

# Winter celebrations

Press kit | Launching October 2024







# Merry Jul!

'Tis the season for festive delights from IKEA! Join us in celebrating the holidays with our new winter collections: VINTERFINT, STRÅLA decorative lighting, and VINTERSAGA holiday food and drink – all inspired by Swedish folklore, handicraft and the flora and fauna of the winter landscape.

Our new range offers something for everyone, featuring two distinct styles. Whether you prefer to deck the halls or enjoy a calmer holiday, that's focused on baking, small gatherings, and rustic DIY touches, we've got everything you need to transform your home into a cozy holiday haven.

Here's to a merry Jul!

PH200570.JPG  
New STRÅLA LED table lamp \$21.99 005.834.51



# VINTERFINT

**Swedish tradition with a modern twist.**

Dust off your favorite decorations and welcome new ones to the mix with the VINTERFINT collection. This playful assortment is inspired by Swedish folklore art and craftsmanship, with a mature color palette and a modern twist.

Designer Cecilia Pettersson drew inspiration from the Swedish forest beside her childhood summer home for the patterns in this collection. Woodland creatures, plants, and flowers that thrive in the winter landscape are prominent features, bringing the enchantment of nature indoors.

From baking essentials and tree ornaments to gift wrapping and tableware, the VINTERFINT collection ensures a festive holiday to remember!

PH200575.JPG

**New** VINTERFINT Tree ornaments \$1.29/6pk Heart-shaped. Red/white 105.784.87

**New** VINTERFINT Tree ornaments \$4.99/set of 2 Animals 705.899.11

**New** VINTERFINT Tree ornaments \$12.99/8pk Bauble. Glass/mixed colors 505.814.02

**New** VINTERFINT Tree ornaments \$3.99/set of 6 Mixed shapes. White 105.813.43

**New** VINTERFINT Tree ornaments \$5.99/set of 8 Mushroom. Red/natural 305.899.13







# STRÅLA

## Let it glow.

At Christmas in Sweden, we have a tradition of plucking the stars from the night sky and placing them in our window.

Whether you prefer one star, or an entire galaxy, or even snowflakes, LED string lights, and table lamps, the STRÅLA decorative lighting collection offers a range of sizes and styles so everyone can make their home cozy, merry and bright this season.

PH200576.JPG  
New STRÅLA LED lighting chain with 400 lights \$29.99 505.831.80  
New STRÅLA Lampshade \$16.99 Bamboo 705.836.45  
New STRÅLA Lampshade \$14.99 3D. Flower/white 205.824.79  
New STRÅLA Lampshade \$11.99 Ø28". Linen/beige 805.824.81  
New STRÅLA LED table lamp \$21.99 005.834.51  
New STRÅLA LED table decoration \$14.99 505.824.73



# VINTERSAGA

## A sweet touch to the season.

Delight in the flavours of a traditional Swedish Christmas with our VINTERSAGA holiday food and drink collection.

Embrace the joy of crafting a gingerbread house or savour Sweden's beloved Christmas cookie, the ginger thin.

Feeling the chill? Cozy up with our Glögg mulled fruit drink, infused with cinnamon, cardamom, and ginger. And don't forget to treat a loved one to an advent calendar – it will deliver milk chocolate and other surprises everyday until Christmas.

Smakligt måltid! (Bon appétit!) as we say in Sweden!

PH200579.JPG

New VINTERSAGA Gingerbread house \$4.99 706.060.05

New VINTERSAGA Mini gingerbread house \$5.99 606.059.40







New

VINTERFINT

Tree ornaments in bag,  
set of 20  
105.813.62

\$12<sup>99</sup>





# Less is more. Then there's Christmas.

Embrace the Swedish 'more the merrier' holiday spirit and fill every corner of your home with warmth and cheer.

From new full artificial Christmas trees and vibrant ornaments to joyously wrapped gifts and festive table decor, the VINTERFINT collection combines tradition with big, bold patterns and shapes.

