

MÄVINN

Press kit | June 2023



Made together with seven social businesses from across Asia who provide jobs for people who need them most, this new limited collection is all about appreciating the artisanal craft and workmanship that goes into making unique accessories for the home.

Comprised of natural fibers and over run from production denim, the MÄVINN collection sings with tactile details and joyful bursts of color that will enrich your home with character.





“The social impact is the most rewarding thing about working on this collection.”

Maria Vinka
Designer

Every piece creates jobs

This collection depends on the skills and expertise of our social business partners: Classical Handmade Products based in Bangladesh; Spun, Ramesh Flowers and Industree P.T. based in India; Saitex based in Vietnam and Doi Tung in Thailand.

Since 2012, IKEA has collaborated with social businesses on home furnishing and food products. These partners provide jobs for people from vulnerable groups, giving those who may never have had the chance to work before the opportunity to become skilled professionals.

The story behind –

MÄVINN

Co-created with our partners

Together with our social business partners, the collection's designers Maria Vinka and Paulin Machado embarked upon this journey in summer 2021 when many parts of the world were under lockdown. They found new digital ways of working and established an open dialogue. According to Paulin, this process made the experience of collaboration “even more personal” as they had to work very closely together to establish smart processes despite the challenges of lockdown.

Maria and Paulin's initial idea for this collection was to emphasize craftsmanship and bring the person who made the product to the forefront. This led them to think about the experience of visiting a local craft market: the interesting objects you might find there and the local people selling their crafts.

As a result, the MÄVINN collection embodies the distinctive look and rustic feel of handpicked items. As Maria says, “Every piece needs to stand on its own.”



MÄVINN
Apron
\$29⁹⁹

Forever in blue denim

Denim is a classic that never goes out of style. This durable apron in cool blues is an inventive interpretation of the durable material. It is a sturdy accessory that can be worn in the kitchen, garden or for crafts that will get better with age and with each wash. Sometimes a classic is a classic for a reason.

MÄVINN Apron **\$29.99**

“The denim look is forever. It doesn’t go out of style. You can live with it for a very long time.”

Paulin Machado
Designer, IKEA of Sweden

Denim that makes a difference

One of the ways that the MÄVINN collection stands out is through the bold use of denim in a mish-mash of blue shades. These denim pieces such as a frayed cushion cover and a wall organizer are all made from over run from production denim by persons with disabilities at our partner Saitex in Vietnam.

MÄVINN Cushion cover **\$19.99/ea**



PH192630.jpg

PH192642.jpg

MÄVINN
Hanging organizer
\$19⁹⁹





PH192611.jpg



PH192607.jpg



PH192609.jpg

Robust and thick, denim is a great material for a handy tote bag. Crafty patchwork detailing adds an authentic touch, while a pocket with a zipper keeps your essentials safe.

The story behind –

Saitex

Saitex is a social business based in Vietnam that integrates people with disabilities into its industrial production of denim and cotton products, including those made from upcycling pre-consumer textile waste. With a highly industrialized factory set-up, Saitex proves that social businesses can work on a big scale, too.

Through its social division Rekut, Saitex trains and employs people with different abilities and young people from disadvantaged backgrounds. By 2025, it aims to have at least 20 % its workforce consisting of persons with different types of disabilities and disadvantaged youths.

“A small enterprise cannot change the world, but we can, collectively, put a few drops into the ocean. Every drop counts.”

Sanjeev Bahl
CEO of Saitex



Embroidery that empowers

Dress the table with this elegant table runner in smart dark blue cotton. The serene landscape has been hand embroidered by artisans employed by our partner Spun, which empowers women through employment, education, healthcare and opportunities for their families.

