Press kit | Launching October 2026

A home in constant bloom



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PH300243.JPG





This season, we are going all in on flowers on our textiles. A direction that is quite unusual, especially in October. But when nature outside lies dormant, it can be brought to life in our homes with sofa covers, beddings and cushion covers. Just like fresh cut flowers, our news for the season can help revive the home in an instant.

We are now embracing a more muted color palette with dusty pink, mustard yellow and dark blue. Calm and warm, but still colorful. Every object with a story to tell and a reason to be, even if that reason is simply to make us love our homes a little more.

Unplug and unwind

Lighting a candle and watching the wick flicker can soothe the senses and allow you to enjoy the tranquillity that comes with unplugging. With KUNGSTÄRNA candlestick and tealight holders, you can create a calm and cozy feeling and with the KUNGSTÄRNA lantern, the light easily travels from room to room.



Make your home smell like vanilla with the new LOTSFÅGEL candle series.

it to the
KUNGSTÄRNA
lantern, the light
easily travels
from room to
room.

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PH300302.JPG

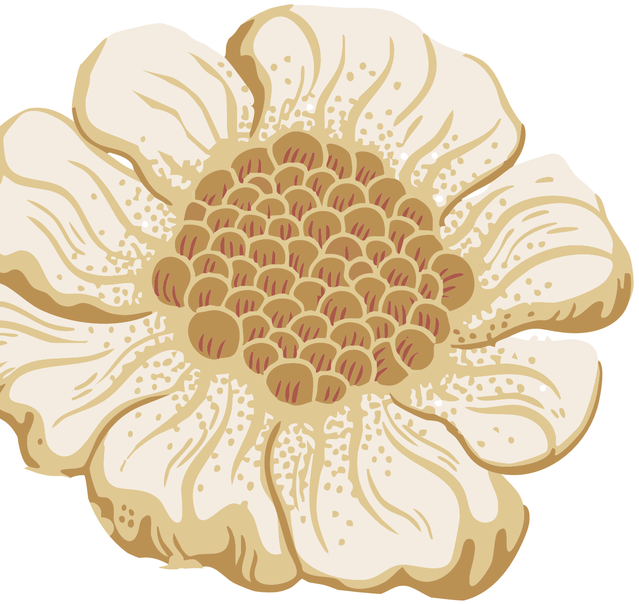
Set the mood with soft lighting

Set the tone for your home with the minimalistic AKTERSPRING floor lamp. Made of opal white glass and brass-plated steel, it was designed to create a soft ambient light with an elegant feel. Combine it with the AKTERSPRING table and pendant lamp for a cohesive look.

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These flowers were made to be ruffled

Enjoy a blooming meadow, made for rolling around in. Inspired by Icelandic poppies and cress, textile designer Lina Schnaufer has created a romantic floral pattern for ARENBOK bed linen. The blend of 50% lyocell, 50% cotton ensures a silky-smooth feel with great temperature regulation.



PH300271.JPG

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"I wanted the pattern to feel like you're diving into a bouquet of flowers."

Lina Schnaufer
Textile Designer

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“Lyocell is a material made from wood. The mix of lyocell and cotton makes the fabric soft and breathable.”

Alper Üstüner,
Product Requirement Engineer

Have you met lyocell?

What makes the new ARENBOK duvet cover so soft, breathable and cool to the touch? It’s the blend of cotton and lyocell. Don’t get intimidated by its name: lyocell is a material made from cellulose, which comes from wood. It makes your bedding super soft and dreamily comfortable.



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Fresh perennials for the bed

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Country life without the heavy lifting

Textile designer Lina Schnaufer has illustrated her own rural dream in the PJÄXE duvet cover and pillowcase. With a small cottage surrounded by rosehip bushes and hens, she puts a finger on what most of us long for: a countryside retreat. However, a real country house probably requires more work than leisure. Luckily, with PJÄXE bedding you can enjoy the hens without getting up with the rooster.



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“This pattern is a love story between two gardeners working in a big garden. If you look closely, you can see the two glasses on the table where they will soon share a fika.”

