

News from IKEA

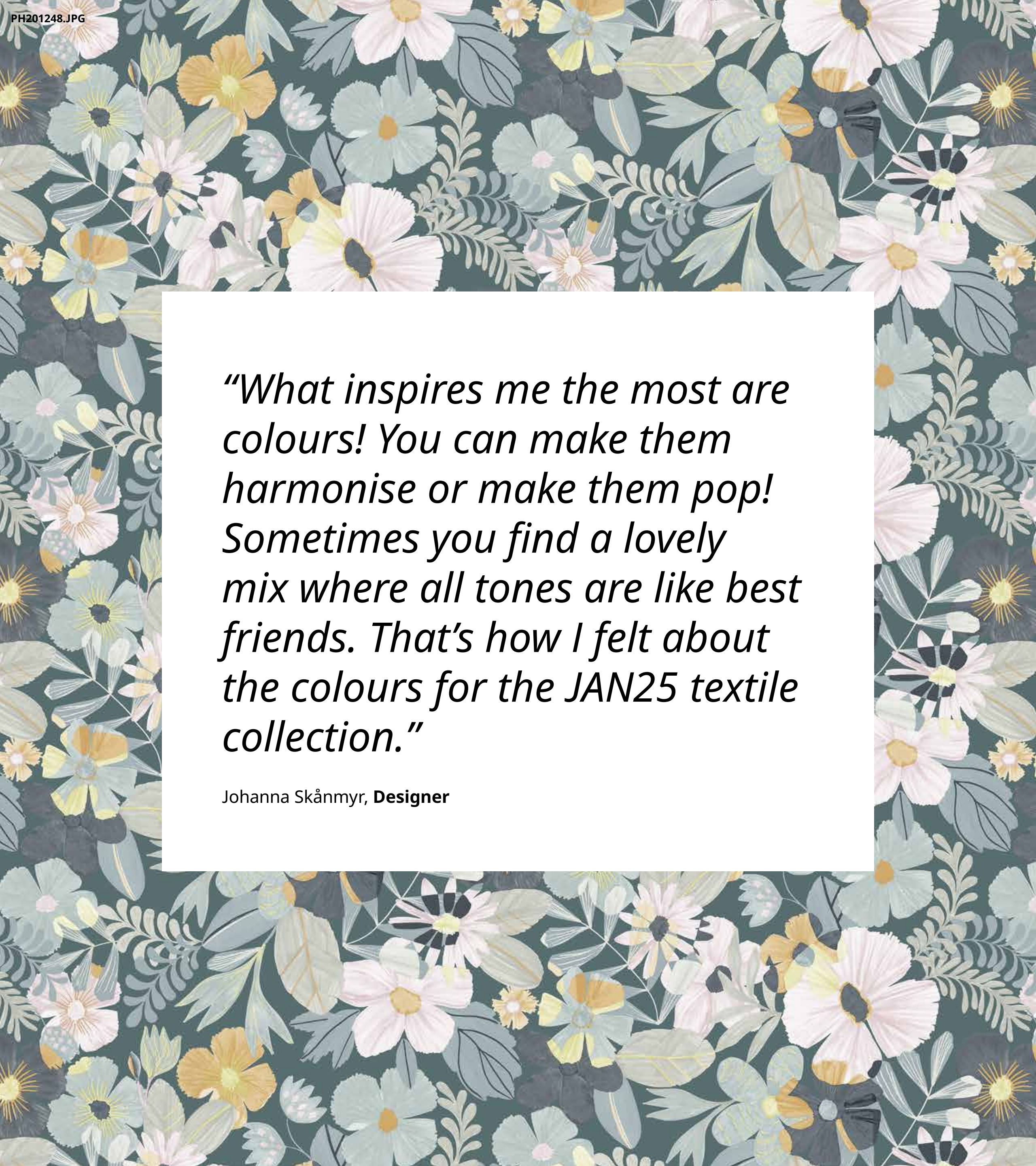
Press kit | Launching January 2025



**New products.
New ways to refresh at home.