MÄVINN Napkins **\$9.99/2pk**

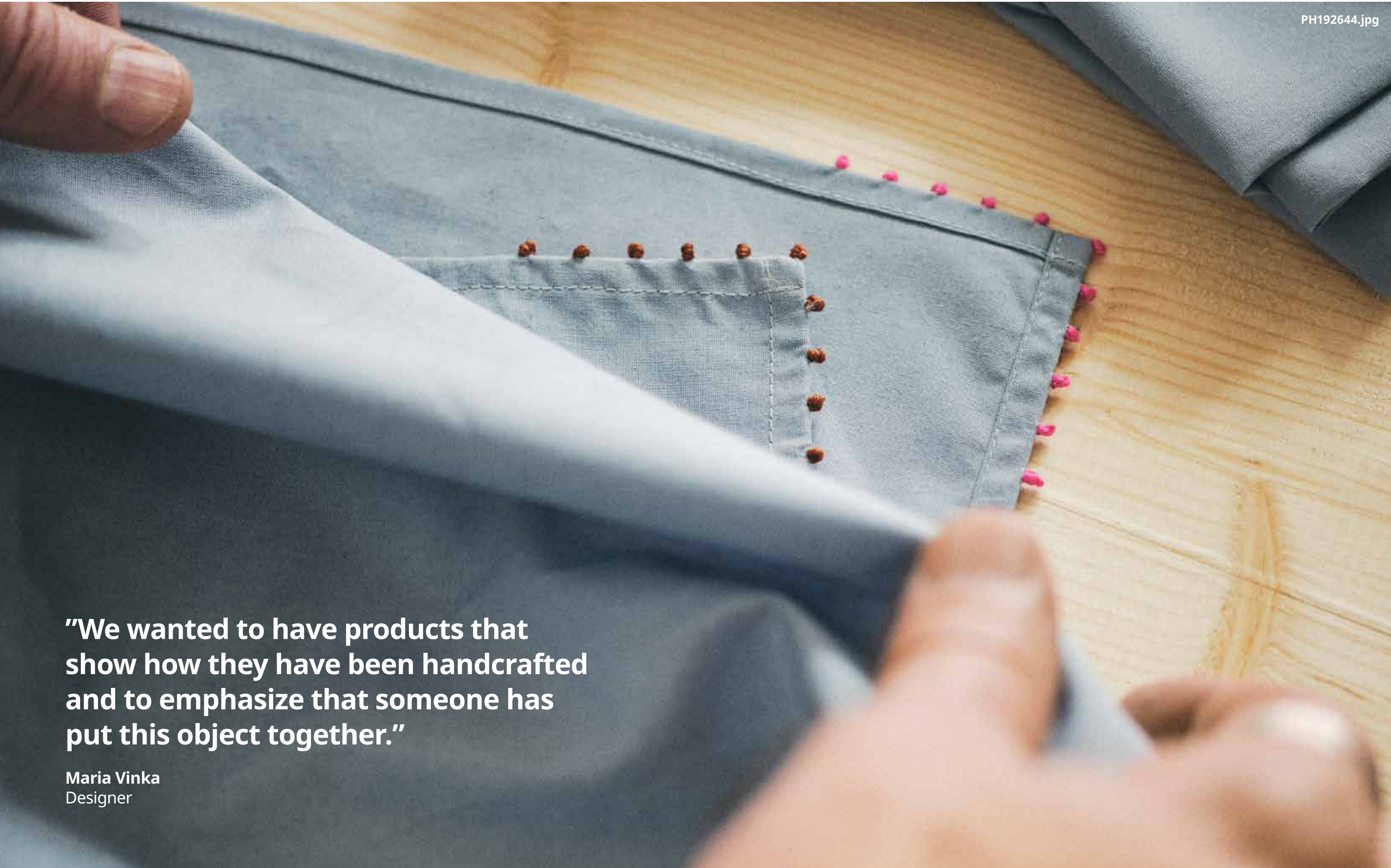
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"We wanted to have products that show how they have been handcrafted and to emphasize that someone has put this object together."

Maria Vinka
Designer



MÄVINN Cushion cover **\$9.99/ea**

Bold pops of color

Our homes are where we can express ourselves and what's a better way to do that than experimenting with color and pattern. With its cheerful spectrum, this handwoven cotton rug instantly injects some vitality into your home. Meanwhile, this cushion cover is boosted with playful patches in warm hues finished with a hand-embroidered trim.

MÄVINN Rug **\$19.99**



The story behind –

Spun

With a focus on women with no other income in the family, India-based social business Spun provides jobs through the production of skillfully crafted textile products. The female artisans gain valuable skills to help them improve their lives and social status.

“These women become fully independent, which in turn has an amazing trickle-down effect: better education for their children, better livelihoods for their families,” explains Dipali Goenka, CEO of parent company, the textile manufacturer Welspun, and founder of Spun.

Today, there are eight Spun centers in total, with more being planned. Along with the centers, schools have also been built.

