

# KARISMATISK

September 2021





# A COLLECTION THAT SAYS 'HERE I AM'

KARISMATISK is a fierce and fabulous limited collection that champions our homes as an expression of who we are. Made in collaboration with iconic British fashion and textile designer Zandra Rhodes and inspired by her bold prints and bright color palette, each product radiates character and charisma.

Following Zandra's lead, KARISMATISK is a manifesto for fearless self-expression at home. Boasting brilliant patterns and vivid colors, these home accessories are loud and proud and statement-making. Much like Zandra, they say 'here I am'!



KARISMATISK  
Cushion cover,  
20×20"

**\$799**



# A one-of-a-kind fashion icon

Famous for her fearless prints and vibrant colors, Dame Zandra Rhodes has been a revolutionary force in the fashion and textile worlds for over five decades.

*“My approach to fashion has always been very individual.”*

Zandra Rhodes

After graduating from the Royal College of Art with a degree in textile design in the 1960s, Zandra ran a clothing boutique in London. In 1969, she launched her debut collection and shot to international stardom after Hollywood actress Natalie Wood wore her designs in *American Vogue*.

Zandra Rhodes has won numerous accolades for her outstanding contributions to the fashion

industry; has collaborated with Valentino; and in 2003, founded London's Fashion and Textile Museum. She has dressed everyone from Diana Princess of Wales to Diana Ross, Kylie Minogue to Debbie Harry, Paris Hilton to Freddie Mercury.

Instantly recognizable with her shocking pink hair and trademark blue eyeshadow, Zandra Rhodes is a true trailblazer and a one-of-a-kind fashion icon. She describes KARISMATISK as “functional and fabulous” and is very proud to be collaborating with IKEA on it.







## Two designers, two generations and one collection

For KARISMATISK, Zandra Rhodes has collaborated with in-house IKEA designer Paulin Machado. Like Zandra, Paulin is obsessed with color and patterns.

Paulin is a graduate of The Swedish School of Textiles – University of Borås and has worked with IKEA for nine years, including spending four years in India. Paulin is motivated by IKEA's democratic design principle — that the many people can buy good quality design at an affordable price. It's a belief she holds close to her heart and inspires her designs for KARISMATISK.

Together, Zandra and Paulin have created a sumptuous collection that pops with vivid color and daring design details.

The collaborative process was an organic exchange of ideas between Zandra and Paulin, London and Älmhult. And, of course, it was a lot of fun too.





KARISMATISK



KARISMATISK  
Cushion cover,  
20×20"

**\$5<sup>99</sup>**

*“I think it will be great fun to live with all of these things — they will heighten your living experience.”*

Zandra Rhodes



Inspired by Zandra Rhodes' fearless approach to life and style, KARISMATISK is a manifesto for fearless self expression at home.

KARISMATISK  
Throw

\$39<sup>99</sup>



# Be yourself and others will follow your lead

KARISMATISK  
Boxes

**\$19<sup>99</sup>** /set of 2

"Do not worry what others think of you," is a motto that Zandra Rhodes lives by. KARISMATISK is a call to channel Zandra's confidence into your home and to be proud to show your personality in your space. It's about expressing who you are through color, prints and interesting objects.

KARISMATISK champions individuality and these products are designed to have fun with. Mix and match cushions and textiles however you choose, put vases together or separately.

"It's the sort of collection that people can just take one piece of and it can lighten up their lives or they can take several pieces," says Zandra. It's about playing with textures and patterns, contrasting colors and bringing striking objects into your home.

KARISMATISK embraces Zandra Rhodes' energy and charm; be bold and brave and proud of who you are. Make like Zandra and be a trendsetter. As she says, "Be yourself and others will follow your lead."



KARISMATISK  
Rug, low pile,  
W2'7" x L4'11"

**\$19<sup>99</sup>**



***“The name KARISMATISK is absolutely perfect for this collection, which I think is [about] character and dynamism.”***

Zandra Rhodes



KARISMATISK  
Vase

**\$24<sup>99</sup>**



# There is no such thing as too much color or pattern

Forget 'less is more', Zandra is all about 'more is more,' especially when it comes to color and prints! In fact, her name is synonymous with rainbow shades and elaborate patterns.