So, get ready to deck the halls and make everyone feel welcome this holiday season—maybe even a pair of Julbockar (Swedish Christmas goats) will join the occasion!





The new VINTERFINT gift wrapping collection includes paper rolls, gift bags, boxes, labels and more. Designed by Cecilia Pettersson, it showcases bold stripes and whimsical patterns inspired by the Swedish winter landscape as well as flowers found in the Swedish home at Christmas – for a merry twist on tradition.

< PH200548.JPG  
**New** VINTERFINT Gift wrap rolls \$6.99/3pk  
 705.772.77

> PH200543.JPG  
**New** STRÅLA LED lighting chain with 400 lights  
 \$29.99 505.831.80  
**New** STRÅLA LED table decoration \$14.99  
 505.824.73







**"Swedish traditional woodcraft inspired me when designing the two red Christmas goats in the VINTERFINT set. Made of leftover material from coffee table production and with a clean-lined design that gives the decorations a modern twist."**

**Lisa Hilland**  
Designer

PH200561.JPG  
New VINTERFINT  
Decorations \$12.99/set of 2  
105.800.08





Tap into the spirit of a traditional Swedish 'Jul'. From a VINTERFINT candleholder that's inspired by Swedish carpentry and made from leftover wood, to the practical HEMNES glass-door cabinet in deep red, your gatherings will feel warm, cozy and festive in no time.

< PH200556.JPG  
HEMNES Glass-door cabinet with  
three drawers \$379 505.306.34

> PH200557.JPG  
New VINTERFINT Candle holder  
for four candles \$14.99 105.788.16







From vibrant glass baubles to fun candy canes and bells, the VINTERFINT ornaments are designed to bring instant sparkle to your tree. Plus, they're easy to blend with your existing collection – so you can add more and more each year!

< PH200550.JPG  
**New** VINTERFINT Tree ornaments \$12.99/8pk  
 505.814.02

> PH200547.JPG  
**New** STRÅLA LED lighting chain with 400 lights  
 \$29.99 505.831.80





New

VINTERFINT  
Tablecloth  
405.908.31

\$19<sup>99</sup>



**"The big trumpet shape of the amaryllis and the wonderful scent of hyacinth are strongly associated with Swedish Christmas. They are also my favorites, so it felt natural for them to bloom in all their glory on the patterns in the VINTERFINT collection."**

**Cecilia Pettersson**  
Designer

PH200571.JPG  
New VINTERFINT Paper napkins  
\$2.49/30pk 605.811.33







Say goodbye to prickly socks and 'hej' to our beautifully full VINTERFINT artificial trees. Made from at least 50% recycled plastic, they come in several different sizes and work for any space, outdoors or indoors. Plus, when it's time to pack away, the tree can be unscrewed into smaller parts, saving space in storage until next year's celebration.

< PH200574.JPG  
**New** VINTERFINT Tree ornaments \$2.99/set of 3  
 Gold-color 505.812.23  
**New** VINTERFINT Tree ornaments \$12.99/8pk  
 Bauble. Glass/mixed colors 505.814.02  
**New** VINTERFINT Tree ornaments \$14.99/set of 3  
 Bauble, animals 305.805.21

> PH200573.JPG  
**New** VINTERFINT Artificial Christmas tree \$49 H59".  
 505.858.72  
**New** VINTERFINT Artificial Christmas tree \$129  
 H82¾". 605.858.57  
**New** VINTERFINT Artificial Christmas tree \$99 H70¾".  
 005.858.60







**New**

**FULLTALIG**  
Candlesticks, set of 3  
403.421.34

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





# Embrace Swedish 'mys'

While some love to go all out, others prefer a quieter, more rustic occasion.

From baking homemade treats to mastering the art of gift wrapping to setting the table for long, cozy candlelit breakfasts with loved ones, the VINTERFINT collection will have your home feeling merry and 'mysigt' (cozy) in no time.

