

Press kit
Launching October 2024

SKOGSDUVA





When we play together, anything is possible

In the latest PLAY report from 2024, we found that "having fun together as a family" topped the chart of emotional priorities for both parents and children.

But after a day packed with schedules and to-do lists, it can be hard to see the forest for all the trees. And even playing can end up feeling like a chore.

Therefore, we at IKEA set out to create a collection that could help infuse more play and playfulness into everyday life through educational, inspirational and practical products.

Bridging the gap between fantasy and reality

With the SKOGSDUVA collection, we wish to enhance the daily routines you and your family already share together.

Here, a pillow is also a log, a bathrobe can turn you into a lynx, a rug is a meadow and the duvet cover can inspire the bedtime story.

We've got the backdrop, the characters and the plot. Now, you and your family get to continue the story. With the help of storytelling and a little imagination, you can make the magical Swedish forest come to life in your own home!



PH200438.jpg

© Inter IKEA Systems B.V. 2024

SKOGSDUVA / PR kit 3



Welcome to the magical Swedish forest!

Did you know that hedgehogs hibernate during winter, that lynxes have natural snowshoes and that Arctic foxes are used to living in temperatures below -40°F ?

Real animals are extraordinary and sometimes facts can be just as amazing as fiction.

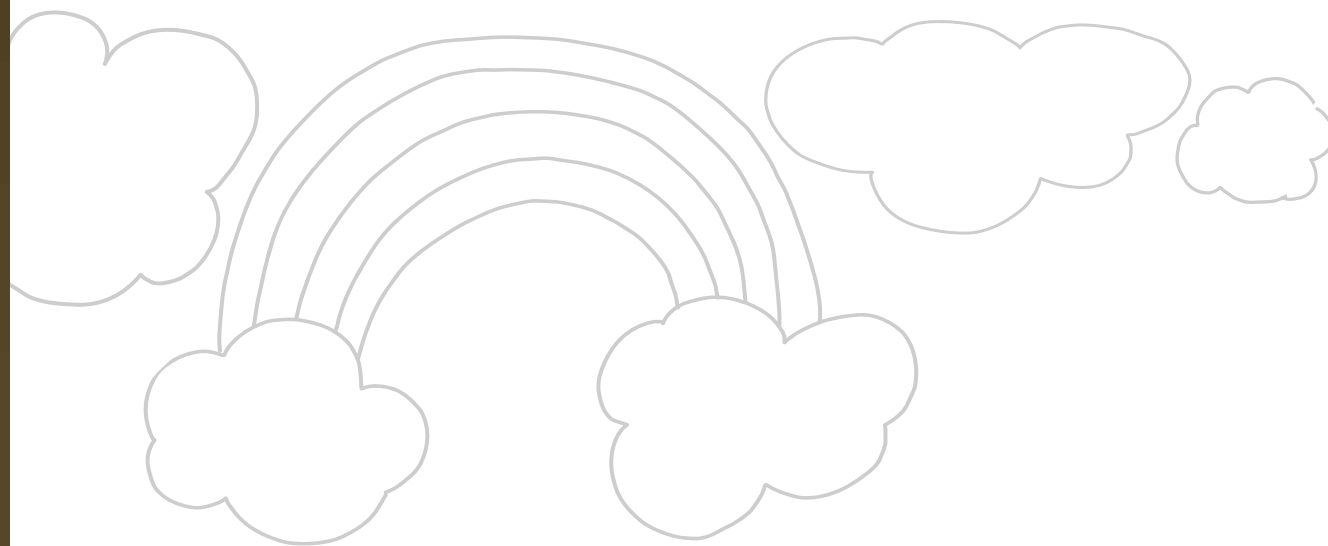
In the SKOGSDUVA collection, you will meet animals, insects and plants from the Swedish forest, all with incredible abilities that help them adapt and survive in the cold wilderness.



"I want children to explore nature beyond the front door and feel like they can make these animals come alive in their rooms too."

Designer Malin Gyllensvaan





Get a bird's-eye view

Did you know the snowy owl can turn its head 135° in each direction without moving its body?

With the SKOGSDUVA snowy owl hand puppet, you might not be able to do a full 270° head spin. But you will be able to look around corners and can flap your wings. Ain't that a hoot!

