

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 pre-cut fabrics in cheerful and graphic patterns made to spark your imagination.

With 59" width and 118" 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.



PH198261.jpg



Be bold rather than brilliant

A piece of fabric is like an empty page – filled with possibilities. Use it to patch up your favorite 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

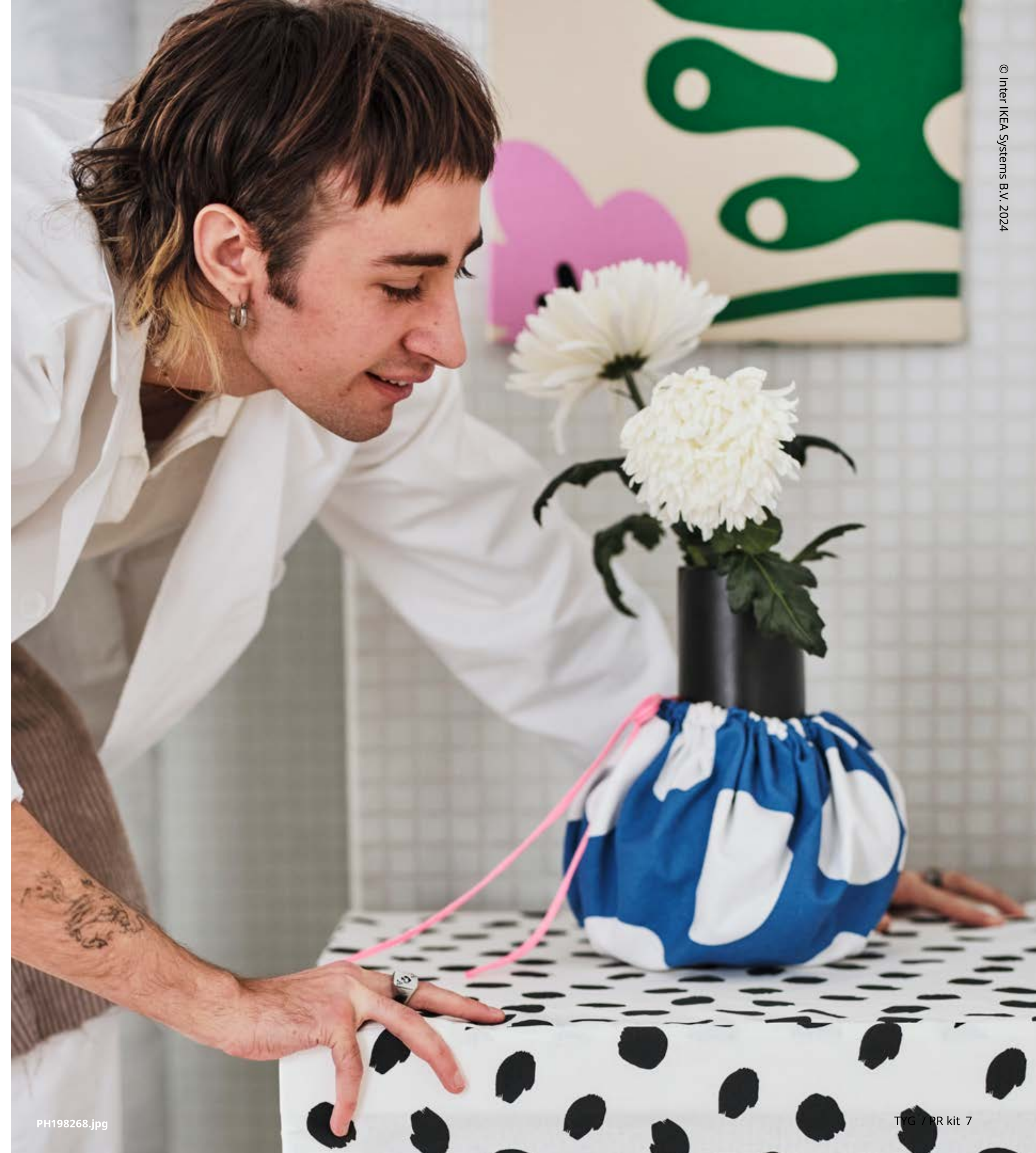


Be different

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!





