

Launching January 2024

PH196459.jpg

© Inter IKEA Systems B.V. 2023

New DAJLIEN träningsmatta  
249 kr 405.526.74

# DAJLIEN. A home training collection defined by you.

Press kit





PH196437.jpg



PH196432.jpg

# Training isn't everything. But everything can be training.

What is training? Is it speed and stamina, 100 reps, no pain, no gain, abs and legs of steel? Or is it playtime with your kids? Yoga after a long day at work? Jumping jacks at your desk? Could it be tidying your home, doing the grocery shopping, walking the dog?

**New** DAJLIEN step-up bräda 399 kr  
105.526.80

# A home training collection defined by you

DAJLIEN aims to change the way we think about training equipment through 19 products, many of which can be used in different ways throughout the home.

**New** DAJLIEN träningsvikter 249 kr s2  
905.676.54

PH196463.jpg





# Designed for you, and your home

DAJLIEN is designed for heavy use – but it's also designed with subtle colours and details that work even when it's not being used for training: as storage for your gear or as practical pieces around the home. The DAJLIEN valet stand, for instance, is the perfect place to dry clothing between sessions, while the DAJLIEN trolley can be easily stowed under your desk.

**New DAJLIEN klädbetjänt**  
499 kr 605.526.68

DAJLIEN / PR kit 4



**New** DAJLIEN träningsvikter 249 kr s2  
905.676.54

PH196453.jpg



**New** DAJLIEN rullvagn 899 kr  
605.572.65

PH196465.jpg

DAJLIEN / PR kit 5

© Inter IKEA Systems B.V. 2023



New DAJLIEN bärbar bluetooth högtalare 179 kr 505.577.46

PH196425.jpg



PH196433.jpg

New DAJLIEN träningsvikter 249 kr s2 905.676.54



PH196429.jpg

New DAJLIEN träningsset, 4 delar 349 kr 905.618.26



PH196479.jpg

New DAJLIEN bältesväska 49 kr 805.526.67

# Smart, versatile and flexible

DAJLIEN aims to redefine training through smart, multi-functional products that are easy to use, store, wear, and bring along with you – and designed to fit seamlessly into the home.



New DAJLIEN badhandduk 69 kr  
105.572.82

PH196442.jpg



PH196485.jpg

New DAJLIEN träningsmatta  
249 kr 405.526.74

DAJLIEN / PR Kit 7



# Part training gear, part storage

Inspired by old-school gym equipment, the DAJLIEN bench with storage can be used in multiple ways: as a training bench, of course, but also as a storage bench and even as a table when relaxing at the sofa. Made from bamboo, it features a smart, non-slip mat that can be rolled up and tucked out of sight.

**New** DAJLIEN sittbänk med  
förvaring 1295 kr 205.572.86





**New DAJLIEN sittbänk med  
förvaring 1295 kr 205.572.86**

PH196415.jpg



**New DAJLIEN sittbänk med  
förvaring 1295 kr 205.572.86**

PH196445.jpg



“With DAJLIEN, we wanted to create smart, beautiful products to inspire and redefine training as a fun, easy and natural everyday activity.”

Sarah Fager  
Designer

**New DAJLIEN relax-poncho**  
499 kr 705.573.59 / 505.573.60



**New** DAJLIEN luftrenare 399 kr  
105.610.57

# Room for everyone

Working out at home often means working out together: with children, partners, friends or even pets. The DAJLIEN exercise mat has rounded edges and comes in two handy sizes that easily roll up and out of sight. The small one is perfect for on-the-go sessions, while the large is even big enough for two.

**New DAJLIEN träningsmatta 649 kr**  
905.526.81

# Cooling down is also part of the game

DAJLIEN also includes products to help you recover, such as the air purifier, which doubles as a fan, a yoga strap, knee pads, massage ball and portable bluetooth speaker – all in subtle, soft shades of green and yellow to complement your home. These products all assist with the recovery process and stress relief – an essential part of training, too.



New DAJLIEN träningsmatta 249 kr  
405.526.74

DAJLIEN / PR kit 13



**New DAJLIEN träningsset, 4 delar 349 kr 905.618.26**

PH196447.jpg



**New DAJLIEN luftrenare 399 kr 105.610.57**

PH196420.jpg

# Anytime, anywhere, any way

DAJLIEN takes the sweat out of going to the gym and brings the gym to you, with easy pieces like the DAJLIEN belt bag. Many products are also easy to fold and pack, so you can train wherever you want, whenever you want.