PH200582.JPG

New HAUGA Chair \$40 105.767.18

New HAUGA Table \$119.99 005.767.09





The Swedish forest close to designer Cecilia Pettersson's childhood summer home inspired these playful Christmas tree ornaments. A fox, hare, squirrel and even a toadstool look right at home in the branches beside paper hearts, bells, and other new decorations from the VINTERFINT collection. They'll blend nicely with your existing decor too – no matter how quirky!

< PH200602.JPG  
**New** VINTERFINT Tree ornaments \$4.99/set of 2  
 Animals 705.899.11

> PH200606.JPG  
**New** VINTERFINT Tree ornaments \$5.99/set of 8  
 Mushroom. Red/natural 305.899.13  
**New** VINTERFINT Tree ornaments \$1.29/6pk  
 Heart-shaped. Red/white 105.784.87  
**New** VINTERFINT Tree ornaments \$3.99/set of 6  
 Mixed shapes. White 105.813.43





**"I grew up by a forest and often saw foxes and hares, so it felt very natural to create forest-themed patterns for the VINTERFINT collection. Playful, yet with a mature color palette where the animals thrive in the winter landscape."**

**Cecilia Pettersson**  
Designer

PH200594.JPG  
New VINTERFINT Gift wrap roll \$1.99  
Animal. Pattern, blue 405.772.69







Unleash your creativity with our baking essentials, from mixing bowls and rolling pins to festive aprons and glass jars. Don't miss the set of cookie cutters in five new shapes, associated with the Swedish wilderness. The only question is, who dares to eat the bear?

< PH200599.JPG  
 MAGASIN Rolling pin \$7.99 764.856.05  
 New VINTERFINT Cookie cutters \$2.99/set of 5  
 405.809.93

> PH200596.JPG  
 New VINTERFINT Baking cups \$1.49/65pk 705.811.18  
 KORKEN Jar with lid \$2.99 902.279.85







This year's VINTERFINT gift wrapping is so pretty, you might want it to go further. It's ideal for DIY paper chains and other homemade decorations!

With a sink, stove, cabinet, and hooks, the Scandinavian modern SILLTRUT play kitchen has got everything the smallest member of the family needs to whip up pizza this holiday, so adults can relax!

< PH200604.JPG  
 New SILLTRUT Kitchen for children \$79.99  
 205.444.92

> PH200595.JPG  
 New VINTERFINT Gift wrap rolls \$4.99/2pk  
 Mixed patterns. Brown 305.772.79  
 New VINTERFINT Gift wrap roll \$1.99 Heart pattern.  
 Brown 105.772.61





**"VINTERFINT wall decoration is an alternative Christmas tree in pine that's great when space is limited. The flexible, accordion-like construction has knobs and can be pulled out to a desired width and filled with ornaments every year."**

**Mikael Axelsson**  
Designer

PH200590.JPG  
New VINTERFINT Wall decoration  
\$19.99 805.800.24



Product overview



PE953574.JPG  
**New STRÅLA LED lighting chain with 400 lights \$29.99** Polycarbonate plastic. Cord L65"7". Outdoor 505.831.80



PE934208.JPG  
**New STRÅLA LED table lamp \$21.99** Powder-coated steel and glass. Designer: Mikael Axelsson. Requires 3-AA batteries, sold separately\*. Requires assembly. Ø4". W7×H11". Outdoor metal/dimmable black 005.834.51



PE934194.JPG  
**New STRÅLA LED table decoration \$14.99** Pigmented glazed stoneware. Designer: Mikael Axelsson. Requires 3-AA batteries, sold separately\*. W5×H6¼". Battery-operated house/ceramic white 505.824.73



PE933256.JPG  
**New STRÅLA Lampshade \$16.99** Clear lacquered bamboo. Requires assembly. Ø14". Bamboo 705.836.45