Allow room for creative differences

With the SKOGSDUVA coloring paper roll, there is enough paper for several creative expressions. Roll it out on a table and let everyone paint. Or divide it with a bed or a door if it's one of those days when the kids can't stand to be next to each other.





A clever disguise

The arctic fox has an incredible ability to blend in with its surroundings. In summer, the fur is gray and brown to match cliffs and rocks, and during winter, it becomes thick and white to mimic the snow.

The SKOGSDUVA arctic Fox soft toy is a cuddly friend who's known to lend its camouflaging skills to any child who needs a moment to adjust to new environments.



PH200406.jpg



Tufted ears, bobbed tails

The lynx is a large wild cat living in the Swedish mountains. Its thick fur keeps it warm during winter and its big furry paws act as natural snowshoes. Since it avoids human settlements, the lynx is an unusual sight.

But with the SKOGSDUVA lynx soft toy, you can get up close and personal with this rare beauty.





Every little log, an ecosystem

There is life on every branch, in every log and under every stone. Insects are essential for all beings as they help aerate the soil, spread pollen and feed the birds.

Invite these important little helpers into your home with the SKOGSDUVA cylinder-shaped cushion, illustrated with insects from the Swedish forest.

Let the log and its friends help support your child's knees or arms for a more ergonomic reading or gaming position.

Let the kids sleep in
the wild tonight





An (almost) inseparable pair

Did you know that baby otters stay with their mothers for the whole first year? During this time, she teaches them everything they need to know about hunting and how to survive in the wild.

When creating the SKOGSDUVA collection, we didn't have the heart to separate them. That's why the SKOGSDUVA soft toy otter with a baby only comes in pairs.

