

Press kit | VINTERFINT/STRÅLA/VINTERSAGA

All set for the holidays

Launching October 2026





Find your holiday happiness

The VINTERFINT, STRÅLA and VINTERSAGA collections are designed to create a festive atmosphere for gathering with family and friends, whatever your style.

This year, we've approached the season with two distinct expressions to help you find your festive theme.

Scandinavian Folklore focuses on more traditional Christmas colors and familiar details inspired by classic Christmas traditions. Happy Carnival offers a more playful alternative, combining unexpected forms and light, bright color palettes.

You can also choose to mix the two styles and create your very own winter wonderland.



Scandinavian folklore

Rooted in tradition and ritual, with a calm mood and familiar details that feel warm and timeless.



Happy carnival

Letting go of rules and turning up the fun, with bright colors and bold shapes for a celebration full of energy.



Festive expression 1

In tune with tradition

Shaped by stories, traditions, and shared rituals, this celebration centers around moments that return year after year. It's about slowing down, gathering, and finding comfort in familiar details – soft lights, natural materials, and decorations with a warm and timeless feel.

New VINTERFINT 2026 Tree ornaments \$16.99/set of 20 506.354.38
New VINTERFINT 2026 Tray \$14.99 406.339.44
New VINTERFINT 2026 Gift wrap rolls \$7.99/3pk 806.360.97
New VINTERFINT 2026 Chandelier for eight candles \$39.99/ea 906.376.33

Festive expression 2

Deck the halls for fun

Feel like letting go of the rules and turning up the merrymaking? This year, you'll find plenty of bright colors, bold shapes, and playful details among the VINTERFINT Christmas decorations. They create a celebration that feels light, lively, and full of energy.

New VINTERFINT 2026 Tree ornaments \$16.99/set of 6 706.403.49
New VINTERFINT 2026 Bowl with lid \$6.99 Bird 706.366.96
New VINTERFINT 2026 Gift wrap rolls \$7.99/3pk 206.361.04
New VINTERFINT 2026 Decoration, sitting Santa Claus \$7.99 306.338.45

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Christmas collectables

Celebrate your inner child this Christmas

With her irresistible, collectable Christmas decorations, designer Marta Krupińska brings child-like joy to the season.

“When designing for the VINTERFINT and STRÅLA collections, I wanted to evoke laughter and make Christmas more relaxed. The shapes are geometric and simple yet playful, with eye-popping colors. I hope they will add joy and a stress-free perspective on Christmas.”

Marta Krupińska, Designer

New VINTERFINT 2026 Decorations \$24.99/set of 2
Includes one of each: Santa and Christmas Elf. 306.353.21
New VINTERFINT 2026 Bowl with lid \$6.99/ea Bird
706.366.96
New VINTERFINT 2026 Candlestick \$5.99/ea Santa boot
006.354.12
New VINTERFINT 2026 Bowl with lid \$12.99/ea Santa
Claus 206.338.36
New VINTERFINT 2026 Scented candle in tin \$19.99/ea
Snowman 906.359.50
New VINTERFINT 2026 Jar with lid \$19.99/ea Santa Claus
906.463.26

“Just like the reindeers help Santa bring presents, this ceramic jar can deliver tiny gifts, treats or secret notes. And there’s no mistaking Rudolf by the color of his nose.”

Marta Krupińska, Designer



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New VINTERFINT 2026 Scented candle in tin \$19.99/ea Snowman 906.359.50
New VINTERFINT 2026 Bowl with lid \$12.99 Santa claus 206.338.36
New VINTERFINT 2026 Bowl with lid \$16.99 Reindeer 706.354.18
New VINTERFINT 2026 Candlestick \$5.99/ea Santa boot 006.354.12



“Some ideas come spontaneously, like the boot-shaped candlestick where the candle becomes the leg. It stands steady even when celebrations are lively. Get a pair for full effect!”

Marta Krupińska, Designer

Christmas trees

Team classic or team playful?

With the IKEA Christmas tree of the year – the VINTERFINT artificial Christmas tree – setting the scene, the question is – which way will you go?