Ways to make old furniture feel new.
Even new food to put on your plate.**

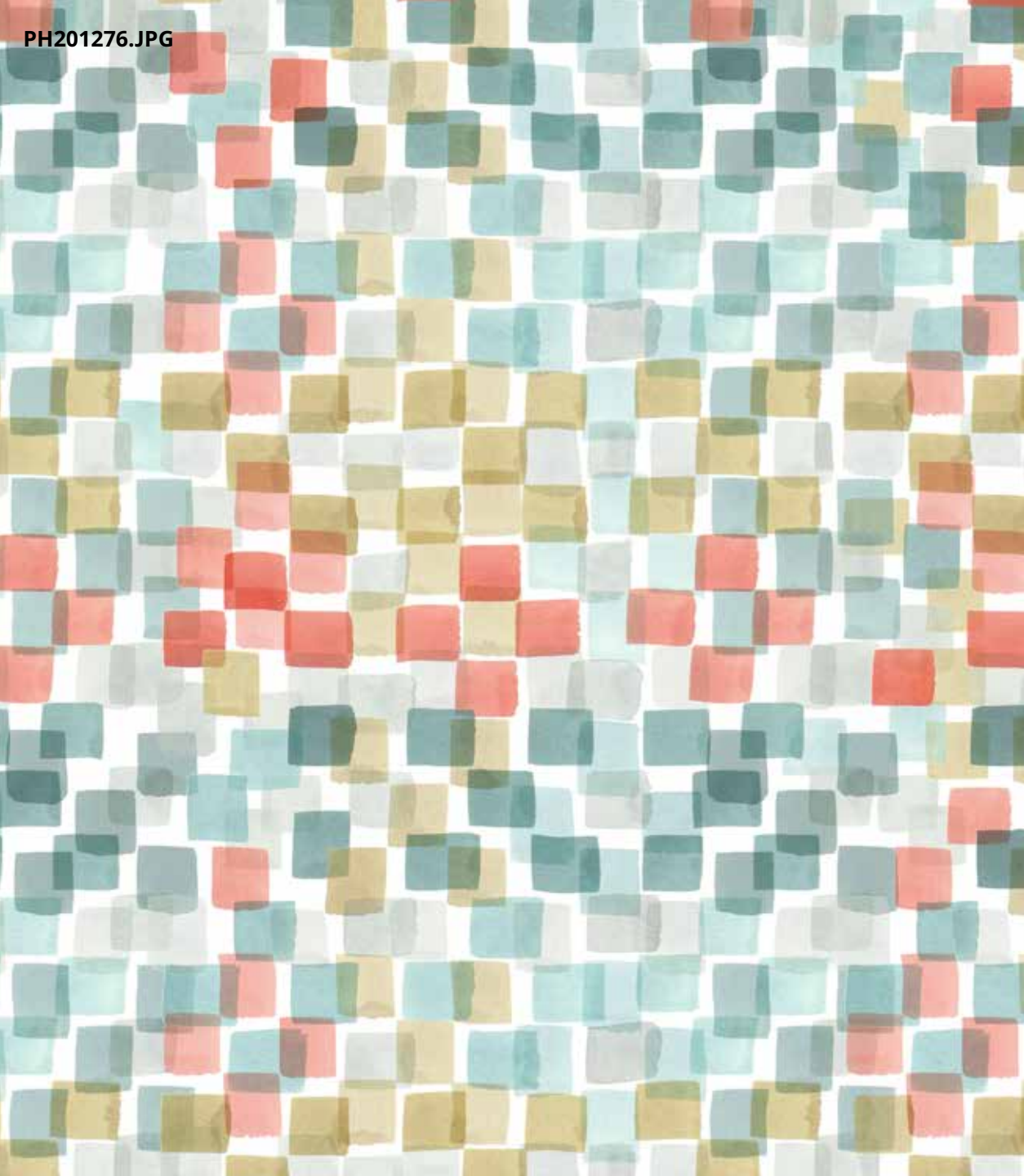
What's new is up to you!

