

Press kit
Launching April 2026

Love it. Live it.

New LILLESÄTER snurrfåtölj 2 495 kr
106.184.88



Just call us Cupid. Our new furniture, textiles and accessories are going to make you fall in love at first sight.

The chair that catches your clothes, the cushion that learns the shape of your head, the sofa that always has room for one more. Wishing you could have it all? This launch, the dream just got real.

Dive into our latest updates and keep the spark alive – with prices this irresistible, you can fall in love again and again without breaking your budget's heart.

New SKOGSNÄSSLA gardinpar 599 kr
806.276.20





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A perfect match

Function or design? Good price or good looks? A standout piece or a coordinated set? No need to choose, no need to settle. This season, transform your home with new items in a contemporary and generous style without draining your budget. Get a chair, and a couch, and some cushions to go with it. Add curtains, tables, lamps – you name it. With plenty of designs that look better than they cost, you can dream big while spending wisely.

New LÖVNATURSKOG kuddfodral 49 kr
706.291.96



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New SALTMYRAN 3-sitssoffa 2 295 kr
406.185.14

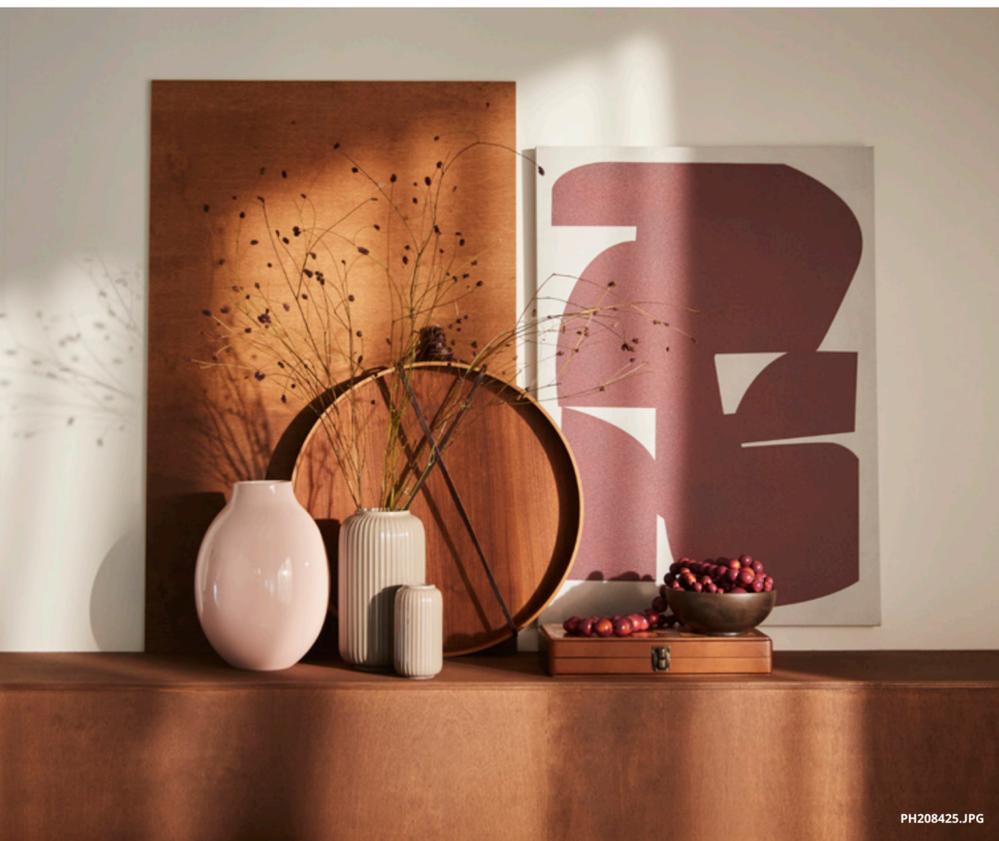


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Ready
to fall
in love
with your
home?



