

IKEA PR kit

News – April 2024





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.

PH197302.JPG **New** GLASÖRT sheer curtain, 1 piece 29,99 305.731.01 JAKOBSBYN pendant lampshade 30,- 903.330.52 **New** BRUNTÅG cushion cover 7,99 Light pink 205.723.62 **New** BRUNTÅG cushion cover 7,99 Dark yellow-green 905.723.54 **New** OLYMPTISTEL duvet cover and pillowcase 19,99 805.747.68 TÄLLÅSEN upholstered bed frame 199,- 705.389.26 ÅSKMULLER table lamp 17,99 004.924.89 **New** KJUGE pouffe with storage 11,99 205.655.21

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 rug, high pile 129,- 405.711.54 PH197306.JPG





PH197305.JPG **New OLYMPTISTEL duvet cover and pillowcase 19,99** Designer: Emma Prowse. 805.747.68



PH197307.JPG **New BRUNTÅG cushion cover 7,99** Designer: Emma Prowse. 905.723.54 **New SVARTFIBBLA throw 3,99** 705.721.71 **New EKRAR hat and coat stand 24,99** 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 poster 7,99 105.705.37 New RÖDALM frame 14,99 905.489.29 PH197310.JPG
JAKOBSBYN pendant lampshade 30,- 903.330.52

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.**

Product overview



PE920247.JPG

New HOTELLRUM rug, high pile 129,- User surface: 100% polypropylene. Backing: Vinyl rubber. L230×W160cm. Blue/green yellow 405.711.54



PE920823.JPG

New OLYMPSTISTEL duvet cover and pillowcase 19,99 54% cotton, 46% viscose/rayon. Designer: Emma Prowse. Duvet cover L200×W150cm. Pillowcase L50×W60cm. Multicolour 805.747.68



PE917149.JPG

New SVARTFIBBLA throw 3,99 100% polyester. Designer: Akanksha Deo. L160×W120cm. Yellow-green/grey-turquoise 705.721.71



PE933706.JPG

New BRUNTÅG cushion cover 7,99 100% polyester. Designer: Emma Prowse. L50×W50cm. Dark yellow-green 905.723.54



PE933707.JPG

New BRUNTÅG cushion cover 7,99 100% polyester. Designer: Emma Prowse. L50×W50cm. Light pink 205.723.62



PE916647.JPG

New GLASÖRT sheer curtain, 1 piece 29,99 100% polyester. L300×W300cm. Grey-blue/dark beige 305.731.01



PE905810.JPG

New BILD poster 7,99 Paper. W50×H70cm. Beautiful shadows 105.705.37



PE924220.JPG

New RÖDALM frame 14,99 Fibreboard, paper and polystyrene plastic. Designer: Andreas Fredriksson. W52×H72cm. White 905.489.29



PE856153.JPG

ÅSKMULLER table lamp 17,99 Powder coated steel and glass. Designer: Lisa Hillard. Ø14, H24cm. Grey-green 004.924.89



PE720859.JPG

JAKOBSBYN pendant lampshade 30,- Glass. L30×W30, H25cm. Ø30cm. Clear glass 903.330.52



PE699297.JPG

CYLINDER vase, set of 3 19,99 Glass. Designer: Anne Nilsson. Clear glass 601.750.92



PE920450.JPG

New SVENSHULT wall shelf 14,99 Powder coated steel. Designer: Gustav Carlberg. W60×D20, H35cm. Grey-green. 905.572.59



PE906548.JPG

New EKRAR hat and coat stand 24,99 Powder coated aluminium and steel. Designer: Inma Bermudez. W63×D63, H169cm. Dark yellow 605.668.92



PE918880.JPG

TÅLLÅSEN upholstered bed frame 199,- 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.