***"It's so wonderful coming full circle and do prints for the home. Basically, we are dressing the home again."***

Zandra Rhodes

Eye-catching prints are at the heart of KARISMATISK. While each have been newly developed for IKEA, many of the motifs — the sharp-angled stars and playful wiggles — are borrowed from Zandra Rhodes' extensive archive.

The floral patterns are a combination of the numerous flower shapes that have cropped up in Zandra's designs since the beginning of her career. Details such as pleats and ribbon ties reference her romantic dresses and add a touch of high fashion glamour.

A vivid color palette of shimmering gold, warm pinks and scarlet, royal purple and cobalt blue brings KARISMATISK to life. "I find that people are so frightened of using color, but, for me, it lightens things up," says Zandra.

KARISMATISK  
Pre-cut fabric  
**\$24<sup>99</sup>** /2pk



# Home accessories that can be both functional AND fabulous

Although Zandra is obsessed with flamboyant prints and colors, her designs are always practical. Every piece has a purpose. Zandra makes things to be loved and used daily.

*“When I’m designing, I always have to ask myself would I use it?”*

Zandra Rhodes

KARISMATISK is a great example of IKEA’s Democratic Design — the collection is made with form, function, quality, sustainability and low price in mind. These products

will provide playful solutions to everyday needs at affordable prices. Wherever possible, recycled materials are used — and consciously, with a focus on less is more.

“Everything must be usable,” says Zandra. “We must consider environmental and economic issues when designing and IKEA shares these beliefs too.”

So, as much as KARISMATISK is fabulous, it’s functional too! This range will adapt to any home, adding more sparkle and joy than there was before.



KARISMATISK  
Room divider  
**\$59<sup>99</sup>** /ea



KARISMATISK  
Candlestick/tealight  
holders

**\$9<sup>99</sup>** /set of 2

# Design that makes your heart sing

When designing, Zandra always asks herself “Does this design make my heart sing? Does it make me happy and add value to my life?” Striking design is what sets KARISMATISK apart — every product has a story to tell, and each item adds something special to your life.

*“I think it will be great fun to live with all of these things — they will heighten your living experience.”*

Zandra Rhodes

The KARISMATISK metal candle dish and holder represent this philosophy. Their unusual frilled edges are inspired by Zandra’s pleated jewelry and dress collars,

adding high-fashion flair to your dining table, mantelpiece, bedside, coffee table, wherever! Just like all the items in KARISMATISK, these candle accessories provide a perfect example of Zandra and Paulin working together to create exceptional designs.

“When we came over to Sweden, we brought different bits of pleating,” explains Zandra. “It was magical because of Paulin’s knowledge of what could be done — we worked out how [the pleats] could be practically turned into products for the IKEA customers.”

Paulin adds, “Zandra brought a lot of jewelry made of pleated metal and fantastic collars, and that started everything. We went a little crazy there!”



# Mismatched becomes matched

Zandra loves to mix and match things and textures, patterns and palettes. "Things in my life and in my home do not need to match! Mismatched becomes matched!" says Zandra. KARISMATISK celebrates this belief, encouraging you to have fun with your home and celebrate all the little quirks that make you 'you.'

With the KARISMATISK mouth-blown glass vase set, you can bring a little bit of Zandra's zest for mixing and matching into your space. When combined with each other, these uniquely-designed vases in two contrasting shades of candy pink, create a 'Z' shape. But they can also be displayed on their own, wherever and however you like. They say that variety is the spice of life, and KARISMATISK supports this claim wholeheartedly!

KARISMATISK  
Vases

**\$19<sup>99</sup>** /set of 2



# Always look on the bright side of life — in more ways than one!

KARISMATISK is all about having fun with home furnishings and letting an optimistic outlook shine in our spaces.

*“Have fun! Life is too short!”*

Zandra Rhodes

Zandra has a cheerful attitude — “Have fun! Life is too short!” is one of her favorite mottos — and her designs embody this perspective. Even a little bit of color or pattern in our homes may impact our mood and self-esteem for the better. The power of positive living!