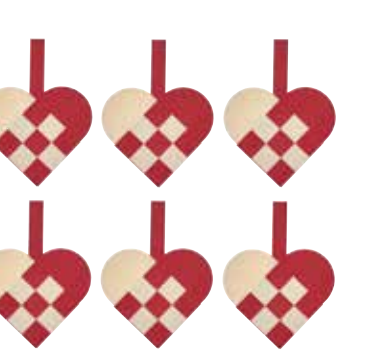
PE934221.JPG  
**New STRÅLA Lampshade \$14.99** Paperboard. Requires assembly. Ø22". 3D flower/white 205.824.79



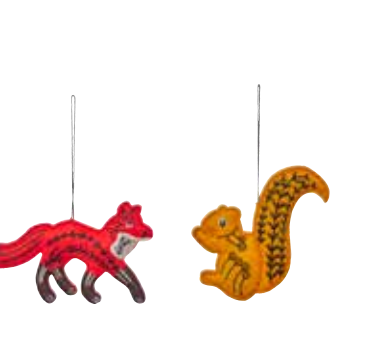
PE934225.JPG  
**New STRÅLA Lampshade \$11.99** Paperboard. Requires assembly. Ø28". Linen/beige 805.824.81



PE944274.JPG  
**New VINTERFINT Tree ornaments \$12.99/8pk** Painted glass. Ø2¼". Bauble. Glass/mixed colors 505.814.02



PE901693.JPG  
**New VINTERFINT Tree ornaments \$1.29/6pk** Bleached chlorine-free paper. L4¾×H3¾". Heart-shaped. Red/white 105.784.87



PE944294.JPG  
**New VINTERFINT Tree ornaments \$4.99/set of 2** 100% polyester. Imported. Designer: Cecilia Pettersson. Animals 705.899.11



PE944297.JPG  
**New VINTERFINT Tree ornaments \$3.99/set of 6** Paper. Mixed shapes. White 105.813.43



PE944298.JPG  
**New VINTERFINT Tree ornaments \$5.99/set of 8** 100% polyester. Imported. Mushroom. Red/natural 305.899.13



PE901540.JPG  
**New VINTERFINT Tree ornaments in bag \$6.99/set of 20** Polystyrene plastic. Bauble red 305.814.60



PE944277.JPG  
**New VINTERFINT Tree ornaments \$14.99/set of 3** Polystyrene plastic, metallized, painted stainless steel. Designer: Cecilia Pettersson. Bauble. Animals 305.805.21



PE944296.JPG  
**New VINTERFINT Tree ornaments \$2.99/set of 3** Metallized stainless steel. Designer: Siri Skillgate. Gold-color 505.812.23



PE944278.JPG  
**New VINTERFINT Tree ornaments \$14.99/set of 3** Painted glass. Designer: Cecilia Pettersson. Bauble. Glass/animals 505.813.22



PE943988.JPG  
**New VINTERFINT Decorations \$12.99/set of 2** Clear lacquered birch veneer. Designer: Lisa Hilland. Goat. Red 105.800.08



PE943940.JPG  
**New VINTERFINT Candle holder for four candles \$14.99** Clear lacquered birch veneer. Designer: Lisa Hilland. Goat. Red 105.788.16



PE944232.JPG  
**New VINTERFINT Scented candle in glass \$5.99** Glass. Designer: Cecilia Pettersson. Ø3½, H4". Cinnamon & sugar red 105.771.57



PE944472.JPG  
**New VINTERFINT Unscented pillar candles \$3.99/set of 2** Paraffin wax. Ø2¾, H4". Stripe pattern red/white 705.771.59



PE944260.JPG  
**New VINTERFINT Tin with lid \$7.99** Clear lacquered steel. Designer: Cecilia Pettersson. L11×W11×H4". Red 205.809.70



PE944245.JPG  
**New VINTERFINT Tablecloth \$19.99** 100% cotton. Imported. Designer: Cecilia Pettersson. L94×W57". Berry pattern red 405.908.31