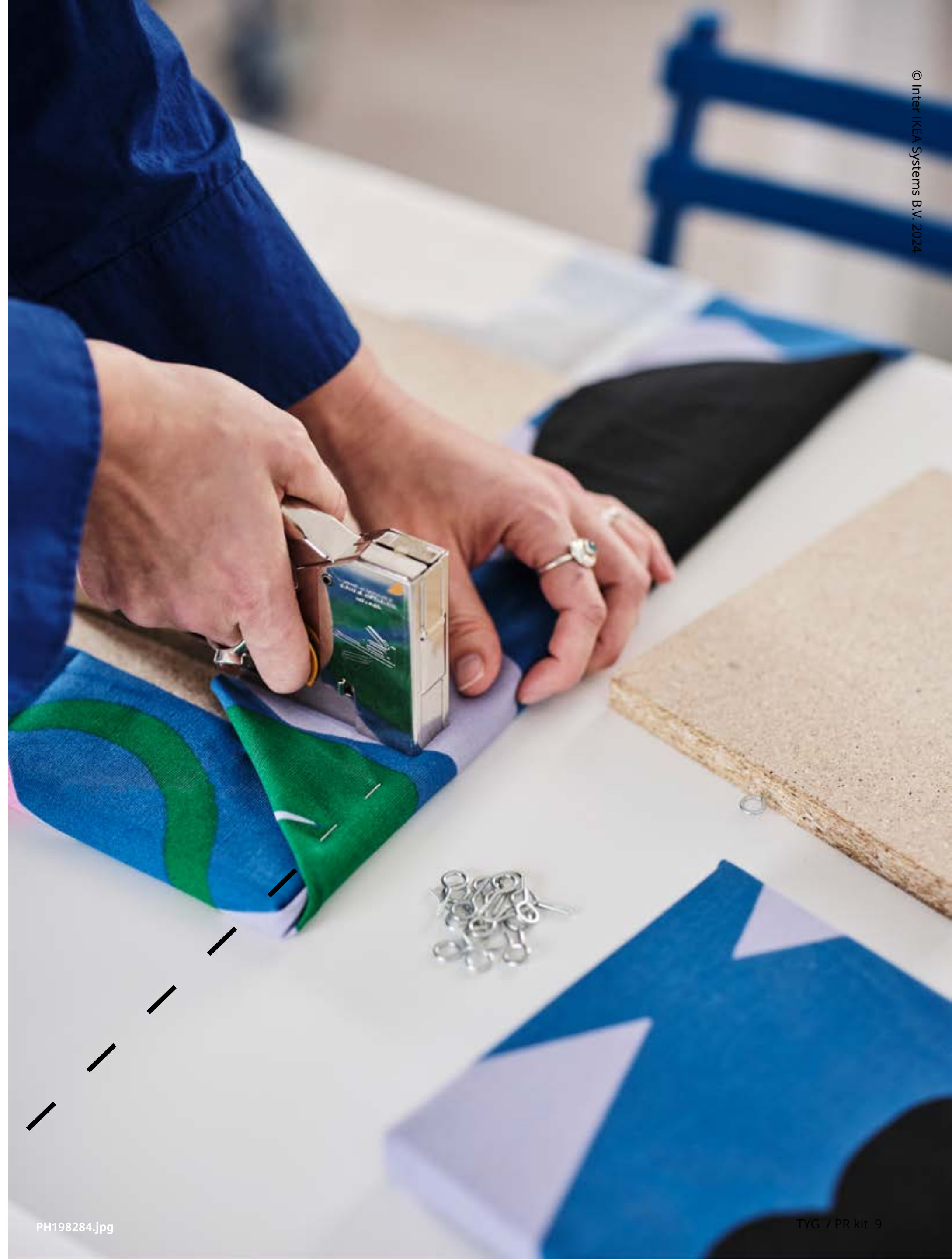
PH198245.jpg

RAKLOSTA

Pre-cut fabric 59×118"

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.



FJÄLLDRABA

Pre-cut fabric 59×118"

Designed by Luna Gil, this lively botanical print is a real eye-catcher. Turn it into a tablecloth, a jumpsuit or a giant stuffed animal. Whatever you make, this fun and colorful pattern will make any creation stand out.

Sew





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

JÄTTEVÄDD Pre-cut fabric 59×118"

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



Stitch



Be playful

Spice up your surroundings with fun patterns. With colorful 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!



PH198243.jpg

SANDLUSERN Pre-cut fabric 59×118"

With large black dabs on a white background, the SANDLUSERN 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

