

# IKEA PR kit

News – January 2024

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# Done in a day, styled for you

**Styles for the launch** 03

**Cool contrasts** 04

Sorted. Styled Done. 09

Bring on the night 12

KLIPPNEJLIKA textile collection 15

**Your sweet spot** 19

Effortlessly organised 23

Precious moments 29

ÅKERNEJLIKA textile collection 33



# Do it in a day



PH195902.JPG

New **BILLY bokhylla** 799 kr Black-blue 305.045.27



PH195886.JPG

New **TELEGRAFLINJE matta, slätvävd** 995 kr 505.552.81

It's a brand-new season. Let's shrug off the post-holiday doldrums with low-key makeovers.

What's your favourite look – graphic patterns and rich jewel tones, or cosy dollops of cream and blue? IKEA has what you need to help you update your home in a dash.

Sort out your shelves, swap a few cushions, roll out a rug. This is all about easy style tweaks that you can make and love today.





## Style expression: **Cool contrasts**

This season, contrasts and curves are everything. Undulating details with reeded glass, shimmering finishes and velvet mesh with jewel tones to create harmony.

Black metal lends a sleek, big city vibe that's softened by playful elements – graphic patterns, stripes, and rainbow-inspired vases.

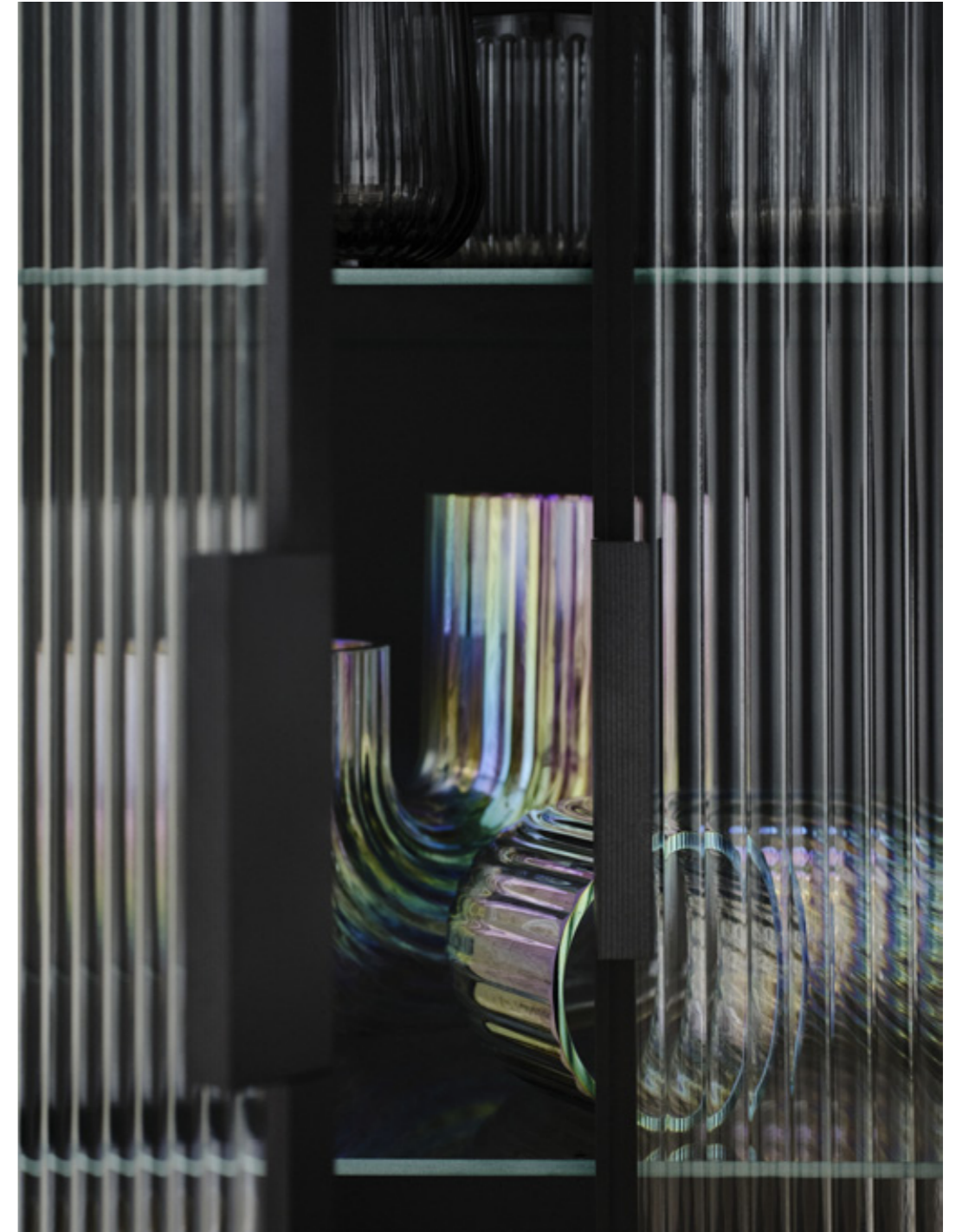
It's urban cool, and we love it.