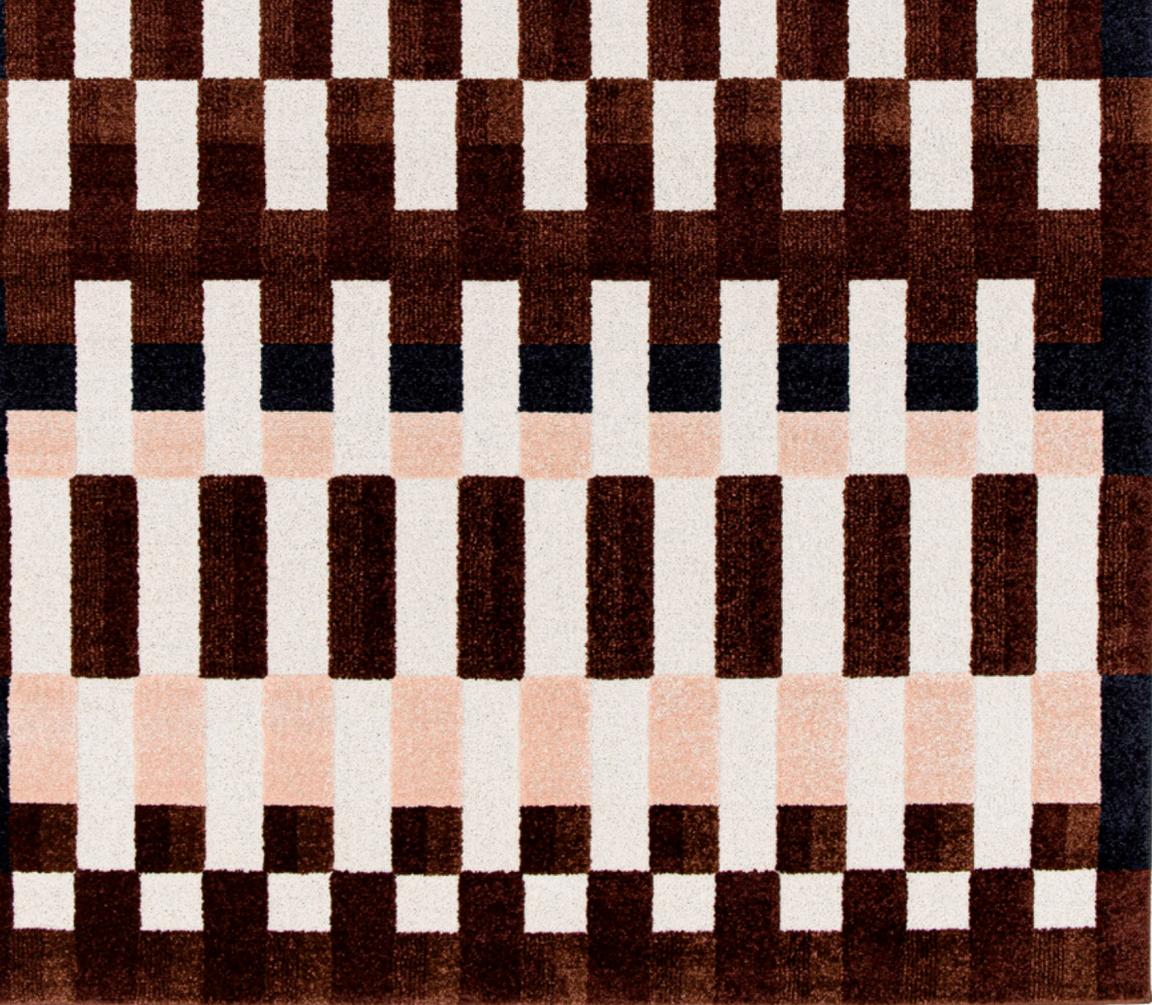
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The ultimate rug remix

Get ready to be floored by MARKBLÅMME. This rug's unique design blends different colours and textures into an expressive pattern that will keep surprising you. Your living room's new look is just a step away!

New MARKBLÅMME matta, kort lugg 1 495 kr
906.257.05





Meet the designer | Paulin Machado



“When designing MARKBLÅMME, I started with the colours. Beautiful browns and burgundy tones that complement each other. I also wanted to play with the weave and yarns. All the beige parts are made of a shrink yarn, creating a lower area, so the brown and pink parts stand out more. This enhances the check design and you can also feel it when you stroke the rug.”

Paulin Machado, Designer

New MARKBLÅMME matta, kort lugg 1 495 kr
906.257.05



Your relaxation station

Wanna join the lazy morning club? Set up a cosy corner for reading, binge-watching or mastering the art of power-napping. All you need is a comfy bed, textiles in deep, warm colours and a bedside table ready to hold your books and hide your secret stash of snacks.

New BLANKHÄLLAN sängbord 499 kr
506.209.98



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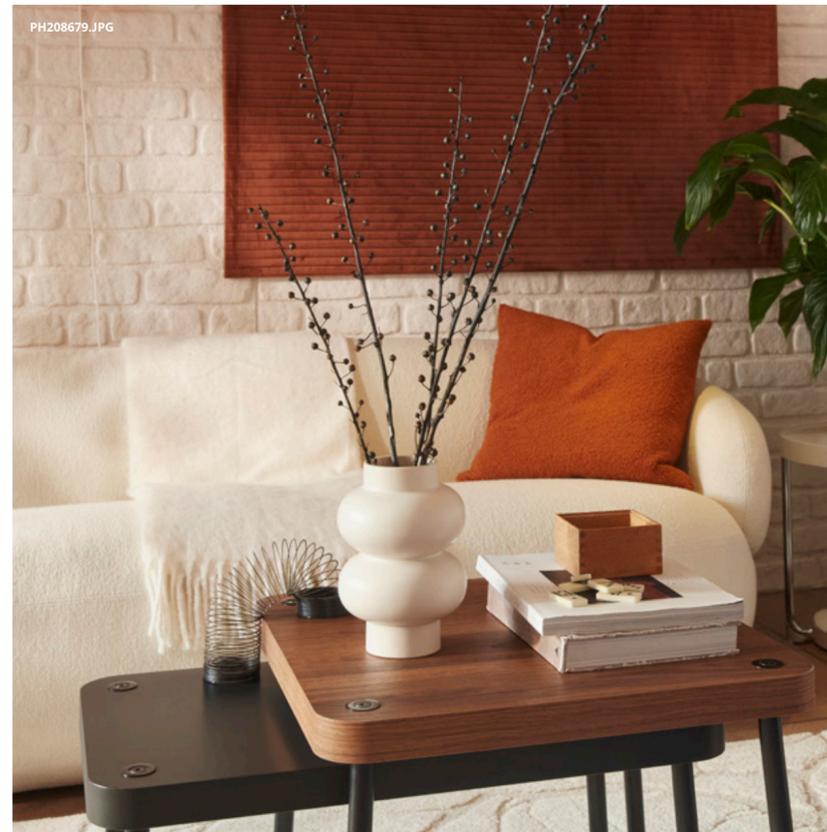


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Looks worth sharing

Impress yourself – and everyone else – with a fresh new look that makes you proud of your home. Ready to host brunches, parties, sleepovers, and any occasion that lets you show off your style? Whether you want to feed your guests or have guests on your feed, we have tons of new designs ready to win hearts and likes. This season is all about opening your doors – and your camera roll!