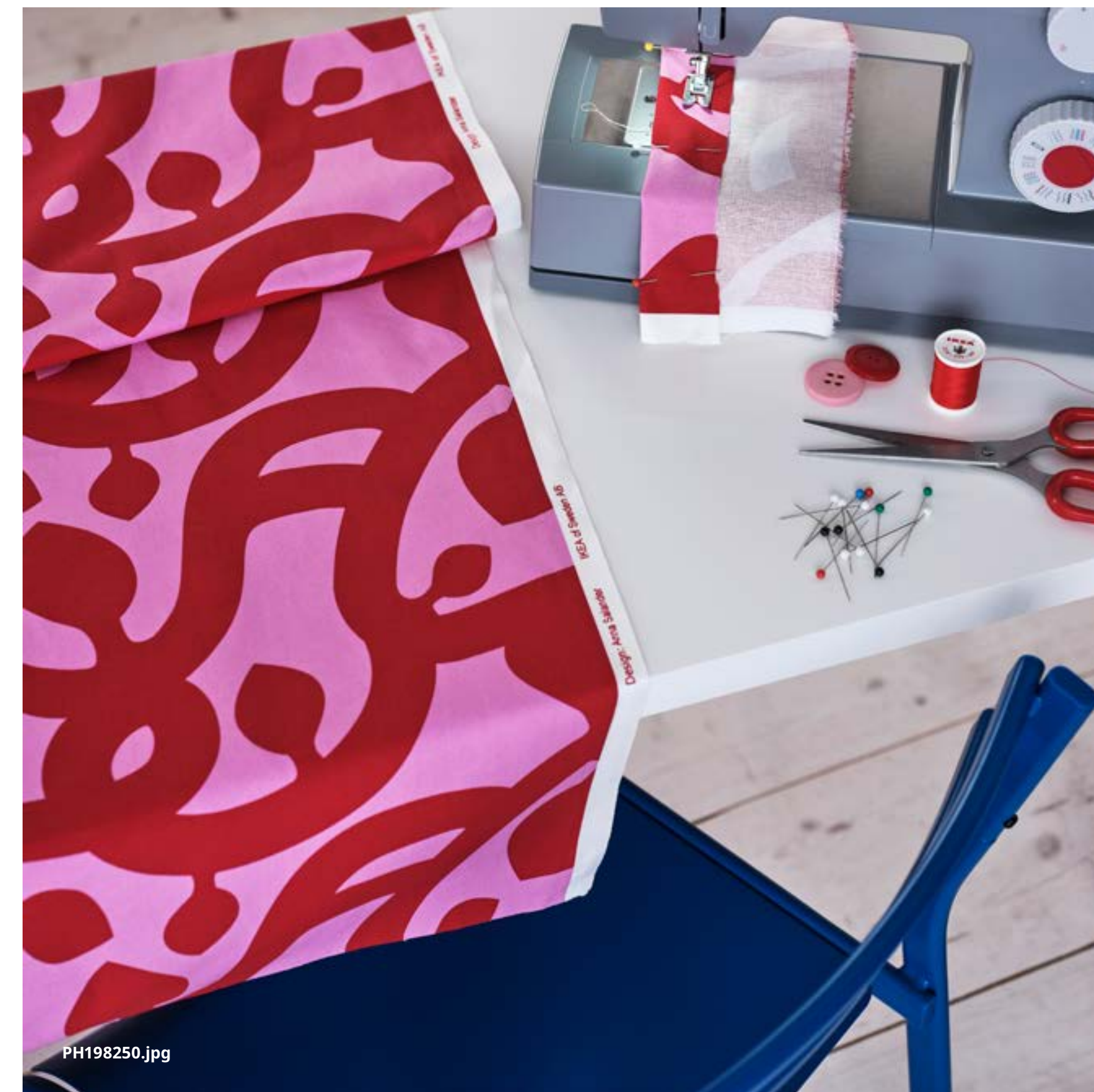
Repair, mend and customize your wardrobe in a way that's totally you. Add pockets to a shirt, make a simple tie or sew a skirt with only two seams and an elastic band. By leaving the edge of the fabric as a natural hem, you can go from fabric to fashion in no time!



FLUGBLOMSTER

Pre-cut fabric 59×118"

With the FLUGBLOMSTER 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!



PH198250.jpg

TAGGLUSERN

Pre-cut fabric 59×118"

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.





BLÅRAPUNKEL

Pre-cut fabric 59×118"

The BLÅRAPUNKEL 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.

SPJUTSPORRE

Pre-cut fabric 59×118"

With slim stripes in earthy tones, this robust yarn-dyed fabric by Synnöve Mork can give your home a warm and traditional touch.

