

# PR kit

IKEA Let's Go / April 2020



## It's in the bag

Today, home extends beyond the physical structure of a house. Gone are the days of rootedness to one place, one thing, one idea. That's why IKEA has developed a new range of bags to seamlessly fit into people's busy, on-the-go lives, by providing a fuss-free, smooth experience from start to end.

We know that great bags are nothing new. So, what makes an IKEA bag different? At IKEA we understand the everyday needs of the many people. Our bags are different because they offer a smoother, more conscious commute thanks to its smart functions and durable materials. All in beautiful designs at affordable prices.

***Bag drop in April 2020***

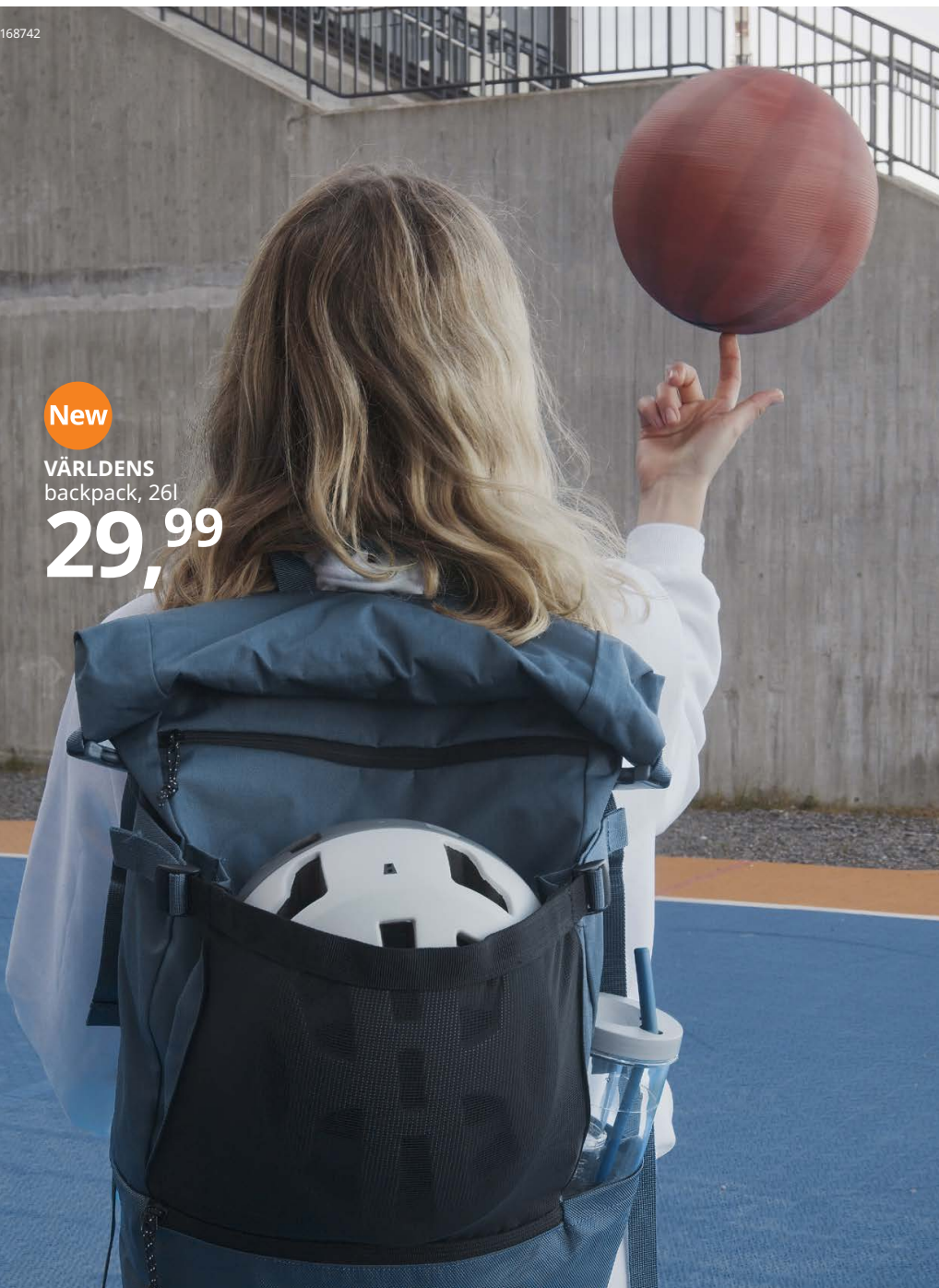
PH168592

New

DRÖMSÄCK  
messenger bag

19,99



**New**VÄRLDENS  
backpack, 26l**29,99**

**New** VÄRLDENS backpack 29,99  
26l. Dark blue 504.413.98

## The mobile lifestyle

People around the world are moving to urban areas more and more. Within the growing cities, commuting time is getting longer and the use of public transportation is increasing day by day. The urban lifestyle is becoming more and more fragmented and fluid, turning the home from a physical space into a mental one. Which means, it can be anywhere.