Lina Schnaufer, Textile Designer

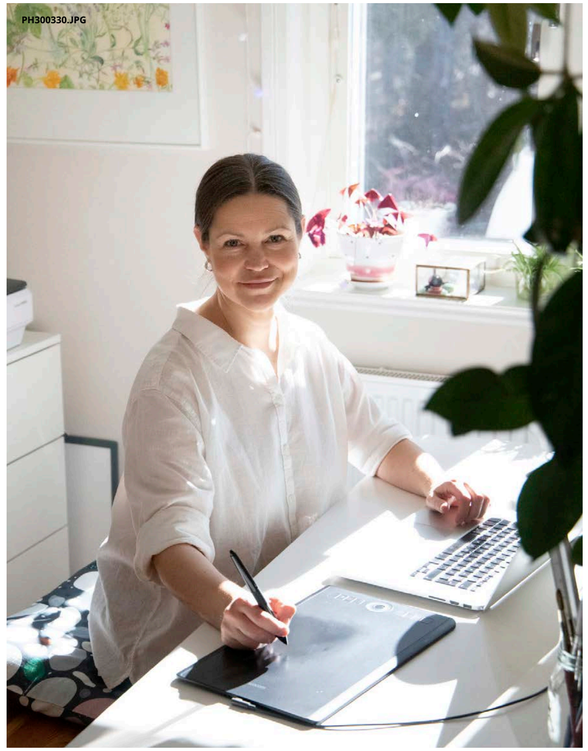
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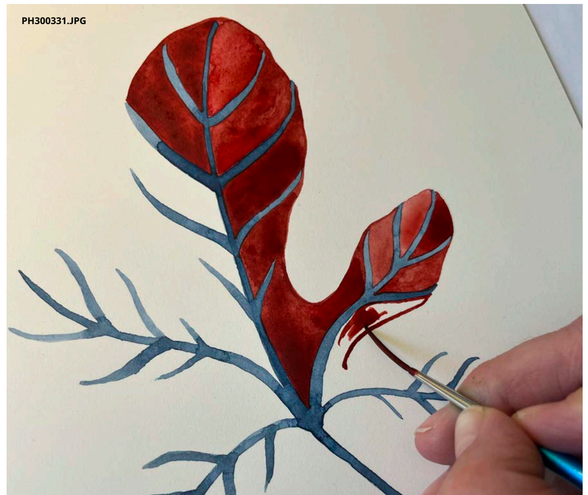


A garden escape

Using watercolor as a base, Emma Prowse has created a timeless pattern of make-believe flowers and fruits for the KRONBUSKE duvet cover and pillowcase. The bed linen’s percale quality together with the fabric’s cotton/lyocell blend, ensures smooth and crisp trips to slumberland.

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“I was inspired by the Swedish Modern aesthetic with its bold and whimsical botanicals. But I wanted to make the pattern a bit lighter and more delicate by using watercolors to create a softness within these clear shapes.”

Emma Prowse, Illustrator



Break the rules with bold pattern mixing

We encourage everyone to mix and match their way into coziness this season. Simply choose a base color and play around with the patterns. Combine stripes with florals and add plaid too. Get the full sensory experience by also mixing textures. Velvet, flannel and cotton are great on their own, but can be even better together.



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Flowers that last

The flowers on the ARENBOK cushion cover need neither water nor sunshine and they will never lose their petals. And should they ever lose their shine, simply throw the cover in the washing machine. The ARENBOK cushion cover has a hidden zipper and is made of 100% cotton.

Mix patterned cushion covers with solid colored ones.



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Made to serve

With GRÅRÄV serving platters, the food is the main character and the plates were designed to support it in the best possible way. The GRÅRÄV series offers serving plates, bowls and mugs with a soft matte finish in green-gray and medium brown shades with dark speckles. But don’t be fooled by their rustic look, GRÅRÄV is both microwave and dishwasher safe, allowing for more fun and less work during this festive season.





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VARDAGEN pots come in three new sizes!

Pots that like to show off

VARDAGEN enamelled cast iron casserole and pots in fun colors have finally arrived. These pretty pots in pastel were not made to be left in the kitchen or hidden at the back of a cupboard. Instead, let them shine on your table and in the display cabinet. No matter what's served, VARDAGEN will make it look good. And with a 15-year limited warranty,* leave a great aftertaste.

