

Press kit | Launching October 2025

Instant traditional

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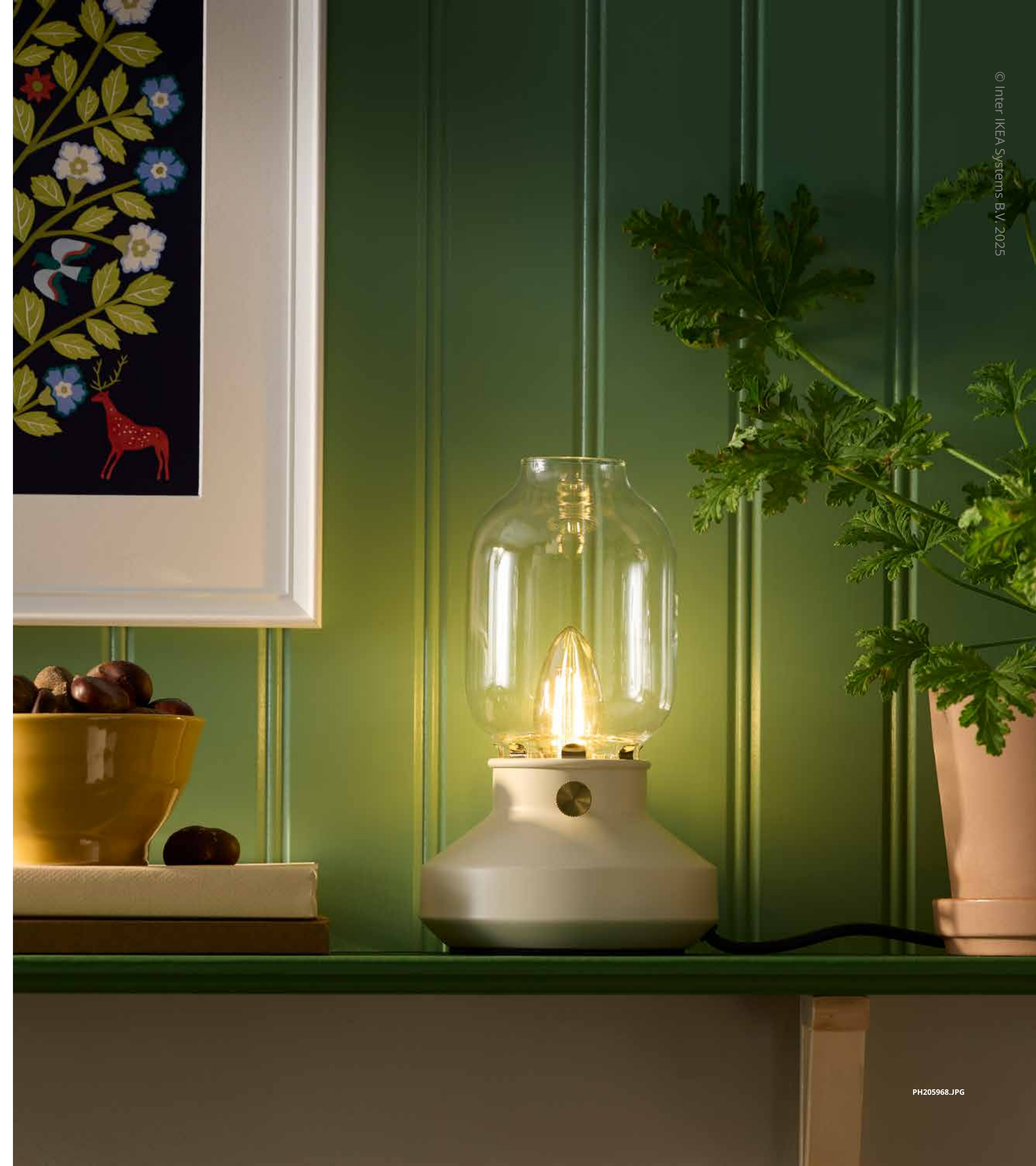


Tradition at the turn of an Allen key

This season, add a little Scandinavian magic to your home and turn it into the ultimate snug retreat where everyone can relax, feel welcome, and enjoy some well-deserved downtime.

Forget the pressure, dodge the drama (or at least keep it to a minimum), and focus on creating a space that's too cozy not to share. The best part? It's as easy as turning an Allen key – just add a few pieces inspired by our traditional Swedish style to design the perfect setting for new memories.