The stuff we love and need not only need to be well organised and curated within the walls we call home, but also when we are on our way to work, school or the gym. Or wherever it is we need to go.

Travelling has become more evident, both in business and leisure. In fact, millennials pack their bags almost once a month. That is why we decided to develop a range of bags and accessories for the many urban commuters and travellers. One that makes a mobile lifestyle hassle free and fun from the moment you leave your home.

New

DRÖMSÄCK  
backpack, 42l

49,99

New

VÄRLDENS  
backpack, 36l

39,99

New

STARTTID  
backpack, 18l

16,99



## It's the little things

We have transferred our organisation-at-home expertise from the inside of your wardrobe to the inside of your bag. Throughout the design process, we created smart features to simplify and facilitate a mobile lifestyle. Every feature is considered and thought-through.

Laptop pockets, key holders, spacious mesh pockets, hidden compartments, lined inners, metro card pockets etc. all contribute to seamless commutes and smooth travels.

### **RENSARE**

The RENSARE bags maximise and organise the space inside of your bag – taking the inside of your home, outside. They are soft, lightweight, and fit perfectly into the VÄRLDENS and DRÖMSÄCK bags.



RENSARE  
clothes bag with  
compartment

2,99

New RENSARE clothes bag with  
compartment 2,99 004.466.52

PH168629



DRÖMSÄCK  
tote bag  
**19,99**

New DRÖMSÄCK tote bag 19,99/each  
Beige 504.328.41

PH168628



The **DRÖMSÄCK** bags are made from recycled polyester fabric. They feature sleek designs and super smart functions – such as the tote bag that doubles as a backpack.

PH168601

DRÖMSÄCK  
tote bag  
**19,99**



PH168615



PH168594



**New DRÖMSÄCK tote bag** 19,99/each  
Olive-green 404.413.08 Beige 504.328.41

PH168624



DRÖMSÄCK  
weekend bag  
**49,99**

PH168744

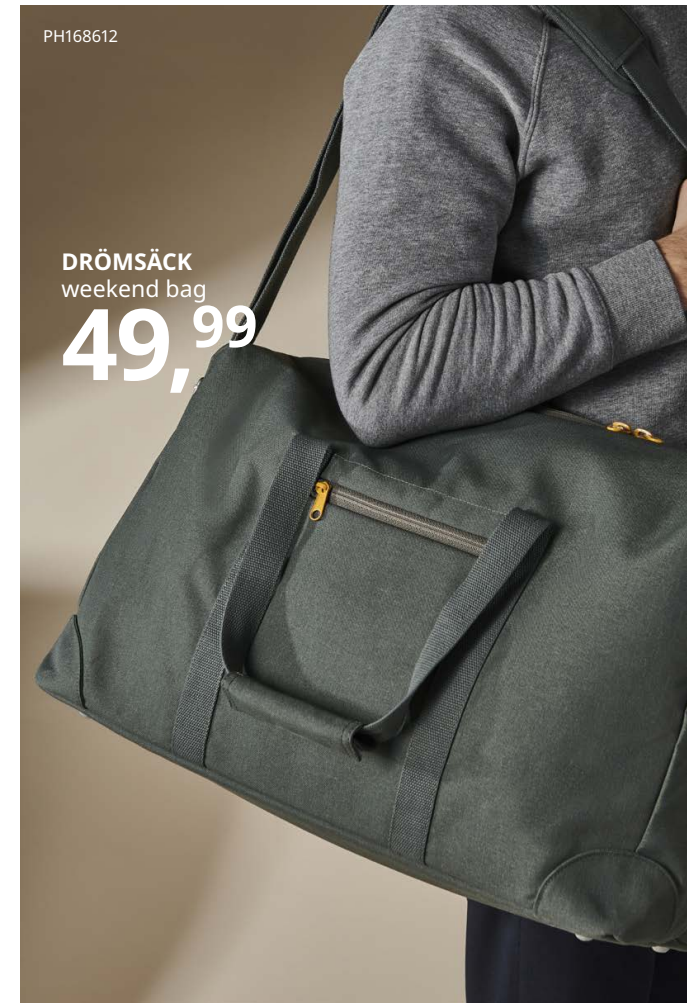


New DRÖMSÄCK weekend bag 49,99/each  
Beige 004.581.50 Olive-green 104.414.42





The **DRÖMSÄCK** weekender bag is cabin size and has a conveniently placed laptop pocket so you don't have to open your bag at the airport. It also opens flat for easy access.