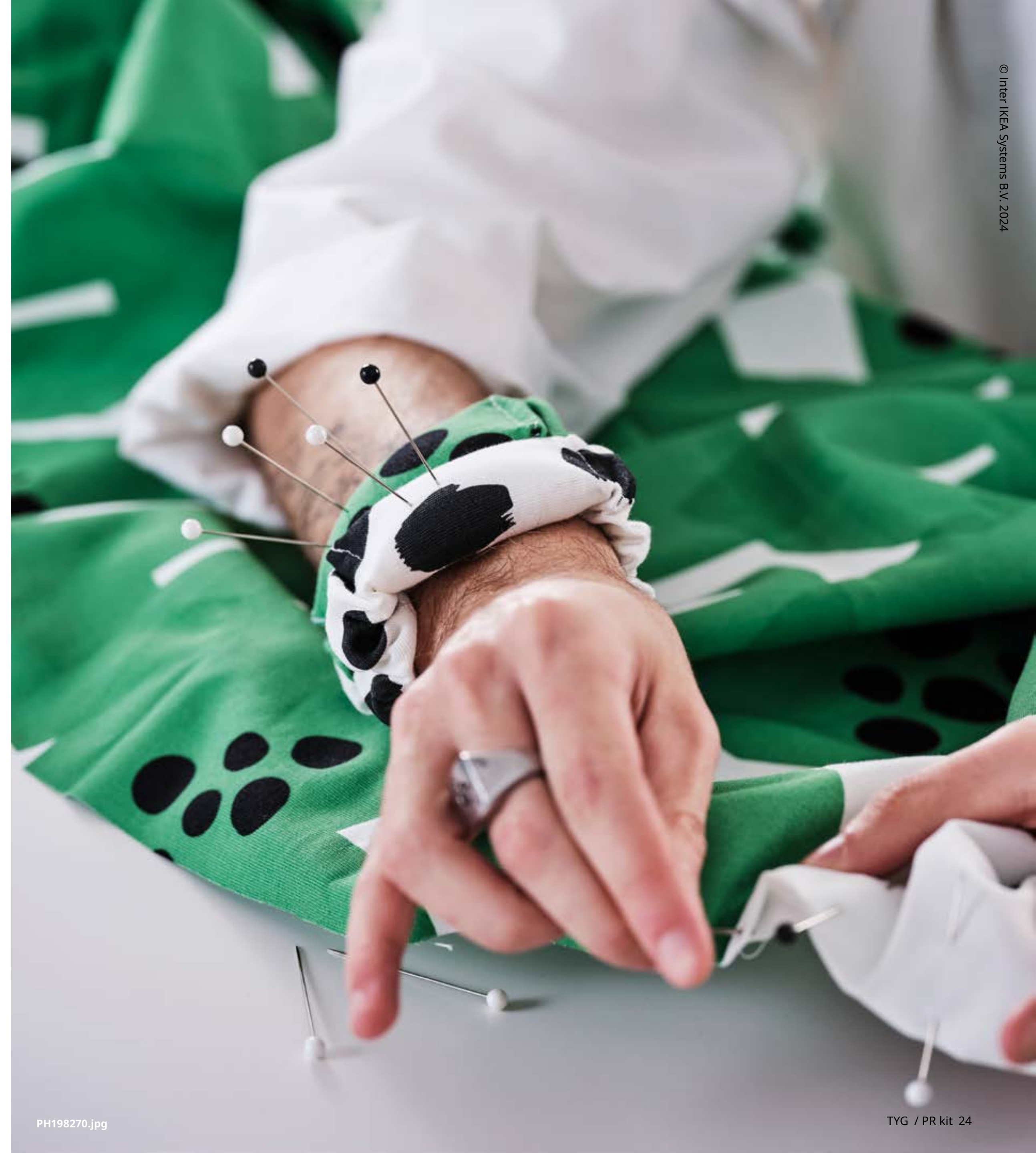




Tear

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.





PH198251.jpg

ULLRANUNKEL

Pre-cut fabric 59×118"

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 colorful 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.



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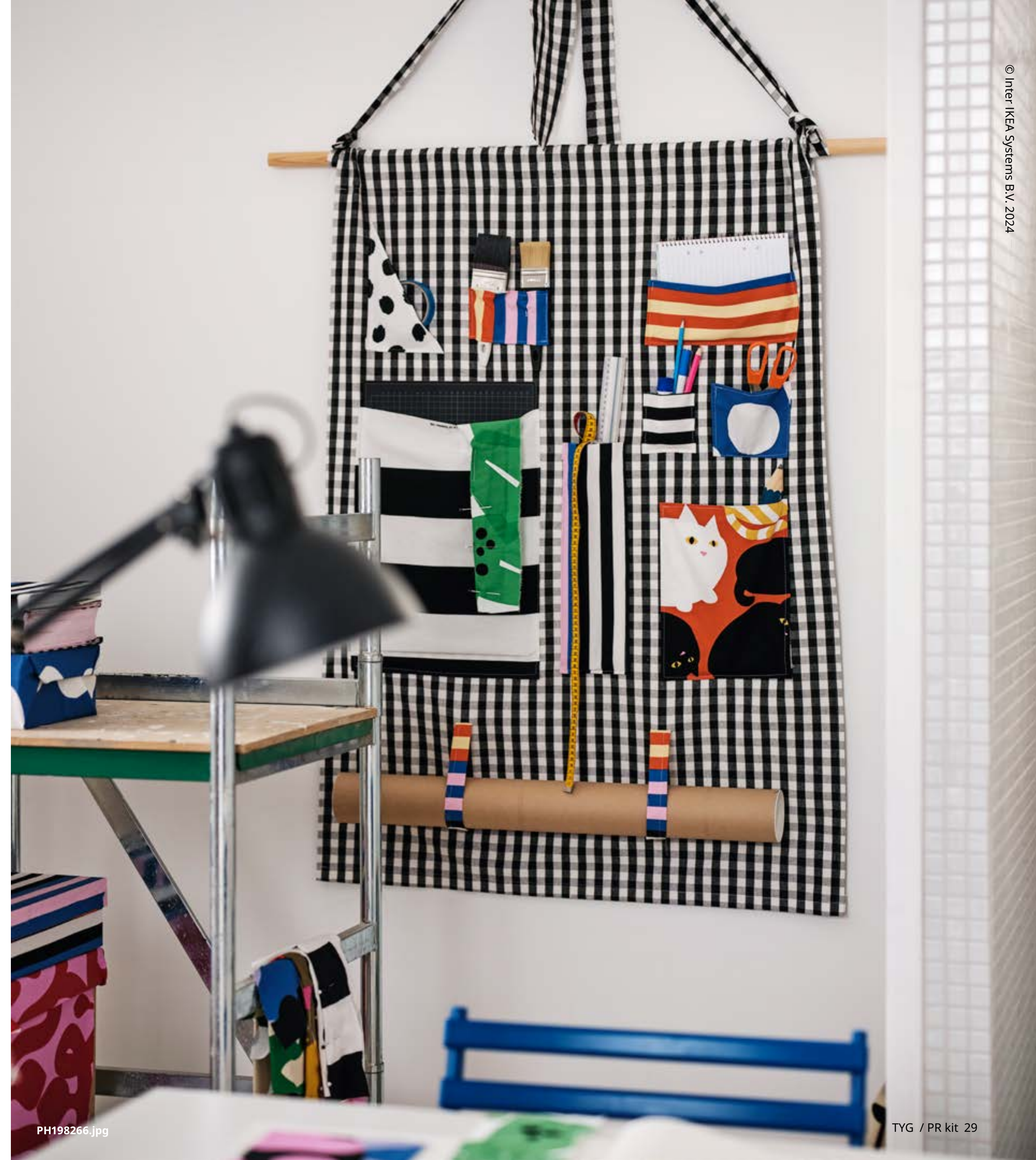
TAGGKÖRVEL