Get ready to give your home a fun refresh – or should we say a “rewarm”?





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Coziness,
anyone?

A place like home

With new furniture and decorations in a traditional Swedish style, your home will become the go-to spot for winter gatherings. Because when everyone feels at home, they're happy campers – even the grumpiest guest.



New KANONVISKA Twin duvet cover and pillowcase \$29.99/2pcs
Includes twin duvet cover and pillowcase. Imported. White multicolor/
floral pattern 906.140.47 **New SANDJORD Basket \$17.99** Sedge
306.000.48 **New SANDJORD Basket \$22.99** Sedge 606.011.45
KINNAHULT Floor lamp \$79.99 Ash/white 205.592.66 **New PJÄTTERYD**
pictures \$19.99/2pk Animal appliqué 406.018.77 **New FACELIOR Cushion**
cover \$12.99 White/embroidery dark orange 906.115.05





New Huset Dollhouse furniture and figures \$14.99 Multicolor 705.974.97 **FLISAT Doll's house/wall shelf \$49.99** Solid pine 502.907.85

Pocket-sized icons

We've shrunk our most popular designs like KLIPPAN, BILLY, MAMMUT, and DUKTIG and turned them into Huset, a collection of miniatures for children of all ages.

Unleash your inner interior designer and have fun arranging the Huset furniture in the FLISAT doll's house.





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PH206035.JPG



PH206031.JPG



PH206033.JPG



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PH206034.JPG

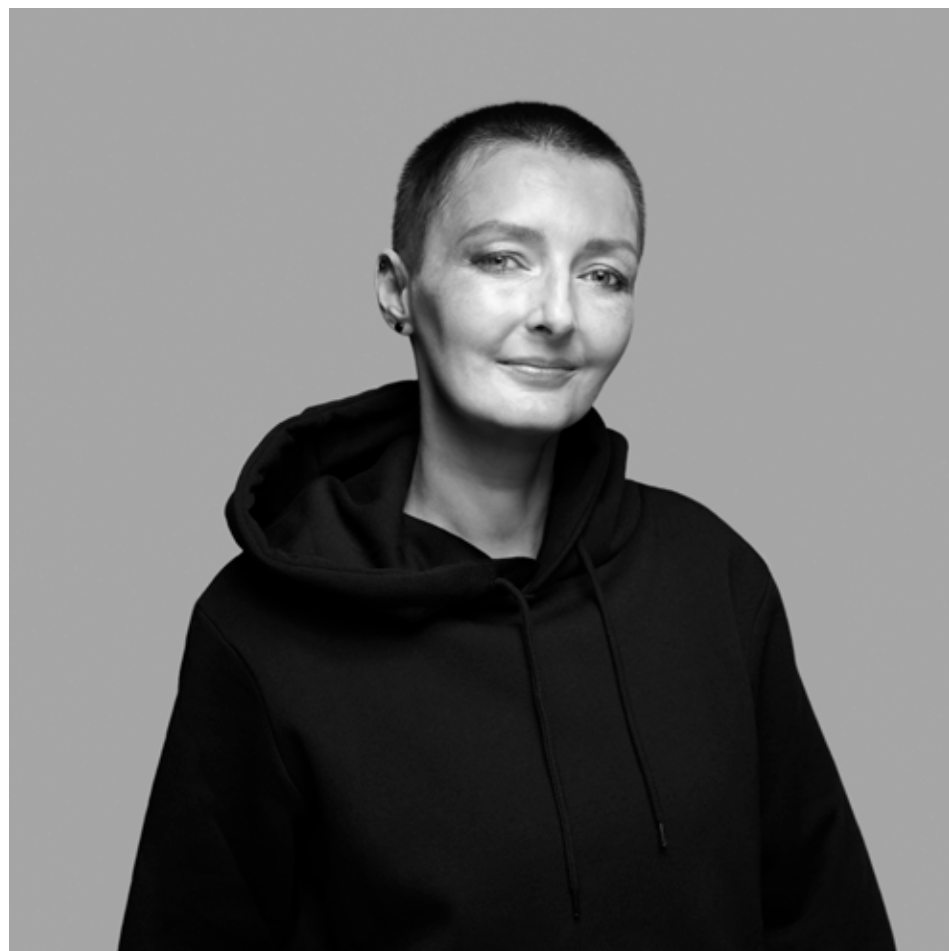


PH206032.JPG

New Huset Dollhouse furniture and figures \$14.99 Multicolor 705.974.97

“Role play is important for children’s development and the colorful doll’s house furniture and animal figures in the Huset series are perfect for this. We hope the animals’ interchangeable elements spark children’s desire to create their own stories.”