PH197311.JPG **New SÖTRÖNN throw 17,99** Black/white 705.696.11 **STORSLINGA LED chandelier, 8-armed 99,99** 004.876.09
EKET cabinet 20,- 905.562.26/703.321.24/305.305.74 **New SÖTRÖNN cushion cover 4,99** Black/white 705.696.06
New SÖDERHAMN chaise lounge 360,- 995.144.30 **NÖVLING rug, low pile 179,-** 705.329.86

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 wall-mounted shelving unit 25**, - 795.213.56/392.858.08/194.902.73 **KUGGIS box 6,49** 305.685.38 **STORSLINGA LED chandelier, 8-armed 99,99** 004.876.09 **STENSELE table 129,99** 792.882.30 **ÖSTANÖ chair 15,99** 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 box 6,49** 305.685.38 **KUGGIS lid 3,50** 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 decorative mirror 7,99

Designer: Hiroko Takahashi. 505.604.71

New SÖTRÖNN throw 17,99 Designer:

Hiroko Takahashi. Black/white

705.696.11

New SÖTRÖNN cushion cover 4,99

Designer: Hiroko Takahashi. 705.696.06

New SÖTRÖNN mug 4,99 Designer:

Hiroko Takahashi. 205.715.41

New SÖTRÖNN tea towel 4,99/ 2-pack

Designer: Hiroko Takahashi. Black/white

505.710.64



PH197320.JPG **New SÖTRÖNN throw 17,99** Designer: Hiroko Takahashi. Black/white 705.696.11 **New SÖTRÖNN cushion cover 4,99** Designer: Hiroko Takahashi. Black/white 705.696.06 **SVARTPOPPEL cushion cover 4,99** Grey-green 905.430.07



PH197321.JPG **New SÖTRÖNN mug 4,99** Designer: Hiroko Takahashi. 205.715.41 **New SÖTRÖNN tea towel 4,99/ 2-pack** Designer: Hiroko Takahashi. 505.710.64 **STENSELE table 129,99** 792.882.30 **ÖSTANÖ chair 15,99** 505.689.00

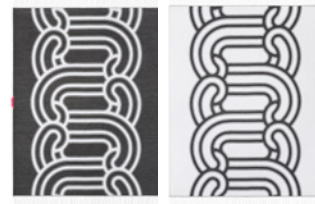
When conceptualising the SÖTRÖNN collection, designer Hiroko Takahashi paid homage to traditional Japanese design, while giving it a contemporary twist. An added treat? Both the throw and the tea towels have complimentary colourways on either side. Two expressions, one product!

Product overview



PE929230.JPG

New SÖTRÖNN cushion cover 4,99 100% cotton. Designer: Hiroko Takahashi. L50×W50cm. Black/white 705.696.06



PE923390.JPG

New SÖTRÖNN throw 17,99 100% polyester. Designer: Hiroko Takahashi. L170×W130cm. Black/white 705.696.11



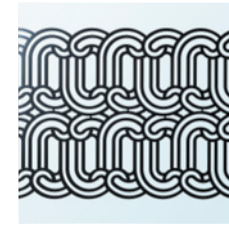
PE928467.JPG

New SÖTRÖNN tea towel 4,99/ 2-pack 50% cotton, 50% viscose/rayon. Designer: Hiroko Takahashi. L60×W45cm. Patterned/black/white 505.710.64



PE926436.JPG

New SÖTRÖNN mug 4,99 Feldspar porcelain. Designer: Hiroko Takahashi. Ø8, H9cm. 32cl. Patterned white/black 205.715.41



PE921933.JPG

New SÖTRÖNN decorative mirror 7,99 Glass and acrylic paint. Designer: Hiroko Takahashi. W40×H40cm. Patterned/black 505.604.71



PE923386.JPG

New JÄTTEGRAN cushion cover 7,99 100% cotton. Designer: Emma Hagman. L50×W50cm. Off-white 805.722.41



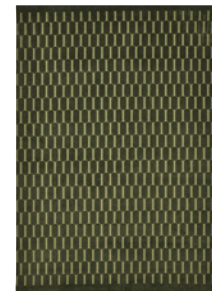
PE872833.JPG

SVARTPOPPEL cushion cover 4,99 100% polyester. Designer: P Machado/L Gil. L50×W50cm. Grey-green 905.430.07



PE832958.JPG

HOLMVI throw 7,99 100% polyester. L160×W120cm. Light pink 705.136.24



PE874878.JPG

NÖVLING rug, low pile 179,- User surface: 100% polyester. Backing: 100% synthetic rubber. Designer: Luna Gil. L300×W200cm. Green 705.329.86



