

# VÅRDANDE collection

August 2022





# Small changes can have big effects



PH184114.JPG

In 2012, IKEA began partnering with social businesses – companies committed to creating jobs and bringing empowerment to people who need it most. The new VÅRDANDE collection takes this initiative global for the first time, in partnership with five suppliers from across Asia. This collection is not only made in Asia – it's inspired by Asian traditions as well. It's made for the daily self-care rituals in your life – for all those seeking mindfulness, meditation or just a moment to pause.



*"It is about creating opportunities for well-being in your own way. In the collaboration with these fantastic artisans, we wanted to create small tactile objects that you can live with for a long time and build your ritual with."*

Sarah Fager

*"The collection celebrates the beauty around the ritual of self-relaxation; appreciating the little pleasures in life and giving them due respect."*

Akanksha Deo

# "We designed it all at home"

The VÅRDANDE collection designers, Akanksha Deo and Sarah Fager, began creating in Spring 2020, only to find that the very process of designing the collection became an act in slowing down. As the world locked down, Akanksha and Sarah found themselves unusually working in their homes, the usual rhythms of daily life put on hold and a new space was formed.

Of course, home was the perfect environment for testing and refining products. They also had to find new digital ways of working with our social business partners, many of whom were also in lockdown, to successfully bring the diverse skills of the artisans to this collection.



# Collaborating to support change across Asia

The new VÅRDANDE collection is created in partnership with five social business partners from India to Vietnam. These partners want to improve livelihoods for people from marginalized groups by providing long-term jobs while working with natural, sustainable materials.

**Find out more about each of our five social business partners from page 32.**





# Slowly open your eyes

Happiness doesn't happen all in one go. It begins in the tiny things, the small changes we hardly notice. Change one thing on your bedroom wall. Alter one routine in your morning. Move one choice from maybe. The movement creates its own momentum.

*"We're always so busy running and achieving one thing after another. This collection is about grounding yourself, muting the noise, building a relationship with yourself and appreciating the simple things in life."*

Akanksha Deo, designer





PH184077.JPG New VÅRDANDE Plant pot \$20 Inside Ø10¼, H9½". 705.207.85

*"It's important that the plant pot looks beautiful even when there's nothing in it, when it's empty. But with a very natural colour and feel, so that it doesn't compete with the plant when it is added."*

Sarah Fager, designer



New VÅRDANDE Plant pot \$7 Inside Ø4¼, H4¼". 105.273.13 PH184104.JPG





PH184075.JPG

***“I saw these bell cup shells while working in southern India with our social business partner, Ramesh Flowers. I asked if they could be made into a wind chime. They bring the sense of sound to this collection.”***

Akanksha Deo, designer



# Create space for yourself

The objects that bring a space meaning can be small, delicate and subtle. It's the personal nature of them that resonates, like the handmade mulberry paper of each unique screenprint poster in this collection.

***"The texture and uneven edges of the handmade mulberry paper invites you to stroke it. Each screenprint is unique. Sometimes, things can be perfect in their imperfections. This poster celebrates that."***

Akanksha Deo, designer



***“The jute basket is perfect for picking up and taking with you around the house when you want to set up a corner for that little self-care ritual.”***

Sarah Fager, designer







*“The collection is about the natural feel of different types of material. The relief detail on the ceramic bowl and vase helps you feel the texture of natural clay. You can use them to display a single flower, a piece of jewellery or even mix your own skincare treatment.”*

Sarah Fager, designer



PH184073.JPG **New VÅRDANDE** Decorative bowl **\$4.99** Ø4, H1". 805.273.62

## The special power of small things

Doi Tung is a social business in northern Thailand, working with artisans to create simple ceramics that provide a vital livelihood. They are also working to support environmental rehabilitation in the region.





PH184574.JPG

Jute is a natural, sustainable and locally sourced material used by our social business partner Classical Handmade Products in Bangladesh, who are committed to creating jobs for women in nearby villages, with childcare provided next to where they work.

Made of 100% natural jute, this basket with handles has two internal dividers that create three separate compartments – ideal for packing the perfect picnic.



**New** VÅRDANDE Basket with handles **\$14.99** W7×L13×H7". 905.290.73 PH184099.JPG



# Caring for more than myself

The 100% cotton canvas bag for this collection, with its smart storage solutions for keys, cards and even a [yoga mat](#), is made by our social business partner Saitex in Vietnam. They actively recruit co-workers with disabilities, providing long-term employment that contributes to increased wellbeing and self-esteem.