New SKOGSNÄSSLA gardinpar 599 kr
806.276.20



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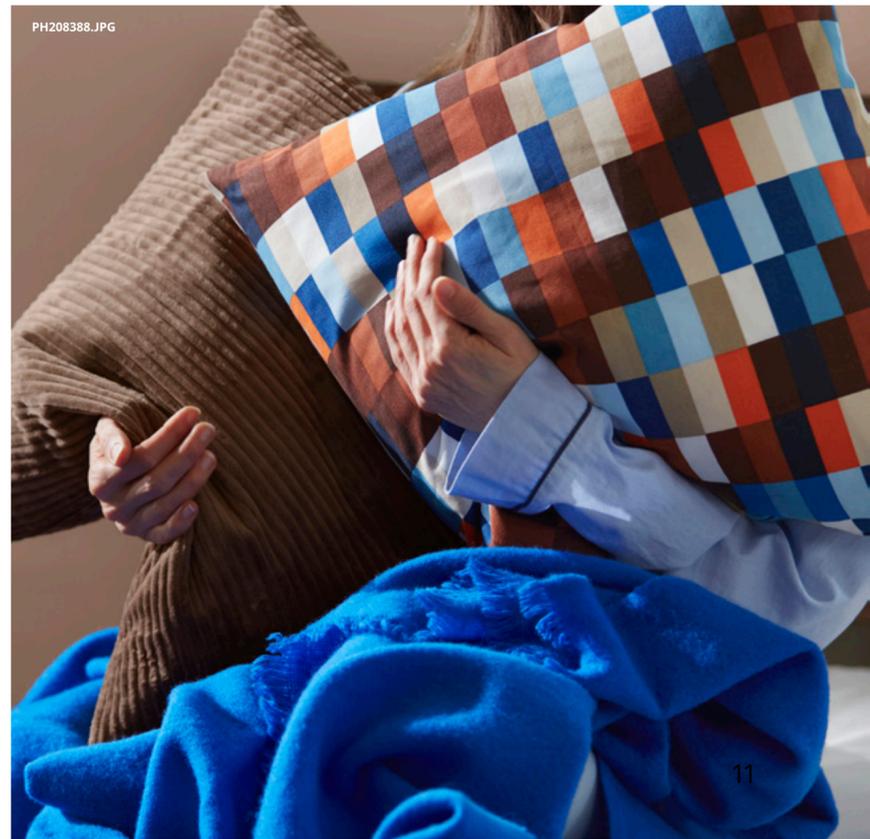
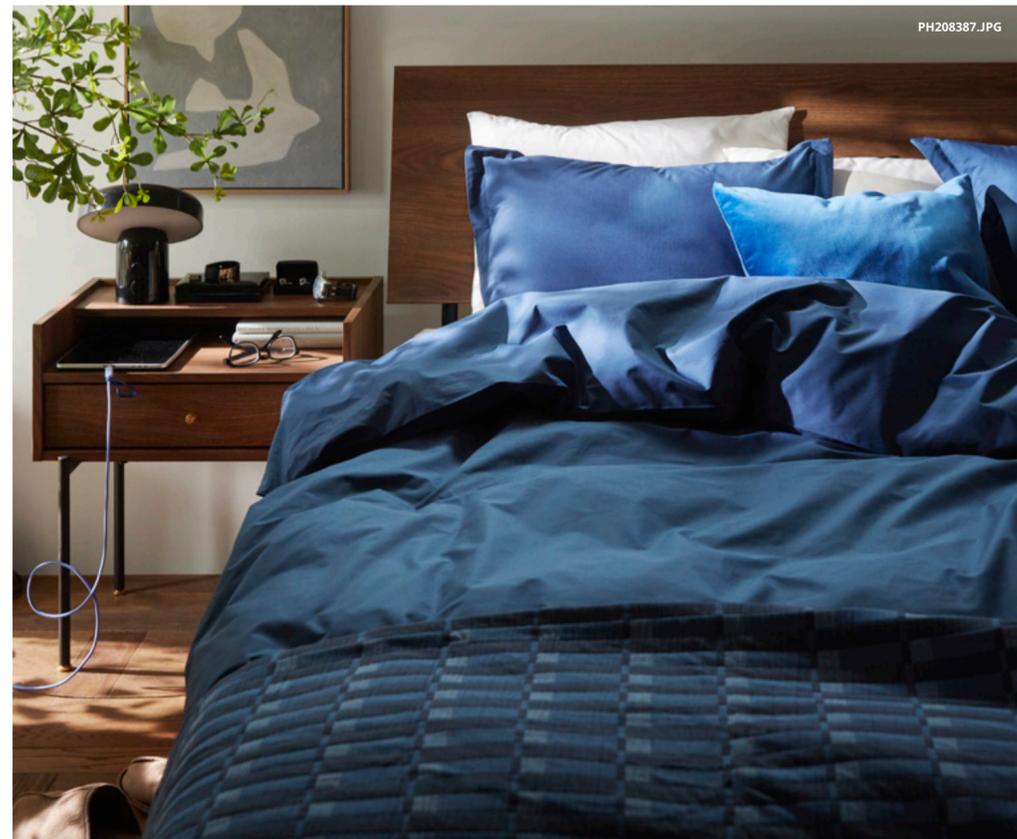
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New LILLESÄTER snurrfåtölj 2 495 kr
106.184.88

Thumbs up!