*Visit IKEA.us/warranty for details.

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The icing on the cake

Enjoy an afternoon tea, surrounded by scented candles and flowers that never wither. With the new Winter Refresh collection, we have invited nature inside in both shapes and scents. Fill the air with cinnamon, warm wood and orange blossoms or have a treat from a SNÖSISKA glass bowl shaped like an acorn. Combine the best of two worlds by having both candles and flowers on the table for your next gathering.

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PE1023747.JPG

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“The Winter Refresh collection was inspired by all the muted colors you see in Sweden during this time of year, with frosted whites, pale greens and muted pinks. Toned down, just like the colors outside our windows.”

Maria Dumania, Product Developer

PE1023701.JPG

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PH210417.JPG



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Give your space a fresh edge

Meet the new NORRMJÖLE table – a bold, modern design that keeps things light. The sturdy metal frame and graphic criss-cross legs add character without visual clutter. Perfect for small spaces, it fits in easily while still standing out. A bit like that effortlessly stylish party guest who lifts the whole room, NORRMJÖLE works wherever you place it.

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PH210940.JPG



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PH210942.JPG



Get creative with glowing colors

FÖRLIG LED tube light brings a playful and slightly futuristic feel to your home, without complicating things. The different color shades can shift a room’s mood in seconds. Cool tones to help you focus, warm ones to wind down – or why not change things up with your favorite color combos. Place FÖRLIG on a wall, lean it in a corner, or let it highlight your favorite spot. Subtle or statement – it’s up to you.

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Step up your game

FRÖSKELÅS gaming desk was designed for serious play. Made from high-strength steel, it comfortably fits two monitors and features integrated SKÅDIS pegboards to organize accessories and personal items. Paired with UTKLASSNING gaming chair, gamers get the full experience, with lumbar support and an adjustable headrest. A setup made to last and designed to support every level of your gaming journey.



UTKLASSNING gaming chair with a machine-washable cover for long-lasting comfort.

PE1017294.JPG

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A home-office desk built for daily life

GULLABERG desk is made with working from home in mind, combining a crafted look with practical features. Two built-in storage units keep accessories and work tools where they belong and within easy reach, while wood-based materials offer a sturdy feel. Pair with BRYTNING swivel chair for a complete, flexible setup – and a timeless design that makes time at your desk all the more enjoyable.



PH210801.JPG

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A sofa that knows how to unwind

With soft cushions, extra-high backrests and adjustable headrests, MALMKÖPING sofa is made for settling in and staying awhile. Available as a beige sofa or a gray-green loveseat, both versions combine clean lines with practical details. Pull out the seats for extra lounging space and keep everyday items tucked away in the hidden storage compartment.

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Best In Show

Open the door to an icon of color

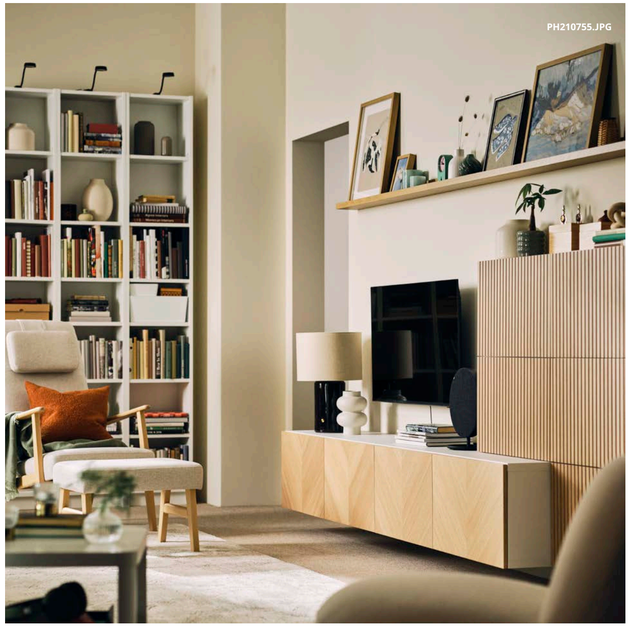
Lovers of color follow their instincts, not the rules. With a red-brown hue that makes a statement without overpowering, a low-gloss finish and handle-free design, VIKANES doors dare to make your PAX wardrobe different.