***“Doing the right thing – socially and environmentally – not many have been able to articulate that this is actually profitable.”***

Sanjeev Bahl, founder of Saitex





## Clear home, clear mind

Smart storage can still be simple. There are no tricks or gadgets to solutions like a 100% natural cotton wall-hung organiser or a big, sturdy jute basket. They just work. It doesn't need to be more complicated than that.





PH184108.JPG **New VÅRDANDE** Candle holder **\$4.99** Ø2¾, H1¼". 405.273.59 **New VÅRDANDE** Decorative bowl **\$4.99** Ø4, H1". 805.273.62  
Remember! Never leave a burning candle unattended.



PH184120.JPG **New VÅRDANDE** Candle holder **\$4.99** Ø2¾, H1¼". 405.273.59  
Remember! Never leave a burning candle unattended.

# Tune in to yourself

Our sense of smell is both powerful and deeply emotional. The scents of potpourri or candles can transform the atmosphere of your home.



The aromatic dried plant parts used in the potpourri for this collection are an organic waste from farming in India, reused by our social business partner Ramesh Flowers.



PH184590.JPG

Our social business partner, Ramesh Flowers, which employs women from vulnerable communities in nearby villages, has invested in environmental measures such as a rainwater harvesting system with a capacity of 1.2 million litres.



# Now let everything go

Ceremony can change your experience. At the end of a long day, clear away the rubber ducks and the dirty washing. And before you turn on the bath or shower, pause. What else could make this moment more special? This is your time to savour. And you still get a good wash, as well.

***"In this collection, we were conscious of celebrating the beauty around the spa ritual, appreciating the little pleasures in life and giving them due respect."***

Akanksha Deo, designer





A delicate line of hand sewn embroidery along the sides of the bath towel and wash cloth bring a personal touch to these neutral textiles.



PH184101.JPG   **New VÅRDANDE** Washcloth **\$2.49** W12×L12". 705.213.89

## Time for a soak

Bring a calm spa energy to your bathroom with these simple textiles designed with a waffle structure on one side and terry on the other, creating a mix of comfort and texture.

PH184100.JPG   **New VÅRDANDE** Bath towel **\$12.99** W28×L55". 405.032.21





PH184094.JPG **New VÄRDANDE** Kimono **\$24.99** Chest circumference 52".  
Total length 46". 805.205.77

***"The cotton fabric of the kimono should feel like a second skin, a soft, crumpled texture that calms you after your bath – with delicate red threads around the sleeves and the pockets."***

Akanksha Deo, designer

A kimono brings an extra layer of ritual to your bathtime. This light, airy 100% cotton design is made by our social business partner Saitex in Vietnam.



PH184097.JPG





The red threads on the washcloth and throw are hand embroidered by artisans at our social business partner.

## A better everyday

The 100% cotton throw and wash cloth for this collection are made by our social business partner Spun, who create jobs for women in rural communities in India, while working with sustainable materials.



## It's time to slow down

*"This collection is about making new routines for yourself. It's about me-time, so it's very personal. It's a slower way of living, especially for that moment that you take for yourself. The items in this collection could actually help you to get better routines in your life."*

Sarah Fager, designer
















**New** VÅRDANDE Hanging organizer for accessories \$17.99 405.207.77  
**New** VÅRDANDE Bag \$19.99 905.207.94  
**New** VÅRDANDE Basket with pot-pourri \$4.99 105.288.31  
**New** VÅRDANDE Basket with handle \$14.99 W7×L13×H7". 905.290.73  
**New** VÅRDANDE Plant pot \$7 Inside Ø4¾, H4¾". 105.273.13  
**New** VÅRDANDE Poster \$7 105.273.65  
**New** VÅRDANDE Kimono \$24.99 805.205.77  
**New** VÅRDANDE Hanging decoration \$9.99 505.290.70  
**New** VÅRDANDE Basket with handle \$11.99 Ø7¾, H4¾". 505.207.91