Pre-cut fabric 59×118"

Get lost in this hypnotising tutti-frutti striped yarn-dyed fabric by Darja Nordberg. Perfect for making colorful cushion covers, summery curtains or a fun tablecloth.

Be practical

Mix and match patterns, colors and forms with a customized wall organizer. Hang your favorite fabric over a wooden stick to keep it straight and add personalized pockets in different shapes. This little friend helps keep track of all your favorites and since you make it yourself, you can ensure it fits all your stuff.



VARGTÖREL

Pre-cut fabric 59×118"

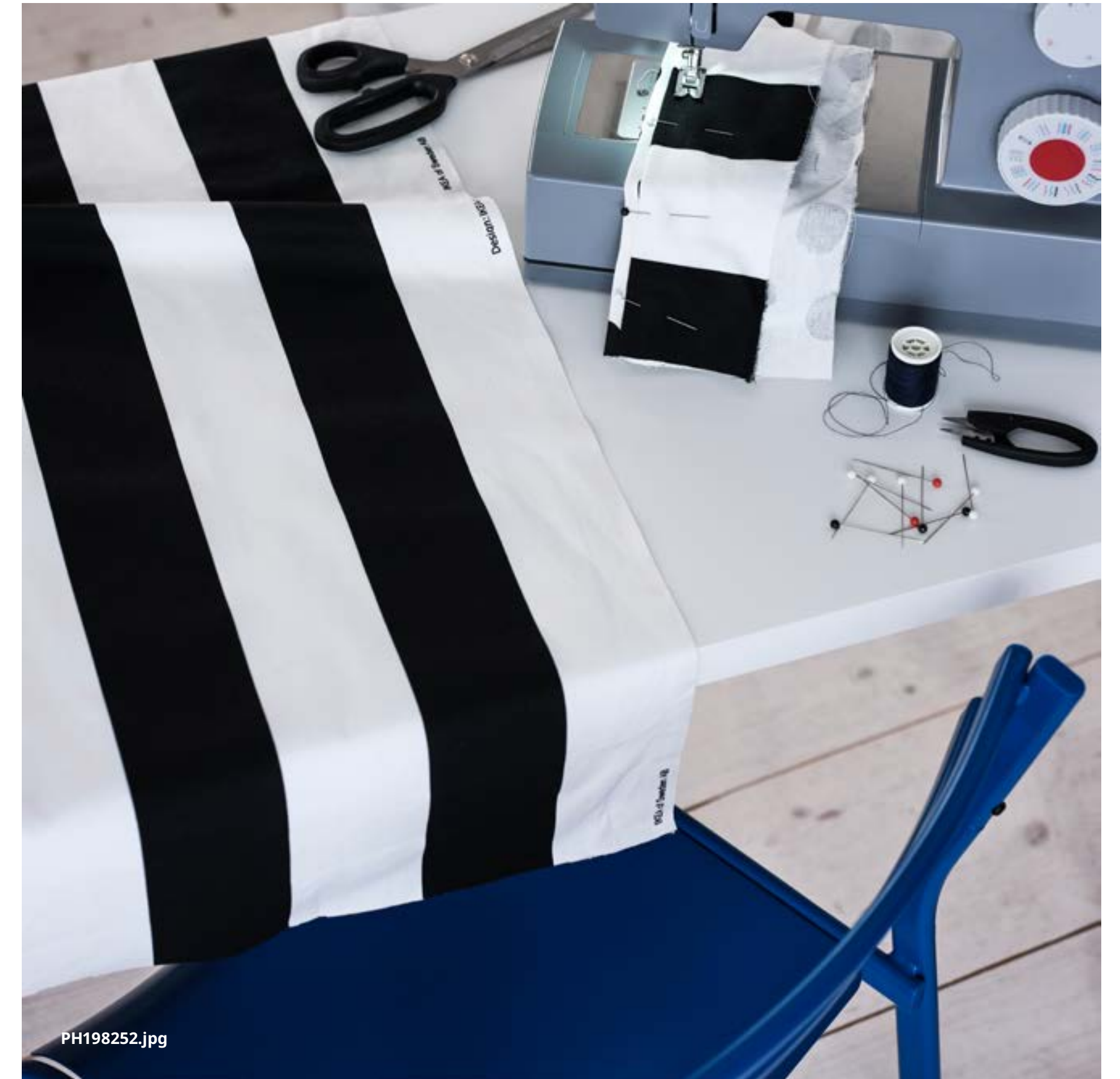
With strong and graphical lines in black and white, VARGTÖREL striped pre-cut fabric can accent your bright ideas. It gives any sewing project a powerful and stylish expression.