**New DRÖMSÄCK weekend bag** 49,99/each  
Olive-green 104.414.42

PH168614



DRÖMSÄCK  
backpack, 21l  
**29,99**

PH168599



A perfectly placed metro card pocket.

**New DRÖMSÄCK** backpack 29,99  
21l. Olive-green 204.412.86

PH168720

VÄRLDENS  
backpack, 26l  
**29,99**



New VÄRLDENS backpack 29,99  
26l. Dark grey 504.413.98



Our **VÄRLDENS** bags are practical and sturdy. They are perfect for active people who like to work out over lunch or catch a spinning class in the afternoon. With enough space to pack a healthy lunch, laptop and even a bike helmet, they cater for your entire day.

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PH168716



The 36 litre backpacks are cabin size and make for a smooth trip.

**New VÄRLDENS** backpack 39,99  
36l. Dark grey 304.414.41

PH168730

VÄRLDENS  
backpack, 36l  
**39,99**



PH168721



VÄRLDENS  
backpack, 16l  
**16,99**

PH168741



New VÄRLDENS backpack 16,99  
16l. Dark grey 904.328.39

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PH168724



VÄRLDENS  
belt bag  
**7,99**

**New VÄRLDENS belt bag 7,99**  
Dark grey 704.413.97



**New SKYNKE carrier bag 1,-/each** Green/  
pink 304.413.61 Blue/green 204.413.52  
Black/white 804.570.38

## Not just clever, but conscious too

The fabric of all our bags consists of recycled polyester that are made mainly from PET bottles. Besides being made from sustainable material, the bags are also durable, making them last longer and suitable for multiple uses.

### SKYNKE

The colourful, patterned carrier bags are not only made out of recycled fabric, but they also help people lead more sustainable lives through their multi-purpose, reusable nature. They are lightweight and foldable, and therefore super easy to just grab and go.

## Functional, sustainable *and* affordable

### PIVRING

We believe that everyone should be able to have an organised, on-the-go lifestyle if they want. Our PIVRING backpacks – like the rest of our range – are made from sustainable materials such as recycled polyester, and has enough space for a laptop. Its best feature? The incredibly affordable price.

New PIVRING backpack 1,99/each  
9l. Green 304.328.37 Grey 204.743.52

PH168617

PIVRING  
backpack, 9l

1,99/each





PH168620

STARTTID  
backpack, 12l  
**9,99**/each



PH168647



For colourful personalities, we have the simple, yet sturdy **STARTTID** bags. Perfect for both daily commutes and trips to school, they cater to adults and kids alike.

**New STARTTID backpack** 9,99/each  
12l. Golden-yellow 204.590.21 Turquoise  
404.590.15 Blue 404.589.97 Pink-red  
204.633.44