PE944202.JPG  
**New VINTERFINT Paper napkins \$2.49/30pk** Paper. Designer: Cecilia Pettersson. L13×W13". Amaryllis white/pink 605.811.33



PE943980.JPG  
**New VINTERFINT Cushion cover \$8.99** 100% cotton. Imported. Designer: Cecilia Pettersson. L20×W20". Green 605.802.61



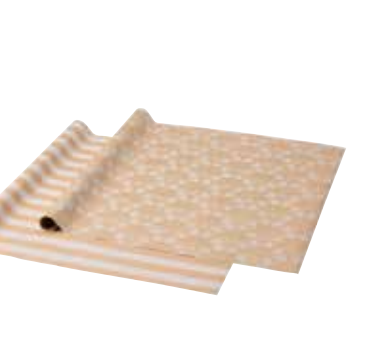
PE944186.JPG  
**New VINTERFINT Gift wrap rolls \$6.99/3pk** Paper. Designer: Cecilia Pettersson. L9"10"×W2'3½". (22.6sq ft each roll). Mixed patterns pink 705.772.77



PE944170.JPG  
**New VINTERFINT Gift wrap roll \$1.99** Paper. Designer: Cecilia Pettersson. L9"10"×W2'3½". (22.6sq ft). Animal pattern blue 405.772.69



PE944176.JPG  
**New VINTERFINT Gift wrap roll \$1.99** Unbleached paper. Designer: Cecilia Pettersson. L9"10"×W2'3½". (22.6sq ft each roll). Heart pattern brown 105.772.61

















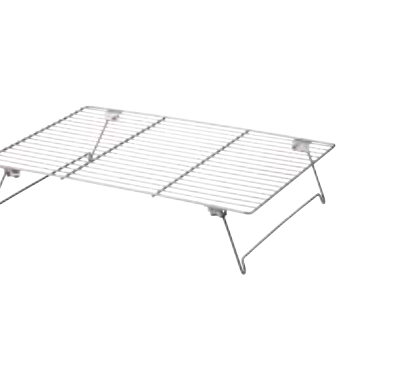












PE944182.JPG  
**New VINTERFINT Gift wrap rolls \$4.99/2pk** Unbleached paper. Designer: Cecilia Pettersson. L9"10"×W2'3½". (22.6sq ft each roll). Mixed patterns brown 305.772.79

\*IKEA recommends LADDA Rechargeable batteries AA 2450mAh HR06 1.2V 4pk 505.046.92



Product overview

								
PE944226.JPG <b>New VINTERFINT Ribbon \$1.49</b> Paper. 164'. White 505.773.01	PE948499.JPG <b>New VINTERSAGA Advent calendar \$14.99</b> Daily count down with VINTERSAGA Christmas calendar – open a new flap every day between Dec 1st and Christmas Eve. Behind most of the flaps are tasty pieces of chocolate – and behind some flaps you'll find other surprises! 10 oz. 705.956.05	PE901533.JPG <b>New VINTERFINT Decoration \$4.99</b> 100% polyester. Imported. L5×D8¼×H12¼". Santa Claus sitting/red 905.784.93	PE944482.JPG <b>New VINTERFINT Wall decoration \$19.99</b> Can be pulled horizontally to the width and shape that suits you and your wall space. Clear lacquered solid pine. Designer: Mikael Axelsson. Requires assembly. Pine 805.800.24	PE935072.JPG <b>New VINTERFINT Artificial Christmas tree \$49</b> Polypropylene plastic and steel. Requires assembly. H59". In/outdoor green 505.858.72	PE935168.JPG <b>New VINTERFINT Artificial Christmas tree \$99</b> Polypropylene plastic and steel. Requires assembly. H70¾". In/outdoor green 005.858.60	PE935076.JPG <b>New VINTERFINT Artificial Christmas tree \$129</b> Polypropylene plastic and steel. Requires assembly. H82¾". In/outdoor green 605.858.57	PE951053.JPG <b>New VINTERFINT Artificial potted plant \$9.99</b> Polypropylene plastic and steel. H21¾". In/outdoor/Christmas tree green 605.858.81	PE944219.JPG <b>New VINTERFINT Plant pot \$6.99</b> Pigmented glazed stoneware. Designer: Lisa Hilland. Ø5½, H4¾". Green 605.885.92
								