Hej! It's good to see you again. As you might have guessed, this PR package is an introduction to all the new things that come to IKEA in January 2025. But it's not just a big bowl of new products. It's also new ideas on how to refresh your home on a tight budget. And ways to care and repair your furniture. There's even a pinch of food products that offer new perspectives on what we put on our plates. That depth and width is the reason for our mantra right now. What's new is up to you. Enjoy.



“What inspires me the most are colours! You can make them harmonise or make them pop! Sometimes you find a lovely mix where all tones are like best friends. That’s how I felt about the colours for the JAN25 textile collection.”

Johanna Skånmyr, **Designer**



Designed to kickstart spring



Harmony in a flat pack

Without going into details, the bedroom has many jobs to fulfill. But most people would probably agree that the big one is to create comfort and calm and to help you recharge. Right now, spring is just around the corner. We celebrate that by launching a wide range of colorful, playful and beautiful new bedroom products.

New FÄLTGRÄSMOTT Twin dduvet cover set \$19.99/2pcs Multicolor/flower pattern 705.873.56 **New PURRPINGLA** Hanging storage with four compartments \$12.99 Beige 105.919.93 **New KUGGIS** Box \$2.99/ea Lids sold separately. W7×D10×H3¼". Dark gray-beige 405.862.35 **New DVÄRGSYREN** Mirror \$24.99 W11×D3¼×H14½". Oak veneer 205.915.96 **New DVÄRGSYREN** Mirror \$34.99 W15¾×D3¼×H19¾". Oak veneer 905.915.93 **New BÄCKNATE** Table lamp \$24.99 White 605.835.04



An organized bedroom shouldn't just be a dream



Product overview | News from IKEA January 2025



PE942742.JPG

TÄRNKULLEN Queen upholstered bed frame \$379
Fiberboard and solid wood. 100% polyester. Imported. Designer: Wiebke Braasch/IKEA of Sweden. Requires assembly. Vissle beige/Luröy 595.643.75 Other sizes and color available, prices vary.



PE955131.JPG

New FÄLTGRÄSMOTT Duvet cover set
Cotton and viscose/rayon. Imported. Designer: Johanna Skånmyr. Multicolor/flower pattern **Twin \$19.99/2pcs** Includes twin duvet cover and pillowcase. 705.873.56 **Full/queen \$24.99/2pcs** Includes full/queen duvet cover and two queen pillowcases. 205.873.54 **King \$34.99/2pcs** Includes king duvet cover and two king pillowcases 905.873.55 Available until April 2025 or while supplies last.



PE933062.JPG

SANELA Cushion cover \$5.99 100% cotton. Imported. L20×W20". Blue 405.909.30



PE872820.JPG

SVARTPOPPEL Cushion cover \$4.99 100% polyester. Imported. Designer: P Machado/L Gil. L20×W20". Yellow 305.430.10



PE872990.JPG

SVARTPOPPEL Cushion cover \$4.99 100% polyester. Imported. Designer: P Machado/L Gil. L20×W20". Off-white 605.430.04



PE933121.JPG

KLIPPOXEL Throw \$24.99 100% polyester. Imported. W51×L67". Off-white 705.846.21



PE938163.JPG

New STENFRÖ Pair of sheer curtains \$19.99 100% polyester. Imported. L98×W57 each panel. Pink 605.948.90



PE950928.JPG

New BÄCKNATE Table lamp \$24.99 Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. 100% polyethylene. Designer: Raffaella Mangiarotti. Requires assembly. Base Ø4". Shade W13". H20". White 605.835.04



PE950924.JPG

New BÄCKNATE pendant lampshade \$39.99 Cord set and light bulb sold separately. 100% polyethylene. Designer: Raffaella Mangiarotti. Requires assembly. Ø20, H14". White 605.787.91



PE960223.JPG

EKET Cabinet with two drawers \$90 Must be completed with EKET suspension rail if you choose to mount the frame on the wall. This frame requires one suspension rail, 27½" long, sold separately. Add feet or legs if you choose to place the cabinet on the floor, sold separately. Foil finish. Designer: Jon Karlsson. Requires assembly. W27½×D13¾×H13¾". Brown/walnut effect 805.745.94