We've embraced two themes that feel most like us – the playful Happy Carnival and the classic Scandinavian Folklore – with tree ornaments that match your style.

Think timeless reds with nostalgic charm, or a bold mix of unexpected festive colors and twists – including a hot dog tree ornament.

New VINTERFINT 2026 Artificial Christmas tree \$169.99 H94½".
606.365.07
New STRÅLA 2026 LED Lighting chain \$39.99 206.352.70
New VINTERFINT 2026 Tree Ornament \$9.99 Ice cream
806.383.55
New VINTERFINT 2026 Tree ornaments \$9.99/set of 6
406.370.94





STRÅLA 2026 LED lighting \$39.99
H59", Outdoor tree 506.352.40
VINTERFINT 2026 Decoration \$9.99
H14 1/4", Christmas tree 206.343.79
VINTERFINT 2026 Artificial potted plant \$12.99
H21 3/4", 006.364.35



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A tree for every space and style

From tall statement-making artificial trees to cute potted plants, we have a wide range of Christmas trees to help you bring the joy of the holidays home.

Make your tree holiday ready with STRÅLA LED lighting chains and VINTERFINT decorations – then bask in the holiday mood.

No tree? No problem.

Not enough floor space for a tree? VINTERFINT wall decoration lets you hang your favorite baubles and lights without having to move furniture around. Or create an advent calendar by hanging small gifts for every day leading up to Christmas.



New VINTERFINT 2026 Wall decoration \$24.99 806.333.86
New VINTERFINT 2026 Gift bag \$9.99 406.319.83
New VINTERFINT 2026 Tree ornament, set of 3 \$19.99
506.403.45
New VINTERFINT 2026 Tree ornament \$9.99 006.373.45



Festive lighting

Ready for your holiday glow up?

Welcome the season's joyful mood with STRÅLA lighting. Start spreading festive happiness throughout your neighborhood with STRÅLA outdoor lighting chains and lamps.

Bring a touch of traditional Scandinavian charm to your windows with STRÅLA star pendant lamps for simple, cozy Christmas magic. Explore a wide range of LED table lamps to fill every room with warmth and light.

New STRÅLA 2026 LED Lighting curtain \$39.99 Star
506.353.44
New STRÅLA 2026 LED Lighting chain \$39.99 206.352.70



Bright ideas and glowing must-haves

This year's STRÅLA collection introduces new and playful lights – like a bendy LED table lamp and a charming paper tree. And of course, you'll find plenty of familiar shapes to set the holiday mood.



New STRÅLA 2026 LED Table decoration \$19.99 806.385.67



New STRÅLA 2026 Lampshade \$7.99/ea
Ø28", White lace pattern 806.398.78
New STRÅLA 2026 Lampshade \$6.99
Ø22", Red 906.398.73



New STRÅLA 2026 Lampshade \$7.99 Ø28", 306.398.85



New STRÅLA 2026 LED Table decoration \$19.99/ea
406.335.62

“Christmas gnomes play an essential role in Nordic celebrations, and I had a lot of fun designing these. Each one has a unique character inspired by fairytale creatures. They still go really well together – both as decorations and as gifts.”

Matilda Lindstam Nilsson, Designer

New VINTERFINT 2026 decoration \$9.99 H16½". Santa Claus sitting/white stripe 006.342.81
New VINTERFINT 2026 decoration \$7.99 H11¾". Santa Claus sitting/red 306.338.45
New VINTERFINT 2026 decoration \$14.99 H29¾". Santa Claus/red 506.333.35
New VINTERFINT 2026 decoration \$12.99 H11¾". Santa Claus/red 806.348.94
New VINTERFINT 2026 decoration \$24.99 H25¾". Santa Claus/brown 806.342.77
New VINTERFINT 2026 decoration \$12.99 H17¾". Santa Claus sitting/green stripe 206.343.17
New VINTERFINT 2026 decoration \$4.99 H5½". Santa Claus/green 606.368.90
New VINTERFINT 2026 decoration \$3.99 H6¼". Santa Claus/red stripe 406.343.16

Table settings

Holiday memories are made here

For us, the heart of Christmas is at the table – where people come together, not just for the food but for the company and conversations.