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Style that turns heads

Bring good vibes on rotation with this stunning swivel chair, soon to become the centrepiece of your living room. Its modern, organic shape is perfect for anyone who wants their furniture to stand out. Built with pocket springs and cold-moulded foam, it spins you into 360° comfort.

New LILLESÄTER snurrfåtölj 2 495 kr
106.184.88

Meet the designer | Matilda Lindstam Nilsson



“When designing LILLESÄTER, I wanted to combine playfulness, elegance and comfort. Each part of the sofa series has soft, organic and friendly shapes with sweeping lines that are restful for both the eyes and the body. At the same time, they have a bold expression full of character – something you can play with through your choice of cover. I hope LILLESÄTER helps people feel both calm and joyful.”

Matilda Lindstam Nilsson, Designer

New LILLESÄTER sittkudde 899 kr
406.184.82





Meet the designer | Stina Persson



“Using ink and watercolours, I love how these materials take on a life of their own, perfectly suited for painting delicate leaves and petals. As a Swede, I yearn for the burst of greenery and blooms after a long winter, and I hope this collection brings a touch of lush nature into your home.”

Stina Persson, Designer

New RÅDMANSÖ sängstomme 2 495 kr
805.991.70



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PH208413.JPG

New PELARKÖRSBÄR matta 1 495 kr
906.257.72



New HÄRLIR påslakan 179 kr
206.260.63



It's
always
pink
o'clock

Paint it pink

If you're more about bouncing out of bed than hitting snooze, wake up in a bedroom where pink textiles and accessories are ready to rock and boost your day. Powered by Stina Persson's hand-drawn patterns and vibrant colours, your space turns into a party for the senses. And if you're unsure where too much begins, we have good news: it doesn't.

New PELARKÖRSBÄR kuddfodral 49 kr
006.264.22





Happiness in a box

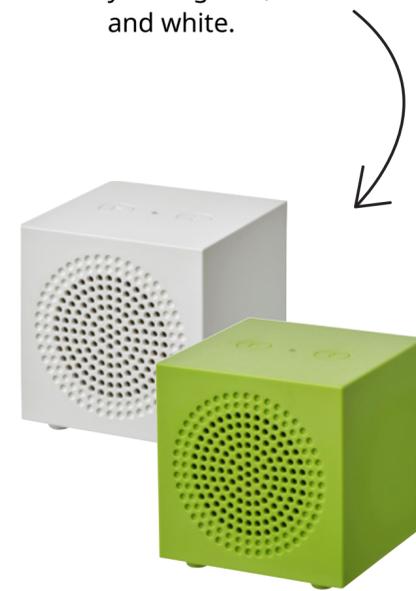
Introducing KALLSUP, our new portable speaker. Designed by Ola Wihlborg, it delivers big sound despite its compact size. Simply connect it to your phone, computer or any Bluetooth device and take your music anywhere.



New KALLSUP bärbar bluetooth högtalare
59 kr 605.941.59



Pssst! KALLSUP is available in pink, yellow-green, and white.



“My idea with KALLSUP was to create a speaker that is as small and simple as possible – yet with great sound and plenty of features. It’s easy to use, can be connected in a group – and honestly, I’m surprised by how much sound can come from such a small speaker. I hope it amazes and brings joy to people every time they put on their favourite music!”

Ola Wihlborg, Designer

New KALLSUP bärbar bluetooth högtalare
59 kr 605.941.59



Comfort you can feel, looks you can't scroll past

Turn every night into a first-class staycation with this duvet cover set featuring a bold floral pattern available in black/blue or vibrant pink. The cotton/lyocell blend is soft, breathable and won't judge you when you keep hitting snooze.

New HÄRLIR påslakan 179 kr 206.260.63





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New MARKBLÄMME matta, kort lugg 1 495 kr 78% polypropylene, 22% polyester. Backing: 100% synthetic rubber. Designer: Paulin Machado. L230xW160cm. Multicolour/check pattern 906.257.05



IKEA_SALTMYRAN_PE1000083.JPG

New SALTMYRAN 3-sitssoffa 2 295 kr Plywood, particleboard, fibreboard and solid wood. Fabric: 100% polyester. W187xD79, H66cm. Öretyd grey-beige 406.185.14



PE1003473.JPG

New PELARKÖRSBÄR kuddfodral 49 kr 100% polyester. Designer: Stina Persson. W50xL50cm. White/black 306.264.25



PE702938.JPG

KALLAX hylla 699 kr Foil and painted finish. Designer: Tord Björklund. W76.5xD39, H146.5cm. Black-brown 202.758.85