PH210387.JPG

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Good looks. Even better organization.

BESTÅ media storage combination with white HEDEVIKEN fronts combines clean lines with plenty of room for all the things that tend to gather around the TV. Push-open doors and soft-closing hinges add to the streamlined design, while built-in cable management keeps wires under control. Made for everyday life and covered by a 10-year guarantee.

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PH300353.JPG

Safe swimming for happy sharks

Say ahoy to the new IKEA PS LÖMSK slipcover, turning your swivel chair into a swimming shark! With shiny blue fins and soft teeth that you can hide behind, this cute little sea monster is ready for many fun adventures under the sea.

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Let the beat drop wherever you are

The BADKRUKA bluetooth speaker brings juicy bass and striking clarity to your tunes and podcasts, wherever you choose to enjoy them. Extend your listening with multi-speaker mode – or pair two BADKRUKA for a rich stereo experience with your favorite movies and games.



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Product overview

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PE1008881.JPG

New **ARENBOK**
Full/queen duvet cover and two pillowcases $49.99/3pcs
Dark blue/floral pattern
706.370.64

change image to reflect full/queen to match price PE1008885



PE1008894.JPG

New **BANBJÖRNBÄR**
Full/queen duvet cover and two pillowcases $69.99/3pcs
Dark green/check 006.443.60

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PE992131.JPG

New **LUKTVICKER**
Full/queen duvet cover and two pillowcases $49.99/3pcs
Dark green 306.250.15

change image to PE992131



PE1007596.JPG

New **SANELA Cushion cover**
$9.99 Dark green 806.360.02



PE908117.JPG

VALLKRASSING Throw $19.99
Gray-green 005.709.34



PE681026.JPG

DVALA Queen fitted sheet
$14.99 White 103.572.35
Flat sheet and pillowcases sold separately.



PE1009764.JPG

New **FÅGELFJÄLLET Nightstand**
$89.99 Off-white 606.276.83



PE1009765.JPG

New **FÅGELFJÄLLET Nightstand**
$89.99 Black/oak effect
206.116.36



PE1008976.JPG

New **KRONBUSKE**
Full/queen duvet cover and two pillowcases $69.99/3pcs
Light beige/floral pattern
006.376.61



PE1008950.JPG

New **ÄNGSLILJA**
Full/queen duvet cover and two pillowcases $39.99/3pcs
Dark blue 606.366.30



PE933086.JPG

SANELA Cushion cover $9.99
Light beige 505.908.97



PE986453.JPG

New **SANELA Cushion cover**
$9.99 Dark blue 306.258.88



PE883170.JPG

HUMLEMOTT Throw $24.99
Blue-gray 805.495.47



PE970495.JPG

DVALA Queen fitted sheet
$14.99 Blue 006.154.33
Flat sheet and pillowcases sold separately.



PE991644.JPG

SÖRBYSKOGEN Throw $39.99
Yellow 606.232.13



PE1015924.JPG

New **ANNAKAJSA Pair of room darkening curtains $99.99**
Yellow-brown/with eyelets
106.426.57

change image to PE1015936



PE1008960.JPG

New **PJÄXE Full/queen duvet cover and two pillowcases $39.99/3pcs** Light beige/floral pattern 606.369.46



PE970145.JPG

SOLFIBBLA Full/queen duvet cover and two pillowcases $39.99/3pcs
White blue/stripe
206.122.02



PE926566.JPG

LAGERPOPPEL Cushion cover
$4.99 Blue-gray 805.618.03



PE926539.JPG

LAGERPOPPEL Cushion cover
$4.99 Light brown 905.618.07



PE883224.JPG

HUMLEMOTT Throw $24.99
Off-white 005.495.46



PE1008865.JPG

New **ARENBOK**
Full/queen duvet cover and two pillowcases $49.99/3pcs
Beige/floral pattern 406.377.96



PE1008978.JPG

New **PEROVSKIA**
Full/queen duvet cover and two pillowcases $49.99/3pcs
Pale pink/check 506.415.66



PE970149.JPG

SOLFIBBLA Full/queen duvet cover and two pillowcases $39.99/3pcs White beige/stripe
106.109.63