“What drives me is the ability to create a positive difference and empower women.”

Dipali Goenka
CEO of Welspun, founder of Spun



Pure and simple

With its iconic form made from rustic banana fiber, this lamp shade is a statement-maker. Braided by artisans at our social business partner Ramesh Flowers in India, the long strips of fiber are shaped into a timeless lampshade that will enliven any room. “It’s a chameleon,” says designer Maria Vinka. Light softly flows through the uneven texture.



MÄVINN
Pendant
lamp shade
\$27⁹⁹

PH192653.jpg



MÄVINN Plant hanger **\$9.99/ea**



PH184591.jpg

Creating jobs, braid by braid

Ramesh Flowers is a social business based in India that employs and trains women from rural villages in the production of handmade products using natural materials like banana fiber and waste from food production such as nut shells. Ramesh Flowers is committed to bringing women from the factory floor into management positions.



MÄVINN
Poster,
handmade paper
\$8

Tracing your roots

Having things in your home that are rich in personal meaning brings a warm sense of comfort. This mulberry paper wall poster – handmade by artisans employed by our partner Doi Tung in Thailand – is printed with a blank drawing of a family tree that that you can fill with the names of your loved ones – thoughtfully connecting your family history to your everyday.

Making the papers

The paper is made by peeling off the bark from the mulberry tree, which does not damage the tree. The bark is then soaked to remove any impurities, ground into a pulp, which is passed through a screen. Afterwards, the sheets are hung up and left to dry.

The story behind –

Doi Tung

Established in 1988, the Doi Tung Development Project (DTDP) – based in the mountainous regions of Northern Thailand – was created to reduce social and economic inequality for villagers and tribal groups in the area. By creating opportunities for the community, the project provides these people with access to basic infrastructure and quality education.

DTDP supports the community by providing employment in a number of handicrafts such as handwoven textiles, ceramics and papermaking. As a craft, papermaking has existed in the region for centuries, but began to disappear in the 20th century until DTDP planted mulberry trees to make paper from and create jobs for the local people.



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MÄVINN
Cushion cover
\$14⁹⁹ /ea

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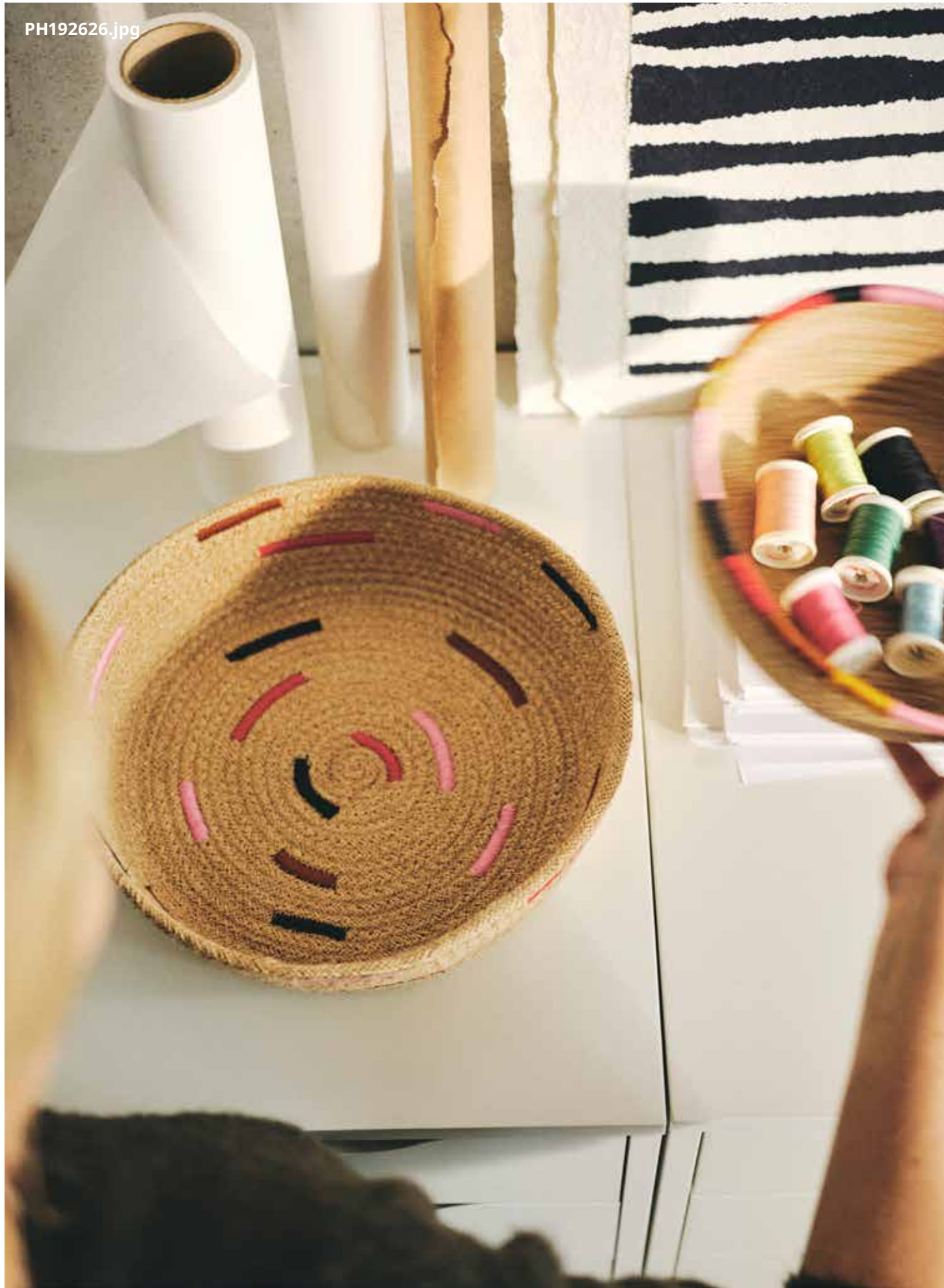