PE999934.JPG

New KULGLASS bluetooth högtalarlampa 1 295 kr ABS plastic, silicon rubber and glass. Designer: Tekla Evelina Severin. Ø26.7, H38.7cm. Red brown/pink 806.031.91



PE884681.JPG

OLSERÖD sidobord 399 kr Powder coated steel. Designer: Gustav Carlberg. W50xL53, H63cm. Anthracite/dark grey 405.309.17



PE986453.JPG

New SANELA kuddfodral 79 kr 100% cotton. L50xW50cm. Dark blue 306.258.88



PE988622.JPG

New PJÄTTERYD tavla 299 kr s2 100% polyester. Frame: fibreboard. W50xH70cm. Endelave & Alkmaar 206.196.04



PE999540.JPG

New TÄRNKULLEN klädd sängstomme 2 695 kr Laminated veneer lumber and solid wood. Fabric: 100% polyester. Designer: Wiebke Braasch/IKEA of Sweden. W180xL210, H41cm. Kelinge beige/Luröy 696.081.28



PE1002186.JPG

New LOTSFÄGEL doftljus 19 kr Plant based wax (min. 75%), paraffin wax, fragrance and glass. Ø8, H6cm. Pink flowers pale pink 006.084.56



PE996868.JPG

New BLANKHÄLLAN sängbord 499 kr Acrylic painted fibreboard and powder coated steel. Designer: Marta Krupińska. Beige/pink 506.209.98



PE966072.JPG

HAMPFLOCKEL påslakan 1ö 299 kr 100% cotton. Duvet cover L200xW150cm. Pillowcase L50xW60cm. White 706.063.88



PE966104.JPG

HAMPFLOCKEL påslakan 1ö 299 kr 100% cotton. Duvet cover L200xW150cm. Pillowcase L50xW60cm. Brown 606.064.64



PE990482.JPG

New STILREN vas 99 kr Coloured glazed stoneware. Ø12, H22cm. Dark grey-beige 406.232.66



PE990481.JPG

New STILREN vas 39 kr Coloured glazed stoneware. Ø6.5, H12cm. Dark grey-beige 906.232.64



PE966385.JPG

BLODBJÖRK vas 249 kr Coloured glazed stoneware. Ø18, H25cm. Pale pink 506.072.99



PE990278.JPG

New PÄRLHÄGG vas 99 kr Coloured glazed stoneware. Ø15, H22cm. Beige 806.234.05



PE993745.JPG

New FADO bordslampa 299 kr Polypropylene plastic and glass. Designer: Tekla Evelina Severin. Ø25, H24cm. Pink/glass 805.918.38



PE933086.JPG

SANELA kuddfodral 79 kr 100% cotton. L50xW50cm. Light beige 505.908.97



PE933078.JPG

SANELA kuddfodral 79 kr 100% cotton. L50xW50cm. Pale pink 705.911.22



PE908140.JPG

ÁSVEIG kuddfodral 79 kr 100% cotton. L40xW58cm. Grey-brown 605.724.21



PE933121.JPG

KLIPPOXEL pläd 199 kr 100% polyester. W130xL170cm. Off-white 705.846.21



PE963810.JPG

TALLTITA värmeljushållare 49 kr s2 Painted glass. Designer: Lisa Hilland. Pink/brown 806.059.01

Product overview | April 2026



New LILLESÄTER snurrfåtölj
2 495 kr Particleboard, fibreboard, solid wood, plywood and steel. Fabric: 100% polyester. W70×D79, H71cm. Gunnared dark blue 106.184.88



PE1000157.JPG
New LILLESÄTER sittkudde
899 kr Plywood, solid wood, fibreboard and particleboard. Fabric: 100% polyester. Ø65, H32cm. Gunnared dark blue 406.184.82



PE996524.JPG
New SKOGSNÄSÅLA gardinpar
599 kr 55% lyocell, 45% hemp. Designer: Stina Persson. L250×W145cm. White/blue floral pattern/with heading tape 806.276.20



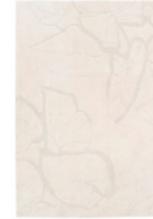
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New PJÄTTERYD tavla
299 kr s2 100% polyester. Frame: fibreboard. W50×H70cm. Endelave & Alkmaar 206.196.04



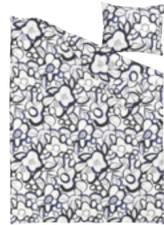
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New KRYDDBUSKE kuddfodral
79 kr 100% polyester. W50×L50cm. Brown-red 206.243.61



New BILLY bokhylla
599 kr/st Foil finish. Designer: Gillis Lundgren. W40×D28, H202cm. Blue 405.949.28



PE995103.JPG
New PELARKÖRSBÄR matta
1 495 kr 85% polypropylene, 15% polyester. Backing: 100% synthetic rubber. Light beige/leaf pattern 906.257.72



PE992121.JPG
New HÄRLIR påslakan
179 kr 16 50% cotton, 50% lyocell. Designer: Stina Persson. Duvet cover L200×W150cm. Pillowcase L50×W60cm. White black/blue floral pattern 706.260.32



PE967509.JPG
New RÄDMANSÖ sängstomme
2 495 kr Foil finish and particleboard. Designer: Francis Cayouette/IKEA of Sweden. W160×L210, H40cm. Brown walnut effect/Luröy 805.991.70