We believe that gatherings aren't about getting everything just right. It's about creating a space that feels welcoming, flexible and ready for real life – from big festive feasts to just one more gingerbread cookie.

New VINTERFINT 2026 Candlestick \$12.99
306.342.51





New VINTERFINT 2026 Tree ornaments \$9.99/set of 6 406.370.94

“The design process for the VINTERFINT collection was very hands on, allowing ideas to spontaneously arise through experimentation with paper mockups to guide the final forms, sizes and colors. Paper, symmetry and vibrant colors serve as the main elements. The products are just as suitable for Christmastime as for other celebrations and I hope they’re saved, have a long life and are part of many joyful moments.”

Clara von Zweibergk, Designer



New VINTERFINT 2026 Tree ornaments, baubles \$9.99/set of 20 506.333.83
New VINTERFINT 2026 Tablecloth \$17.99 W57xL94", 406.433.30



New VINTERFINT 2026 Paper napkins \$2.49/30pk 606.427.06

The carnival is in town

Make the dining table a hub of celebration. Bold colors, playful shapes and relaxed combinations invite everyone to mix, enjoy and share the fun.

A table set with tradition

Familiar shapes and quiet details that make everyone feel at ease. Calm colors and natural materials keeping the focus on the food, the traditions and the people around the table.



“It was wonderful to unleash the child within me when I created the textile patterns with Christmas trees, Santas and owls. I drew just like when I was little, with the same joy and passion – and every detail reflects my childhood Christmases.”

Monika Forsberg, Designer



To new beginnings!

Wrap up the year with a celebration full of sparkle, glow and just the right amount of twinkle. STRÅLA and VINTERFINT help set the mood all the way.

Holiday baking

Putting the icing on Christmas

Whip up some Christmas cookies with VINTERFINT pastry cutters. Or try a new, festive cupcake recipe and wow your guests by presenting them on a VINTERFINT serving stand.

And the best part? Gathering to taste your creations. A little wonky. A lot delicious.

New VINTERFINT 2026 3-tier serving stand \$14.99 006.426.48
New VINTERFINT 2026 Baking cups \$1.49/65pk 206.337.42
New VINTERFINT 2026 Pastry cutters \$2.49/set of 4 306.337.46
New FISKTÄRNA Oven dish \$8.99 706.319.48



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Meet the real holiday heroes

Satisfy your Christmas cravings. VINTERSAGA has treats for every taste – from gingerbread houses, festive sweets and chocolate snowmen to Swedish holiday drinks. Perfect for gifting and sharing, or for the “just one more bite” moments that come so often this time of year.

New VINTERSAGA Mini gingerbread house \$000 006.459.44
New VINTERSAGA Gingerbread trees \$3.99 006.124.15
New VINTERSAGA Gingerbread elves \$000 606.459.36
New VINTERSAGA Gingerbread house \$4.99 406.124.18
New VINTERFINT 2026 Children's hat \$1.99 406.338.02



Tip!

Short on time? Skewer some VINTERSAGA sweets for instant fun at your holiday fika. Looking for handmade decorations? Use heart-shaped ginger thins to craft your own edible wreath.



New VINTERSAGA Ginger thins \$6.49 206.119.76
New VINTERSAGA Festive drink \$1.50 106.210.56

A sweet sip from Sweden

Inspired by Julmust, Sweden's favorite festive drink, this sparkling blend of malt and hops is sure to be a hit with everyone at your holiday celebrations.



Gift wrapping

Let your gifts steal the spotlight

From double-sided gift-wrapping paper that give you two looks in one to handy three-piece packs made for mixing and matching – we have everything you need to make every gift feel thoughtful.

The VINTERFINT winter blue gift wrap is a larger size, with a playful design that's appealing to kids and ideal for wrapping for bigger toys and puzzles.

Haven't mastered the art of wrapping? VINTERFINT gift bags, boxes and stockings lend a helping hand.

