

**Press kit**

Launching July 2024

# Tyg

**A collection of pre-cut fabrics**





# Express yourself with textiles

In July 2024, we are happy to introduce a collection of 3-metre pre-cut fabrics in cheerful and graphic patterns made to spark your imagination.

With 150 cm width and 300 cm length and made from 100 % cotton, these fabrics can be both machine-washed and ironed. So go ahead: pull, tear, sew, glue, fold and cut. Don't be afraid to test your way forward.

The Tyg collection can be the start of a new adventure, a new you and a new tomorrow.

The only thing stopping you is the hem.

**New** SANDLUSERN avpassad tyglängd 159 kr







# Be bold rather than brilliant

A piece of fabric is like an empty page – filled with possibilities. Use it to patch up your favourite jeans, create a fantasy creature, or make an apron with fifteen pockets.

Let your imagination guide you. No creation is too small and no idea too grand. The only way to see it is to make it and personality beats perfection every time!



**Unravel your creativity.  
The only thing stopping you is the hem.**







# R tie





**Make your own  
vase cover!**

Sewing instructions  
are available as a  
separate [PDF](#).

## Be different

Be proud to stand out from the crowd and create something different. A skirt for your vase, maybe?

Sew a drawstring into the hem of a round piece of fabric and pull the fabric around the waist of your vase to give it a whole new look.

With this technique, you can also cover up jars, create play mats and storage for toys, or make giveaway bags filled with goodies. Just adjust the size of the fabric accordingly. The possibilities are as endless as your imagination!

**New** RAKLOSTA avpassad tyglängd 159 kr







**New RAKLOSTA avpassad tyglängd 159 kr**  
Pre-cut fabric 150x300 cm

Make this playful pre-cut fabric the base for your next creation. The pattern with white dots randomly scattered over a blue background is designed by Jenny Bergman.



# Staple







## Be artistic

Be the curator of your own art gallery and find the beauty you wish to display by zooming in on a specific pattern part. This is a great way to make use of leftover fabric and make every scrap of fabric count. Simply measure, cut out and staple the fabric onto a board and put it up on your wall.



Sew







**New** JÄTTEVÄDD avpassad tyglängd 159 kr

# Be weird

Test your way forward and create something undefined. Why not make an art piece soft enough to rest your head on? With three seams, two strings and some padding, you can create a soft knot pillow and a playful decoration in one.

This creation works wonders as extra storage for clothes, yarn and blankets. Skip the padding and replace it with the stuffing of your choice.





PH198244.jpg

**New JÄTTEVÄDD** avpassad tyglängd 159 kr  
Pre-cut fabric 150x300 cm

JÄTTEVÄDD 3-metre pre-cut fabric in candy-coloured stripes is inspired by summer and cheerful trips to the beach. With this fabric, designer Darja Nordberg wants to infuse more vibrant colours into our homes. The question is, where can it cheer up yours?





# Stitch





# Be playful

Spice up your surroundings with fun patterns. With colourful covers, you can transform any room and easily hide unflattering stains or scratches. With a cut, a stitch and some thread, that worn-down thing will look good as new!

**New** SANDLUSERN avpassad tyglängd 159 kr





**New SANDLUSERN avpassad tyglängd 159 kr**  
Pre-cut fabric 150x300 cm

With large black dabs on a white background, the SANDLUSERN 3-metre pre-cut fabric can easily match the rest of your interior while still giving the room some sass. Designed by Hannah Wilcox.





**Cut**



# Be expressive

Repair, mend and customise your wardrobe in a way that's totally you. Add pockets to a shirt, make a simple tie or sew a skirt with only two seams and an elastic band. By leaving the edge of the fabric as a natural hem, you can go from fabric to fashion in no time!