Marta Krupinska, Designer
David Wahl, Designer



New Huset Dollhouse furniture and figures \$14.99 Multicolor 705.974.97



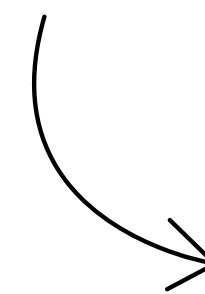
New PJÄTTERYD Pictures \$19.99/2pk Animal appliqué 406.018.77

Canvas made to hang out

Give your room an instant traditional vibe by placing several canvases on the wall and adding solid fabric squares for contrast.

The charming motif printed on the PJÄTTERYD pictures adds depth and character to any wall.

The PJÄTTERYD pictures featuring animal appliques come in pairs, making it super easy to kick off your canvas art collection.



New PJÄTTERYD Pictures \$19.99/2pk
Animal appliqué 406.018.77





Embrace the comfort(er)

If you prefer comforters to duvets, prepare to sleep wrapped in style! Made of 100% cotton flannel, our TORNTUSS comforter set offers a snug and soft feel that keeps you warm during cold nights, and a blue check pattern that ups the cozy factor.



PH205922.JPG



PE980167.JPG

New TORNTUSS Full/queen comforter set with two pillow shams \$69.99/3pcs 100% cotton. Imported. Dark blue/check 706.149.77



PE931458.JPG

DVALA Queen sheet set \$24.99/4pcs Includes queen flat sheet, fitted sheet and two queen pillowcases. 100% cotton. White 105.775.29

Product overview | October 2025



PE970053.JPG
New KANONVISKA Full/queen duvet cover set \$34.99/3pcs
Includes full/queen duvet cover and two pillowcases. Cotton and viscose/rayon. Imported. Designer: Eva Lundgreen. White multicolor/floral pattern 306.140.45



PE926566.JPG
LAGERPOPPEL Cushion cover \$4.99 100% polyester. Imported. L20×W20". Blue-gray 805.618.03



PE899632.JPG
TÄRNABY Table lamp \$34.99
Steel and glass. Designer: Stina Lanneskog. Requires assembly. Ø6". W4×H10". Dimmable beige 105.080.79



PE963606.JPG
New PJÄTTERYD Pictures \$19.99/2pk 100% polyester. Inside frame: Fiberboard. Imported. W15¾×H15¾". Animal appliqué 406.018.77



PE968572.JPG
New FACELIOR Cushion cover \$12.99 100% cotton. Imported. Designer: Eva Lundgreen. L20×W20". White/embroidery dark orange 906.115.05



PE968568.JPG
New SVAMPFLY Cushion cover \$4.99 100% cotton. Imported. Designer: Darja Nordberg. L20×W20". Dark blue 905.845.02



PE967420.JPG
New SANDJORD Basket \$17.99
Clear lacquered sedge. Ø11¾, H5½". Sedge 306.000.48



PE967298.JPG
New SANDJORD Basket \$22.99
Clear lacquered sedge. Ø18, H7¾". Sedge 606.011.45



PE892939.JPG
KINNAHULT Floor lamp \$79.99
Solid ash, steel and plastic. Designer: Sarah Fager. Requires assembly. Ø12, H59". Shade Ø15". Ash/white 205.592.66



PE727347.JPG
FLISAT Doll's house/wall shelf \$49.99 Solid pine. Designer: S Fager/J Karlsson. Requires assembly. W22¾×D8¾×H23¾". 502.907.85



PE977517.JPG
New HUSET Dollhouse furniture and figures \$14.99
Recommended for ages 3 years and older. Painted plastic. Designer: M Krupińska/D Wahl. Living room/kitchen multicolor 705.974.97



PE962670.JPG
BRUGDHAI Jar with lid \$12.99
Dishwasher safe jar. Color-glazed stoneware. Designer: Francis Cayouette. Ø5, H4¾". 34 oz. Beige 305.961.69



PE962668.JPG
BRUGDHAI Jar with lid \$5.99
Dishwasher safe jar. Color-glazed stoneware. Designer: Francis Cayouette. Ø3½, H3½". 10 oz. Beige 105.961.70



PE874927.JPG
PERSBOL Armchair \$249
100% polyester. Tinted clear lacquered solid birch and birch veneer. Imported. Designer: Nike Karlsson. Requires assembly. W27½×D27½×H33½". Birch/Tibbleby beige/gray 205.259.26
Includes free 10-year limited warranty. See [IKEA.us/warranty](https://www.ikea.us/warranty) for details.