KARISMATISK  
Lampshade

**\$39<sup>99</sup>**





KARISMATISK  
Lampshade  
**\$24<sup>99</sup>**

***Home accessories  
that say 'here I am'!***





KARISMATISK  
Shopping bag,  
medium

\$499

## FRAKTA gets a Zandra makeover

KARISMATISK is motivated by putting Zandra Rhodes' vibrant style into an IKEA home context, and fusing fashion and function together.

One of the key ideas about how to do this came to the design team during Zandra and Paulin's first workshop together in Älmhult. What could be more 'IKEA' than the blue FRAKTA bag, so why not give it a fabulous Zandra Rhodes makeover?

For KARISMATISK, two icons come together. Using the material of the original FRAKTA, the famous tote has been refashioned in flamboyant pink and look-at-me frills. It's the perfect synergy of IKEA and Zandra Rhodes.

"It is playful and functional and the color pop of pink adds an extra Zandra accent!," says the fashion icon about her version of the FRAKTA bag. "[It's] multifunctional and brilliant!"

*"The FRAKTA bag is IKEA! The bag could not be left out of the KARISMATISK collection and I was so excited to have my take on one of the most famous and identifiable IKEA products."*

Zandra Rhodes



# A mirror that reflects who you are

Everyone is familiar with IKEA's iconic wave-shaped mirror, KRABB, so Zandra decided to put her own spin on a classic. Sketched with a woman's face, the KARISMATISK wall mirror is set to be the pièce de résistance in your home!

Drawing has always been a major part of Zandra's work, so it was only natural to bring her sketches into focus. Wherever she goes, Zandra carries a sketchbook with her, noting everything she sees like a visual diary. "I find using sketchbooks more memorable than taking photos," she explains. "I think because I draw it gives my designs a very personal style, so they are unlike any others."

The drawing itself is based on a specific type of stylised face that

Zandra has been drawing since the 1970s. Zandra calls these sketches, 'The Lady Heads' and they've been a mainstay in her fashion collections for decades (including her Autumn/Winter 1978 offering, 'The Painted Lady Collection' which included The Lady Heads appliquéd onto felt coats with diamanté and decorative stitching.)

"I like to think that they are a recognizable part of the Zandra Rhodes brand!," she says about their place in her work. In the KARISMATISK mirror, the sketch adds a touch high fashion drama to an everyday item. Rather than hanging a picture on the wall, why not put up a piece of functional art instead!



KARISMATISK  
Mirror

**\$19<sup>99</sup>**

***"How would we know how fabulous our outfits look without a mirror? And what better way to add an extra dimension to this than my Lady Head etching! I can't wait to see all the mirror selfies including my design! How exciting!"***

Zandra Rhodes



## Step onto a statement

Flowers have bloomed in Zandra's designs since the early days of her career. So, why would KARISMATISK be any different? For the collection, Zandra and the KARISMATISK team fashioned florals for the floor with a set of three hand-tufted rugs in flower and leaf shapes. Inspired by Zandra's hand-painted flower drawings, these plush accessories embody the spirit of KARISMATISK — they pop with color and character.

"In one of the first workshops with Zandra and her team, they brought big colorful handmade paper drawings of flowers from the London studio to Älmhult," says Luis Gomez Barquin, a Product Design Developer at IKEA. "We got extremely inspired and wanted to see how these different flowers could become parts of a modular rug."

Mixing and matching, combining things however you like is an essential characteristic of KARISMATISK. By bringing three different shapes together in a set, the flower rugs are an ideal addition to the collection. They are versatile and fun — they can be arranged in a variety of ways.

Of course, like all the KARISMATISK items, the rugs are attention-grabbing. Composed of hand-tufted wool in different yarn types, pile heights and colors, these tactile rugs will bring not only warmth and softness to your space but will make a stylish statement too. As with all of IKEA's handmade rugs, the KARISMATISK rugs are produced in an ethically and socially positive way.





## Dressing the home

Zandra's earliest sewing memories are of making dresses for her doll, Jacqueline. After school, she studied textile design for home furnishings, but when her fabrics were considered too outrageous, she moved into designing clothes instead. This makes Zandra's designs for IKEA extra special as it marks a return to where it all started.

By including pre-cut fabric in the collection, KARISMATISK foregrounds Zandra's background as a textile designer. Available in two colorways — pink and blue, and dark and light pink — the patterned fabrics will make your home sewing projects a lot more fabulous. Made from cotton and recycled polyester, they are adaptable to whatever sewing situation you have in mind. "This multi-use approach is very special and functional," explains Zandra.

