

FÖRNYAD



a limited edition collection by IKEA and Darcel Disappoints
Sales start JUNE 2019



Darcel Disappoints



Meet Darcel

Darcel Disappoints is a New Yorker. He's also a cartoon. Sometimes cynical, sometimes silly (but always loveable), Darcel is a keen observer of city life. Whether he's gallery hopping or subway riding, Darcel maintains his signature style—a monocle—and his signature attitude. Thanks to his unique take on city life (and his adorable shape), he's become a fashion world favourite.

Meet Craig Redman, the creator of Darcel

Craig Redman is an Australian-born artist living and working in New York City. He is one half of the design studio Craig & Karl and has collaborated with many brands inside and out of the fashion world, including Vogue, Nike, Apple, Google and more. He is also the creator of Darcel Disappoints, a cartoon with a sometimes-cynical, sometimes-silly take on everyday life in New York. Craig's work—from typography and fabric design to editorial art direction— is bold, colourful and graphic. Above all, it's fun.

Darcel on the FÖRNYAD collection

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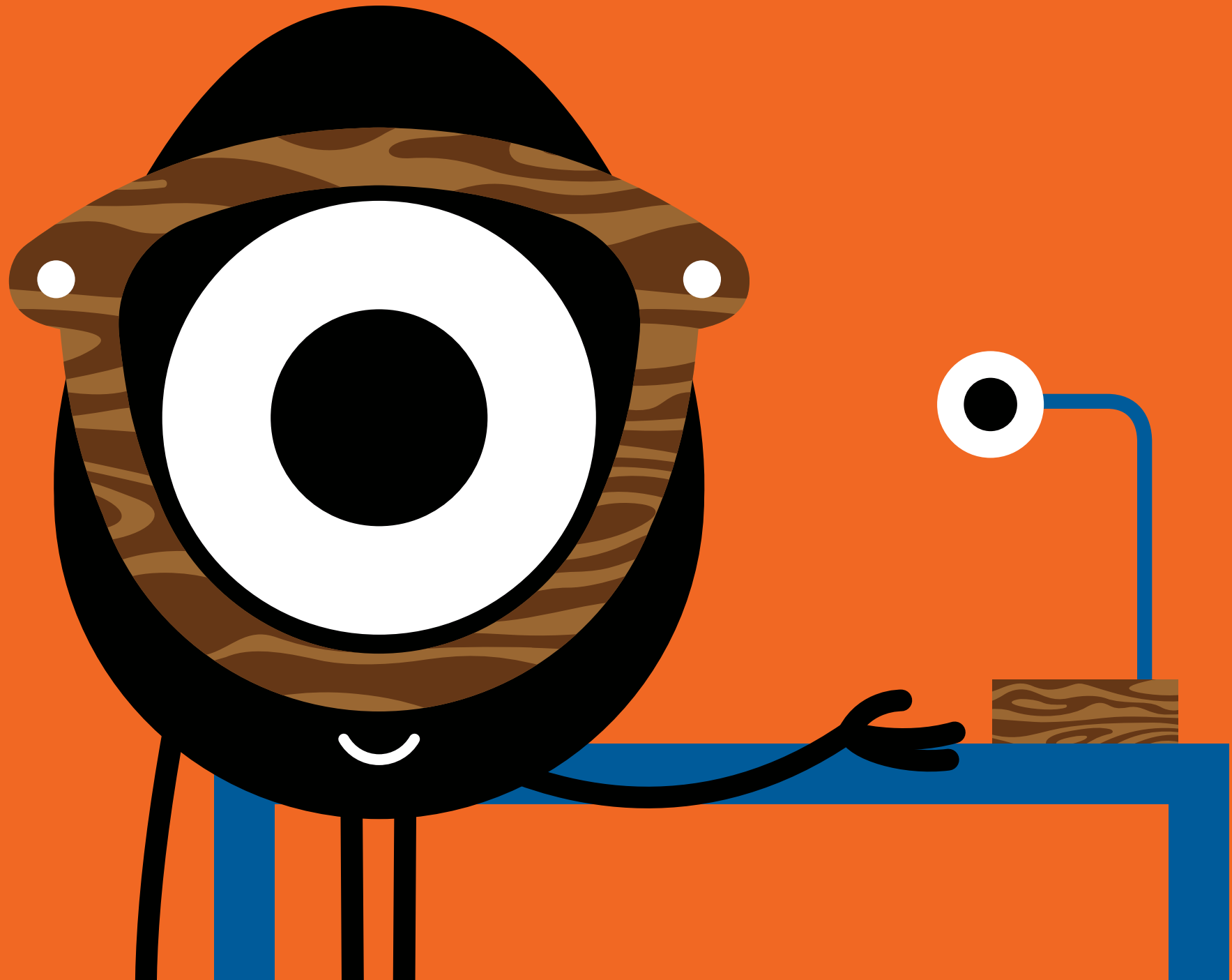
"The FÖRNYAD collection is straight-up fun. Using colour and simple forms the collection taps into both colette* and my world and mashes the two together in a joyful way. I'm made-up of basic shapes – an egg, one eye, a monocle – and these are repeated throughout the collection, accented with pops of colette blue. Whether it's as simple as the shape of my eye becoming a stool or a lamp, my head as a floor mat, or the colourful print on the classic IKEA carrier bag, the collection is a celebration of fun and design coming together in a thoughtful and humorous way."