PE983332.JPG
RÄDMANSÖ sängbord 799 kr
Foil finish and particleboard. Designer: Francis Cayouette. W54×D38, H58cm. Brown walnut effect 805.935.97



PE966051.JPG
HAMPFLOCKEL påslakan
299 kr 16 100% cotton. Duvet cover L200×W150cm. Pillowcase L50×W60cm. Dark blue 306.064.13



PE967706.JPG
SKOGSKOVALL överkast 699 kr
100% cotton. Designer: Akanksha Deo. L250×W260cm. Blue 306.067.38



PE951076.JPG
STOCKHOLM 2025 pläd 699 kr
50% wool, 50% wool - merino. Designer: Paulin Machado. W150×L200cm. Bright blue 205.921.95



PE1003448.JPG
New LÖVNATURSKOG kuddfodral 49 kr
100% cotton. Designer: Paulin Machado. L50×W50cm. Brown/blue 706.291.96



PE999460.JPG
New ÄSVEIG kuddfodral 79 kr
100% cotton. L50×W50cm. Grey-brown 806.264.18



PE983847.JPG
RÄDMANSÖ byrå 1 995 kr
Foil finish and particleboard. Designer: Francis Cayouette. W90×D48, H81cm. Brown walnut effect 205.936.04

Product overview | April 2026



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New HÄRLIR påslakan 179 kr 16 50% cotton, 50% lyocell. Designer: Stina Persson. Duvet cover L200×W150cm. Pillowcase L50×W60cm. White bright pink/floral pattern 206.260.63



PE1003480.JPG

New PELARKÖRSBÄR kuddfodral 49 kr 100% cotton. Designer: Stina Persson. W50×L50cm. Multicolour 006.264.22



PE1006268.JPG

New KALLSUP bärbar bluetooth högtalare 59 kr ABS plastic. Designer: Ola Wihlborg. W7×D7, H7.4cm. Pink 006.046.94



PE1006269.JPG

New KALLSUP bärbar bluetooth högtalare 59 kr ABS plastic. Designer: Ola Wihlborg. W7×D7, H7.4cm. White 605.941.59



PE840534.JPG

VELVESTAD sängstomme 1 495 kr Powder coated steel and layer-glued birch veneer. Designer: Ebba Strandmark. W146×L207, H27cm. White 005.055.28



PE924478.JPG

KNARREVIK avlastningsbord 149 kr Powder coated steel. W42×D33.5, H52cm. Black 205.699.77



PE1003460.JPG

New MARGOSATRÄD pläd 179 kr 100% polyester. L170×W130cm. Multicolour 206.265.72



PE1005099.JPG

New GULLSTRÄLE överkast 169 kr 100% polyester. L250×W150cm. Bright pink 606.254.91



PE963263.JPG

GULLSUDARE taklampskärm 39 kr Rice paper. Ø45cm. White/handmade 906.038.69



PE949846.JPG

GURLI kuddfodral 29 kr 100% cotton. L50×W50cm. Green 205.987.48



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New ÄLVSJÖSKOGEN kuddfodral 49 kr 100% cotton. L50×W50cm. Pink/green 706.292.00



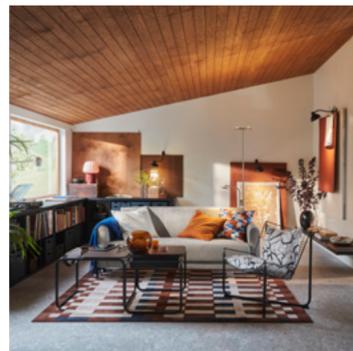
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ÄRENDE matta 399 kr 100% polypropylene Backing: 100% Synthetic rubber. L180×W120cm. Off-white 106.050.75