The pre-cut fabrics reference Zandra's fashion heritage too. Not only can they be used in whatever way you like, the fabrics also have a cut-out kaftan template. And why a kaftan? "Well for one thing, kaftans are very synonymous with my work," says Zandra. "I use kaftans in a lot of my designs...I love how kaftans flow with the body and add comfort and space for the wearer."

The kaftan is very simple to create with two side seams, a hem and neck opening. "It really is fool proof and fun to assemble for everyone!" says Zandra. "A kaftan is a very wearable piece that I think works wonders as a lounge dress or similar. I can't help thinking how beautiful it will pop amongst the other products in the KARISMATISK collection!"





KARISMATISK

KARISMATISK  
Pre-cut fabric

**\$24<sup>99</sup>** /2pk

***“It’s so wonderful to be returning  
to where my career first started,  
designing prints for the home!  
Everything is coming full circle!”***

Zandra Rhodes





# IKEA and Zandra Rhodes: “A wonderful adventure”

## A chat with Zandra Rhodes

**What's it been like working with IKEA On KARISMATISK?**

Well, it's been a wonderful adventure. On a practical side, it's been very exciting trying to translate the 'Zandra Rhodes: World of Color' for the many people to have a bit of it. We had the most wonderful meetings with IKEA in my home, looking at everything and trying to work out what part of me should go into this collection.

**When you started this journey, what were you inspired by?**

We had a lot of fun looking at different things I've done in the past for fashion shows like pleated metal earrings, or the pleating around my coats. We turned those into wonderful spiral objects that eventually turned into the boxes that could be in a home. We tried to look at details that we had used on dresses and turn them into details for cushions and other things for the home.

**Your designs are all about bright colors and dramatic patterns.**

**What would you say they add to the home?**

Well, I find that people are so frightened of using color, but, for me, it lightens things up. I can't wait to have one of those lovely quilts on my bed or go into the bathroom and have that lovely leaf to step on. I think it will be great fun to live with all of these things — they will heighten your living experience.

**How would you describe your approach to fashion?**

I think my approach to fashion has always been very individual. With fashion, sometimes you're in and sometimes you're out! I became a fashion designer because I was a textile designer who couldn't sell my prints, so I ended up making clothes to use my prints. It's so wonderful to be returning to where my career first started, designing prints for the home! Everything is coming full circle!

**Do you have a personal style motto?**

Well, when I am designing, I always have to ask myself “would I use this?” If you look at something and think that you wouldn't wear it, or wouldn't use it, then how would you expect someone else to want it? The whole thing about this collection is: if you put one of the rugs on the floor, for example, everyone will say “I want it”! That's what we want people to say and to make them feel happy, to make them face the day. We always have a set of problems, but some disappear a little bit if you are in a nice home environment.

**What was your perception of IKEA before the collaboration, and has it changed during this journey?**

When I was invited to take part in the fabulous Formex show in Stockholm in 2019, I said more than anything else I would love to design for IKEA. I really admire IKEA — I have it on a platform and think it's an incredible organization. When I went to the Royal College of Art, all the best industrial students always went to go work with IKEA. The more I know about how IKEA works and the more I know about the organization, the more I'm very proud to be a small part of it.



*“My favorite piece is the half-moon shaped cushion that looks like a dumpling. I think it’s such a signal for Zandra.”*

Paulin Machado,  
IKEA designer



**KARISMATISK**  
Cushion, L23×W12"  
**\$19<sup>99</sup>**



# “It’s very nice to work with someone who really knows their gut feeling”

## A chat with IKEA designer Paulin Machado



**What were your hopes for KARISMATISK when you began this journey with Zandra Rhodes?**

Before starting the collection, I knew I had to hold onto the IKEA idea that the collection would have to be functional. But it was really easy with Zandra — she has that mindset.

**At the start of the design process, you visited Zandra’s home — what were some of the things that you were inspired by?**

Have you seen Zandra’s home? It takes hours just to go through — there are colors and things everywhere! After a while, I was drawn to huge clay pieces that she has picked up from different friends and artists. She has so many friends in the art and design worlds and she collects her friends’ pieces — I think that’s pretty nice.