PE980167.JPG
New TORNTUSS Full/queen comforter set with two pillow shams \$69.99 100% cotton. Imported. Dark blue/check 706.149.77



PE931458.JPG
DVALA Full sheet set \$24.99
Includes fitted sheet, flat sheet and two pillowcases. 100% cotton. Imported. White 105.775.29



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PH206033.JPG



PH206034.JPG



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PH206036.JPG

Northern nights

Embrace the cozy – or *mysig* – side of the season with a bedroom makeover in traditional style. Your duvet cover, cushions, and rugs might be fresh off the shelf, but they’re woven with years of Swedish folklore and craftsmanship.



New, but
with an
old soul



New BRUDKRUSBÄR Twin duvet cover and pillowcase \$34.99/2pcs
Black multicolor/floral pattern 806.148.25 **New TRÄTTKAKTUS** Cushion
cover \$4.99 Multicolor 406.123.95 **PERSBOL** Armchair \$249 Black/
Tibbleby beige/gray 805.259.14 **New HAVSTA** 3-drawer chest \$299 Black
506.145.15



Glow back in time

Inspired by traditional kerosene lamps, TÄRNABY looks like a lamp with a story to tell. Small and easy to move, it combines the charm of traditional design and the handiness of dimmable lighting. All style, no flames.



Stina Lanneskog, Designer



TÄRNABY Table lamp \$34.99 Dimmable beige 105.080.79

“TÄRNABY lamp is inspired by traditional kerosene lamps. The visible light bulb emulates a live flame and provides mood lighting which is soft and warm.”

Stina Lanneskog, Designer



Three looks, one style

Give your home that warm, traditional feel with cushions inspired by Swedish folklore and craftsmanship. Darker hues, vibrant reds, muted tones – which one is your favorite?



New TRATTKAKTUS Cushion cover \$4.99 Multicolor 406.123.95
PERSBOL Armchair \$249 Black/Tibbleby beige/gray 805.259.14



New TAGSÄCKMAL Cushion cover \$4.99 White/floral pattern 806.208.74
PERSBOL Armchair \$249 Brown-red/Tibbleby beige/gray 405.259.25



New SVAMPFLY Cushion cover \$4.99 Dark blue 905.845.02 **PERSBOL Armchair \$249** Birch/Tibbleby beige/gray 205.259.26



PE936046.JPG

STJÄRNÖ Queen bed frame
\$369 Powder-coated steel.
Designer: Ebba Strandmark.
Requires assembly. Anthracite
795.634.07



PE970092.JPG

New BRUDKRUSBÄR Twin
duvet cover and pillowcase
\$34.99/2pcs Includes twin duvet
cover and pillowcase.
100% cotton. Imported.
Designer: Malin Gyllensvaan.
Black multicolor/floral pattern
806.148.25



PE983731.JPG

New TRATTKAKTUS Cushion
cover **\$4.99** 100% cotton.
Imported. Designer: Eva
Lundgreen. W20×L20".
Multicolor 406.123.95



PE973125.JPG

New RÄVARÖR Rug, flatwoven
\$299.99 100% wool. Designer:
Maria Vinka. Imported.
W6'7"×L9'10". Handwoven black/
brown gray 206.110.33



PE983728.JPG

New FLIKBRUNÖRT Throw
\$12.99 100% polyester.
Imported. L6'7×W5'1".
Check pattern 206.123.96



PE983996.JPG

New LADUSVALA Tealight
holders **\$3.99/3pk** Glass.
Designer: Junyi Lyu. Ø2, H2¼".
Mixed colors 206.059.04



PE986475.JPG

New SJÖMAKT Desk lamp
\$49.99 Powder coated steel.
Designer: Wiebke Braasch.
Requires assembly. Ø7, H19".
Shade Ø6". Beige/ash 005.956.56