PH168648



STARTTID  
backpack, 18l  
**16,99**

**New** STARTTID backpack 16,99/each  
18l. Pink-red 604.590.38 Blue 304.590.54

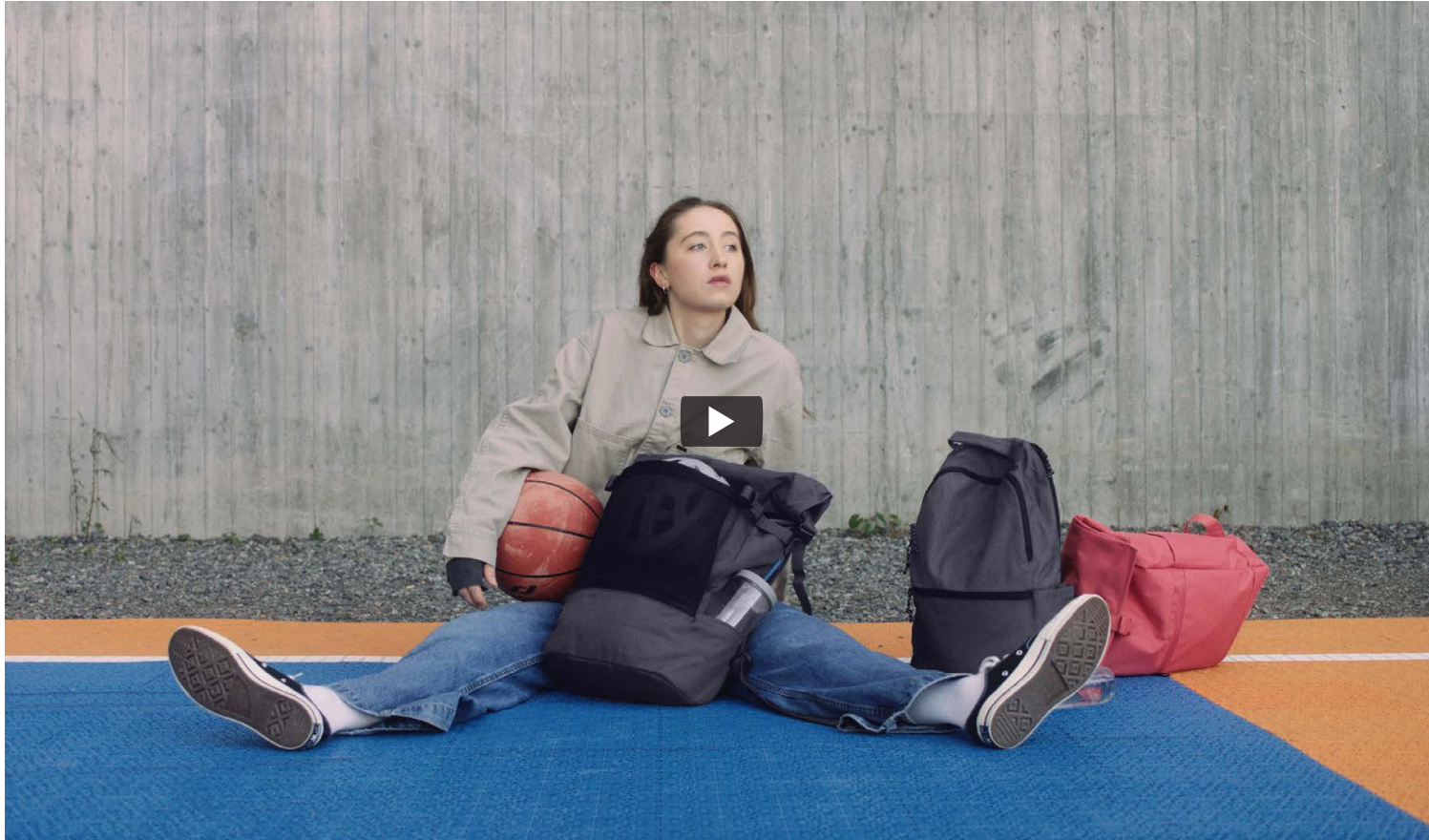
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STARTTID  
backpack, 18l  
**16,99** /each

LAUNCH FILM 16:9 FORMAT

Launch film - 01:07



SHORT FILMS 16:9 FORMAT

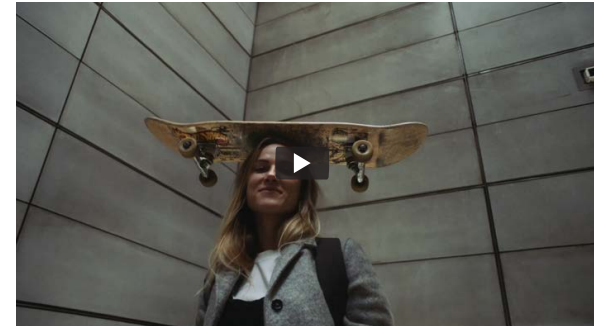
VÄRLDENS Backpack 26L - 00:15



DRÖMSÄCK Tote bag 14L - 00:15



VÄRLDENS Backpack 16L - 00:13



SKYNKE Carrier bag - 00:12



DRÖMSÄCK Weekend bag 42L - 00:16



IMAGE OVERVIEW

Fallback image / HP banner



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Packshot image



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Stills from film



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IMAGE OVERVIEW



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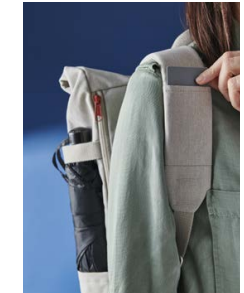
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IMAGE OVERVIEW



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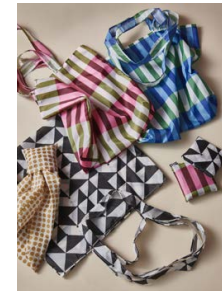
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PH168618



PH168617



PH168650

PRODUCT OVERVIEW



PE771226  
**NEW DRÖMSÄCK backpack 29,99**  
 100% polyester. Designer: Inma Bermudez. 21L. Olive-green 204.412.86