PE953599.JPG

New DVÄRGSYREN Mirror \$24.99 Can be hung horizontally or vertically. Tested and approved for bathroom use. Tinted clear lacquered wood veneer, oak veneer and glass. Requires assembly. W11×D3¼×H14½". Oak veneer 205.915.96 Also available Walnut veneer 605.915.99



PE953599.JPG

New DVÄRGSYREN Mirror \$34.99 Can be hung horizontally or vertically. Tested and approved for bathroom use. Tinted clear lacquered wood veneer, oak veneer and glass. Requires assembly. W15¾×D3¼×H19¾". Oak veneer 905.915.93 Also available Walnut veneer 805.916.02



PE911825.JPG

New PURPINGLA Hanging storage with four compartments \$12.99 100% polyester. Imported. W14¼×D17¾×H36¼". Beige 105.919.93



PE727742.JPG

RIGGA Clothes rack \$19.99 Powder-coated steel and plastic. Requires assembly. W43¾×D20½×H49%-68%. White 502.316.30



PE945394.JPG

New KUGGIS Box \$2.99 PET plastic. W7×D10×H3¼". Dark gray-beige 405.862.35



PE936093.JPG

New KUGGIS Lid \$2 PET plastic. W10¼×D7". Dark gray-beige 805.862.38



PE923088.JPG

KUGGIS Lid \$4 Tinted clear lacquered bamboo. W10¼×D7". Bamboo 505.686.17



PE933879.JPG

KUGGIS Lid \$2 PET plastic. W7×D10¼". Black 605.685.51

More love for the US market

This fresh, new style is also made in a US exchange special with comforters instead of traditional bedding. Sweet dreams over there!



PH201244.JPG



PH201223.JPG



PH201225.JPG



PE940032.JPG

SANELA Full/queen comforter set \$89.99/3pcs Includes full/queen comforter with two queen pillowshams. 100% cotton. 100% polyester filling. Imported. Dark gray-turquoise 105.921.05 Other sizes and color available, prices vary.



PE931458.JPG

DVALA Queen sheet set \$24.99 Includes queen flat sheet, fitted sheet and two pillowcases. Fits up to mattress H10". 100% cotton. Imported. White 705.775.31 Other sizes and colors available, prices vary.



PE926824.JPG

VILDPERSILJA Cushion cover \$9.99 Cotton and linen. Imported. Designer: Emma Prowse. L20xW20". White multicolor/floral pattern 705.823.30

The color of a good morning





PH201257.JPG



PH201254.JPG



PH201264.JPG



PH201263.JPG



PH201271.JPG

So fresh it's almost a shame to go to sleep

Textiles with super powers

What's the simplest, quickest and most affordable way to refresh a bedroom? Our answer would be - textiles. Colorful, creative, comfy textiles. Cushion covers, throws, bed linen and pillowcases. If you still have money left, why not add some smart storage and maybe a few stylish chairs.

New SVALSTJÄRTAR Twin duvet cover set \$19.99/2pcs Multicolor 705.872.57 **New GÄVLE Easy chair \$39.99** Diseröd gray 405.888.47 **New GÄVLE Easy chair \$39.99** Diseröd red 305.888.43 **New GAFFELFIBBLA Cushion cover \$5.99** White/dark blue 305.951.41 **New GAFFELBRÄKEN Cushion cover \$6.99** White/dark gray-turquoise 405.951.45 **New OLIVSPINNMAL Throw \$9.99** Off-white/multicolor 905.926.39 **VIHALS Nightstand \$39.99** White 804.887.37 **New DRÖNA Box \$4.99** Beige/patterned turquoise 305.889.61

Product overview | News from IKEA January 2025



PE889528.JPG

BRIMNES Twin daybed frame with two drawers \$249
Foil finish. Designer: K Hagberg/M Hagberg. Requires assembly. White 402.287.08



PE955145.JPG

New SVALSTJÄRTAR Twin duvet cover set \$19.99/2pcs Includes twin duvet cover and pillowcase. Cotton and viscose/rayon. Imported. Designer: Johanna Skånmyr. Multicolor 705.872.57
Other sizes available, prices vary. Available until April 2025 or while supplies last.