Zandra has a story for every item you pick up. She’s like: “I got this from Mexico” or “This was made by my friend” — she always has a story. She loves plants too — it’s really nice that she has so many plants, both indoors and outdoors, and they are very big with branches that hang everywhere. She has a wall-to-wall carpet with her own design on it, which is also very fun!

**Why KARISMATISK – what does the collection name mean to you?**

It means, for me, something that is openhearted and accessible in a joyful matter. You are always drawn to people or things with charisma — “charismatic” is a nice word to describe someone, I believe.

**What’s your favorite piece in the collection?**

My favorite piece is the half-moon shaped cushion that looks like a dumpling. I think it’s such a signal for Zandra. How much can you do with a cushion, right? It’s a square piece of fabric, but, with Zandra, you have a little bit extra, a cushion that you haven’t really seen before. It feels retro but is also new and feels really her. She has similar cushions in her home, and it was nice that she could bring something that she lives with on a daily basis into the collection. The satin material is very “Zandra” too.

**What was it like to work with Zandra Rhodes — what did you learn from her?**

Zandra is the opposite of a diva. She is a team player to the core and is very humble. Zandra is always up for adjusting something or redesigning it. It’s very nice to work with someone who really knows their gut feeling — instantly, she is like “yes” or “no.” And that’s wonderful to be around, someone who leads the team and is a team player, who can be like “I think this, but what do the rest of you think?” It’s very comfortable to be around Zandra and she spreads that spirit. It felt like Zandra Rhodes and her team are almost a part of IKEA.



# 10 mottos for living fabulously, according to Zandra Rhodes

**01** Why can't things be both functional AND fabulous?

**02** If at first you don't succeed, try try try again!

**03** Does this design make my heart sing? Does it make me happy and add value to my life?

**04** There is no such thing as too much color or pattern.

**05** Things in my life and in my home do not need to match! Mismatched becomes matched.

**06** Always try everything out on yourself first, that way you know if it works!

**07** When designing, ask: can I live with this and would I use it? Is this object a must have for me to live and use within my home?

**08** Have fun! Life is too short!

**09** Always look on the bright side of life — in more ways than one!

**10** Do not worry what others think of you. Be yourself and others will follow your lead.



# Product overview



**PE826627**  
**KARISMATISK Box, foldable \$6.49**  
100% polyester. Imported. Designer: Zandra Rhodes. W13×D13×H13". Pink 704.990.86



**PE826628**  
**KARISMATISK Boxes \$19.99/set of 2**  
Includes: one box (Ø10¼, H7⅞") and one box (Ø8¼, H6¼"). Paper and 100% polyester. Imported. Designer: Zandra Rhodes. Blue/pink 504.990.87



**PE826629**  
**KARISMATISK Candle dish \$4.99**  
Aluminum. Designer: Z Rhodes/ P Machado. Ø7, H1½". Gold-color 604.990.20



**PE826630**  
**KARISMATISK Shopping bag \$1.40**  
100% polyester. Imported. Designer: Zandra Rhodes. W17¾×H14¼". 4 gal. White/black 605.076.90



**PE826631**  
**KARISMATISK Shopping bag, large \$7.99**  
Polypropylene plastic. Designer: Zandra Rhodes. W22½×D14¼×H15". 16 gal. Pink 704.990.67



**PE826632**  
**KARISMATISK Shopping bag, medium \$4.99**  
Polypropylene plastic. Designer: Zandra Rhodes. W15×D7¾×H14¼". 7 gal. Pink 505.038.57



**PE826633**  
**KARISMATISK Candlestick/tealight holders \$9.99/set of 2**  
Comprises: one candlestick (Ø5⅞, H2¾") and one tealight holder (Ø5⅞, H2⅞"). Aluminum. Designer: Z Rhodes/P Machado. Blue/gold-color 504.992.14



**PE826634**  
**KARISMATISK Cushion \$19.99**  
100% polyester cover. Polyester fiber filling. Imported. Designer: Zandra Rhodes. L23×W12". Floral pattern beige 705.097.16



**PE826636**  
**KARISMATISK Cushion cover \$9.99**  
100% polyester. Imported. Designer: Zandra Rhodes. L26×W16". Gold-color 704.915.56