Local crafts creating independence

For over 15 years, Rangсутra, a social business based in the northern Indian state of Uttar Pradesh, has empowered people – where over 85 % of the artisans are female – through traditional Indian crafts such as embroidery, textiles and grass weaving. Since 2021, Rangсутra has started to weave all fabrics used in their products themselves, creating more work for local weavers. The majority of the women artisans are shareholders in the company.

Where the heart is...

This rich-toned handwoven cushion cover has a touching feature. It comes with a tiny hand-embroidered heart detail that was added to the final design to provide more jobs for the women artisans employed by our partner in India. “The heart emphasises that it’s made with love, but also that it’s a hand that makes this little heart,” says designer Paulin Machado.



PH192626.jpg

A little colorful around the edges

Embrace the little details that speckle the home with joy. These bowls, made from braided jute, are finished with hand-embroidered details in rainbow colors, carefully stitched around the rim, or added here and there in vibrant slivers. They are the beautiful work of artisans at our partner Classical Handmade Products in Bangladesh.

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PH192623.jpg

MÄVINN
Basket, Ø8¾"
\$11.99



“So many of the products have their own personality. I think there is something for all of us.”

Maria Vinka
Designer



MÄVINN Runner, flatwoven \$89.99

"Alongside the natural fibers, we thought it would be nice to add some color that pops. The vivid colors are cheerful and stand out."

Maria Vinka
Designer

MÄVINN
Placemat
\$10



“There is a kind of person who really likes unique things – both Maria and I are this kind of person.”

Paulin Machado
Designer, IKEA of Sweden

PH192650.jpg



Sprinkle some artisanal flair

Everyday tasks such as setting the table are made special with decorative accessories such as this soft jute place mat with a fringed edge and characterful woven design. Complete the table with cotton napkins, hand finished with intricate French knots in vibrant pink, that can be used again and again.

PH192651.jpg



MÄVINN Napkins **\$9.99/2pk**

The story behind –

Classical Handmade Products

Classical Handmade Products (CHP) is an export manufacturing company based in Bangladesh. Founded in 2008, it improves the quality of life for women from disadvantaged communities and persons with disabilities through the production of items made from natural materials such as jute and banana fiber.

Its managing director, Tauhid Bin Abdus Salam has shaped a decentralized way of doing business by bringing work to rural communities, rather than establishing factories in major cities in Bangladesh.

Through their income, the women employed by CHP can send their children to school, buy land for cultivation, and become empowered as income earners.