PE942328.JPG

New GAFFELFIBBLA Cushion cover \$5.99 100% cotton. Imported. Designer: Johanna Skånmyr. L20xW20". White/dark blue 305.951.41



PE942324.JPG

New GAFFELBRÄKEN Cushion cover \$6.99 100% cotton. Imported. Designer: Johanna Skånmyr. L26xW26". White/dark gray-turquoise 405.951.45



PE837428.JPG

DYTÅG Cushion cover \$14.99 100% linen. Imported. L20xW20". Red-brown 105.176.82



PE933058.JPG

New SANELA Cushion cover \$5.99 100% cotton. Imported. L20xW20". Beige-yellow 405.909.11



PE941422.JPG

New OLIVSPINNMAL Throw \$9.99 100% polyester. Imported. Designer: Johanna Skånmyr. W47xL63". Off-white/multicolor 905.926.39



PE691789.JPG

STOENSE Rug, low pile \$79.99 100% polypropylene pile. EVA plastic backing. Imported. Designer: Maja Ganszyniec. L6'5"xW4'4". Medium gray 404.270.05



PE839899.JPG

VIHALS Nightstand \$39.99 Acrylic painted finish. Designer: Ola Wihlborg. Requires assembly. L14xW14xH22 7/8". White 804.887.37



PE952128.JPG

New DRÖNA Box \$4.99 100% polyester and paperboard. Requires assembly. W13xD15xH13". Beige/patterned turquoise 905.889.63



PE953162.JPG

New SPETSBOJ Table lamp \$12.99 Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. Powder-coated steel and synthetic rubber. Designer: Mikael Axelsson. Requires assembly. Ø5, H9". Dimmable/white 705.891.19



PE953147.JPG

New SPETSBOJ Table lamp \$12.99 Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. Powder-coated steel and synthetic rubber. Designer: Mikael Axelsson. Requires assembly. Ø5, H9". Dimmable/green 605.916.22



PE711964.JPG

NYMÅNE Floor/reading lamp \$54.99 Powder-coated steel and EVA plastic. Designer: Mikael Warnhammar. Requires assembly. Base Ø10". H67". White 603.367.83



PE772291.JPG

REGNSKUR Pendant lampshade \$37.99 Polyester, plastic and steel. Designer: Jennifer Idrizi. Requires assembly. Ø20, H18". White 204.303.77



PE839707.JPG

BONDOLVAN Alarm clock \$14.99 Requires 1-AA battery, sold separately. IKEA recommends LADDA rechargeable batteries. Plastic. Designer: Aaron Probyn. Ø3 1/4". W3 1/4xD3 1/2xH4 3/4". Analog/pale pink 305.110.14



PE696313.JPG

MOSSLANDA Picture ledge \$17.99 Foil finish. Designer: M Warnhammar/A Fredriksson. Requires assembly. L45 1/4xD4 3/4". White 902.921.03



PE942787.JPG

New GÄVLE Easy chair \$39.99 Includes 10-year limited warranty*. 100% polyester. Powder-coated steel and plywood. Imported. Designer: Zhelin Lian. Requires assembly. Max weight 242 lbs. W21 1/4xD26 3/4xH27 1/2". Diseröd red 305.888.43
*See [IKEA-USA.com/warranty](https://www.ikea.com/us/en/warranty) for details.



PE942230.JPG

New GÄVLE Easy chair \$39.99 Includes 10-year limited warranty*. 100% polyester. Powder-coated steel and plywood. Imported. Designer: Zhelin Lian. Requires assembly. Max weight 242 lbs. W21 1/4xD26 3/4xH27 1/2". Diseröd gray 405.888.47
*See [IKEA-USA.com/warranty](https://www.ikea.com/us/en/warranty) for details.

More love for the US market

This fresh, new style is also made in a US exchange special with comforters instead of traditional bedding. Sweet dreams over there!



PE936008.JPG

HEDFRYLE Full/queen comforter set \$29.99/3pcs
Full/queen comforter with two queen pillowshams. 100% polyester. Imported. Blue 605.778.19 Other sizes and colors available, prices vary.



