

# IKEA PR kit

News – April 2024



New SKOMAKARE vägghylla  
299 kr 805.501.97







# A palette of possibility lies ahead

This season, embrace curiosity and sprinkle bright ideas into your living space with a palette of possibility!

So where to start?

With a canvas that's truly your own: your home.

|                                    |           |
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| Organically inspired               | 19        |
| Salt, pepper and zest              | 27        |

**New UNDERBLOMMA**  
kuddfodral 99 KR 005.760.21



# Step into a world of colour and meaning



Light and transparency

New OLYMPTISTEL påslakan 179 kr 1ö. 805.747.68



The final touch to a timeless base

New SÖTRÖNN pläd 179 kr 705.696.11



Salt, pepper and zest

New SLÄNHÖSTMAL påslakan 1ö 249 kr 205.752.66.



Organically inspired

New NÄBBFISK duk 149 KR 905.710.81.





Style expression:

# Light and transparency

Close your eyes and turn your face to the sun. Diffuse colour and light blend into something else. Like ink dropped into water, there are no sharp edges here. This season, let's flow, fade, brighten again and mingle into the new.

With light and transparency as it's inspiration, the overall feeling of this coordination is breezy and calming – welcoming in the warmer, longer days of the season.



An impressionist painting,  
or perhaps the Indian  
Ocean just before the sun  
slips over the horizon.  
We love all the beautiful  
imagery brought to mind  
by the HOTELLRUM rug.  
What do you see?

# Finally, a sunset you can step on.

New HOTELLRUM matta, lång lugg 1495 kr 405.711.54 PH197306.JPG







PH197305.JPG **New OLYMPTISTEL påslakan 179 kr 16** Designer: Emma Prowse. 805.747.68



PH197307.JPG **New BRUNTÅG kuddfodral 79 kr** Designer: Emma Prowse. 905.723.54 **New SVARTFIBBLA pläd 49 kr** 705.721.71 **New EKRAR klädhängare 199 kr** 605.668.92

*"The palette is sheer, light and airy but with some warmth and colours to brighten your home. It's all about celebrating the positivity of the spring season: the mild air, crisp sunlight, and the awakening of nature with new buds, leaves and blossoms."*

Designer **Emma Prowse**



# Celebrate the memories while making new ones

Childhood holidays playing marbles in the sunshine. Those were the days! This BILD poster captures that endless summer feeling perfectly, with dramatic shadows punctuated with good enough to eat colour.

New BILD bild 49 kr 105.705.37 New RÖDALM ram 149 kr 905.489.29  
JAKOBSBYN taklampsärm 299 kr 903.330.52

PH197310.JPG





We can't help but get excited about clever, unexpected design. With its mesh material and myriad hanging options, it's no surprise the SVENSHULT shelf leaves us giddy with delight.

# This, or that, or the other side up. Handle with imagination.



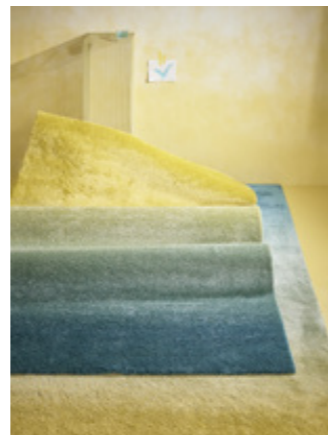
## Image overview



PH197302.JPG



PH197303.JPG



PH197306.JPG



PH197305.JPG



PH197307.JPG



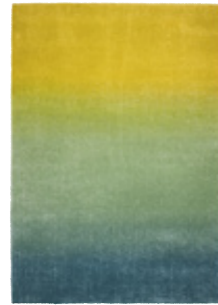
PH197310.JPG



PH197308.JPG



## Product overview



PE920247.JPG

**New HOTELLRUM matta, lång lugg 1495 kr** User surface: 100% polypropylene. Backing: Vinyl rubber. L230×W160cm. Blue/green yellow 405.711.54



PE920823.JPG

**New OLYMPTISTEL påslakan 179 kr 1ö** 54% cotton, 46% viscose/rayon. Designer: Emma Prowse. Duvet cover L200×W150cm. Pillowcase L50×W60cm. Multicolour 805.747.68



PE917149.JPG

**New SVARTFIBBLA pläd 49 kr** 100% polyester. Designer: Akanksha Deo. L160×W120cm. Yellow-green/grey-turquoise 705.721.71