New VINTERFINT 2026 Gift wrap rolls \$7.99/3pk Red/white 206.361.04
New VINTERFINT 2026 Gift wrap roll \$4.99 Double sided, Red/white 806.362.38
New VINTERFINT 2026 Gift wrap rolls/3pk \$7.99 Pink/white 606.361.02
New VINTERFINT 2026 Gift wrap roll \$8.99 Blue 206.360.95
New VINTERFINT 2026 Gift wrap roll \$2.99 Mixed pattern 706.360.93





"I experimented with simple geometric shapes forming interesting patterns for this gift wrap. I get all warm and fuzzy thinking that families will gather to wrap their gifts with it."

Mia Lehtonen Madsen, Designer



Tip!

Adding a Christmas decoration to the wrapping makes each gift even more special – and adds a little bonus gift.

New VINTERFINT 2026 Gift wrap roll \$4.99 Double-sided. Red/white 806.362.38
New VINTERFINT 2026 Gift bags \$9.99/set of 3 Mixed patterns 606.358.57
New VINTERFINT 2026 Gift wrap roll \$5.99/3pk Multi color 606.360.98
New VINTERFINT 2026 Gift wrap roll \$5.99/3pk Brown/white 006.361.00

Look who's back for the season

Last Christmas, the eye-catching STRÅLA LED floor lamp was an instant classic. Another customer favorite was the charismatic VINTERFINT jar with lid. So, we're letting them bring joy to another year of celebrations.



New VINTERFINT 2026 Jar with lid \$19.99 906.463.26



PE1023319.JPG

New STRÅLA 2026 LED floor lamp \$44.99
Matchstick shaped 506.456.11

"Astrid Lindgren's story about Simon Small inspired the STRÅLA floor lamp and its play on proportions. For me, the scent of a lit match always evokes the atmosphere of Christmas, with candle flames flickering in the winter darkness."

Lukas Bazle, Designer

Image overview | VINTERFINT/STRÅLA/VINTERSAGA 2026



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PE1021878.JPG



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PE1021963.JPG



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PE1021948.JPG



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Image overview | VINTERFINT/STRÅLA/VINTERSAGA 2026



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Image overview | VINTERFINT/STRÅLA/VINTERSAGA 2026



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PE1021265.JPG



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Product overview | VINTERFINT/STRÅLA/VINTERSAGA 2026



PE1017358.JPG
New VINTERFINT 2026 Cushion cover \$5.99 806.433.28



PE1010170.JPG
New VINTERFINT 2026 Decorations 19.99/set of 3 806.403.63



PE983529.JPG
New VINTERFINT 2026 Artificial Christmas tree \$29.99 Ø20×H59". 806.363.75



PE1017525.JPG
New VINTERFINT 2026 Gift wrap rolls \$5.99/3pk 606.360.98



New VINTERFINT 2026 Decorations \$24.99/set of 2 306.353.21



PE1017957.JPG
New VINTERFINT 2026 Decoration \$9.99 206.343.79



PE1017675.JPG
New VINTERFINT 2026 Decoration \$7.99 306.338.45



PE1017435.JPG
New VINTERFINT 2026 Bowl with lid \$12.99 206.338.36



PE985237.JPG
New VINTERFINT 2026 Jar with lid \$19.99 906.463.26



PE1017437.JPG
New VINTERFINT 2026 Bowl with lid \$16.99 706.354.18



PE1017354.JPG
New VINTERFINT 2026 Throw \$24.99 906.364.69



PE1017528.JPG
New VINTERFINT 2026 Gift wrap rolls \$7.99/3pk 806.360.97



PE1017429.JPG
New VINTERFINT 2026 Tealight holder/candle holder \$9.99 406.386.06



PE1017414.JPG
New VINTERFINT 2026 8-arm chandelier for candles \$39.99 906.376.33



PE1017412.JPG
New VINTERFINT 2026 Candlestick \$12.99 306.342.51



PE1017999.JPG
New VINTERFINT 2026 Christmas stocking \$9.99 306.368.82



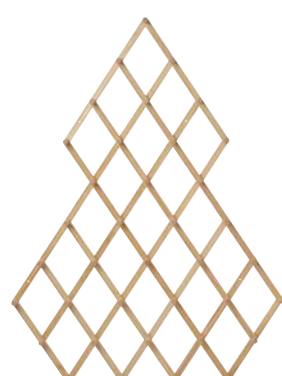
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New VINTERFINT 2026 Candlestick \$5.99 006.354.12