PE931458.JPG

DVALA Queen sheet set \$24.99
Includes queen flat sheet, fitted sheet and two pillowcases. Fits up to mattress H10". 100% cotton. Imported. White 705.775.31 Other sizes and colors available, prices vary.



PH201270.JPG



PH201252.JPG



PH201262.JPG



PH201260.JPG

Fresh ingredients only



Our favorite recipe

This is a fresh new take on Scandinavian design. Simple and straightforward but with a pinch of playfulness and youth. It's timeless without being bland. It's like a recipe that you haven't tried before and it still feels so familiar. It's a recipe we love - and hope that you do, too.

New SLÖJSTJÄRT Tray \$4.99 Blue/patterned 405.936.36 FÄRGKLAR Bowls \$7.99/4pk Matte green 304.781.37 FÄRGKLAR Plates \$12.99/4pk Matte green 904.781.77
New SLÖJSTJÄRT Paper napkins \$1.49/30pk Patterned 505.936.26
 DOCKSTA Table \$279.99 White/white 193.249.95 **New** SOJABÖNA Plant pot \$7.99 Gray/green 805.865.73 EKET Wall-mounted shelving unit \$20 Walnut effect 194.902.73
 JUTTERSBO Cart \$19.99 Polypropylene plastic. Designer: Sarah Fager. Requires assembly. Ø14 1/2". W14 1/2" x L14 1/2" x H33 3/4". Gray/green 404.989.41 GRÖNSTA Armchair, in/outdoor \$70 White 905.578.86



New patterns ready to make waves



PH201235.JPG

PH201287.JPG

PH201283.JPG

PH201284.JPG

© Inter IKEA Systems B.V. 2024

Product overview | News from IKEA January 2025



PE768820.JPG

DOCKSTA Table \$279.99
Powder-coated steel, laminate and plastic edging. Designer: Gillis Lundgren. Requires assembly. Ø40½", H29½". White/white 193.249.95



PE920959.JPG

GRÖNSTA Armchair, in/outdoor \$70
Polypropylene plastic. Solid eucalyptus. Requires assembly. W23¼×D19¼×H30¾". White 905.578.86



PE944300.JPG

JUTTERSBO Cart \$19.99
Polypropylene plastic. Designer: Sarah Fager. Requires assembly. Ø14½". W14½×L14½×H33¾". Gray/green 404.989.41



PE950924.JPG

New BÄCKNATE Pendant lampshade \$39.99
Light bulb and cord set sold separately. 100% polyethylene. Designer: Raffaella Mangiarotti. Requires assembly. Ø20", H14". White 605.787.91



PE958876.JPG

New SLÖJSTJÄRT Paper napkins \$1.49/30pk
Paper. Designer: Luna Gil. L9½×W9½". Patterned 505.936.26



PE958882.JPG

New SLÖJSTJÄRT Tray \$4.99
High-pressure melamine laminate. Designer: Luna Gil. W11×L15×H1". Blue/patterned 405.936.36



PE816899.JPG

FÄRGKLAR Plates \$12.99/4pk
Dishwasher and microwave safe. Stoneware. Design: Maria Vinka. Ø10". Matte green 904.781.77



PE816849.JPG

FÄRGKLAR Bowls \$7.99/4pk
Dishwasher and microwave safe. Stoneware. Design: Maria Vinka. Ø6½". Matte green 304.781.37



PE729433.JPG

TILLAGD Flatware set \$79.99/20pcs
Dishwasher safe. Includes for of each: fork, knife, spoon, teaspoon and dessert/salad fork. Stainless steel. Designer: Aaron Probyn. Black 403.608.30



PE700403.JPG

STORSINT Wine glasses \$14.99/6pk
Dishwasher safe. Crystalline. Designer: Aaron Probyn. H8". Vol 17 oz. Clear glass 303.962.88



PE952861.JPG

New SOJABÖNA Plant pot \$7.99
Pigmented powder-coated earthenware. Designer: Ilse Crawford. Ø6¾", H6". Gray/green 805.865.73



PE953506.JPG

New GRADVIS Vase \$12.99
Stoneware. Design: Inma Bermudez. Ø6¼", H8¾". Dark gray 505.864.09