**New** FLUGBLOMSTER avpassad tyglängd 159 kr  
Pre-cut fabric 150x300 cm





**New FLUGBLOMSTER avpassad tyglängd 159 kr**  
Pre-cut fabric 150x300 cm

With the FLUGBLOMSTER 3-metre pre-cut fabric, designer Anna Salander challenges the old convention that red and pink don't go well together. This squiggly vine pattern in bright red on pink suggests the opposite!



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**New TAGGLUSERN avpassad tyglängd 199 kr**  
Pre-cut fabric 150x300 cm

Being yarn-dyed, this pre-cut fabric is thicker than printed fabrics and the pattern is double-sided. The black and white checks are reminiscent of traditional Scandinavian textiles – for a classic and versatile look.



PH198249.jpg



# Be unexpected

Never lose track of the remote control again. Attach a pocket to the side of your armchair or sofa and it will always be close at hand. Find a matching fabric and get a one-of-a-kind seating in your very own design. Bespoke furniture is only a few stitches away.

**New** BLÅRAPUNKEL avpassad tyglängd 159 kr







**New BLÅRAPUNKEL avpassad tyglängd 159 kr**  
Pre-cut fabric 150x300 cm

The BLÅRAPUNKEL 3-metre pre-cut fabric is inspired by traditional Scandinavian textile patterns. Designed by Inga Leo, it's just waiting for you to put your twist on it.





# Tear



# Be stylish

With small means, you can create accessories that are both functional and fun. Like these simple bangles that also act as pincushions. Refresh your needlework look with only one seam, an elastic band and some padding.

**New** ULLRANUNKEL avpassad tyglängd 159 kr







PH198251.jpg

**New ULLRANUNKEL avpassad tyglängd 159 kr**  
Pre-cut fabric 150x300 cm

Designer Emma Hagman drew inspiration from dancing leaves when she made the ULLRANUNKEL pattern. Bring nature inside and let the leaves continue to dance as curtains in your windows.



# Glue.







## Be eye-catching

Let your shelves go from plain and expected to colourful and eye-catching. Make your storage beautiful and easy to navigate with the help of fabrics, scissors and a bit of glue. Quickly transform your books, your boxes, your home and maybe even your life.

**New** FLUGBLOMSTER avpassad tyglängd 159 kr



**New** TAGGLUSERN avpassad tyglängd 199 kr

## Be practical

Mix and match patterns, colours and forms with a customised wall organiser. Hang your favourite fabric over a wooden stick to keep it straight and add personalised pockets in different shapes. This little friend helps keep track of all your favourites and since you make it yourself, you can ensure it fits all your stuff.





**New VARGTÖREL avpassad tyglängd 159 kr**  
Pre-cut fabric 150x300 cm

With strong and graphical lines in black and white, VARGTÖREL striped pre-cut fabric can accent your bright ideas. It gives any sewing project a powerful and stylish expression.







## Be random

Do you have leftover fabrics from other projects? No problem. Sew all patches together without worrying about different sizes or colours. Combine them all to create a room divider, curtain or quilt. The result: A captivating and unique statement piece that also muffles noise.



# Be seasonal

IKEA will release four temporary pre-cut fabrics to the Tyg collection. During summer, keep an eye out for the colourful MURREVA and HÄNGPELARGON. And in winter, the warm FLUGBLOMSTER and BLÅRAPUNKEL.

Use them to cover up ventilation pipes or pillars and create art installations in your home. Guesstimate your measurements and let the fabric be longer than the element you wish to cover for a deliberately wrinkled effect.

**New MURREVA** avpassad tyglängd 159 kr  
På tillfälligt besök





**New HÄNGPELARGON avpassad tyglängd 159 kr**  
Pre-cut fabric 150x300 cm

Let this classic check pattern with a fresh twist of lilac be the beginning of your next DIY adventure.

[På tillfälligt besök](#)



**New MURREVA avpassad tyglängd 159 kr**  
Pre-cut fabric 150x300 cm

Make fancy new curtains or create your own wall art. MURREVA pre-cut fabric with bold, multicoloured florals by designer Akanksha Deo is made to be the centre of attention.