PE943937.JPG <b>New VINTERFINT Baking cups \$1.49/65pk</b> Bleached chlorine-free paper. Designer: Cecilia Pettersson. Ø2, H1½". Star pattern red 705.811.18	PE943935.JPG <b>New VINTERFINT Children's apron \$4.99</b> Recommended for ages 4-7 years. 100% cotton. Imported. Designer: Cecilia Pettersson. L22". Heart pattern blue 805.811.08	PE943933.JPG <b>New VINTERFINT Apron \$7.99</b> 100% cotton. Imported. Designer: Cecilia Pettersson. L35×W35". Red 805.811.13	PE944208.JPG <b>New VINTERFINT Cookie cutters \$2.99/set of 5</b> Stainless steel. Mixed shapes 405.809.93	PE947400.JPG <b>New VINTERSAGA Gingerbread house \$4.99</b> 11 oz. 706.060.05	PE836323.JPG <b>New VINTERSAGA Mini gingerbread houses \$5.99</b> 11 oz. W3×D2×H3". 606.059.40	PE936757.JPG <b>New VISPNING Mixing bowl \$6.99</b> Polystyrene-acrylic plastic. Designer: Kevin Gouriou. Holds 101 oz. Gray-green 105.842.66	PE790792.JPG <b>LÄTTBAKAD Cooling rack \$7.99</b> Stainless steel. L15×W11×H3". 204.801.45	PE727978.JPG <b>MAGASIN Rolling pin \$7.99</b> Solid beech. Ø2, L17". 764.856.05
								
PE729738.JPG <b>KORKEN Jar with lid \$2.99</b> Glass. Ø4, H11". Glass. Holds 34 oz. Clear glass 402.279.83	PE937203.JPG <b>New SILLTRUT Kitchen for children \$79.99</b> Recommended for children 3 years and older. Clear lacquered finish and solid beech. Designer: Mikael Axelsson. Requires assembly. W26¾×D15¾×H39¾". Gray 205.444.92	PE904876.JPG <b>SANDSKÄDDA Mug \$3.99</b> Dishwasher and microwave safe. Stoneware. Designer: Sarah Fager. Ø4, H3". Holds 9 oz. Light gray-beige 905.594.56	PE767614.JPG <b>GLADELIG Plates \$21.99/4pk</b> Dishwasher and microwave safe. Color-glazed stoneware. Designer: N Karlsson/ M Axelsson. Ø10". Gray 504.571.48	PE643714.JPG <b>FULLTALIG Candlesticks \$19.99/set of 3</b> Includes: three candlesticks (H4", 5¾" and 8"). Powder-coated steel and aluminum. Designer: Aaron Probyn. Black 403.421.34	PE947477.JPG <b>New HAUGA Chair \$40</b> Clear lacquered solid pine. Designer: Ola Wihlborg. Requires assembly. W15¾×D19¼×H34¾". White 105.767.18	PE951816.JPG <b>New HAUGA Table \$119.99</b> Clear lacquered solid pine and birch veneer. Designer: Ola Wihlborg. Requires assembly. L46¼×W29½×H29½". White 005.767.09	PE883400.JPG <b>HEMNES Glass-door cabinet with three drawers \$379</b> Stained, clear lacquered solid pine and tempered glass. Designer: Carina Bengs. Requires assembly. W35¾×D14¾×H77½". Red stained/light brown stained 505.306.34	PE894510.JPG <b>VIPPSTARR Tablecloth \$5.99</b> 100% cotton. Imported. Designer: Paulin Machado. L59×W59". Stripe pattern red/natural 405.591.85



## Contact

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# Merry Jul!