PE771235  
**NEW DRÖMSÄCK messenger bag 19,99**  
 100% polyester. Designer: Inma Bermudez. 14L. Olive-green 104.412.82



PE771236  
**NEW DRÖMSÄCK toiletry bag 9,99**  
 100% polyester. Designer: Inma Bermudez. 4l. Olive green 304.414.57



PE776341  
**NEW DRÖMSÄCK tote bag 19,99**  
 100% polyester. Designer: Inma Bermudez. 14L. Beige 504.328.41



PE776339  
**NEW DRÖMSÄCK tote bag 19,99**  
 100% polyester. Designer: Inma Bermudez. 14L. Olive-green 404.413.08



PE772993  
**NEW DRÖMSÄCK weekend bag 49,99**  
 100% polyester. Designer: Inma Bermudez. 42L. Olive-green 104.414.42



PE772996  
**NEW PIVRING backpack 1,99**  
 100% polyester. Designers: E Thomasson/ P Süssmann. 9L. Green 304.328.37



PE772995  
**NEW PIVRING backpack 1,99**  
 100% polyester. Designers: E Thomasson/ P Süssmann. 9L. Grey 204.743.52



PE773005  
**NEW VÄRLDENS accessory bag, small 1,49**  
 100% polyester. W21xD4, H4cm. Dark grey 104.760.02



PE773006  
**NEW VÄRLDENS accessory bag, medium 1,99**  
 100% polyester. W16xD4, H11cm. Dark grey 404.760.05



PE771285  
**NEW RENSARE accessory bag, set of 3 2,99**  
 100% polyester. Designer: Hanna-Kaarina Heikkilä. W30xH40cm. Check pattern/yellow 404.325.11



PE771287  
**NEW RENSARE bag 1, 100% polyester.**  
 Designer: Hanna-Kaarina Heikkilä. W30xH40cm. Check pattern/black 204.324.99



PE771286  
**NEW RENSARE clothes bag, set of 3 3,99**  
 100% polyester. Designer: Hanna-Kaarina Heikkilä. Check pattern/grey black 304.325.02



PE759147  
**NEW SKYNKE carrier bag 1, 100% polyester.**  
 Designers: S Edholm/L Lillenius. W45xH36cm. Black/white 804.570.38



PE759150  
**NEW SKYNKE carrier bag 1, 100% polyester.**  
 Designer: S Edholm/L Lillenius. W45xH36cm. Blue/green 204.413.52



PE759149  
**NEW SKYNKE carrier bag 1, 100% polyester.**  
 Designers: S Edholm/L Lillenius. W45xH36cm. Green/pink 304.413.61



PE759148  
**NEW SKYNKE carrier bag 1, 100% polyester.**  
 Designer: S Edholm/L Lillenius. W45xH36cm. Yellow/white 104.328.38



PE773000  
**NEW STARTTID backpack 9,99**  
 100% polyester. Designers: E Thomasson/ P Süssmann. 12L. Blue 404.589.97



PE773002  
**NEW STARTTID backpack 9,99**  
 100% polyester. Designers: E Thomasson/ P Süssmann. 12L. Golden-yellow 204.590.21



PE772999  
**NEW STARTTID backpack 9,99**  
 100% polyester. Designers: E Thomasson/ P Süssmann. 12L. Pink-red 204.633.44



PE773001  
**NEW STARTTID backpack 9,99**  
 100% polyester. Designers: E Thomasson/ P Süssmann. 12L. Turquoise 404.590.15



PE773004  
**NEW STARTTID backpack 16,99**  
 100% polyester. 18L. Blue 304.590.54



PE773003  
**NEW STARTTID backpack 16,99**  
 100% polyester. 18L. Pink-red 604.590.38



## PRODUCT OVERVIEW



PE776337

**NEW VÄRLDENS backpack 16,99**  
100% polyester. Designers: E Thomasson/  
P Süssmann. 16l. Dark grey 904.328.39



PE773015

**NEW VÄRLDENS backpack 29,99**  
100% polyester. Designers: E Thomasson/  
P Süssmann. 26l. Dark grey 904.413.98



PE776335

**NEW VÄRLDENS backpack 39,99**  
100% polyester. Designers: E Thomasson/  
P Süssmann. 36l. Dark grey 904.414.41



PE773019

**NEW VÄRLDENS belt bag 7,99**  
100% polyester. Designers: E Thomasson/  
P Süssmann. 4l. Dark grey 704.413.97



PE773020

**NEW VÄRLDENS toiletry bag 9,99**  
100% polyester. Designers: E Thomasson/  
P Süssmann. Dark grey 104.414.61