

New year celebration

Press kit | Launching October 2024





Let the celebrations begin!

Ready to shine? Introducing our new timeless FRÖJDA collection, featuring all the essentials to decorate, entertain, feast, and celebrate with loved ones—regardless of the occasion.

Inspired by the bubbly spirit of New Year's Eve and the crisp Swedish winters, the FRÖJDA collection incorporates metal, glass, and textiles that contrast and play with the light, thoughtfully designed by Lisa Hilland and Mikael Axelsson.

So, slip on your dancing shoes, hang up those flat-packed disco balls, and get ready to raise your coupes. Welcome to a shimmering collection that radiates warmth and brilliance, all without the shiny price tag!



Add some sparkle to your celebrations with a silver and white theme reminiscent of the snowy Swedish landscape.

Set the table with shimmering decorations, elegant glassware, decorative candlesticks, and stainless steel cutlery, paired with crisp cotton napkins made with leftover material from sheet production.

PH200229.JPG
New FRÖJDA tygservett 39 kr s4 805.814.53
New GODMIDDAG assiett 15 kr 805.850.26
New FRÖJDA bestick 399 kr 16d 305.814.17

PH200225.JPG
New FRÖJDA dekoration 99 kr 705.813.21



"The champagne coupe in the FRÖJDA collection is nice to hold and has a timeless elegance with a faceted surface that makes your set table sparkle. Great to serve on the tray from the same collection which holds four coupes of festive bubbly."

Lisa Hilland & Mikael Axelsson
Designers

PH200218.JPG
New FRÖJDA champagne coupe 129 kr s4 205.813.85
New FRÖJDA bricka 79 kr 205.814.08





The FRÖJDA collection is designed to easily elevate the room with paper garlands, twinkling fairy lights, and the glow of an LED lantern – and turn any gathering into a warm and inviting celebration!

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New FRÖJDA taklampa 249 kr 505.821.52

PH200223.JPG
New FRÖJDA LED lykta 199 kr 805.821.55





“The disco ball in the FRÖJDA collection comes in a flat-pack and is easy to fold out – and fold up again to save for the next party or birthday. With a room filled with silvery balls, you create that right party atmosphere in a flash!”

Lisa Hilland & Mikael Axelsson
Designers

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New FRÖJDA hängande dekoration 49 kr
105.814.04

Image overview



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Product overview



PE945133.JPG
New FRÖJDA hängande dekoration 49 kr Paper. Designer: L Hilland/M Axelsson. Ø30cm. Chrome effect 105.814.04



PE945125.JPG
New FRÖJDA champagne coupe 129 kr s4 Glass. Designer: L Hilland/M Axelsson. H14cm. Holds 20cl. Clear glass 205.813.85



PE945154.JPG
New FRÖJDA bricka 79 kr Stainless steel. Designer: L Hilland/M Axelsson. L44×W14, H2cm. 205.814.08



PE945127.JPG
New FRÖJDA bestick 399 kr 16d Stainless steel. Designer: L Hilland/M Axelsson. 305.814.17



PE934298.JPG
New GODMIDDAG assiett 15 kr Stoneware. Designer: Maria Vinka. Ø20cm. White 805.850.26



PE947029.JPG
New FRÖJDA vinglas 129 kr s4 Glass. Designer: L Hilland/M Axelsson. H21cm. Holds 47cl. Clear glass 205.861.56



<FLERAGRUPPERADELÄNKAR>
New FRÖJDA tygservett 39 kr s4 60% cotton and 40% lyocell. L30×W30cm. White 805.814.53



<FLERAGRUPPERADELÄNKAR>
New FRÖJDA dekoration 99 kr Stainless steel. Designer: L Hilland/M Axelsson. H35cm. Disco ball/chrome effect 705.813.21



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New FRÖJDA LED lykta 199 kr Powder coated steel, glass and plastic. Designer: Qian Jiang. Ø17, H28cm. Battery-operated outdoor/dimmable black 805.821.55



PE934374.JPG
New FRÖJDA taklampa 249 kr 4-armad 199 kr Powder coated steel. Designer: Lisa Hilland. Ø33cm. Battery-operated white 505.821.52



PE934191.JPG
New FRÖJDA LED ljusstake 4-armad 199 kr Powder coated steel. Designer: Lisa Hilland. W30×H46cm. Metal/white 105.824.70



PE934214.JPG
New FRÖJDA LED bordsdekoration 99 kr Powder coated aluminium. L18×H9cm. Battery-operated silver-colour 105.821.54

Contact
press.sto@ikea.com



New FRÖJDA dekoration 99 kr 705.813.21