PE878298.JPG

EKET Wall-mounted shelving unit \$20
Foil finish. Designer: Jon Karlsson/IKEA of Sweden. Requires assembly. W13¾×D9¾×H13¾". Walnut effect 194.902.73



PE913333.JPG

EKET Wall-mounted shelving unit \$20
Foil finish. Designer: Jon Karlsson/IKEA of Sweden. Requires assembly. W13¾×D9¾×H13¾". Light gray-blue 395.213.58



PE898299.JPG

TIDABELL Rug, flatwoven \$169.99
100% wool. Imported. L7'10"×W5'7". Beige 305.552.82



What's new is up to you

This launch offers a fun mix of brand new products and old products in a new color or a new look. What's new and what's not, it's all in the eye of the beholder. Don't you think?

New GULDVÄVARE Bedlinen set for crib \$34.99/3pcs Dark yellow/beige 205.302.87
New GULDVÄVARE Comfort blanket with soft toy \$7.99 Blue yellow/cat 605.736.61



New FRIHETEN/KLAGSHAMN Sleeper sectional with storage \$999 Faringe brown-orange 195.202.46 **New SVARTHÖ Cushion cover \$12.99** Orange/multicolor 805.881.38 **GLADOM Tray table \$24.99** Dark gray-beige 305.137.63



ÄNGSLILJA Twin duvet cover set \$24.99/2pcs Natural 905.919.89



New LOSHULT Cart \$49 Pine 405.762.79



New SKUGGSTUBB Mug \$5.99 Brown/green 305.947.16 **New LOSHULT Cart \$49** Pine 405.762.79



New GRADVIS Vase \$12.99 Dark gray 505.864.09

SPETSBOJ

Is it a lamp? Yes.
Is it more than a lamp? Yes, again.

So what is it? It's a table lamp with a shade that doubles as a dimmer. Turn it to the right for more light, turn it left for less.



New SPETSBOJ Table lamp \$12.99/ea Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. Dimmable/white 705.891.19
New SPETSBOJ Table lamp \$12.99/ea Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. Dimmable/green 605.916.22



**Hide it or
show it. Why
not both?**



Is it storage or storytellers?

Good storage must be functional. It has to do the job of actually storing things. But there's another, more interesting layer. Beautiful storage products are also great storytellers. They show who you are and give your home a personality and a unique touch. Here are some of our new favorite storytellers.

New LEDAMOT Cabinet \$249 Light gray-beige 405.447.40 **New LOSHULT Cart \$49** Pine 405.762.79
New LÄDMAKARE Storage combination with sliding doors \$260 With two shelves/oak effect 295.646.78

LÅDMAKARE is a new family in Scandinavian modern look with versatile functionality with both closed and open storage. With its simple, timeless design, light shelving aesthetics and rich dimensions it helps to utilize the space to the fullest. You decide how wide you wish to have it, but thanks to single side wall construction you really don't lose a single inch, which can be priceless in small spaces.



PH201293.JPG

New LÅDMAKARE Storage combination with sliding doors \$260
With two shelves/oak effect 295.646.78



PH201290.JPG



PH201291.JPG

New ZEBRASÄV Pendant lamp \$9.99 Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. Brown/paper 905.800.85
New ZEBRASÄV Pendant lamp \$6.99 Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. White/plastic 105.800.70

Beauty travels at the speed of light

The new ZEBRASÄV has a super simple design but with a twist. The wave that rolls around the shade makes all the difference. It's humble and understated but with that typical IKEA twinkle in the eye.

Time to plant some new ideas

Plant-based food is not plan B. Quite the opposite. At IKEA, we love plant-based food and our range of it just keeps on growing. So, how about you? Have you found a plant-based favorite, yet? If not, maybe you should give one of our new products a try. Have a bite!