PH195917.JPG **New MOSSJÖN** vitrinskåp 1695 kr 305.643.33 **New BÅTSPINNARE** kuddfodral 49 kr Designer: Akanksha Deo. Multicolour 605.714.88  
**New BILD bild** 59 kr 805.679.80 **New GJÄTTA** förvaringslåda m lock 79 kr 905.704.30  
**MOLNSKIKT** lampskärm 299 kr 305.145.12 **ELLJUSSPÅR** matta, kort lugg 4495 kr 605.414.77





We love how the reeded glass doors of MOSSJÖN glass-door cabinet give curious eyes an enticing hint of what's inside.



PH195920.JPG RÄFFELBJÖRK vas 299 kr 005.376.52

We can't get enough of rippled glass. Designed by Lisa Hilland, RÄFFELBJÖRK vase was inspired by rainbows. We love its flowing, playful shape and shimmering finish.



Place it where you want it, MOSSJÖN glass-door cabinet is so versatile that you use it for everything from displaying your favourite vases and glassware to storing bed and bath linens.





PH195925.JPG **New HERRÅKRA fåtölj 1495 kr** kommer i tygerna Diseröd dark yellow 305.355.43, Skulsta black 205.355.48,

HERRÅKRA armchairs in easy-care fabric suit any space – from a lounging corner in your living room to a busy lobby in your office.

This season, BILD posters sport an Art Deco vibe with jewel tone colours and motifs featuring elegantly cool women.



PH195921.JPG **New BILD bild 59 kr s2** 805.679.80





TANDMOTT throw and cushion cover feature an eye-catching organic pattern inspired by wood grain. Both are made of jacquard-woven cotton, which gives extra depth and texture that feels wonderful to touch.

PH195924.JPG **New TANDMOTT pläd 199 kr** Designer: Akanksha Deo. 905.715.14  
**New TANDMOTT kuddfodral 79 kr** Designer: Akanksha Deo. 405.715.02



PH195922.JPG **New BÅTSPINNARE kuddfodral 49 kr** Designer: Akanksha Deo. Multicolour 605.714.88  
**New VALLKRASSING pläd 179 kr** 005.709.34 **New VALLKRASSING kuddfodral 79 kr**  
 Grey-green 505.709.55

BÅTSPINNARE cushion cover's graphic pattern may look sharp, but its brushed cotton surface is soft and velvety.



# Sorted. Styled. Done.



The HÖNSNÄT series of organisers is made of unbleached paperboard, which gives it a raw, natural look. Its lightweight material makes the organisers easy to move where you need them.



## Image overview



PH195917.JPG



PH195918.JPG

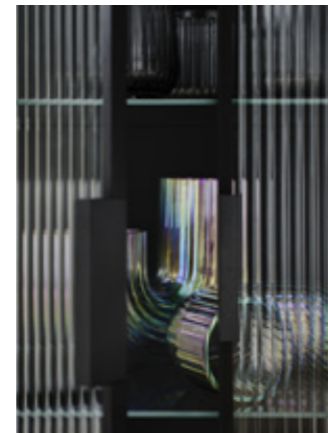
## Image overview



PH195919.JPG



PH195929.JPG



PH195920.JPG



PH195925.JPG



PH195926.JPG



PH195921.JPG



PH195922.JPG



PH195923.JPG



PH195924.JPG



PH195927.JPG



PH195928.JPG



## Product overview



PE919027.JPG

**New MOSSJÖN** vitrinskåp  
**1695 kr** Powder coated steel and aluminium. Designer: Willy Chong. W60×D34, H146cm. Anthracite 305.643.33



PE768433.JPG

**SÖDERHAMN** schäslong  
**5095 kr** Wood veneer, fibreboard and plywood. Cover: polypropylene and polyester. Designer: Ola Wihlborg. W93×D151, H83cm. Viarp beige/brown 893.056.20



PE869255.JPG

**MOLNSKIKT** lampskärm 299 kr  
100% polyester and polystyrene plastic. Ø42, H31cm. Dark yellow velvet 305.145.12



PE889667.JPG

**MODERMOLN** arbetslampa  
**699 kr** Chrome-plated steel and plastic. Designer: Francis Cayouette. Ø21cm, H60cm. Chrome-plated 005.464.54



PE878405.JPG

**ELLJUSSPÅR** matta, kort lugg  
**4495 kr** User surface: 100% wool. Weft: 100% cotton. Designer: Emma Prowse. W:170×L240cm. Multicolour/striped handmade 605.414.77