Image overview | April 2026



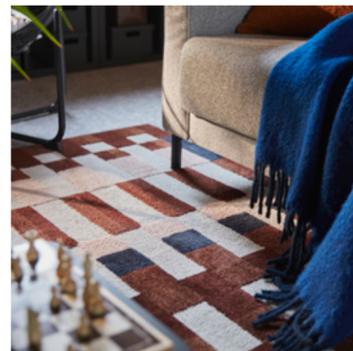
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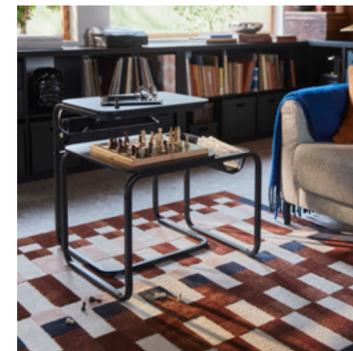
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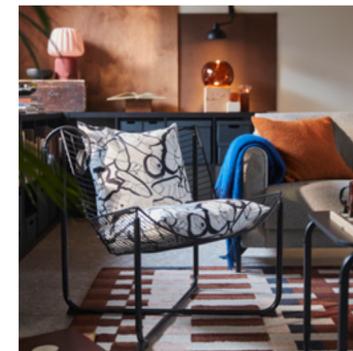
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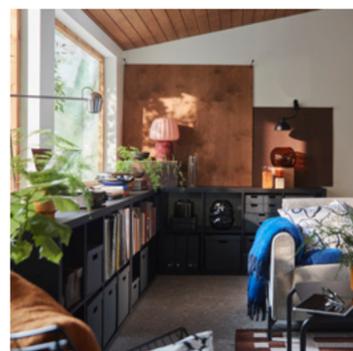
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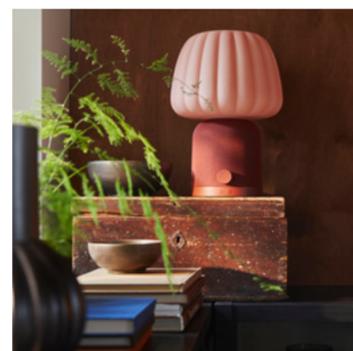
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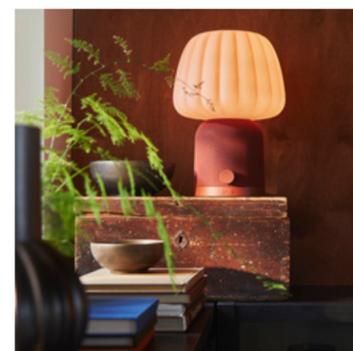
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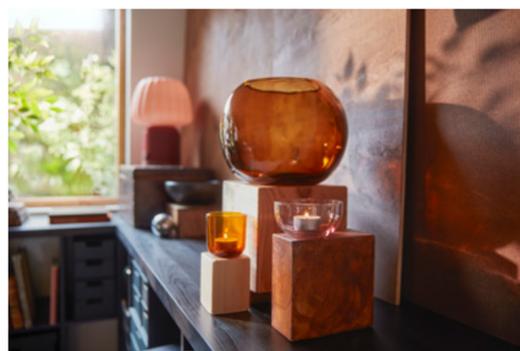
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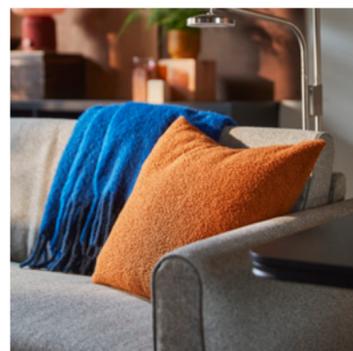
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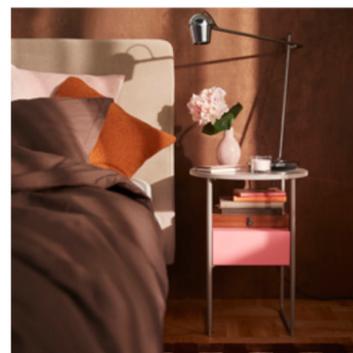
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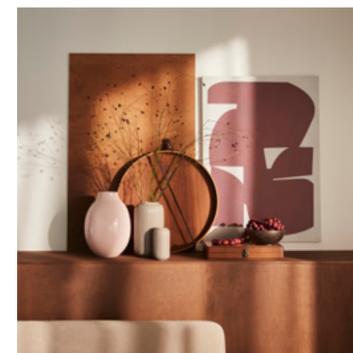
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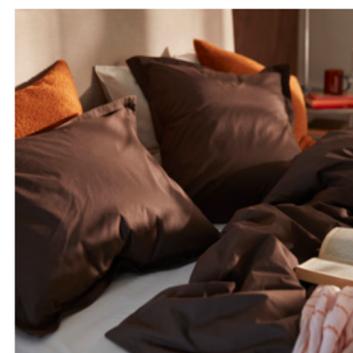
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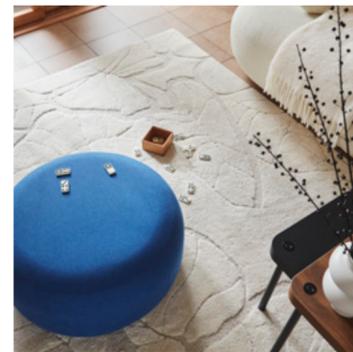
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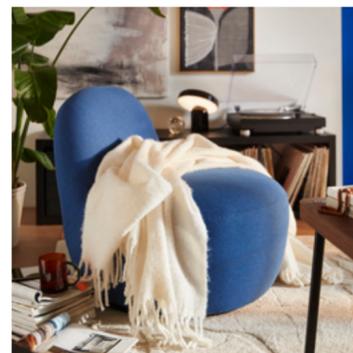
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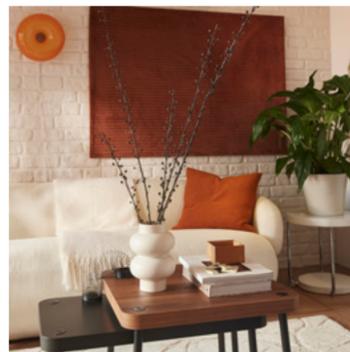
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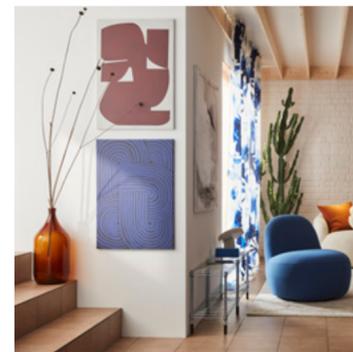
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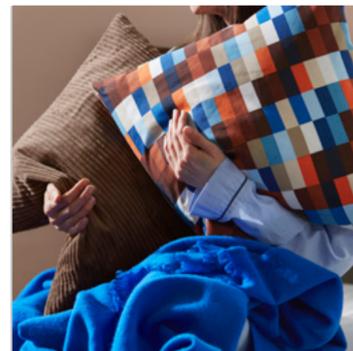
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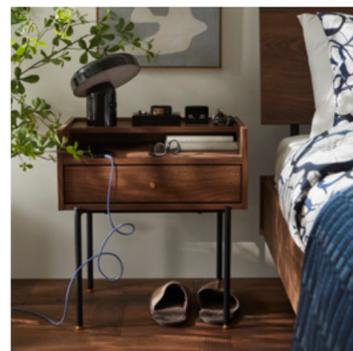
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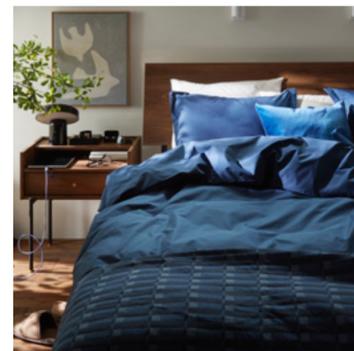
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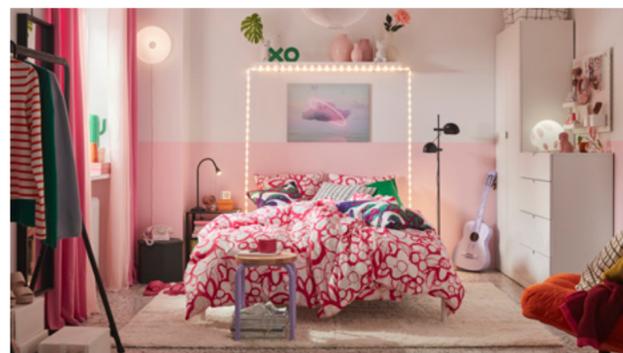


