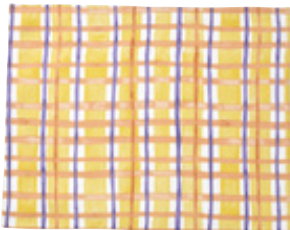
PE952322.JPG

New TJÄRLEK pappservett **9 kr 30 st**
Paper. Designer: Hanna Grann Dalrot. W24xL24cm. Dotted
905.870.82



PE952310.JPG

New TJÄRLEK pappservett **15 kr 30 st**
Paper. Designer: Hanna Grann Dalrot. W33xL33cm. Flower
105.870.95



PE952311.JPG

New TJÄRLEK tablett **29 kr**
100% cotton. Designer: Hanna Grann Dalrot. W45xL35cm. Multicolour
905.871.00



PE952317.JPG

New TJÄRLEK vas **99 kr s3**
Glass. Designer: Hanna Grann Dalrot. Multicolour
505.871.02



PE952313.JPG

New TJÄRLEK ljusstake **79 kr**
Tinted clear lacquered glass. Designer: Hanna Grann Dalrot. Ø12, H7cm. Multicolour
305.922.46



PE952319.JPG

New TJÄRLEK värmeljushållare **59 kr**
Tinted clear lacquered glass. Designer: Hanna Grann Dalrot. Ø13, H3cm. Multicolour
605.870.88



PE952312.JPG

New TJÄRLEK glas **199 kr s4**
Glass. Designer: Hanna Grann Dalrot. H15cm. Vol 30cl. Multicolour
305.870.99



PE952315.JPG

New TJÄRLEK skål med lock **99 kr**
Stoneware. Designer: Marta Krupińska. Ø12, H22cm. Turquoise
405.870.94



PE952320.JPG

New TJÄRLEK äggkopp **49 kr**
Stoneware. Designer: Marta Krupińska. Ø6, H10cm. Yellow
605.870.93



PE952318.JPG

New TJÄRLEK dekoration hängande **39 kr s6**
Paper. Designer: Marta Krupińska. Multicolour
505.880.50



PE952324.JPG

New TJÄRLEK dekoration gren **99 kr**
Powder coated steel and paper. Designer: Marta Krupińska. Ø16, H81cm. Branch/yellow
105.871.04



PE959438.JPG

New SMYCKA konstgjord kvist **29 kr**
100% polyester and plastic. H70cm. In/outdoor/forsythia yellow
105.937.94



PE959467.JPG

New SMYCKA konstgjord krans **99 kr**
Powder coated steel, 100% polyester and plastic. Ø45cm. Forsythia yellow
905.937.90

See more on www.ikea.com/press

Enjoy!

Contact:

press.sto@ikea.com