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PE1000964.JPG

New **ÄNGSLILJA**
Full/queen duvet cover and two pillowcases $39.99/3pcs
Light pink 006.325.31

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PE1023495.JPG

New **TÅNEBRO Side table $29.99**
In/outdoor. Light pink 606.381.82



PE1016613.JPG

New **STOENSE Rug, low pile**
$149.99 Pale pink 406.291.50



PE1007597.JPG

New **SANELA Cushion cover**
$9.99 Yellow-brown 906.359.88



PE916583.JPG

RÖDFLIK Floor lamp $59.99
Gray-green 805.635.81



PE770199.JPG

HEMNES Bookcase $349
Black-brown/light brown
204.522.94



PE999899.JPG

New **STRANDMON Wing chair**
$349 Sulviken blue/beige
806.131.66



PE1001341.JPG

New **STRANDMON Ottoman**
with storage $100
Sulviken blue/beige
406.131.92



PE1009732.JPG

New **VATERBOM Table lamp**
$49.99 306.183.88



PE954188.JPG

STOCKHOLM 2025 Vase $39.99
Brown 905.904.90



PE1009959.JPG

New **VIELÅNGEN Box with lid**
$23.99 806.240.42



PE1007603.JPG

New **DYTÅG Cushion cover**
$19.99 Gray-blue 806.254.66



PE998138.JPG

New **VALNÄS Side table $149.99**
Oak veneer 806.280.35



PE1009358.JPG

New **BREVBÄRARE Rug,**
high pile $299.99
Deep beige 606.367.10



PE954184.JPG

STOCKHOLM 2025
Candlesticks/tealight holders
$29.99/2pk
Brass-color 205.905.06



PE933235.JPG

STOCKHOLM 2025
Pendant lamp $299.99
Glass/brass-plated
205.859.58



PE980052.JPG

HAVSTA 6-drawer chest $499.99
Black 506.145.20



PE1006969.JPG

New **ARENBOK Cushion cover**
$7.99 Green multicolor/floral
pattern 106.297.50



PE1012560.JPG

New **KOPPARBJÖRK Vase $19.99**
Light brown 306.232.62



PE1014164.JPG

New **BLODBJÖRK Vase $29.99**
Beige 906.377.27



New **LOTSFÅGEL**
Scented candle with lid/3 wicks,
Vanilla $4.99
Clear glass/gold-color
206.079.84



PE1018676.JPG

New **KUNGSTÄRNA**
Lantern for tealight $19.99
Clear glass/gold-color
506.344.53



PE1018682.JPG

New **KUNGSTÄRNA**
Tealight holder $6.99
Clear glass/gold-color
006.344.55



PE1015569.JPG

New **AKTERSPRING Floor lamp**
type $99.99 Opal white glass/
brass-plated 006.188.08



PE1018669.JPG

New **KUNGSTÄRNA Candlestick**
$9.99 Clear glass/gold-color
706.237.45

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PE1018663.JPG

New **VARDAGEN Pot with lid**
$34.99 Enamelled cast iron.
Light pink 506.453.19



PE1018661.JPG

New **VARDAGEN Pot with lid**
$39.99 Enamelled cast iron.
Dark gray-green 306.453.20



PE1018662.JPG

New **VARDAGEN Casserole with lid $49.99** Enamelled cast iron.
Light yellow 706.453.18



PE1011246.JPG

New **GRÅRÄV Serving plate**
$19.99 Medium brown
206.382.83



PE1004051.JPG

New **ÄLVMAL Dish towels**
$7.99/2pk
Pale blue/orange striped
206.372.74



PE1011247.JPG

New **GRÅRÄV Serving plate**
$24.99 Green-gray
606.382.81



PE1011232.JPG

New **GRÅRÄV Mugs $12.99/2pk**
Multicolor 006.383.97



PE1011237.JPG

New **GRÅRÄV Serving bowls**
$12.99/2pk Multicolor 406.383.62



PE1011252.JPG

New **HÖSTAGILLE Mug $5**
Tempered glass. Light brown
306.330.15



PE966268.JPG

TONSTAD Table $399.99
Oak veneer 805.938.80



PE979591.JPG

FÖRNUFT Flatware set
$49.99/20pcs
Rose-gold color
405.819.64

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PE1022380.JPG

New **FEJKA Artificial potted plant $5.99** In/outdoor. Christmas rose/pink 706.373.18