PE980049.JPG

New HAVSTA 3-drawer chest
\$299 Stained, clear lacquered
solid pine. Requires assembly.
W31½×D18½×H35". Black
506.145.15



PE968567.JPG

New SVAMPFLY Cushion cover
\$4.99 100% cotton. Imported.
Designer: Darja Nordberg.
L20×W20". Anthracite 905.845.02



PE987145.JPG

New NARRKOLV Pendant
lamp **\$79.99** Rattan. Designer:
Akanksha Deo. Requires
assembly. Ø22, H6". Rattan
105.958.68



PE782658.JPG

IDANÄS Nightstand **\$199.99**
Clear lacquered beech veneer.
Designer: F Cayouette/J
Karlsson. Requires assembly.
W18½×D15¾×H26¾". Dark brown
stained 804.588.15



PE874932.JPG

PERSBOL Armchair **\$249** Tinted
clear lacquered solid wood
and birch veneer. Imported.
Designer: Nike Karlsson. Requires
assembly. W27½×D27½×H33½".
Black/Tibbleby beige/gray
905.845.02
PERSBOL Armchair **\$249**
100% polyester. Tinted clear
lacquered solid birch and birch
veneer. Imported. Designer: Nike
Karlsson. Requires assembly.
W27½×D27½×H33½". Birch/
Tibbleby beige/gray 205.259.26
Includes free 10-year limited
warranty. See [IKEA.us/warranty](https://www.ikea.us/warranty)
for details.



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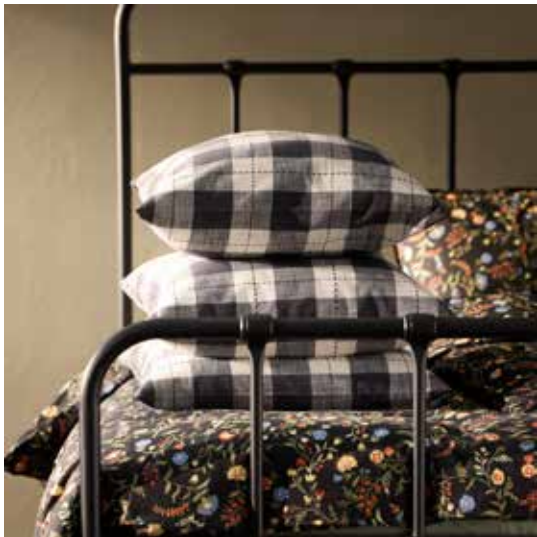
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PH205963.JPG



PH205960.JPG



PH205961.JPG



PH205966.JPG



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PH205973.JPG

Wake up in a dream

Stretch out in bed, pull back the curtains, and let the sunshine do its thing. The smell of coffee and the sound of laughter drift from the kitchen. Time to get up and enjoy a day with no plans.

New HEMNES Twin day-bed frame with three drawers \$399 Gray-green 906.228.96 Available Winter 2026. **New BRUDKRUSBÄR** Twin duvet cover set \$34.99/2pcs Black multicolor/floral pattern 806.148.25 Duvet cover set available with black background rather than the white that is shown. **New CINTIAKAKTUS** Pre-cut fabric \$14.99 White/multicolor 606.081.61 **New AMBARÖNN** Plant pot \$14.99 White 405.594.92 **New TRÄTTAKTUS** Cushion cover \$4.99 Multicolor 406.123.95 **New TÄGSÄCKMAL** Cushion cover \$4.99 White/floral pattern 806.208.74 **PERSBOL** Armchair \$249 Brown-red/Tibbleby beige/gray 405.259.25







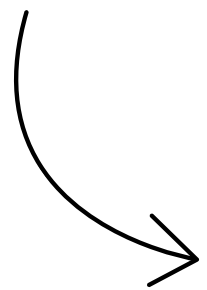
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New CINTIAKAKTUS Pre-cut fabric \$14.99 White/multicolor 606.081.61

Craft your way into a traditional look

Transform your space using pre-cut fabric to create extra storage spots for plates, mugs, and anything else that needs a bit more room. Or use the fabric as a tablecloth to add a traditional touch to your meals!

Pre-cut fabric is perfect for creating something unique and personal – whether it's a gift or something for you or your home.