PE815591.JPG

STORSLINGA LED chandelier, 8-armed 99,99 Steel and plastic. W70×H29cm. Black/white 004.876.09



PE923082.JPG

KUGGIS box 6,49 PET plastic. W26×D35, H15cm. White 305.685.38



PE923093.JPG

KUGGIS lid 3,50 PET plastic. W26×D35cm. White 505.685.37



PE913337.JPG

EKET wall-mounted shelving unit 25,- Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Grey-green 795.213.56



PE910594.JPG

EKET wall-mounted shelving unit 25,- Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. White 392.858.08



PE878298.JPG

EKET wall-mounted shelving unit 25,- Foil finish and particleboard. Designer: Jon Karlsson. W35×D25, H35cm. Brown walnut effect 194.902.73



PE911326.JPG

New SÖDERHAMN chaise lounge 360,- Cover: 100% polyester. Designer: Ola Wihlborg. W93×D151, H83cm. Tonerud red 995.144.30



PE909498.JPG

ÖSTANÖ chair 15,99 Powder coated steel and 100% polyester. Designer: Willy Chong. W45×D45, H76cm. Deep green Remmarn/ deep green 505.689.00



PE711689.JPG

STENSELE table 129,99 Laminate, powder coated steel and aluminium. Designer: Maja Ganszyniec. Ø70, H75cm. Anthracite/anthracite 792.882.30



Style expression: **Organically inspired**

Put the ruler and rules to one side and let the form free. The only patterns here are the ones found in nature. Winding routes with no clear end or beginning. Let's welcome an outdoor life inside and live with fresh intensity.

This coordination pulls together different elements of the natural world, intensities and shades of green and natural textures to create the impression of a lush, summer's day (even when inside).

PH197324.JPG **New** YTLÄGE pendant lamp 29,99 705.400.19 **New** PIGGÅL mug 4,99/ 2-pack 505.618.28 **New** GRÖNFISK tray with handle 9,99 205.790.66 **New** UNDERBLOMMA cushion cover 9,99 White/green 005.760.21 **New** LISABO chair 75,- 305.537.06 **New** FRÖDD floor cushion 79,99 805.818.15 **New** TÄGSPÅR rug, high pile 399,- 105.763.51

Just your cup of tea

Paired with their comforting shape, the contrasting combinations of milk, forest and grass green make the PIGGÅL mugs a cheerful addition to any tea party.





PH197333.JPG **New NÄBBFISK tablecloth 14,99** Designer: Hanna Grann Dalrot. 905.710.81 **New NÄBBFISK paper napkin 2,-** 205.688.69
New PIGGÅL mug 4,99/ 2-pack 505.618.28

The bold, freehand style of the NÄBBFISK tablecloth reminds us of rice fields seen from the sky – the very definition of letting the outside in!



PH197329.JPG **New GRÖNFISK tray with handle 9,99** Designer: Lukas Bazle. 205.790.66
RISATORP desk organiser 14,99 205.404.94

The ingenious handles of the GRÖNFISK tray allow you to single-handedly take it from one place to another. Aesthetically, the natural wood against the white is doing all kinds of good things for us!



The bold, abstract design and wonderfully textured fabric of the UNDERBLOMMA cushion covers will add lush pops of greenery to any environment.

Cuddle up with nature this season



New UNDERBLOMMA cushion cover 9,99 White/green 005.760.21 **New UNDERBLOMMA cushion cover 9,99** White/light grey-green 605.760.23 **New SVARTTÅG throw 19,99** Grey-green/white 505.722.28 **New FRÖDD throw 29,99** Green/stripe 905.812.16

PH197328.JPG

Switch up the mood!



"With the YTLÄGE pendant lamp, I wanted to express the possibility to change the atmosphere in a room in an exciting and playful way. When closed, the cylindrical shape of the lampshade spreads a cosy glow over the dining table. Pull the string, and it transforms into an open floral shape that provides a lot of light."

Designer **Lukas Bazle**

Dinner plans? The latest edition to the LISABO family is more than ready to join in the festivities. With its upholstered seat, you're guests will have a comfy spot to sit for the hours of laughter and conversation ahead.