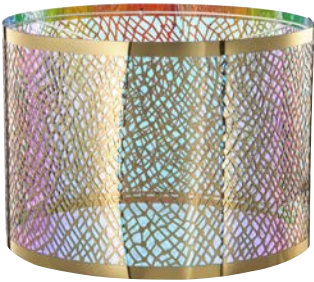
**PE826638**  
**KARISMATISK Cushion cover \$9.99**  
100% cotton. Imported. Designer: Zandra Rhodes. L26×W16". Snake pattern purple 604.991.62



**PE826639**  
**KARISMATISK Cushion cover \$7.99**  
100% polyester. Imported. Designer: Zandra Rhodes. 20×20". Pink 004.991.55



**PE826641**  
**KARISMATISK Cushion cover \$5.99**  
100% cotton. Imported. Designer: Zandra Rhodes. 20×20". Star pattern blue 904.991.65



**PE826643**  
**KARISMATISK Lampshade \$39.99**  
Plastic and steel. Designer: Zandra Rhodes. Ø17, H13". Net pattern gold-color 804.990.38



**PE826644**  
**KARISMATISK Lampshade \$24.99**  
Powder-coated steel. Designer: Zandra Rhodes. W7×H9". Gold-color 304.990.26



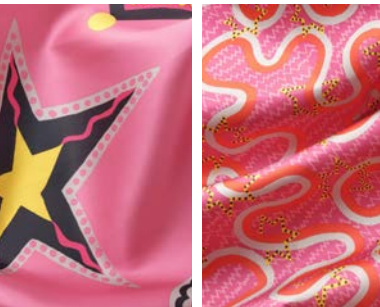
**PE826645**  
**KARISMATISK LED string lights with 12 lights, indoor, battery-operated \$14.99**  
Plastic and 100% polyester. Imported. Designer: Zandra Rhodes. Total length 6'11". Gold-color 204.990.41



**PE826646**  
**KARISMATISK Mirror \$19.99**  
Mirror glass. Designer: Zandra Rhodes. W22×H31½". 604.990.63



**PE826647**  
**KARISMATISK Pre-cut fabric \$24.99/2pk**  
100% cotton. Imported. Designer: Zandra Rhodes. W59×L118". Assorted patterns pink/blue 204.992.01



**PE826648**  
**KARISMATISK Pre-cut fabric \$24.99/2pk**  
100% polyester. Imported. Designer: Zandra Rhodes. W59×L118". Assorted patterns pink 404.992.00



**PE826649**  
**KARISMATISK Room divider \$59.99**  
Powder-coated steel and 100% polyester. Imported. Designer: Zandra Rhodes. W53½×H63". Purple 704.990.48



**PE826650**  
**KARISMATISK Rug, low pile \$49.99**  
100% polypropylene pile. Synthetic latex backing. Imported. Designer: Zandra Rhodes. W4'4"×L6'5". Multicolor 204.991.35



**PE826653**  
**KARISMATISK Rug, low pile \$19.99**  
100% nylon. Imported. Designer: Zandra Rhodes. W2'7"×L4'11". Blue 004.991.41



KARISMATISK



PE826656  
**KARISMATISK Rugs \$89/set of 3**  
Includes: one rug (W28¾×L12") and two rugs (Ø30¾"). 100% wool pile. Imported. Designer: Zandra Rhodes. Multicolor 904.991.32



PE826659  
**KARISMATISK Storage case \$19.99**  
100% polyester. Imported. Designer: Zandra Rhodes. W27×D20×H7". Gold-color 804.990.81



PE826660  
**KARISMATISK Throw \$39.99**  
100% polyester. Imported. Designer: Zandra Rhodes. W59×L79". Floral pattern beige 005.114.21



PE826662  
**KARISMATISK Vase \$24.99**  
Mouth-blown glass. Designer: Zandra Rhodes. Ø4¼, H9". Blue 704.990.29



PE826624  
**KARISMATISK Vases \$19.99/set of 2**  
Includes: one vase (L5⅞×W3⅞×H6¾") and one vase (5⅞×W3⅞×H4¾). Mouth-blown glass. Designer: Zandra Rhodes. Pink 404.990.35



# Contact

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