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New VINTERFINT 2026 Tree ornament \$9.99 006.373.45



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New VINTERFINT 2026 Scented candles in tins \$19.99/set of 2 906.359.50



PE944482.JPG
New VINTERFINT 2026 Wall decoration \$24.99 806.333.86



PE1017520.JPG
New VINTERFINT 2026 Gift wrap roll \$7.99/3-pack 206.361.04



PE1017735.JPG
New VINTERFINT 2026 Tree ornaments \$19.99/6pk 806.370.92



PE1017985.JPG
New VINTERFINT 2026 Tree ornaments \$9.99/set of 6 406.370.94



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New VINTERFINT 2026 Gift wrap roll \$4.99 806.362.38

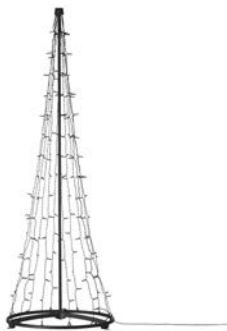


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New VINTERFINT 2026 Tablecloth \$17.99 406.433.30

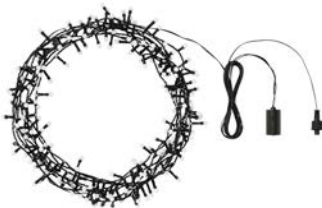


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New VINTERFINT 2026 Paper napkins \$2.49/30pk 606.427.06

Product overview | VINTERFINT/STRÅLA/VINTERSAGA 2026



PE1009527.JPG
New STRÅLA 2026 LED Lighting
\$39.99 506.352.40



PE1009549.JPG
New STRÅLA 2026 LED lighting
chain \$39.99
206.352.70



PE1009545.JPG
New STRÅLA 2026 LED lighting
curtain \$39.99 506.353.44



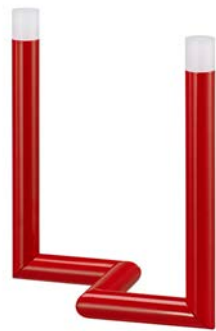
PE1009537.JPG
New STRÅLA 2026 Lampshade
\$8.99 206.398.81



PE1009540.JPG
New STRÅLA 2026 Lampshade
\$6.99 906.398.73



PE1009522.JPG
New STRÅLA 2026 LED Table
decoration \$19.99 406.335.62



PE1009524.JPG
New STRÅLA 2026 LED Table
decoration \$19.99 806.385.67



PE1009531.JPG
New STRÅLA 2026 Lampshade
\$29.99
006.398.77



PE1009518.JPG
New STRÅLA 2026 LED
Candelabra \$44.99
706.352.15



PE1015779.JPG
New VINTERSAGA Bag of milk
chocolate snowmen \$000
806.501.54



PE1015782.JPG
New VINTERSAGA Gift box \$000
106.501.43



PE1019110.JPG
New VINTERSAGA Ginger thins
\$6.49 206.119.76



PE1021269.JPG
New VINTERSAGA Mulled fruit
drink \$5.99 306.210.60



PE1021276.JPG
New VINTERSAGA Festive drink
\$1.50 106.210.56



PE1019112.JPG
New VINTERSAGA Gingerbread
elves \$000 606.459.36



PE989148.JPG
LILLABO Garage with car and
helicopter \$34.99 805.893.50



PE770200.JPG
HEMNES Glass-door cabinet
with three drawers
\$449 504.522.97



PE1006841.JPG
SKOGSTA Dining table \$649.99
704.192.64



PE999975.JPG
RAMSNÅS Chair \$100
506.364.47



PE1018646.JPG
New BRUGDHJAJ Jar with lid
\$19.99 506.385.83



PE1011228.JPG
New FISKTÄRNA Oven dish
\$8.99 706.319.48



PE995063.JPG
New RISATORP Basket \$14.99
106.181.72



PE1010467.JPG
New KÅLKEN Hanging basket
\$12.99 206.240.40

Enjoy!

Contact

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