PE907977.JPG

**New TANDMOTT** pläd 199 kr  
100% cotton. Designer: Akanksha Deo. W130×L170cm. Grey-green/off-white 905.715.14



PE907974.JPG

**New TANDMOTT** kuddfodral  
**79 kr** 100% cotton. Designer: Akanksha Deo. W50×L50cm. Grey-green/pink 405.715.02



PE907972.JPG

**New BÅTSPINNARE** kuddfodral  
**49 kr** 100% cotton. Designer: Akanksha Deo. W50×L50cm. Multicolour 605.714.88



PE908117.JPG

**New VALLKRASSING** pläd  
**179 kr** 100% cotton. W150×L200cm. Grey-green 005.709.34



PE906875.JPG

**New VALLKRASSING** kuddfodral  
**79 kr** 100% cotton. W50×L50cm. Grey-green 505.709.55



PE906874.JPG

**New VALLKRASSING** kuddfodral  
**79 kr** 100% cotton. W50×L50cm. Off-white 705.709.59



PE901603.JPG

**New BILD bild 59 kr s2** Paper. W40×H50cm. Prism figurative 805.679.80



PE852371.JPG

**GRADVIS** vas 129 kr  
Glass and stainless steel. Designer: Inma Bermudez. H21cm. Clear glass/gold-colour 405.029.19



PE872281.JPG

**RÄFFELBJÖRK** vas 299 kr  
Glass. Designer: Lisa Hilland. W10×L22, H20cm. Mother-of-pearl colour 005.376.52



PE900776.JPG

**New GJÄTTA** förvaringslåda m lock  
**79 kr** 100% polyester and paper board. W25×L25, H15cm. Velvet brown-red 905.704.30



PE913229.JPG

**New HÖNSNÄT** lådinsats för kablar  
**29 kr** Paperboard. Designer: Lukas Bazle. W21×L29cm. Natural 005.648.91



PE913238.JPG

**New HÖNSNÄT** hållare för mobil  
**19 kr** Paperboard. Designer: Lukas Bazle. W10×D14, H8cm. Natural 105.648.95



PE912323.JPG

**New HÖNSNÄT** kabellåda  
**69 kr** Paperboard. Designer: Lukas Bazle. W38×D18, H14cm. Natural 605.648.93





# Bring on the night

Give your room a cool urban vibe with colours and patterns reminiscent of neon lights reflecting on rainy streets at night.

Bring in sleek curves, wavy lines, hints of blue and black, and open storage for a loft living feel. This is your place to chill.

PH195902.JPG

**New KLIPPNEJLIKA kuddfodral 59 kr** kommer i två färgställningar. Dark blue/multicolour 005.714.91, Off-white/multicolour 905.714.96  
Designer: Akanksha Deo.  
**New KLIPPNEJLIKA påslakan 16 149 kr** Designer: Akanksha Deo. 205.700.80 **New SÄCKKÄRRA förvaringsväska 59 kr** Designer:  
Akanksha Deo. 005.731.31





TURBO clothing rack makes it easy to air out and switch your seasonal clothing or organise your base wardrobe. It also comes with castors, so you can roll it where you need it.



PH195904.JPG **New BILLY bokhylla 799 kr** Black-blue 305.045.27 **New GJÄTTA förvaringslåda m lock 149 kr** 305.704.47

We love BILLY bookcase in limited edition black-blue. The back panel in blue sets the tone and makes a statement.





Who said storing seasonal clothing had to be neutral? Not us. Go all-in with carrier bags and storage cases in whimsical stripes and patterns brimming with happy, energising doses of colour.

PH195908.JPG **New SÄCKKÄRRA förvaringsväska 59 kr** Designer: Akanksha Deo. Multicolour 005.731.31  
**New SÄCKKÄRRA bärkasse 15 kr** Off-white/yellow-brown/striped 805.731.27  
**New SÄCKKÄRRA bärkasse 19 kr** Black-blue/light grey-turquoise check pattern 605.729.54





# Eclectic dream waves

*“When designing the KLIPPNEJLIKA textiles, I wanted to create something vibrant and energetic that evokes a sense of movement but also relaxation.”*

Designer **Akanksha Deo**

- New KLIPPNEJLIKA påslakan 1ö**  
149 kr Blue/multicolour Designer: Akanksha Deo. 205.700.80
- New KLIPPNEJLIKA kuddfodral**  
59 kr Off-white/multicolour Designer: Akanksha Deo. 905.714.96
- New KLIPPNEJLIKA kuddfodral**  
59 kr Dark blue/multicolour Designer: Akanksha Deo. 005.714.91
- New KLIPPNEJLIKA gardinpar**  
299 kr White/blue Designer: Akanksha Deo. 205.688.07