Pull up your new favourite chair



New LISABO chair 75,- Designer: K Hagberg/M Hagberg. 305.537.06 PH197332.JPG

Product overview



PE926430.JPG

New PIGGÅL mug 4,99/ 2-pack
Coloured glazed stoneware.
Designer: Akanksha Deo.
Ø9, H7cm. 30cl. White/green
505.618.28



PE926805.JPG

New NÄBBFISK tablecloth 14,99
100% cotton. Designer: Hanna
Grann Dalrot. L240×W145cm.
Patterned off-white/dark green
905.710.81



PE930514.JPG

**New GRÖNFISK tray with
handle 9,99** Powder coated
steel and clear laquered
bamboo. Designer: Lukas Bazle.
L46×W30cm. Bamboo/white
205.790.66



PE915782.JPG

**New UNDERBLOMMA cushion
cover 9,99** 70% cotton, 30%
jute. Designer: Emma Hagman.
L50×W50cm. White/green
005.760.21



PE915781.JPG

**New UNDERBLOMMA cushion
cover 9,99** 70% cotton, 30%
jute. Designer: Emma Hagman.
L50×W50cm. White/light grey-
green 605.760.23



PE923396.JPG

New SVARTTÅG throw 19,99
100% cotton. Designer: Synnöve
Mork. L170×W130cm. Grey-green/
white 505.722.28



PE924130.JPG

New FRÖDD throw 29,99 100%
cotton. Designer: Jóna Berglind
Stefánsdóttir. L180×W130cm.
Green/striped 905.812.16



PE924108.JPG

New FRÖDD floor cushion 79,99
100% cotton. Filling: polyester
fibres. Designer: Jóna Berglind
Stefánsdóttir. Ø56, H40cm. Black/
patterned 805.818.15



PE923610.JPG

**New YTLÄGE pendant lamp
29,99** Plastic, steel and 100%
nylon. Designer: Lukas Bazle.
Ø80, H23cm. White 705.400.19



PE920705.JPG

New LISABO chair 75,- Tinted
clear acrylic lacquer and solid
birch. Backrest: ash veneer.
Designer: K Hagberg/M Hagberg.
W46×D51, H80cm. Ash/Tallmyra
white/black 305.537.06



PE930516.JPG

New GRÄMÖRT tray 14,99 Clear
lacquered bamboo. Designer:
Lukas Bazle. L71×W27cm.
Bamboo 205.778.40



PE926800.JPG

**New NÄBBFISK paper napkin
2,-** Paper. Designer: Hanna Grann
Dalrot. L38×W38cm. Patterned
white/black 205.688.69



PE923948.JPG

**New TÅGSPÅR rug, high pile
399,-** User surface: 100% wool.
Backing: 100% cotton. Designer:
Maria Vinka. L240×W170cm.
White/beige 105.763.51



PE884044.JPG

RISATORP desk organiser 14,99
Powder coated steel, clear acrylic
lacquer and birch. Designer: A-M
Nilsson/A Wallgren. W50×D16,
H17cm. White 205.404.94



Style expression:

Salt, pepper and zest

Simplicity is the key ingredient. Add a twist or a pinch of something spicy or sunny, and voila! You've created something exciting and unique. A striking graphic base is softened with touches of natural material.

The strong black and white base of this coordination lends itself perfectly to a seasonal change with simple pops of colour for impact, natural materials for something a bit unexpected and lots of multifunctional pieces for practicality.



PH197250.JPG **New SANDMOTT cushion 4,99** Designer: Synnöve Mork. Black/white 305.723.71
New SANDMOTT cushion 4,99 Designer: Hannah Wilcox. Green/yellow 705.723.88

Can something be both nostalgic and effortlessly current at the same time? The SANDMOTT cushions say yes! The freehand black cross hatching against white makes a delightful contrast next to the charm and naivety of the tulips.



PH197334.JPG **New SLÅNHÖSTMAL duvet cover and pillowcase 24,99** Designer: Darja Nordberg. Black/white/striped 205.752.66 **New NORSKNOPPA duvet cover and pillowcase 9,99** Designer: Hannah Wilcox. White/yellow/patterned 905.747.39

Stripes! The SLÅNHÖSTMAL duvet cover is a fresh take on an iconic IKEA look. Made from a soft blend of cotton and viscose, and finished off with black press studs, it's sure to be a timeless and long lasting addition to linen closets across the globe.



