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IKEA AND VIRGIL ABLOH LAUNCH MARKERAD

The limited-edition collaboration will be available at all IKEA U.S. stores beginning November 1

CONSHOCKEN, PA (October 1, 2019) – IKEA announced today the launch of MARKERAD -- the highly anticipated, limited-edition collection of contemporary statement pieces designed in collaboration with famed designer, Virgil Abloh – available in all IKEA U.S. stores beginning November 1.

Designed with millennial, new homeowners in mind, MARKERAD takes classic, minimalist designs and builds on them with the artistic references and deconstructive elements that Virgil Abloh is known for. His iconic quotation marks can be found throughout the collection and are used to add a sense of irony and inject humor into the home.

“I’m really glad that MARKERAD is now ready to meet with people and I look forward to see how these everyday objects will enter people’s homes and hopefully add an emotional value to them,” said Virgil Abloh. “Because that has been the ethos of the whole collection. In the same way you might hang a piece of art work on your wall, art can bleed into objects like a chair, table or rug. That was my initial problem to solve when creating this collection together with IKEA”.

Expanding on its mission to democratize great design, IKEA wanted to explore the challenges new homeowners face and present a solution. They chose to partner with Virgil Abloh – who shares a similar democratic design concept – to create a collection that allows millennials to furnish their first homes with inexpensive yet fashionable objects.

In order to do this, the designers looked at designs that could satisfy both practical needs and emotional aspirations. The result is a collection that blends contemporary art culture, street art culture and IKEA product design from basic furnishings like a table and chair, to beautiful decor pieces like a clock and backlit wall art.

“This collaboration has been characterized by a curiosity for each other’s ‘playfield’ and a genuine willingness to test new paths. By joining our approaches to design, we challenged each other to think differently and created a collection that is bold, contemporary and empowering,” said Henrik Most, Creative Leader at IKEA of Sweden.

The MARKERAD collection will be available for purchase in-store only on November 1st, 2019. Customers can purchase the collection at all IKEA stores beginning at 10am in respective time zones on November 1st on a first come, first served basis. Customers will only be allowed to purchase a maximum of 1 of each of the 15 items in the collection.*

For more information on MARKERAD, including downloadable press kit and hi-res images, please visit our press site at IKEA-USA.com/MARKERAD2019.

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**Customers will be able to line-up in front of IKEA stores at 7am, excluding the IKEA Planning Studio in Manhattan, NY. Customers will receive wristbands on a first come, first served basis for store entry. Quantities are limited and vary by store. Wristband does not guarantee a purchase. Camping and overnight parking will not be permitted.*