PE933706.JPG

**New BRUNTÅG kuddfodral 79 kr** 100% polyester. Designer: Emma Prowse. L50×W50cm. Dark yellow-green 905.723.54



PE933707.JPG

**New BRUNTÅG kuddfodral 79 kr** 100% polyester. Designer: Emma Prowse. L50×W50cm. Light pink 205.723.62



PE916647.JPG

**New GLASÖRT skir gardinlängd 299 kr** 100% polyester. L300×W250cm. Grey-blue/ beige 205.730.93



PE905810.JPG

**New BILD bild 49 kr** Paper. W50×H70cm. Beautiful shadows 105.705.37



PE924220.JPG

**New RÖDALM ram 149 kr** Fibreboard, paper and polystyrene plastic. Designer: Andreas Fredriksson. W52×H72cm. White 905.489.29



PE856153.JPG

**ÅSKMULLER bordslampa 179 kr** Powder coated steel and glass. Designer: Lisa Hillard. Ø14, H24cm. Grey-green 004.924.89



PE720859.JPG

**JAKOBSBYN taklampskärm 299 kr** Glass. L30×W30, H25cm. Ø30cm. Clear glass 903.330.52



PE699297.JPG

**CYLINDER vas 149 kr s3** Glass. Designer: Anne Nilsson. Clear glass 601.750.92



PE920450.JPG

**New SVENSHULT vägghylla 229 kr** Powder coated steel. Designer: Gustav Carlberg. W60×D20, H35cm. Grey-green. 905.572.59



PE906548.JPG

**New EKRAR klädhängare 199 kr** Powder coated aluminium and steel. Designer: Inma Bermudez. W63×D63, H169cm. Dark yellow 605.668.92



PE918880.JPG

**TÄLLÅSEN klädd sängstomme 3295 kr** 100% polyester and powder coated steel. Designer: Jonas Hultqvist. W160×L200, H107cm. Kulsta grey-green 705.389.26





Style expression:

## The final touch to a timeless base

The terracotta of the desert, the greens of the olive grove. A timeless base that transcends seasonality can be given a new life with sharp black and white graphics. This season, say yes to a hypnotic repetition for a bold, new expression.

This coordination may be a mature look, but it follows the energy of the season – the desire for something new.



# Texture, texture, texture.

The delicate line work on the JÄTTEGRAN cushion cover has a gossamer-like quality. Paired with the cover's softened, cupped corners, the overall impression will add a brush of elegance to any space.





# Sit. Store. Hide. Combine.







PH197316.JPG **EKET väggmonterad hyllsektion** 245 kr 795.213,56 **KUGGIS låda** 69 kr 305.685,38 **STORSLINGA LED ljuskrona** 799 kr 004.876,09 **STENSELE bord** 1495 kr 792.882,30 **ÖSTANÖ stol** 199 kr 505.689,00

Who's up for a game of Tetris? We adore the EKET series for the countless creative combinations it has brought to life in homes across the world. We can't wait to see what people do with the EKET cabinet, now available in olive green.



PH197315.JPG **KUGGIS låda** 69 kr 305.685,38 **KUGGIS lock** 30 kr 505.685,37

With its sleek, simple, and oh-so practical design, it's no surprise that the KUGGIS series remains a firm favourite time and time again.





# Now that's a look!

Around and around and around we go. But where does it all lead? To a thrilling new collection, of course.

Enter to the wonderfully curvy world of Japanese designer, Hiroko Takahashi and her exciting collaboration with IKEA – SÖTRÖNN.

*“When things are left unfinished or incomplete, there is room for the imagination to enter.”*

Designer **Hiroko Takahashi**

**New SÖTRÖNN dekorativ spegel 59 kr**  
Designer: Hiroko Takahashi. 505.604.71  
**New SÖTRÖNN pläd 179 kr** Designer:  
Hiroko Takahashi. Black/white  
705.696.11  
**New SÖTRÖNN kuddfodral 59 kr**  
Designer: Hiroko Takahashi. 705.696.06  
**New SÖTRÖNN mugg 49 kr** Designer:  
Hiroko Takahashi. 205.715.41  
**New SÖTRÖNN kökshandduk 49 kr s2**  
Designer: Hiroko Takahashi. Black/white  
505.710.64





PH197320.JPG **New SÖTRÖNN pläd 179 kr** Designer: Hiroko Takahashi. Black/white 705.696.11 **New SÖTRÖNN kuddfodral 59 kr** Designer: Hiroko Takahashi. Black/white 705.696.06 **SVARTPOPPEL kuddfodral 59 kr** Grey-green 905.430.07



PH197321.JPG **New SÖTRÖNN mugg 49 kr** Designer: Hiroko Takahashi. 205.715.41  
**New SÖTRÖNN kökshandduk 49 kr s2** Designer: Hiroko Takahashi. 505.710.64  
**STENSELE bord 1495 kr** 792.882.30 **ÖSTANÖ stol 199 kr** 505.689.00

When conceptualising the SÖTRÖNN collection, designer Hiroko Takahashi paid homage to traditional Japanese design, while giving it a contemporary twist. An added treat? Both the throw and the tea towels have complimentary colourways on either side. Two expressions, one product!