**New** DAJLIEN bältesväska 49 kr  
805.526.67

# At home or on the go

Can training really be as simple as grocery shopping or walking the dog? With DAJLIEN, the answer is yes. DAJLIEN features functional details – loops on towels, a waterproof bluetooth speaker, internal compartments on a lightweight mesh carrier bag – that transform everyday activities into easy, fun training moments.



New DAJLIEN bärkasse 59 kr  
805.572.88





**New** DAJLIEN handduk 49 kr s2  
705.572.84



**New** DAJLIEN badponcho med huva  
249 kr 605.527.29

# Products for before and after, too

DAJLIEN is smart, multi-functional training gear that's ideal for those who lack space for bulky equipment or are put off by ugly or expensive workout products – it even includes wearable pieces you can throw in your bag. Because every moment is a possible training moment.



PH196490.jpg

**New DAJLIEN träningsset, 4 delar 349 kr**  
905.618.26



**New DAJLIEN bärbar bluetooth högtalare 179 kr**  
505.577.46

PH196455.jpg

© Inter IKEA Systems B.V. 2023



PH196450.jpg


**New DAJLIEN tofflor 69 kr**  
505.526.83 / 305.526.84



**New DAJLIEN badponcho med huva 249 kr**  
605.527.29

PH196427.jpg

DAJLIEN / PR kit 18



“DAJLIEN helps bridge  
the gap between home  
and active life, so you  
can train wherever  
you’d like.”

Akanksha Deo  
Designer

New DAJLIEN relax-poncho  
499 kr 705.573.59 / 505.573.60

DAJLIEN / PR kit 19

# Meet the designers

DAJLIEN was designed by four IKEA designers: Paulin Machado, Akanksha Deo, Sarah Fager and Maja Ganszyniec. Although each designer represents a different perspective to training itself and brought a unique point of view to the project, they were all aligned in the goal of DAJLIEN: to create an adaptable, affordable collection of versatile pieces that could be used throughout the home in different ways – and all with a stylish, contemporary aesthetic.

**“We feel good – and good about ourselves – when we’re active,”** says Sarah Fager on the original concept behind DAJLIEN.

**“I’m good at finding excuses not to exercise, but when I do practice, I always feel rewarded afterwards – so anything that supports movement in my own home is something I really appreciate,”** adds Paulin Machado.

**“We wanted to contribute to the democratisation and accessibility of training, ensuring that even a bit of activity is within reach for everyone, every day,”** concludes Akanksha Deo.



**Sarah Fager**  
Designer



**Paulin Machado**  
Designer



**Akanksha Deo**  
Designer



**Maja Ganszyniec**  
Designer

New DAJLIEN kudde 149 kr  
805.527.33



## Product overview



PE915292.jpg

**New DAJLIEN luftrenare 399 kr** Polystyrene plastic. Designer: David Wahl. W22.5xD12.5, H28cm. Light green. 105.610.57



PE915290.jpg

**New DAJLIEN bärbar bluetooth högtalare 179 kr** ABS plastic and polyester. Designer: Iina Vuorivirta. W9xL9, H6cm. Light green. 505.577.46



PE906457.jpg

**New DAJLIEN träningsmatta 649 kr** Natural rubber and polyester. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W110xL210cm. Light green. 905.526.81



PE906959.jpg

**New DAJLIEN träningsmatta 249 kr** Natural rubber and polyester. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W70xL110cm. Green. 405.526.74



PE905787.jpg

**New DAJLIEN sittbänk med förvaring 1295 kr** Clear acrylic lacquer, bamboo veneer and fibreboard. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W100xD30, H37cm. Bamboo. 205.572.86



PE906455.jpg

**New DAJLIEN step-up bräda 399 kr** Clear acrylic lacquer, bamboo veneer and powder coated steel. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W64xH19cm. Bamboo. 105.526.80



PE906462.jpg

**New DAJLIEN bärkasse 59 kr** Polypropylene and plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. L50xD36, H38.5cm. White. 805.572.88



PE905793.jpg

**New DAJLIEN kudde 149 kr** Polypropylene and plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W19xL44cm. Light green. 805.527.33



PE905796.jpg

**New DAJLIEN bältesväska 49 kr** Polypropylene, polyester, plastic and synthetic rubber. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W22xD2, H9cm. Green. 805.526.67



PE905791.jpg

**New DAJLIEN filt 249 kr 69 kr s2** Polyester, viscose/rayon, nylon and elastane. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W130xL170cm. Light green. 205.527.31



PE905779.jpg

**New DAJLIEN badhandduk 69 kr s2** Polyester, nylon and elastane. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W70xL140cm. Yellow. 105.572.82



PE905780.jpg

**New DAJLIEN handduk 49 kr s2** Polyester, nylon and elastane. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W30xL50cm. Yellow. 705.572.84