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Product overview

					
PE850128.JPG <b>New VÄRDANDE Decorations \$11.99/set of 2</b> Includes one of each vase: 2×3⅞" and 2×2⅜". Color-glazed stoneware. Designer: A Deo/S Fager. 005.273.42	PE850126.JPG <b>New VÄRDANDE Decorative bowl \$4.99</b> Color-glazed stoneware. Designer: A Deo/S Fager. Ø4, H1". 805.273.62	PE850118.JPG <b>New VÄRDANDE Candle holder \$4.99</b> Color-glazed stoneware. Designer: A Deo/S Fager. Ø2⅜, H1¼". 405.273.59	PE850104.JPG <b>New VÄRDANDE Basket with potpourri \$4.99</b> Banana fibers and dried aromatic plant parts. Designer: A Deo/S Fager. Ø5½, H2⅜". 105.288.31	PE850497.JPG <b>New VÄRDANDE Hanging decoration \$9.99</b> Dried plant parts. Designer: A Deo/S Fager. Ø4⅜, H14¼". 505.290.70	PE850137.JPG <b>New VÄRDANDE Poster \$7</b> Handmade paper. W15¾×H21¾". 105.273.65
					
PE850132.JPG <b>New VÄRDANDE Plant pot \$7</b> 100% jute. Imported. Designer: A Deo/S Fager. Inside Ø4¾, H4¾". 105.273.13	PE850135.JPG <b>New VÄRDANDE Plant pot \$20</b> 100% jute. Imported. Designer: A Deo/S Fager. Inside Ø10¼, H9½". 705.207.85	PE850187.JPG <b>New VÄRDANDE Kimono \$24.99</b> 100% cotton. Imported. Designer: A Deo/S Fager. Chest circumference 52". Total length 46". 805.205.77	PE850074.JPG <b>New VÄRDANDE Basket with handle \$11.99</b> 100% jute. Imported. Designer: A Deo/S Fager. Ø7¾, H4¾". 505.207.91	PE850099.JPG <b>New VÄRDANDE Basket with handles \$14.99</b> Basket has three compartments. 100% jute. Imported. Designer: A Deo/S Fager. W7×L13×H7". 905.290.73	PE850064.JPG <b>New VÄRDANDE Bag \$19.99</b> 100% cotton. Imported. Designer: A Deo/S Fager. W15¾×D4¾×H15¾". 905.207.94
					
PE850130.JPG <b>New VÄRDANDE Hanging organizer for accessories \$17.99</b> 100% cotton. Imported. Designer: A Deo/S Fager. W19¼×L30". 405.207.77	PE850113.JPG <b>New VÄRDANDE Bath towel \$12.99</b> 100% cotton. Imported. Designer: A Deo/S Fager. W28×L55". 405.032.21	PE850143.JPG <b>New VÄRDANDE Washcloth \$2.49</b> 100% cotton. Imported. Designer: A Deo/S Fager. W12×L12". 705.213.89			



# CLASSICAL HANDMADE PRODUCTS



Working in a rural area of Bangladesh, Classical Handmade Products employs 860 people, 87% of whom are women, within walking or cycling distance of their village homes. This brings stable earnings and an improved quality of life, while making products using natural fibers like jute and offcuts from the garment industry in a mix of handmade and automated processes.



***"My long-term goal is to create work for 10,000 people, knowing that this will impact far more people in a positive way."***

Md. Tauhid Bin Abdus Salam, founder



# SAITEX



**20% employees with different abilities and youth from disadvantaged backgrounds by 2025**



With a specific focus on employing persons with disabilities and youth from disadvantaged backgrounds, Saitex has a goal of them forming 20% of their workforce by 2025. They are a responsible denim garment manufacturer in Vietnam, with a 58% female workforce and a commitment to showing how high-tech and industrialized business can also be social business.



***"A small enterprise cannot change the world, but you can put your drop into the ocean. And every drop counts."***

Sanjeev Bahl, founder



# DOI TUNG



This development project in 29 villages in northern Thailand has helped a community of thousands of rural artisans to build livelihoods, at the same time reversing years of deforestation and supporting environmental rehabilitation, through a focus on traditional handicraft techniques such as hand-formed and finished ceramic products.