PH206009.JPG

A bit of Swedish countryside in your home

Designer Eva Lundgreen was inspired by her trip to the Dalarna and Sundborn regions of Sweden to create charming patterns in a traditional look. The vivid natural colors of Swedish artists Carl and Karin Larsson inspired her designs.



Eva Lundgreen, Designer



New HEMNES Twin day-bed frame with three drawers \$399 White 303.493.29 New CINTIAKAKTUS Pre-cut fabric \$14.99 White/multicolor 606.081.61 New TRATTKAKTUS Cushion cover \$4.99 Multicolor 406.123.95 New TAGSÄCKMAL Cushion cover \$4.99 White/floral pattern 806.208.74 New FACELIOR Cushion cover \$12.99 White/embroidery dark orange 906.115.05

“I allow myself to be free
and playful when I sketch.
I want to reach a flow where
the hand and pencil create
on their own. It’s wonderful
when that happens.”

Eva Lundgreen, Designer



New KANONVISKA Twin duvet cover set \$29.99/2pcs Includes twin duvet cover and pillowcase.
Imported. White multicolor/floral pattern 906.140.47



New FACELIOR Cushion cover \$12.99 White/embroidery dark orange 906.115.05 **PERSBOL Armchair \$249** Brown-red/Tibbleby beige/gray 405.259.25

“This collection is built on inspiration from old handicraft from different parts of the countryside of Sweden – Jämtland, Hälsingland, and Dalarna.”

Eva Lundgreen, Designer



New TRATTKAKTUS Cushion cover \$4.99 Multicolor 406.123.95 **PERSBOL Armchair \$249** Brown-red/Tibbleby beige/gray 405.259.25

More than just a bed

Daybed, sofa, single bed, double bed, storage:
HEMNES adapts to fit your needs, becoming the
ultimate small-space lifesaver.

Ideal for welcoming guests or creating an extra cozy
corner, it features a soothing gray-green hue that
gives a nod to a traditional look.



PH205983.JPG

Not a fan of green? No
worries – the HEMNES
daybed is also available
in white and gray!



New HEMNES Twin day-bed frame with three drawers \$399
Gray-green 906.228.96 Available Winter 2026.
Gray 204.727.01 White 303.493.29
New BRUDKRUSBÄR Twin duvet cover set \$34.99/2pcs
Black multicolor/floral pattern 806.148.25 Duvet cover set available
with black background rather than the white that is shown.



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New HEMNES Twin day-bed frame with three drawers \$399 Gray-green 906.228.96 Available Winter 2026. **New BRUDKRUSBÄR Twin duvet cover set \$34.99/2pcs** Black multicolor/floral pattern 806.148.25 Duvet cover set available with black background rather than the white that is shown. **New TRATTKAKTUS Cushion cover \$4.99** Multicolor 406.123.95 **New TÄGSÄCKMAL Cushion cover \$4.99** White/floral pattern 806.208.74 **New FACELIOR Cushion cover \$12.99** White/embroidery dark orange 906.115.05



PE997296.JPG
New HEMNES Twin day-bed frame with three drawers \$399 Painted finish. Requires assembly. Gray-green 906.228.96 Available Winter 2026.



PE896328.JPG
HEMNES Twin day-bed frame with three drawers \$399 Painted finish. Designer: Carina Bengs. Requires assembly. White 303.493.29



PE970075.JPG
New BRUDKRUSBÄR Twin/Twin XL duvet cover set \$34.99/2pcs Includes twin duvet cover and pillowcase, 100% cotton. Imported. Designer: Malin Gyllensvaan. Black multicolor/floral pattern 806.148.25 Other sizes availble, prices vary.



PE974837.JPG
New CINTIAKAKTUS pre-cut fabric \$14.99 100% cotton. Imported. Designer: Eva Lundgreen. W59xL118". White/multicolor 606.081.61



PE903004.JPG
New AMBARÖNN Plant pot \$14.99 Stoneware. Ø7½". D6xH6¾". In/outdoor/white 405.594.92



PE983737.JPG
New TÄGSÄCKMAL Cushion cover \$4.99 100% cotton. Imported. Designer: Inga Leo. White/floral pattern 806.208.74



PE932622.JPG
GULLABERG 3-drawer chest \$199.99 Painted particleboard. Designer: Nike Karlsson. Requires assembly. W39xD18½xH39¾". White/anchor/unlock-function 105.617.69



PE874937.JPG
PERSBOL Armchair \$249 100% polyester. Tinted clear lacquered solid birch and birch veneer. Imported. Designer: Nike Karlsson. Requires assembly. W27½xD27½xH33½". Birch/Tibbleby beige/gray 405.259.25 Includes free 10-year limited warranty. See [IKEA.us/warranty](https://www.ikea.us/warranty) for details.