“By starting my own company, I had the opportunity to give [these women] a salary and other benefits that improved their lives, and inspire other businesses to do the same.”

Tauhid Bin Abdus Salam
CEO of Classical Handmade Products, Bangladesh



MÄVINN
Hanging storage
\$19⁹⁹



For all your trinkets

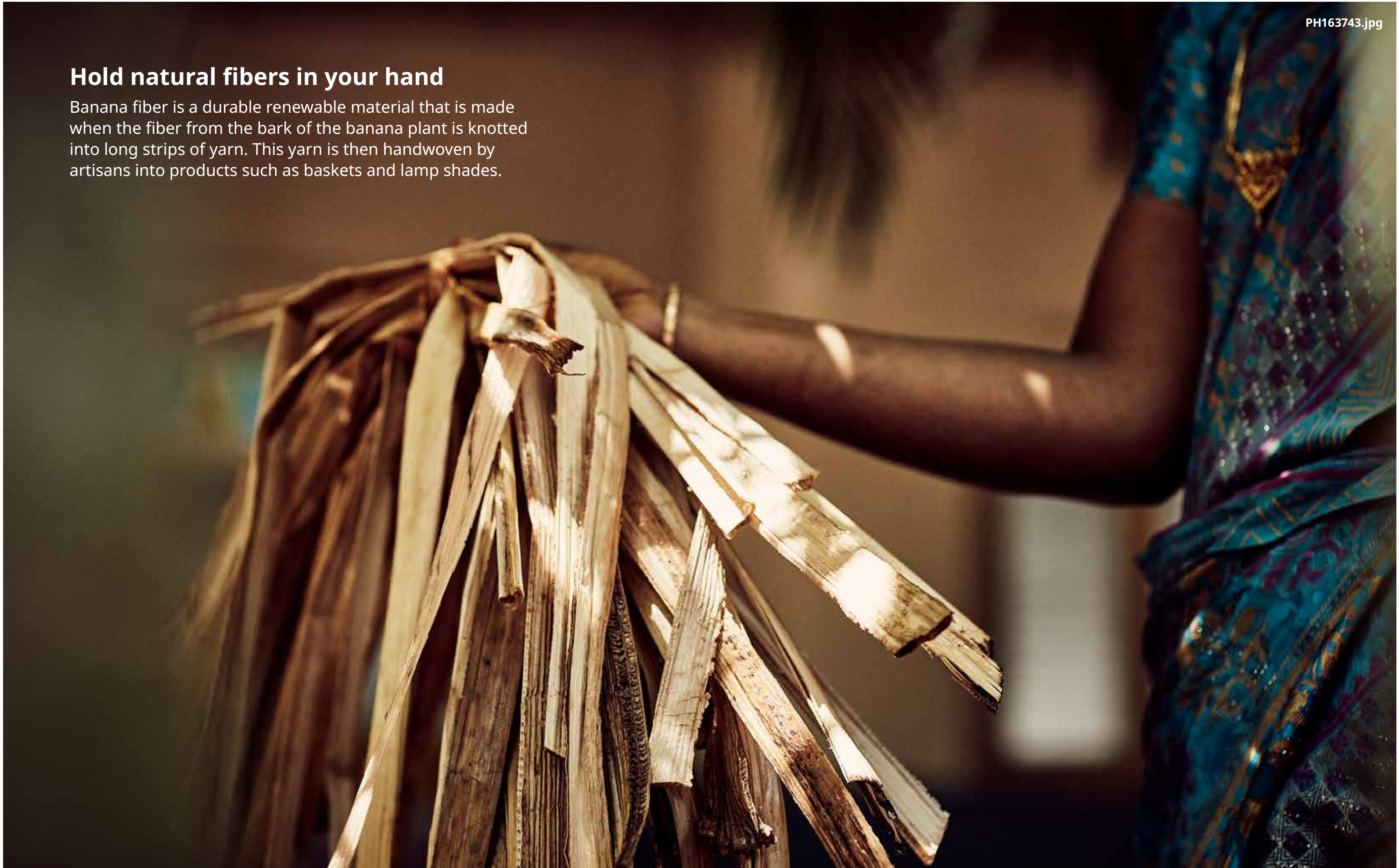
Whether you're short on space, or the kind of person who is always collecting little knick-knacks, this hanging storage basket is the perfect solution. As its handwoven from banana fiber, each one has a unique expression. The strong jute strings provide support.