[På tillfälligt besök](#)



Products overview



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**New** TAGGLUSERN avpassad  
tyglängd 199 kr 100% cotton.  
W150×L300cm. Black/white  
605.798.42



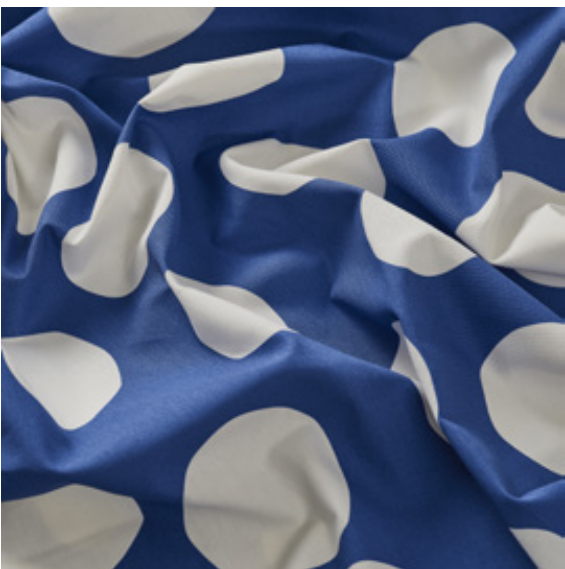
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**New** SANDLUSERN avpassad  
tyglängd 159 kr 100% cotton.  
Designer: Hannah Wilcox.  
W150×L300cm. White/black  
405.798.24



PE930892.jpg

**New** JÄTTEVÄDD avpassad  
tyglängd 159 kr 100% cotton.  
Designer: Darja Nordberg.  
W150×L300cm. Multicolour  
605.798.18



PE930876.jpg

**New** RAKLOSTA avpassad  
tyglängd 159 kr 100% cotton.  
Designer: Jenny Bergman.  
W150×L300cm. Blue/white  
805.798.22



PE930884.jpg

**New** MURREVA avpassad  
tyglängd 159 kr 100% cotton.  
Designer: Akanksha Deo.  
W150×L300cm. Multicolour  
205.798.44  
[På tillfälligt besök](#)



PE930896.jpg

**New** HÄNGPELARGON avpassad  
tyglängd 159 kr 100% cotton.  
W150×L300cm. White/lilac  
705.798.46  
[På tillfälligt besök](#)



PE930890.jpg

**New** FLUGBLOMSTER avpassad  
tyglängd 159 kr 100% cotton.  
Designer: Anna Salander.  
W150×L300cm. Pink  
505.798.28



PE944936.jpg

**New** ULLRANUNKEL avpassad  
tyglängd 159 kr 100% cotton.  
Designer: Emma Hagman.  
W150×L300cm. Green  
605.799.55



PE930883.jpg

**New** VARGTÖREL avpassad  
tyglängd 159 kr 100% cotton.  
W150×L300cm. Black/white  
205.798.20



PE930889.jpg

**New** BLÄRAPUNKEL avpassad  
tyglängd 159 kr 100% cotton.  
Designer: Inga Leo. W150×L300cm.  
Multicolour  
405.798.38



Image overview



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Image overview



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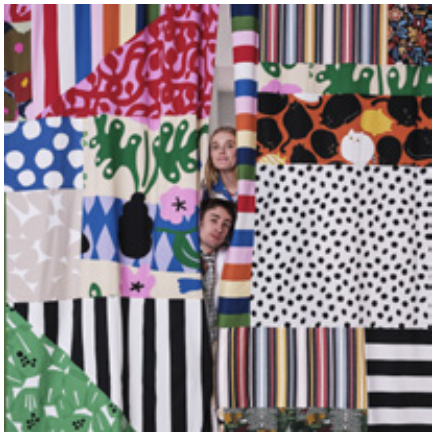
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PH198295.jpg



# Contact

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**New** JÄTTEVÄDD avpassad tyglängd 159 kr