PH200408.jpg



Tuck the kids in as a lynx

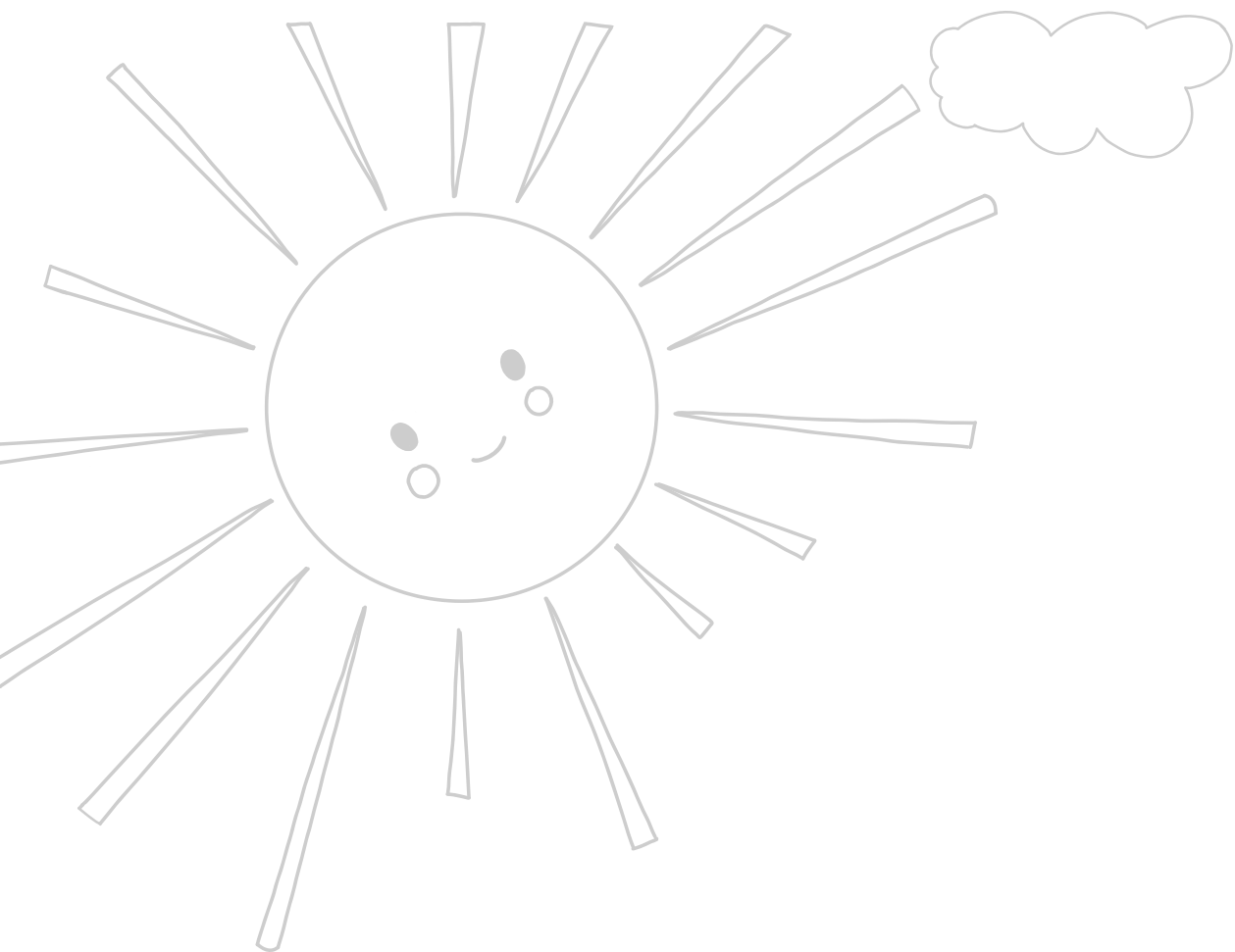




Turn the bedtime routine into a game

With the SKOGSDUVA lynx and badger masks, you can join in the play while still getting the kids to bed on time.

Did you know the lynx has incredible hearing and eyesight and can detect a mouse 246 feet away? Turn into a lynx and you will have no trouble finding those missing pajamas!



Sharing space with the pollinators

Unlike honeybees, bumblebees don't nest in trees but prefer somewhere cooler and closer to the ground. Their nests are often found in sheds or under decks and removed by humans. But by creating dedicated homes for them in gardens or parks, we can all help protect these important pollinators.

The SKOGSDUVA soft toy bumblebee can happily nest on your child's bed and the mini-bumblebee has a loop that makes it easy to bring along on their backpack.



PH200409.jpg

© Inter IKEA Systems B.V. 2024



Tough on the outside, soft on the inside

When threatened, hedgehogs raise their sharp spines and turn into prickly, round balls to protect their soft bellies.

The SKOGSDUVA hedgehog soft toy can also turn into a ball with the help of a touch-and-close fastening on its belly. Although the back looks sharp, the spines are smooth and do not sting.



"The collection is inspired by my childhood when I was outdoors a lot and created imaginary worlds where different animals lived."

Designer Malin Gyllensvaan



Product overview (1/2)



PE935347.jpg

New SKOGSDUVA Twin duvet cover set \$24.99/2pcs Includes twin duvet cover and two pillowcases. Cotton and viscose/ rayon. Imported. Designer: Malin Gyllensvaan. Blue green/forest pattern
305.768.35



PE935335.jpg

New SKOGSDUVA Twin duvet cover set \$29.99/2pcs Includes twin duvet cover and two pillowcases. Cotton and viscose/ rayon. Imported. Designer: Malin Gyllensvaan. Multicolor/forest patterned
905.768.61



PE935326.jpg

New SKOGSDUVA Twin duvet cover set \$14.99/2pcs Includes twin duvet cover and two pillowcases. Cotton and viscose/ rayon. Imported. Designer: Malin Gyllensvaan. White green/forest pattern
805.768.09



PE935372.jpg

New SKOGSDUVA Rug, high pile \$49.99 100% polyester pile. 100% synthetic rubber backing. Imported. Designer: Malin Gyllensvaan. L5'3"×W4'4". Green
405.782.78



PE935368.jpg

New SKOGSDUVA Twin fitted sheet \$12.99 Cotton and viscose/ rayon. Imported. Designer: Malin Gyllensvaan. White yellow/flower pattern
505.767.97



PE935384.jpg

New SKOGSDUVA Towel with hood \$19.99 Recommended for children 3 years and older. 100% cotton. Imported. Designer: Malin Gyllensvaan. L55×W28". Lynx shaped/brown
205.739.41