Everyone has somewhere to be in the PJÄTTERYD picture. The dynamism and saturated colours are sure to add a burst of life to any wall yearning for an easy update.

PH197247.JPG **New FÖRENLIG watering can 9,99** Designer: Henrik Preutz. 205.630.65
New DRÖMSK plant pot 6,99 Designer: Henrik Preutz. 705.627.75

The shape and colour of the FÖRENLIG watering can are just so cheerful! So cheerful in fact, that we couldn't help but invite a gang of them to create a lively display wall.



PH197248.JPG **New PJÄTTERYD picture 19,99** 605.709.12

Storage made stylish

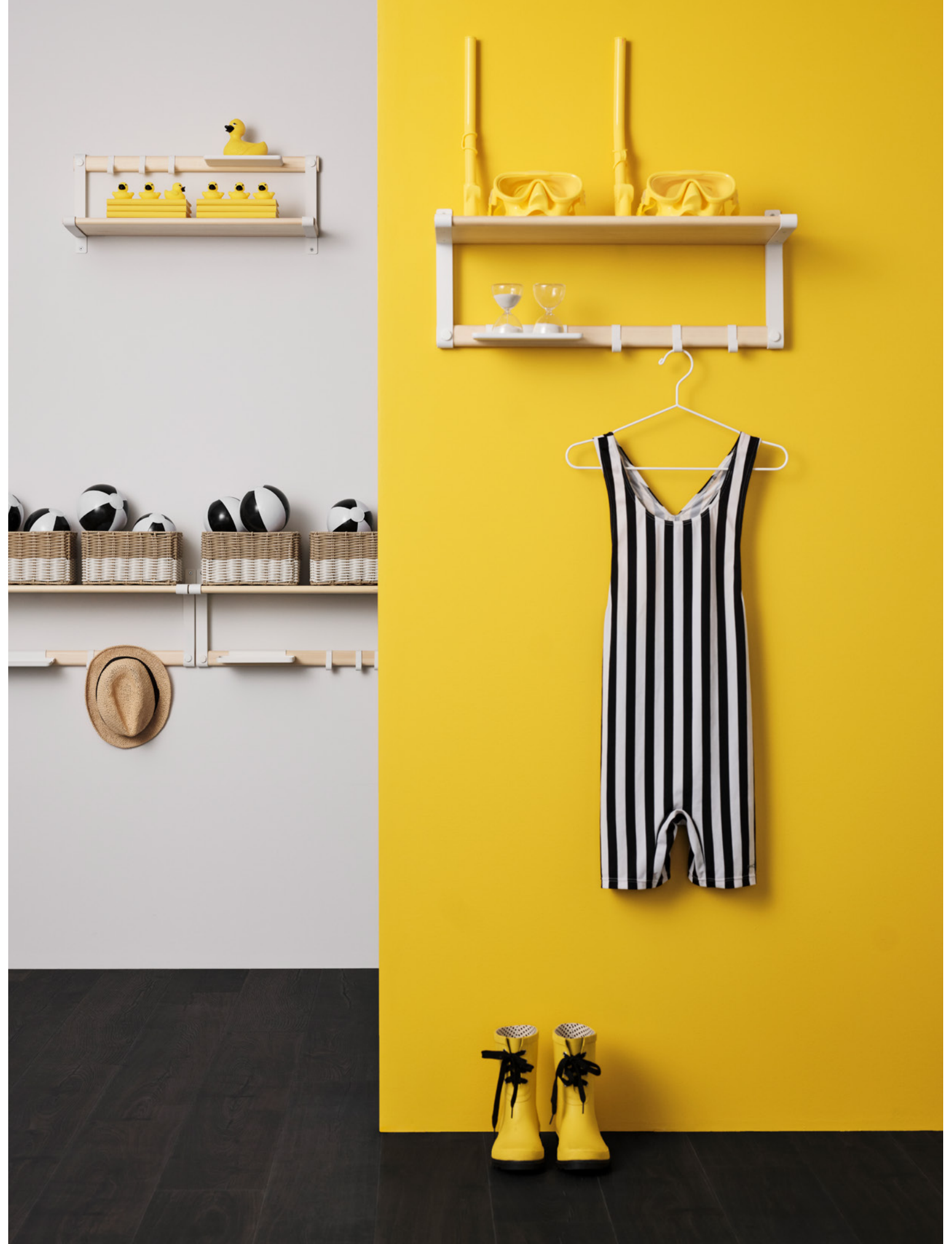


That magic place where form and function meet. Isn't it the best? Pack up your things in style with practical and pretty DJURTRÄNARE baskets.

Let's get versatile!

A simple way to add interest and versatility to a space, you say? Meet the SKOMAKARE shelf. With a tray, hooks, and different hanging positions, it's the very definition of multifunctional.

New SKOMAKARE wall shelf 29,99 Designer: Qian Jing. 805.501.97 PH197249.JPG
New DJURTRÄNARE basket 7,99 005.638.15



Product overview



PE915122.JPG

New SANDMOTT cushion 4,99 100% cotton. Filling: 100% mixed fibres. Designer: Synnöve Mork. L30×W58cm. Black/white 305.723.71



PE933717.JPG

New SANDMOTT cushion 4,99 100% cotton. Filling: 100% mixed fibres. Designer: Hannah Wilcox. L30×W58cm. Green/yellow 705.723.88



PE920847.JPG

New SLÄNHÖSTMAL duvet cover and pillowcase 24,99 80% cotton, 20% viscose/rayon. Designer: Darja Nordberg. Duvet cover: L200×W150cm. Pillowcase: L50×W60cm. Black/white/striped 205.752.66



PE920795.JPG