PH195914.JPG **New KLIPPNEJLIKA kuddfodral 59 kr** Designer: Akanksha Deo. Dark blue/multicolour 005.714.91 Off-white/multicolour 905.714.96



PH195911.JPG **New KLIPPNEJLIKA påslakan 16 149 kr** Blue/multicolour 205.700.80  
**New HATTÅSEN avlastningsbord/hylla 299 kr** 005.692.33



## Image overview

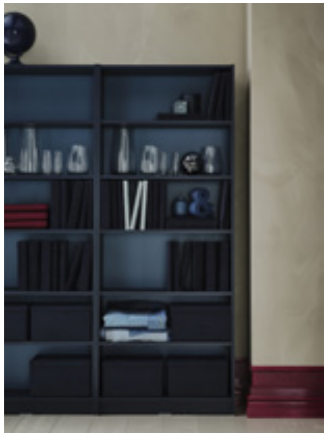


PH195902.JPG



PH195903.JPG

## Image overview



PH195904.JPG



PH195915.JPG



PH195908.JPG



PH195906.JPG



PH195907.JPG



PH195905.JPG



PH195911.JPG



PH195910.JPG



PH195914.JPG



PH195912.JPG



PH195913.JPG



## Product overview



PE727739.JPG

**TURBO klädställning 499 kr**  
Wood plastic composite. Designer: Marcus Arvonen. W117×D59, H148cm. Black 401.772.33



PE821743.JPG

**BLÅKULLEN klädd sängstomme med huvudgavel 2295 kr**  
Fixed cover: 100% polyester. W90×L200cm. Knisa medium blue 105.057.16



PE899629.JPG

**New HATTÅSEN avlastningsbord/hylla 299 kr** Powder coated steel and polypropylene plastic. Designer: Zhelin Lian. W27×D43, H58cm. Grey-green 005.692.33



PE912473.JPG

**New SÄCKKÄRRA förvaringsväska 59 kr** 100% polypropylene. Designer: Akanksha Deo. W55×D49, H19cm. Multicolour 005.731.31



PE912437.JPG

**New SÄCKKÄRRA bärkasse 19 kr** 100% polypropylene. W18×D45, H45cm. Vol 36l. Black-blue/light grey-turquoise check pattern 605.729.54



PE912435.JPG

**New SÄCKKÄRRA bärkasse 15 kr** 100% polypropylene. W18×D45, H28cm. Vol 22l. Off-white/yellow-brown/striped 805.731.27



PE900774.JPG

**New GJÄTTA förvaringslåda m lock 149 kr** 100% polyester and paper board. W25×L35, H20cm. Velvet dark blue 305.704.47



PE906655.JPG

**New KLIPPNEJLIKA gardin 1 par 299 kr** 100% polyester. Designer: Akanksha Deo. W145×L250 cm. White/blue 205.688.07



PE910271.JPG

**New KLIPPNEJLIKA påslakan 1ö 149 kr** 80% cotton, 20% viscose/ rayon. Designer: Akanksha Deo. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Blue/multicolour 205.700.80



PE906864.JPG

**New KLIPPNEJLIKA kuddfodral 59 kr** 100% cotton. Designer: Akanksha Deo. W58×L40. Dark blue/multicolour 005.714.91



PE906865.JPG

**New KLIPPNEJLIKA kuddfodral 59 kr** 100% cotton. Designer: Akanksha Deo. W58×L40. Off-white/multicolour 905.714.96



PE887752.JPG

**GURLI kuddfodral 39 kr** 100% cotton. W50×L50cm. Pink 205.541.17



PE808719.JPG

**MAJBRÅKEN kuddfodral 39 kr** 100% polyester. W50×L50cm. Black-blue 704.952.34



PE908117.JPG

**New VALLKRASSING pläd 179 kr** 100% cotton. W150×L200cm. Grey-green 005.709.34



PE829583.JPG

**SPENTRUP matta, lång lugg 1495 kr** Pile: 100% polypropylene. Backing: Polyolefin plastic. W160×L230cm. Light grey-turquoise/dotted 805.141.85



PE895069.JPG

**New PJÄTTERYD tavla 299 kr s2** Canvas. W40, H50cm. Linear portraits 105.605.62



PE866038.JPG

**HOVET spegel 1995 kr** Glass. W78, H196cm. Black 705.159.15



PE822657.JPG

**TJINGA väckarklocka 29 kr** Plastic. Designer: Hanna Crondahl. W8×D8, H8cm. Low-voltage/ turquoise 905.408.91



PE896814.JPG

**REGNSKUR taklampsärm 299 kr** 3% elastane, 97% polyester, steel and plastic. Designer: Jennifer Idrizi. Ø52cm, H25cm. Oval turquoise 205.669.12