PE1022379.JPG

New **FEJKA Artificial potted plant $9.99** In/outdoor. Alpine violet/light pink 306.373.20



PE1022377.JPG

New **BLOMSTER Candle holder $14.99** Pink 506.364.28



PE1022373.JPG

New **BLOMSTER Candle holder $12.99** Pale pink 106.364.30



PE1022396.JPG

New **SNÖSISKA Candlestick $9.99** Off-white 606.367.67



PE1022397.JPG

New **SNÖSISKA Candlestick $7.99** Pale gray-green 206.367.69



PE1022382.JPG

New **KLOKHET Unscented taper candles $4.99/4pk** Dark gray-green 806.373.08



PE1022404.JPG

New **SNÖSISKA Tealight holder 99¢** Off-white 006.367.65



PE1022394.JPG

New **SNÖSISKA Candle dish $3.99** Pale gray-green 506.367.63



PE1022411.JPG

New **SNÖSISKA Unscented pillar candle $7.99** Cone/brown 806.367.71



PE1022409.JPG

New **SNÖSISKA Unscented pillar candle $4.99** Dark gray-green 406.368.72



PE1022410.JPG

New **SNÖSISKA Unscented pillar candle $4.99** Off-white 706.368.75



PE1022395.JPG

New **SNÖSISKA Candle holder $7.99** Off-white 306.363.73



PE934194.JPG

New **SNÖSISKA LED Table decoration $19.99** Battery-operated house/ceramic white 006.371.33



PE1022388.JPG

New **SMYCKA Artificial flower $9.99** In/outdoor. Hydrangea/light beige 606.373.33



PE1022387.JPG

New **SMYCKA Artificial flower $4.99** In/outdoor. Hydrangea/light pink 006.373.31



PE1022386.JPG

New **SMYCKA Artificial flower $4.99** In/outdoor. Hydrangea/light beige 606.373.28



PE1022385.JPG

New **SMYCKA Artificial flower $7.99** In/outdoor. Hanging ball/hydrangea pale pink 106.373.40



PE1022384.JPG

New **SMYCKA Artificial flower $4.99** In/outdoor. Hanging ball/hydrangea pale pink 506.373.43



PE1022392.JPG

New **SMYCKA Artificial wreath $12.99** In/outdoor. Eucalyptus/gray-green 506.373.38



PE1022393.JPG

New **SNÖSISKA Bowl with lid $14.99** Dark gray-green 906.367.61



PE1022402.JPG

New **SNÖSISKA 2-wick scented candle in glass with lid $9.99** Tonka and orange blossom pale pink 706.382.52



PE1022400.JPG

New **SNÖSISKA Scented candle in glass with lid $12.99** Cinnamon and warm wood dark gray-green 606.367.86



PE1022378.JPG

New **FEJKA Artificial flower arrangement $24.99** In/outdoor. Pink/white 906.373.22

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PE1018522.JPG

New **FRÖSKELÅS gaming desk $299.99** Black
006.196.81



PE1025951.JPG

New **UTKLASSNING gaming chair $299.99** Gräsnäs anthracite/black
906.290.44



PE1016996.JPG

New **GULLABERG Desk $349.99** White
506.205.59



PE1023104.JPG

New **PAX/VIKANES Wardrobe combination $1,445** Red-brown
596.267.31



PE1010084.JPG

New **IKEA PS LÖMSK Slipcover for children's swivel armchair $30** Blue/shark 506.362.11



PE1018219.JPG

New **NORRMJÖLE Table $249.99**Oak effect/black
006.205.66



PE1018219.JPG

New **BADKRUKA Bluetooth speaker $59.99** Black
306.195.85

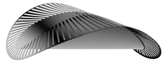
PE1015568.JPG

New **FÖRLIG LED Floor/wall lamp $24.99** White/adjustable color
806.012.91



PE1018589.JPG

New **FJÄLLUGGLA Wine glass $19.99/4-pack** Clear glass
706.287.24



PE1019102.JPG

New **KVÄLLSDOPP Pendant lampshade $24.99** Black
106.039.53

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