LÄKEMALVA

Pre-cut fabric 59×118"

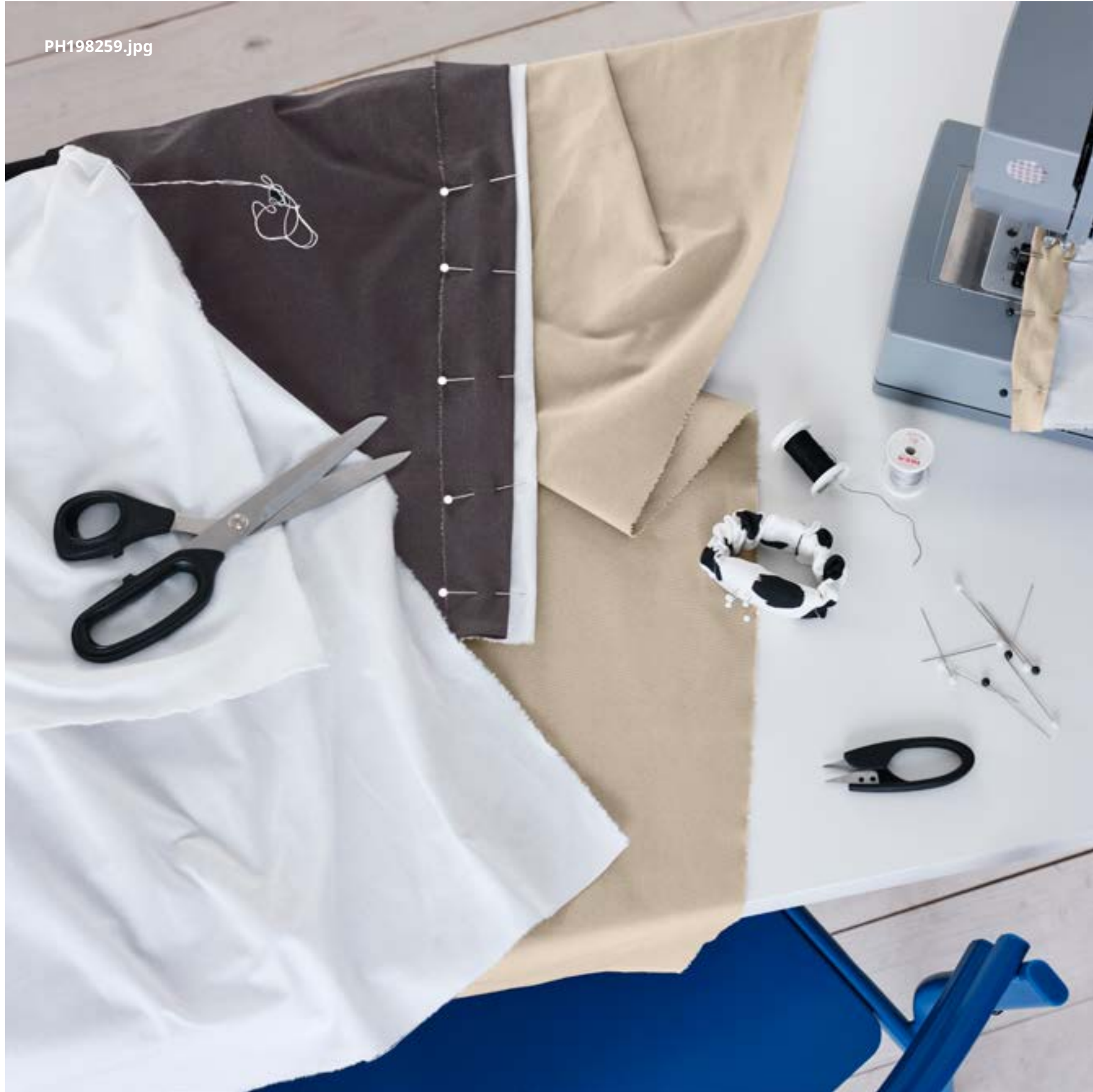
The two cat-loving designers, Paulin Machado and Maria Vinka, have created a pattern that will make you look twice. In bold colors and with a curious motif, LÄKEMALVA can be more than just a curtain or a tablecloth. Why not turn it into a game of counting tails?