New NORSKNOPPA duvet cover and pillowcase 9,99 65% cotton, 35% polyester. Designer: Hannah Wilcox. Duvet cover: L200×W150cm. Pillowcase: L50×W60cm. White/yellow/patterned 905.747.39



PE925113.JPG

New FÖRENLIG watering can 9,99 Galvanised steel. Designer: Henrik Preutz. H26cm. 1.5l. In/outdoor/yellow 205.630.65



PE925102.JPG

New DRÖMSK plant pot 6,99 Earthenware. Designer: Henrik Preutz. Ø17, H18cm. Bright yellow 705.627.75



PE905837.JPG

New PJÄTTERYD picture 19,99 Fibreboard and 100% polyester. W50×H70cm. Focused people 605.709.12



PE913355.JPG

New DJURTRÄNARE basket 14,99 Polyethylene plastic and powder coated steel. W25×D35, H19cm. Beige/black 305.638.14



PE913351.JPG

New DJURTRÄNARE basket 7,99 Polyethylene plastic and powder coated steel. W18×D25, H14cm. Beige/white 005.638.15



PE919716.JPG

New SKOMAKARE wall shelf 29,99 Powder coated steel and solid aspen. Designer: Qian Jing. White/aspén 805.501.97



PE906630.JPG

HAVSFJÄDER pendant lampshade 40,- Plastic. Designer: Bent Boysen. Ø42, H35cm. White 705.551.00



PE894994.JPG

BONDSKÄRET hat and coat stand 39,99 Powder coated steel. Designer: Rutger Andersson. W60×D60, H175cm. Black 705.590.23



PE870763.JPG

VEVELSTAD bed frame with 2 TOLKNING headboards 179,- Powder coated steel and polyester. Designer: Ebba Strandmark/Nike Karlsson. L207×W96, H27. Headboard: H98cm. White/Tolkning rattan 794.418.02



PE917728.JPG

New JORDBORR hook, self-adhesive 3,-/ 3-pack ABS plastic. Designer: Willy Chong. Ø5cm. Snowflake/multicolour 705.637.13



PE700251.JPG

LACK wall shelf 6,99 Painted finish. L30×D26, H5cm. White 502.821.77

See more on www.ikea.com/press

Enjoy!



Contact:

IKEA Belgium Press Office
press.belgium@ingka.ikea.com
+32 2 709 15 19