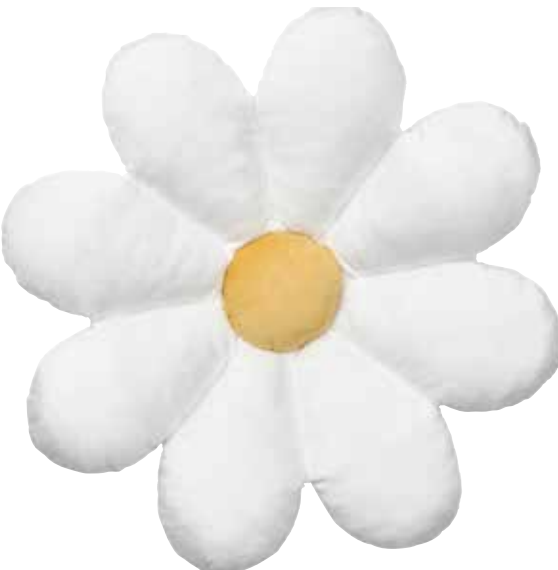
PE935320.jpg

New SKOGSDUVA Cushion \$29.99 Recommended for children 3 years and older. 100% cotton cover. 100% polyester filling. Imported. Designer: Malin Gyllensvaan. Ø10, L31". Cylinder shaped/brown
305.782.93



PE935323.jpg

New SKOGSDUVA Cushion with pocket \$19.99 Recommended for children 3 years and older. 100% polyester. Polyester hollow fiber filling. Imported. Designer: Malin Gyllensvaan. L12½×W14½". Acorn shaped/brown
105.767.75



PE935317.jpg

New SKOGSDUVA Cushion \$14.99 Recommended for children 3 years and older. 100% polyester. Polyester hollow fiber filling. Imported. Designer: Malin Gyllensvaan. Ø19". Flower-shaped/ white
005.767.90



PE935379.jpg

New SKOGSDUVA Storage bag \$9.99 Recommended for children 3 years and older. 100% polyester with 100% PEVA plastic surface coating. Imported. Designer: Malin Gyllensvaan. Ø16¼, H16½". Forest animal pattern/multicolor
505.919.10



PE936320.jpg

New SKOGSDUVA Masks \$7.99/ set of 2 Recommended for children 3 years and older. 100% polyester. Imported. Designer: Malin Gyllensvaan. Badger/lynx multicolor
105.786.75



PE935375.jpg

New SKOGSDUVA Stool seat cover \$4.99 100% polyester. Polyester hollow fiber filling. Imported. Designer: Malin Gyllensvaan. Ø15". Toadstool shaped/red white
705.782.86



PE936324.jpg

New SKOGSDUVA Soft toy \$24.99 Recommended for children 18 months and older. 100% polyester. Imported. Designer: Malin Gyllensvaan. L24¾". Lynx/orange brown
005.786.71



PE937605.jpg

New SKOGSDUVA Soft toy \$19.99 Recommended for children 18 months and older. 100% polyester. Imported. Designer: Malin Gyllensvaan. L23½". Arctic fox/white
005.768.94

Product overview (2/2)



PE936323.jpg
New SKOGSDUVA Soft toys \$19.99/set of 2 Recommended for children 18 months and older. 100% polyester. Imported. Designer: Malin Gyllensvaan. L17¾". Otter with baby/brown beige
105.769.02



PE936972.jpg
New SKOGSDUVA Soft toy \$9.99 Recommended for ages 24 months and older. 100% polyester. Imported. Designer: Malin Gyllensvaan. L9¾". Hand puppet/snowy owl white
105.768.98



PE937606.jpg
New SKOGSDUVA Soft toy \$7.99 Recommended for ages 24 months and older. 100% polyester. Imported. Designer: Malin Gyllensvaan. L8¾". Hedgehog/beige
205.769.06



PE937610.jpg
New SKOGSDUVA Soft toy \$4.99 Recommended for ages 24 months and older. 100% polyester. Imported. Designer: Malin Gyllensvaan. L8¾". Bumblebee/black yellow
405.769.10



PE937611.jpg
New SKOGSDUVA Soft toy \$1.99 Recommended for children 3 years and older. 100% polyester. Imported. Designer: Malin Gyllensvaan. L3¼". Mini-bumblebee/black yellow
805.769.27



<No intersecting link>
New SKOGSDUVA Coloring paper roll \$4.99 Bleached chlorine-free paper. Designer: Malin Gyllensvaan. W17×L394". Enchanted forest
305.788.44

Contact

U.S. Press Office
Email press.us@IKEA.com
Phone 1-866-329-4532