Be random

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



DITTE

Pre-cut fabric 59×118"

To complement the expressive and graphical patterns of the collection, we've added three unicolored fabrics. DITTE pre-cut fabrics in gray, natural and white can create a calming, elegant look and easily harmonize with other textiles.

VITFRYLE

Pre-cut fabric 59×118"

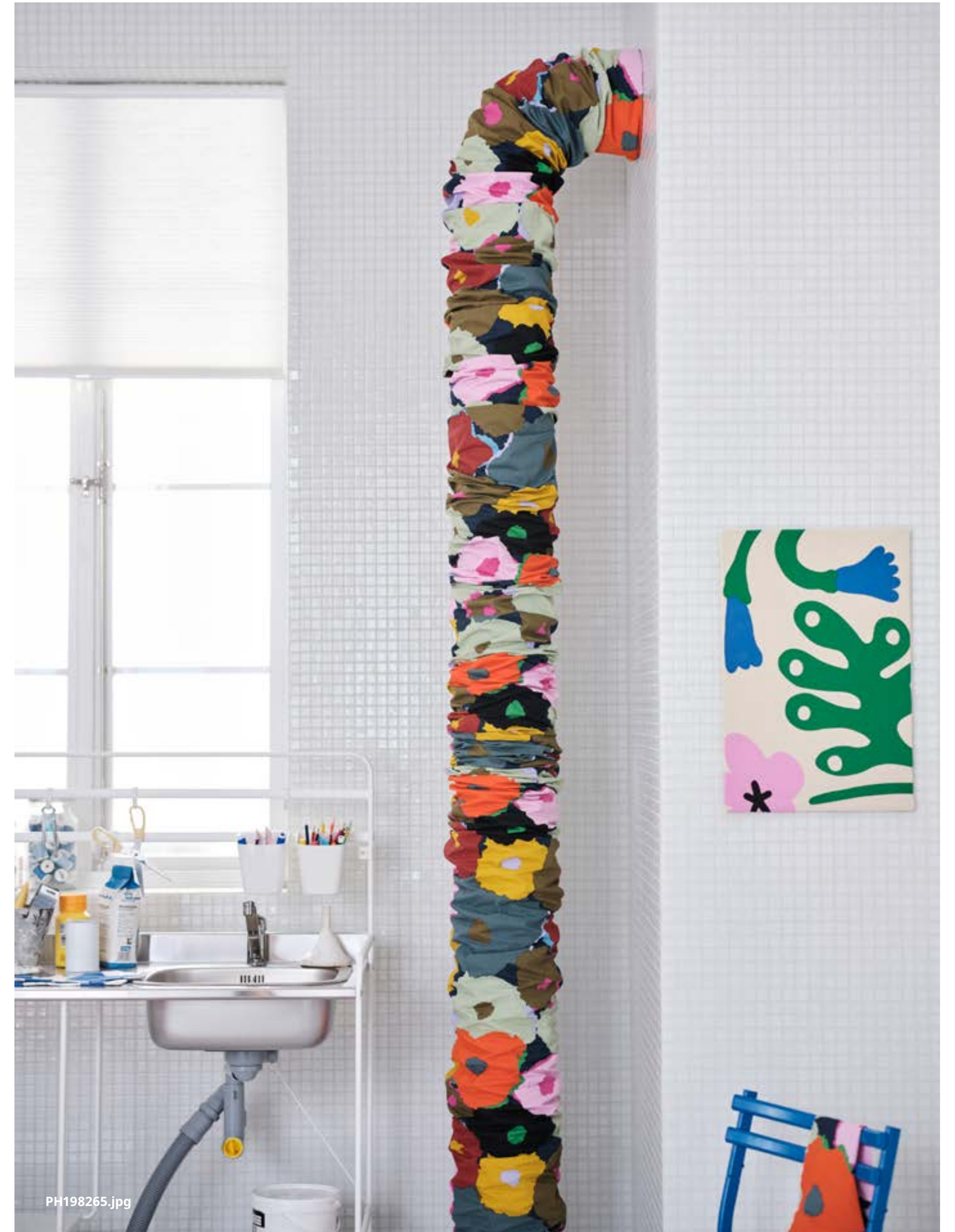
Designer Luna Gil often draws inspiration from the nature around her. Look beyond the simple beige shapes and see small stones on a gravel road – a dynamic pattern in a calm color, fitting for most homes.