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PH205984.JPG



PH205983.JPG



PH205975.JPG



PH205998.JPG



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PH205976.JPG



PH205995.JPG



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PH206009.JPG



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PH206008.JPG



PH206003.JPG



PH205992.JPG



PH205991.JPG



PH206002.JPG



PH205979.JPG



PH205981.JPG



PH205982.JPG



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PH205994.JPG



PH205985.JPG



PH205989.JPG



PH206006.JPG



PH206000.JPG



PH206007.JPG



PH206001.JPG



PH206005.JPG



PH206004.JPG



Swedes nailed breakfast



New DAGGASTER Plate \$3.99/ea Dotted/light beige 806.235.56
New DAGGASTER Deep plate \$3.99/ea Dotted/light beige 706.235.52
New DAGGASTER Bowl \$2.99/ea Dotted/light beige 706.235.47
New DAGGASTER Mug \$3.99/ea Dotted/light beige 306.235.54
New BLÄLJUS Rug, flatwoven \$299.99 Handwoven natural/gray/brown
check 506.109.04

A traditional way to start the day

Get up, stretch and gather around the table for a traditional Swedish breakfast – or *frukost*. Hot porridge with lingonberry jam or crispbread and butter?



PH206025.JPG

Heritage design. Modern comfort.

Take a load off with an IKEA design classic. HÖGVED revives the much-loved spindle chair from the 1970s, this time with modern features. Made from solid birch and birch veneer, the clear acrylic lacquer finish highlights the wood's natural beauty, adding an elegant touch to any dining space.



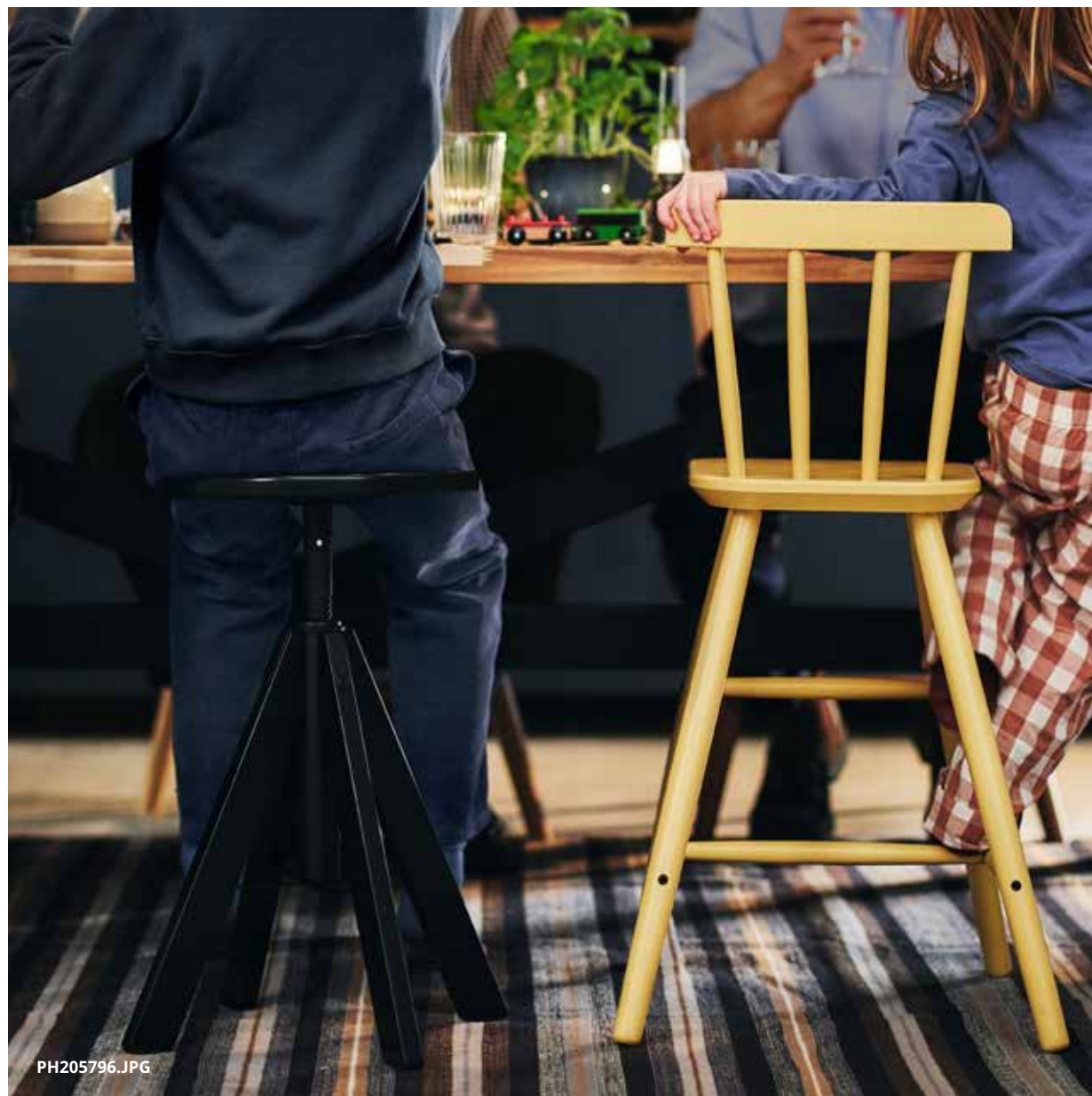
Give your table a dynamic look by mixing chairs in different colors! HÖGVED is available in two colors, birch veneer and green.