PE905776.jpg

**New DAJLIEN badponcho med huva 249 kr** 90% polyester and 10% nylon. Designer: A Deo/S Fager/M Ganszyniec/P Machado. L110cm. Light green. 605.527.29



PE906460.jpg

**New DAJLIEN relax-poncho 499 kr** Polyester and nylon. Designer: A Deo/S Fager/M Ganszyniec/P Machado. S/M L/XL. 705.573.59 / 505.573.60



PE905789.jpg

**New DAJLIEN tofflor 69 kr** Expanded polyethylene plastic and polyurethane foam. Designer: A Deo/S Fager/M Ganszyniec/P Machado. S/M L/XL. 505.526.83 / 305.526.84



PE906453.jpg

**New DAJLIEN träningsvikter 249 kr s2** Powder coated polyester and cast iron. Designer: A Deo/S Fager/M Ganszyniec/P Machado. Weight 3kg. Ring shaped/light green. 905.676.54



PE905806.jpg

**New DAJLIEN rullvagn 899 kr** Powder coated steel, clear acrylic lacquer, bamboo and polypropylene plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W39xL42, H65cm. Light green. 605.572.65



PE905804.jpg

**New DAJLIEN rullvagn 899 kr s2** Powder coated steel, clear acrylic lacquer, bamboo and polypropylene plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W39xL42, H65cm. White. 305.572.62



PE905802.jpg

**New DAJLIEN klädbetjänt 499 kr** Powder coated steel, clear acrylic lacquer, bamboo and polypropylene plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. H139cm. Light green. 605.526.68



PE905801.jpg

**New DAJLIEN klädbetjänt 499 kr** Powder coated steel, clear acrylic lacquer, bamboo and polypropylene plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. H139cm. White. 805.526.72



**New DAJLIEN träningsset, 4 delar 349 kr** Polyester, natural rubber, synthetic rubber and nickel-plated cast iron. Designer: A Deo/S Fager/M Ganszyniec/P Machado. 905.618.26