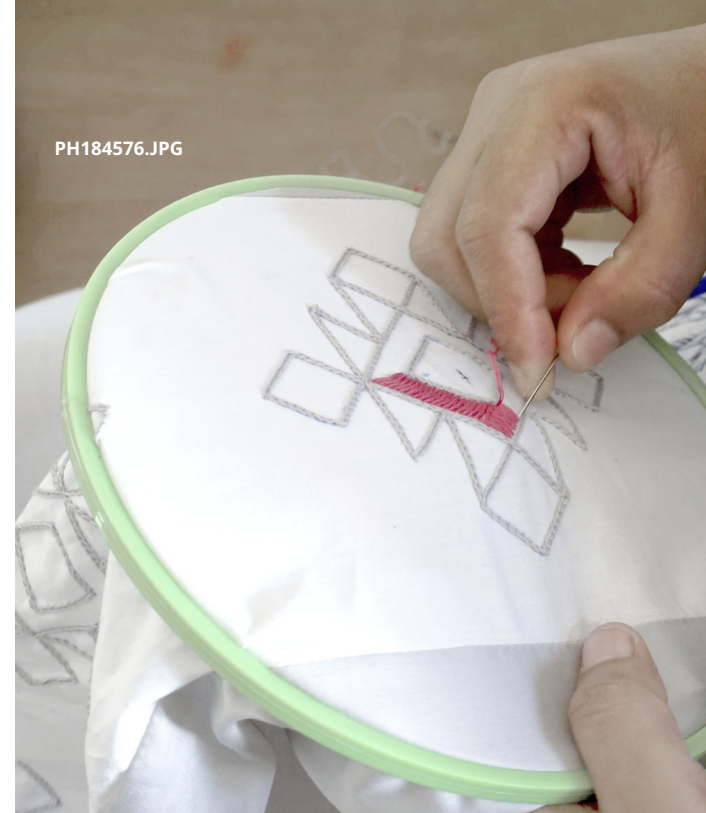


***“Doi Tung Development Project is helping local people to get jobs and they don’t have to leave their village to work in a big city.”***

Watcharee Eyetao ‘Giang’, artisan

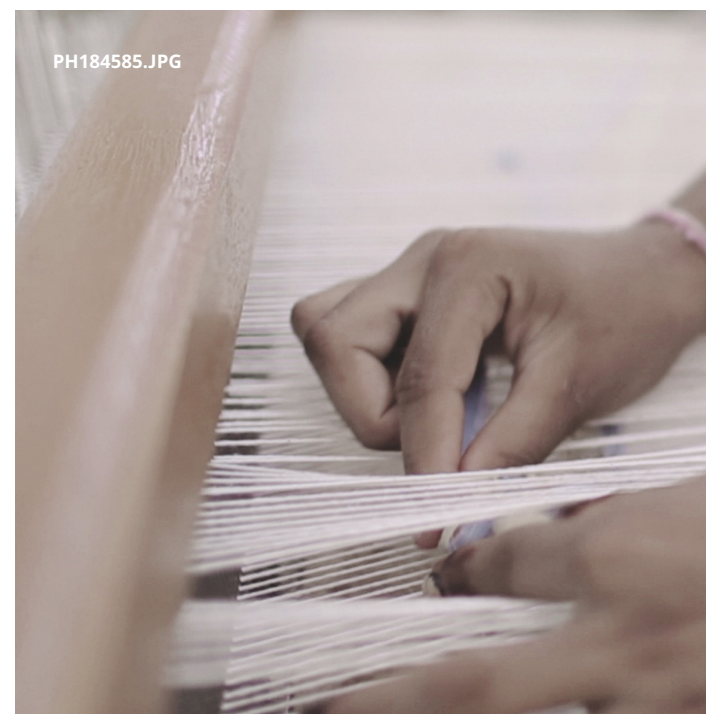


# SPUN



***"What drives me is the ability to create a positive difference and empower women."***

Dipali Goenka, CEO



Spun aims to bring self-sufficiency and independence to women far from the labour market. They employ 200 women in eight centres in rural India, providing secure jobs and healthcare and educational support while working with natural, sustainable materials to create a truly circular business.



**200 women employed  
1,000 lives positively  
impacted**



# RAMESH FLOWERS



**Our social entrepreneur partner, Ramesh Flowers, uses organic waste from farming in to create its products, while investing in rainwater harvesting, solar energy and reusing water.**



With a workforce of over 700, 82% of whom are women, Ramesh Flowers empowers and educates rural communities in India through training in areas such as literacy, banking services and self defence, while utilizing their artisanal skills in the production of handmade botanical products.





## Contact

IKEA US Press Office

Email [press.us@IKEA.com](mailto:press.us@IKEA.com)

Phone 1-866-329-4532