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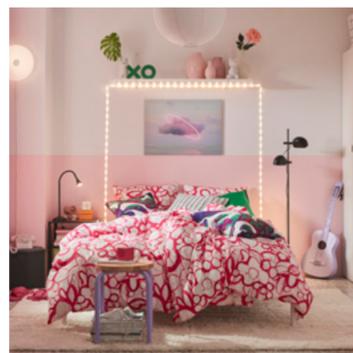


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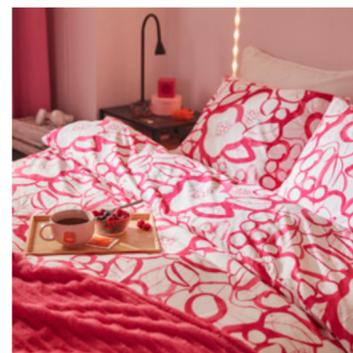
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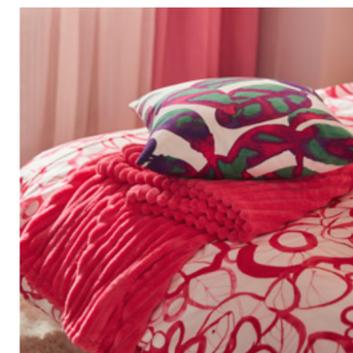
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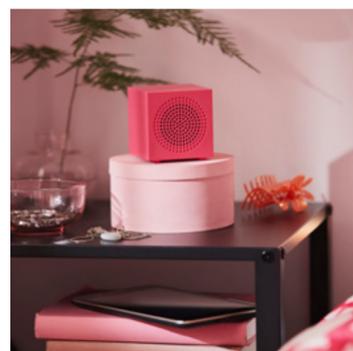
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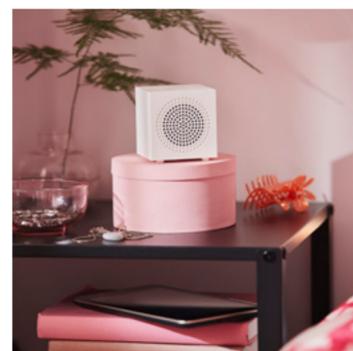
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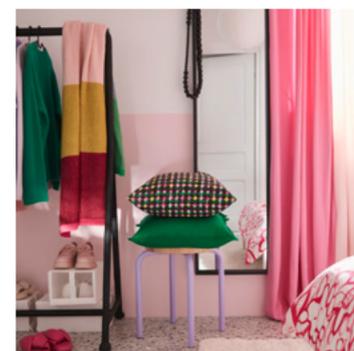
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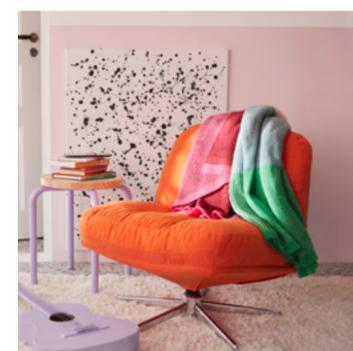
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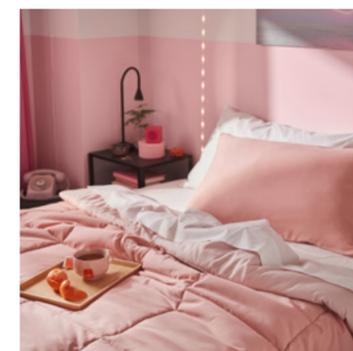
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