Be seasonal

IKEA will release four temporary pre-cut fabrics to the Tyg collection. During summer, keep an eye out for the colorful MURREVA and HÄNGPELARGON, and in winter, the warm and woody FJÄLLTÄTÖRT and SMÅFINGERÖRT.

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.



July – October



HÄNGPELARGON Pre-cut fabric 59×118"

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



MURREVA Pre-cut fabric 59×118"

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

October – January

SMÅFINGERÖRT Pre-cut fabric 59×118"

Meet bears, foxes and squirrels in this enchanted forest by designer Cecilia Pettersson. With SMÅFINGERÖRT, there's always something new to discover.



FJÄLLTÄTÖRT Pre-cut fabric 59×118"

Bring home newly chopped firewood without breaking a sweat. Get inspired by the raw outdoors with this wood log pattern designed by Lotta Feldt.



Products overview



PE930878.jpg

New FJÄLLDRABA Pre-cut fabric **\$14.99** 100% cotton. Designer: Luna Gil. Imported. W59×L118". Multicolor

905.798.26



PE930888.jpg

New SANDLUSERN Pre-cut fabric **\$14.99** 100% cotton. Designer: Hannah Wilcox. Imported. W59×L118". White/black

405.798.24



PE930892.jpg

New JÄTTEVÄDD Pre-cut fabric **\$14.99** 100% cotton. Designer: Darja Nordberg. Imported. W59×L118". Multicolor

605.798.18



PE930876.jpg

New RAKLOSTA Pre-cut fabric **\$14.99** 100% cotton. Designer: Jenny Bergman. Imported. W59×L118". Blue/white

805.798.22



PE930885.jpg

New LÄKEMALVA Pre-cut fabric **\$14.99** 100% cotton. Designer: P Machado/M Vinka. Imported. W59×L118". Orange

305.798.34



PE930881.jpg

New TAGGKÖRVEL Pre-cut fabric **\$14.99** 100% cotton. Designer: Darja Nordberg. Imported. W59×L118". Multicolor

005.798.16



PE930893.jpg

New TAGGLUSERN Pre-cut fabric **\$19.99** 100% cotton. Imported. W59×L118". Black/white

605.798.42



PE930890.jpg

New FLUGBLOMSTER Pre-cut fabric **\$14.99** 100% cotton. Designer: Anna Salander. Imported. W59×L118". Pink

505.798.28



PE944936.jpg

New ULLRANUNKEL Pre-cut fabric **\$14.99** 100% cotton. Designer: Emma Hagman. Imported. W59×L118". Green

605.799.55



PE930883.jpg

New VARGTÖREL Pre-cut fabric **\$14.99** 100% cotton. Imported. W59×L118". Black/white

205.798.20



PE930889.jpg

New BLÄRAPUNKEL Pre-cut fabric **\$14.99** 100% cotton. Designer: Inga Leo. Imported. W59×L118". Multicolor

405.798.38



PE930882.jpg

New SPJUTSPORRE Pre-cut fabric **\$19.99** 100% cotton. Designer: Synnöve Mork. Imported. W59×L118". Multicolor

005.798.40

Products overview



PE930916.jpg

New VITFRYLE Pre-cut fabric \$14.99 100% cotton. Designer: Luna Gil. Imported. W59×L118". Beige
805.798.36



PE930887.jpg

New DITTE Pre-cut fabric \$9.99 100% cotton. Imported. W59×L118". White
305.858.30



PE930880.jpg

New DITTE Pre-cut fabric \$9.99 100% cotton. Imported. W59×L118". Natural
905.858.32



PE930891.jpg

New DITTE Pre-cut fabric \$9.99 100% cotton. Imported. W59×L118". Gray
505.858.34

Limited time pre-cut fabrics

July – October:



PE930896.jpg

New HÄNGPELARGON Pre-cut fabric \$14.99 100% cotton. Imported. W59×L118". White/lilac
705.798.46



PE930884.jpg

New MURREVA Pre-cut fabric \$14.99 100% cotton. Designer: Akanksha Deo. Imported. W59×L118". Multicolor
205.798.44

October – January:



PE930886.jpg

New FJÄLLTÄTÖRT Pre-cut fabric \$TBD 100% cotton. Designer: Lotta Feldt. Imported. W59×L118". Multicolor
305.798.48



PE930879.jpg

New SMÄFINGERÖRT Pre-cut fabric \$TBD 100% cotton. Designer: Cecilia Pettersson. Imported. W59×L118". Multicolor
905.798.50

Contact

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