PH192640.jpg



Hold natural fibers in your hand

Banana fiber is a durable renewable material that is made when the fiber from the bark of the banana plant is knotted into long strips of yarn. This yarn is then handwoven by artisans into products such as baskets and lamp shades.





Handicrafts supporting livelihoods

These intricate banana fiber products have been by made by artisans at our partner Industree Producer Transform in the southern Indian states of Karnataka and Tamil Nadu. Industree P.T. employs and trains women from rural areas, where job oppurtunies are few, by nurturing traditional craftsmanship through the making of handwoven products from natural materials.



MÄVINN Bag **\$39.99**

Product overview



PE893102.jpg
New MÄVINN Bag \$39.99
Clear lacquered banana fibers. Designer: P Machado/M Vinka. W15¾×D11×H13½". Banana fiber 805.552.08



PE893080.jpg
New MÄVINN Rug \$19.99
100% cotton. Imported. Designer: P Machado/M Vinka. W2'×L2'11". Multicolor 105.529.01



PE887704.jpg
New MÄVINN Apron \$29.99
100% cotton. Imported. Designer: P Machado/M Vinka. W35×L25". Blue 705.520.31



PE887707.jpg
New MÄVINN Bag \$19.99
100% cotton. Imported. Designer: P Machado/M Vinka. W13½×D4×H13¾". Blue 405.520.37



PE893098.jpg
New MÄVINN Basket \$11.99
Jute. Designer: P Machado/M Vinka. Ø8¾". Jute 705.520.26



PE893100.jpg
New MÄVINN Basket \$14.99
Jute. Designer: P Machado/M Vinka. Ø11". Jute 805.520.35



PE893106.jpg
New MÄVINN Baskets with lids \$19.99/set of 2
Jute and 100% cotton. Imported. Designer: P Machado/M Vinka. Jute 105.520.29



PE893088.jpg
New MÄVINN Cushion cover \$19.99
100% cotton. Imported. Designer: P Machado/M Vinka. L20×W20". Blue 405.520.42



PE893086.jpg
New MÄVINN Cushion cover \$9.99
100% cotton. Imported. Designer: P Machado/M Vinka. L20×W20". Multicolor 205.528.68



PE893078.jpg
New MÄVINN Cushion cover \$14.99
100% cotton. Imported. Designer: P Machado/M Vinka. L23×W16". Multicolor 105.528.97



PE893092.jpg
New MÄVINN Hanging organizer for accessories \$19.99
100% cotton. Imported. Designer: P Machado/M Vinka. W17¾×L43¾". Blue 505.520.46



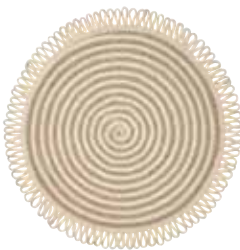
PE893090.jpg
New MÄVINN Hanging storage \$19.99
Clear lacquered banana fibers. Designer: P Machado/M Vinka. W10¼×L42¼". 405.520.75



PE893084.jpg
New MÄVINN Napkins \$9.99/2pk
100% cotton. Imported. Designer: P Machado/M Vinka. W18×L18". Blue 205.520.57



PE893094.jpg
New MÄVINN Pendant lampshade \$27.99
To be completed with HEMMA cord set, sold separately. Clear lacquered banana fibers. Designer: P Machado/M Vinka. Ø16, H12". Banana fiber 505.520.70



PE893096.jpg
New MÄVINN Placemat \$10
Jute. Designer: P Machado/M Vinka. Ø14½". Jute 605.520.41



PE893076.jpg
New MÄVINN Plant pot hanger \$9.99
100% cotton. Imported. Designer: P Machado/M Vinka. H31½". Pink 105.520.48



PE893104.jpg
New MÄVINN Poster \$8
Handmade paper. Designer: P Machado/M Vinka. W19¾×H13¾". 005.528.93



PE893074.jpg
New MÄVINN Runner, flatwoven \$89.99
100% jute. Imported. Designer: P Machado/M Vinka. W2'4"×L6'7". Jute 005.520.39



PE893082.jpg
New MÄVINN Table-runner \$17.99
100% cotton. Imported. Designer: P Machado/M Vinka. W14×L51". Dark blue 205.520.38

Contact

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