## Image overview



PH197311.JPG



PH197312.JPG



PH197314.JPG



PH197317.JPG



PH197318.JPG



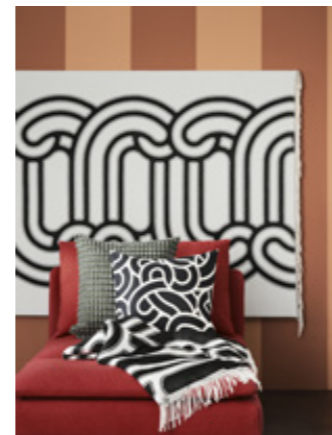
PH197316.JPG



PH197315.JPG



PH197319.JPG



PH197320.JPG



PH197323.JPG



PH197321.JPG

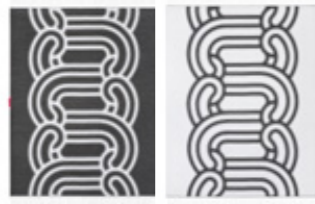


## Product overview



PE929230.JPG

**New SÖTRÖNN kuddfodral 59 kr** 100% cotton. Designer: Hiroko Takahashi. L50×W50cm. Black/white 705.696.06



PE923390.JPG

**New SÖTRÖNN pläd 179 kr** 100% polyester. Designer: Hiroko Takahashi. L170×W130cm. Black/white 705.696.11



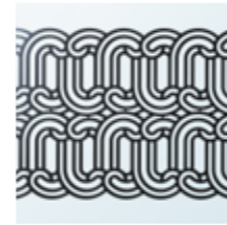
PE928467.JPG

**New SÖTRÖNN kökshandduk 49 kr s2** 50% cotton, 50% viscose/rayon. Designer: Hiroko Takahashi. L60×W45cm. Patterned/black/white 505.710.64



PE926436.JPG

**New SÖTRÖNN mugg 49 kr** Feldspar porcelain. Designer: Hiroko Takahashi. Ø8, H9cm. 32cl. Patterned white/black 205.715.41



PE921933.JPG

**New SÖTRÖNN dekorativ spegel 59 kr** Glass and acrylic paint. Designer: Hiroko Takahashi. W40×H40cm. Patterned/black 505.604.71



PE923386.JPG

**New JÄTTEGRAN kuddfodral 129 kr** 100% cotton. Designer: Emma Hagman. L50×W50cm. Off-white 805.722.41



PE872833.JPG

**SVARTPOPPEL kuddfodral 59 kr** 100% polyester. Designer: P Machado/L Gil. L50×W50cm. Grey-green 905.430.07



PE832958.JPG

**HOLMVI pläd 59 kr** 100% polyester. L160×W120cm. Light pink 705.136.24



PE874878.JPG

**NÖVLING kort lugg 1695 kr** User surface: 100% polyester. Backing: 100% synthetic rubber. Designer: Luna Gil. L300×W200cm. Green 705.329.86



PE815591.JPG

**STORSLINGA ljuskrona 799 kr** Steel and plastic. W70×H29cm. Black/white 004.876.09



PE923082.JPG

**KUGGIS box låda 69 kr** PET plastic. W26×D35, H15cm. White 305.685.38



PE923093.JPG

**KUGGIS lock 30 kr** PET plastic. W26×D35cm. White 505.685.37



PE913337.JPG

**EKET väggmonterad hyllsektion 245 kr** Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Grey-green 795.213.56



PE910594.JPG

**EKET väggmonterad hyllsektion 195 kr** Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. White 392.858.08



PE878298.JPG

**EKET väggmonterad hyllsektion 245 kr** Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Brown walnut effect 194.902.73



PE911326.JPG

**New SÖDERHAMN schäslong 3695 kr** Cover: 100% polyester. Designer: Ola Wihlborg. W93×D151, H83cm. Tonerud red 995.144.30



PE909498.JPG

**ÖSTANÖ stol 199 kr** Powder coated steel and 100% polyester. Designer: Willy Chong. W45×D45, H76cm. Deep green Remmarn/deep green 505.689.00



PE711689.JPG

**STENSELE bord 1495 kr** Laminate, powder coated steel and aluminium. Designer: Maja Ganszyniec. Ø70, H75cm. Anthracite/anthracite 792.882.30