SLAGVERK Breaded wheat-based pieces \$7.99 17.6 oz.
Frozen 205.588.94

Content overview | New products L3 FY25



PE947268.JPG

New GULDVÄVARE Bedlinen set for crib \$34.99/3pcs
Includes crib duvet, fitted sheet and pillowcase. 100% cotton. Imported. Designer: Stina Lanneskog. Dark yellow/beige 205.302.87



PE946004.JPG

New GULDVÄVARE Baby blanket \$14.99
Blanket. 100% cotton. Imported. Designer: Stina Lanneskog. Blue/white dotted 205.302.92



PE946757.JPG

New GULDVÄVARE Comfort blanket with soft toy \$7.99
100% polyester and hollow fiber filling. Imported. Designer: Stina Lanneskog. Blue yellow/cat 605.736.61



PE698610.JPG

SUNDEVIK Crib \$299
Stained, clear lacquered solid beech. Requires assembly. L54%×W29%×H35". White 504.940.80



PE933710.JPG

New ZEBRASÄV Pendant lamp \$9.99
Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. Molded paper pulp. Designer: Andreas Fredriksson. Hardwire installation. Requires assembly. Ø14, H8". Brown/paper 905.800.85



PE933703.JPG

New ZEBRASÄV Pendant lamp \$6.99
Light bulb sold separately. IKEA recommends LED bulb E12 globe opal white. Polypropylene plastic. Designer: Andreas Fredriksson. Hardwire installation. Requires assembly. Ø18, H9". White/plastic 105.800.70



PE960725.JPG

New LÄDMAKARE Storage combination w sliding doors \$260
Fiberboard. Designer: Friso Wiersma. Requires assembly. W62%×D13%×H83%". With two shelves/oak effect 295.646.78



PE958105.JPG

New LEDAMOT Cabinet \$249
Fiberboard. Designer: Maja Ganszyniec. Requires assembly. W59%×D16%×H29%". Light gray-beige 405.447.40



PE954543.JPG

New FRIHETEN/KLAGSHAMN Sleeper sectional with storage \$999
100% polyester. Imported. Bed size W55%×L80%". Requires assembly. W90%×D59%×H33%". Faringe brown-orange 195.202.46



PE823016.JPG

GLADOM Tray table \$24.99
Powder-coated steel. Designer: Chenyi Ke. Requires assembly. Ø17½, H20%". Dark gray-beige 305.137.63



PE940586.JPG

ÄNGSLILJA Twin duvet cover set \$24.99/2pcs
Includes twin duvet cover and pillowcase. 100% cotton. Imported. Natural 905.919.89 Other sizes and colors available, price vary.



PE942334.JPG

New SVARTHÖ Cushion cover \$12.99
100% cotton. Imported. Designer: Ida Pettersson Preutz. L20×W20". Orange/multicolor 805.881.38



PE957217.JPG

New LOSHULT Cart \$49
Clear acrylic lacquered solid pine. Designer: Nike Karlsson. Requires assembly. L15×W15×H32%". Pine 405.762.79



PE955230.JPG

New SKUGGSTUBB Mug \$5.99
Dishwasher and microwave safe. Heat resistant glass. Designer: Willy Chong. Measurement 14 oz. Brown/green 305.947.16



<MULTIPLEGROUPEDLINKS>

SLAGVERK Breaded wheat-based pieces \$7.99
The pieces quickly and easily in a frying pan or in the oven – whichever you choose, you get the same crispy result. 6-servings/package. 17.6 oz. Frozen 205.808.14



<MULTIPLEGROUPEDLINKS>

REFRÄNG Vegetable sausages \$7.99
Easy to prepare directly from frozen in a frying pan, in the oven – or on the outdoor grill when you throw a barbecue party. Made from vegetables with visible pieces of kale, lentils, quinoa, onions and carrots. 16 oz. Frozen 105.760.06



<MULTIPLEGROUPEDLINKS>

HUVUDROLL Plant balls \$6.99
Easily prepared from frozen in minutes. In the oven, in the microwave or on the stove. Just as tasty warm as they are cold, e.g. cut in half as a sandwich topping. A plant ball made with pea protein, oats, potatoes, onion and apple. 1 lb 2 oz. Frozen 204.835.92

Enjoy!

Contact

U.S. Press Office

Email press.us@IKEA.com

Phone 1-866-329-4532