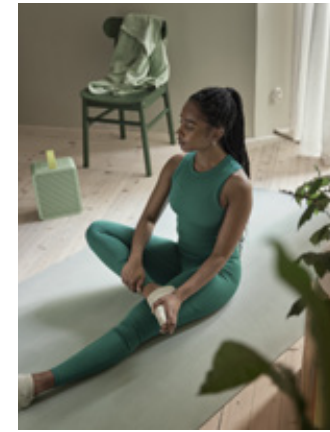
# Image overview



PH196414.jpg



PH196415.jpg



PH196418.jpg



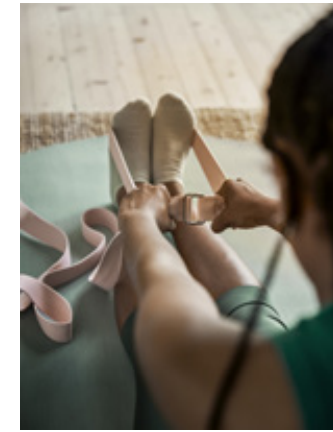
PH196420.jpg



PH196424.jpg



PH196426.jpg



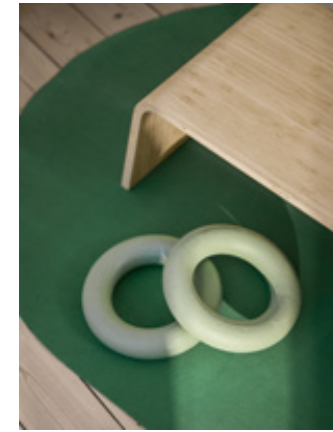
PH196428.jpg



PH196430.jpg



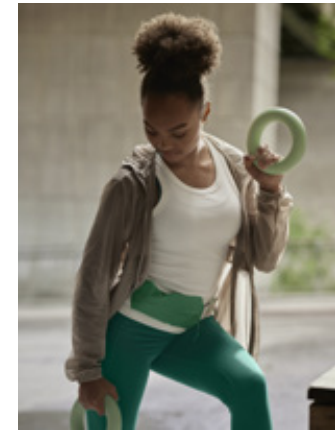
PH196432.jpg



PH196433.jpg



PH196435.jpg



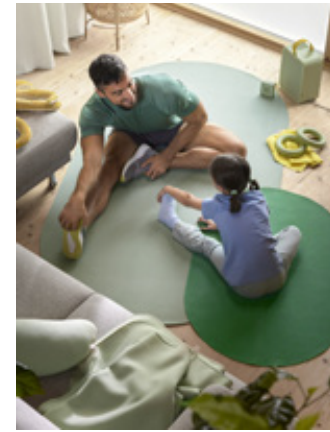
PH196437.jpg



PH196439.jpg



PH196480.jpg



PH196484.jpg



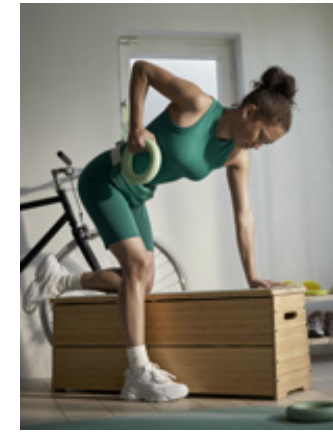
PH196485.jpg



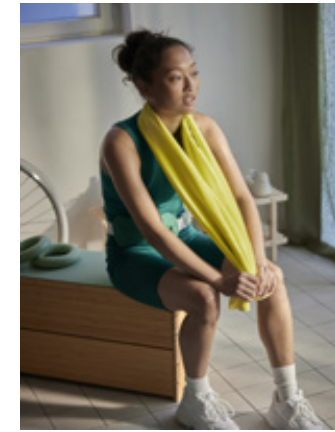
PH196488.jpg



PH196467.jpg



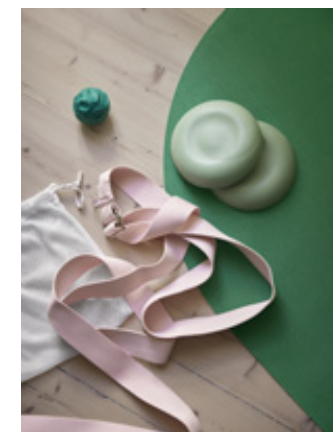
PH196441.jpg



PH196442.jpg



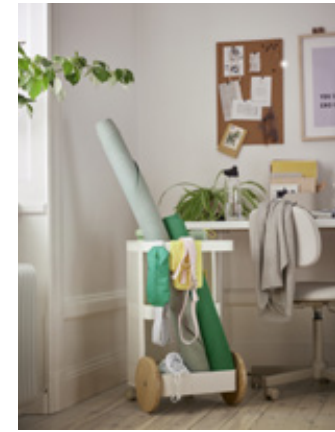
PH196444.jpg



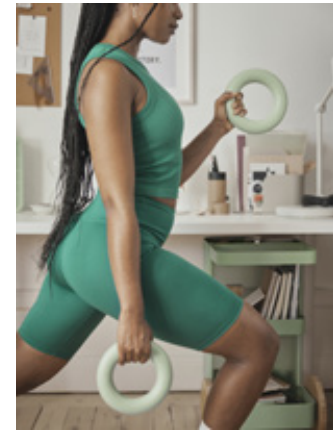
PH196447.jpg



PH196449.jpg



PH196451.jpg



PH196453.jpg



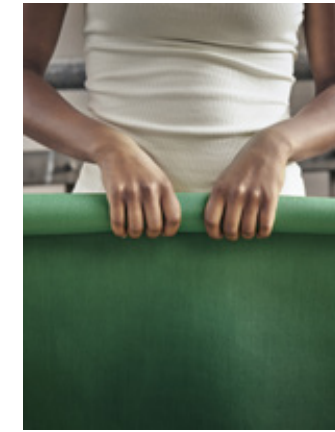
PH196455.jpg



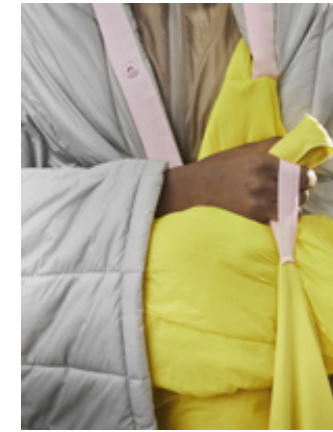
PH196465.jpg



PH196458.jpg



PH196460.jpg



PH196462.jpg



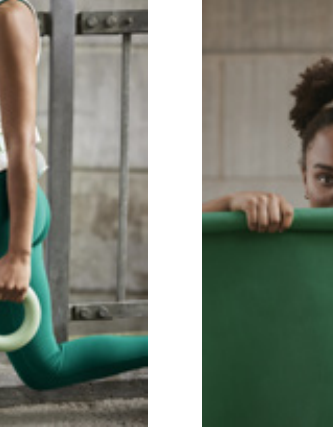
PH196463.jpg



PH196490.jpg



PH196461.jpg



PH196479.jpg



PH196459.jpg



PH196487.jpg

# Contact

[press.sto@ikea.com](mailto:press.sto@ikea.com)