New HÖGVED Chair \$100 Birch veneer 906.068.20

A seat for everyone

Let's face it, no one wants to sit at the kid's table, not even the kids. But finding suitable seating for the littlies at the big table can be tricky. Enter AGAM. This junior chair not only provides perfect seating for the plus three's, it also adds a stylish traditional touch to your table. And what about the in-betweens that are not quite big enough for a full-size chair? Try RUDSTORP. This height adjustable stool is comfortable for people of all sizes – a quick spin is all it takes to get the perfect height.



PH205796.JPG



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PH205792.JPG

New RUDSTORP Stool \$44.99 Black 606.101.02



PE981942.JPG

New DAGGASTER Plate \$3.99
Dishwasher and microwave safe. Pigmented glazed stoneware. Designer: Henrik Preutz. Ø10". Dotted/light beige 806.235.56



PE981940.JPG

New DAGGASTER Deep plate \$3.99
Pigmented glazed stoneware. Designer: Henrik Preutz. Ø7½". Dotted/light beige 706.235.52



PE981931.JPG

New DAGGASTER Bowl \$2.99
Pigmented glazed stoneware. Designer: Henrik Preutz. Ø5½". Dotted/light beige 706.235.47



PE981939.JPG

New DAGGASTER Mug \$3.99
Pigmented glazed stoneware. Designer: Henrik Preutz. 14 oz. Dotted/light beige 306.235.54



PE973123.JPG

New BLÅLJUS Rug, flatwoven \$299.99
Handwoven. Wool/jute. 100% cotton warp. Imported. Designer: Maria Vinka. L6'7"xW9'10". Natural/gray/brown check 506.109.04



PE969295.JPG

New HÖGVED Chair \$100
Clear lacquered solid birch and birch veneer. Requires assembly. Max load 243 lbs. W15¾xD20¼xH33¾". Birch veneer 906.068.20
Approved for commercial/public use.



PE969896.JPG

New RUDSTORP Stool \$44.99
Acrylic painted solid pine and birch plywood. Designer: Andreas Fredriksson. Requires assembly. Ø18¾", H17¾-21¾". Black 606.101.02



PE974263.JPG

New AGAM Junior chair \$69.99
Recommended for ages 3 years and older. Solid beech and fibreboard. Requires assembly. Seat H20¼". W16¼xD16¼xH31¼". Light beige-yellow 606.013.67
Approved for public use.



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PH206015.JPG



PH206016.JPG



PH206026.JPG



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PH206017.JPG



PH206029.JPG



PH206030.JPG



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PH205771.JPG



PH205792.JPG

Enjoy!

Contact

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