– Darcel, Designer

KLIPPAN cover two-seat sofa 59,- Förnyad multicolour 204.261.39
FÖRNYAD rug, low pile 119,- 604.226.67
FÖRNYAD side table on castors 99,99 504.226.96
FÖRNYAD table 99,90 704.226.76
FÖRNYAD box file, set of 3 9,99 404.226.73
FÖRNYAD LED work lamp with wireless charging 69,90 604.226.86
FÖRNYAD stool 39,99 504.226.82
FÖRNYAD pedal bin 27,99 904.227.03
FÖRNYAD soft toy 6,99 704.227.18
FÖRNYAD carrier bag, large 1,50 804.227.27

* colette was a multi-brands store in Paris, with a unique mix of style, design, art, food and beauty, open from 1997 to 2017.

An infusion of fashion, fun and quirkiness



IKEA collaborated with Sarah Andelman, Creative Director of colette, and Darcel Disappoints designer Craig Redman to celebrate student life with a playful collection. Fun and fashion infuse every item through pattern play, unexpected colours and sizes—and some quirky surprises.

"Sarah is a pioneer in creating lifestyle retail experiences, and colette presented a back to school "must have" collection every year. Sarah has a wide network of influencers around the world. For this collaboration, she introduced us to Craig, known for his egg-shaped alter ego Darcel, with a lot of young, design-interested followers—our target group."

– Henrik Most, Creative Leader for the FÖRNYAD collection, IKEA



FÖRNYAD
LED work lamp
with wireless
charging

"Have you ever seen a team of people try to figure out how to flat pack a product? It's fascinating. I didn't put too much emphasis on it when I initially designed the FÖRNYAD lamp, but IKEA quickly brought it up and I loved the challenge of deconstructing my designs with this in mind."

– Darcel, Designer

FÖRNYAD LED work lamp
with wireless charging 69,90
604.226.86



KLIPPAN cover two-seat sofa

KLIPPAN cover two-seat sofa 59,-
Förnyad multicolour 204.261.39
KLIPPAN sofa is sold separately.

Good company is everything. That being me.



Darcel on lounging at home: Good company is everything. That being me.



FÖRNYAD rug

"There is a certain sense of joy that the FÖRNYAD rug evokes, probably because of its scale and the simplicity of the shapes and colours. The rug is a statement piece for sure – it's crazy but functional. I think it can work in a lot of rooms and homes, it's about how you integrate it with your own sense of style."

– Darcel, Designer

FÖRNYAD rug, low pile 119,-
604.226.67

FÖRNYAD soft toy

"It's me, but soft! Now you can cuddle up with me, throw me on the sofa or let my legs dangle from a shelf – I promise I'll be good company no matter what."

– Darcel, Designer

FÖRNYAD soft toy 6,99/each
704.227.18



Love yourself



Darcel on wellbeing: Love yourself.



FÖRNYAD stool

FÖRNYAD stool 39,99 504.226.82

FÖRNYAD carrier bag

"Life is a mix of highs and lows and the pattern I developed for the FÖRNYAD bag reflects that. The IKEA bag has become an iconic product, so it's fun to add my perspective to it. I have a bunch of the classic blue bags at home, I use them for unglamorous things like laundry, but with this new print the bag equally works great as an overnight bag or if you just want to look cool lugging stuff across town."

– Darcel, Designer

FÖRNYAD carrier bag, large 1,50
804.227.27



Only bring home the best



Darcel on shopping: Only bring home the best.



**FÖRNYAD
backpack**

FÖRNYAD backpack 24,99
204.298.02



FÖRNYAD
4-piece
desk set

FÖRNYAD series.
4-piece desk set 9,99 904.226.99
Pencil 2,99/5 pack. 704.284.66

Embrace the struggle



Darcel on creativity: Embrace the struggle.



FÖRNYAD table

FÖRNYAD table 99,90 704.226.76



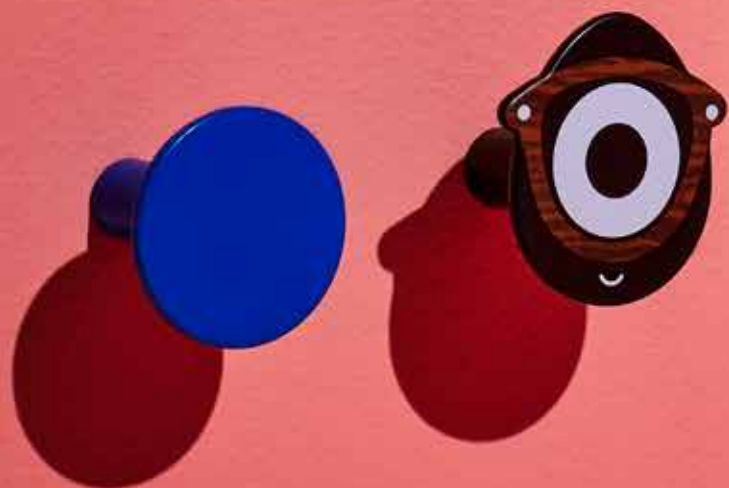
**FÖRNYAD box
file, set of 3**

FÖRNYAD box file, set of 3 9,99
404.226.73

Places to be, people to avoid seeing



Darcel on going out: Places to be, people to avoid seeing.



FÖRNYAD hanger

"Over the course of designing the collection I asked myself, how do I incorporate my aesthetic into peoples' homes in both a fun way as well as something more discrete? The FÖRNYAD hangers are a good example of a subtler execution – in one instance the hangers will look like small pieces of art on your wall, but once you hang clothes on them, they're completely hidden."

– Darcel, Designer

FÖRNYAD hanger 2,99/2 pack.
004.227.07

FÖRNYAD pedal bin

"The FÖRNYAD bin is a classic product with a new look. I love the functionality of it – you can use it under your desk, in the kitchen, anywhere. The pattern is fun with elements from my favourite park in Paris, it reminds me of the good times I have when I visit the city."

– Darcel, Designer

FÖRNYAD pedal bin 27,99
904.227.03



Keep it cute



Darcel on living green: Keep it cute.



FÖRNYAD
4-piece service

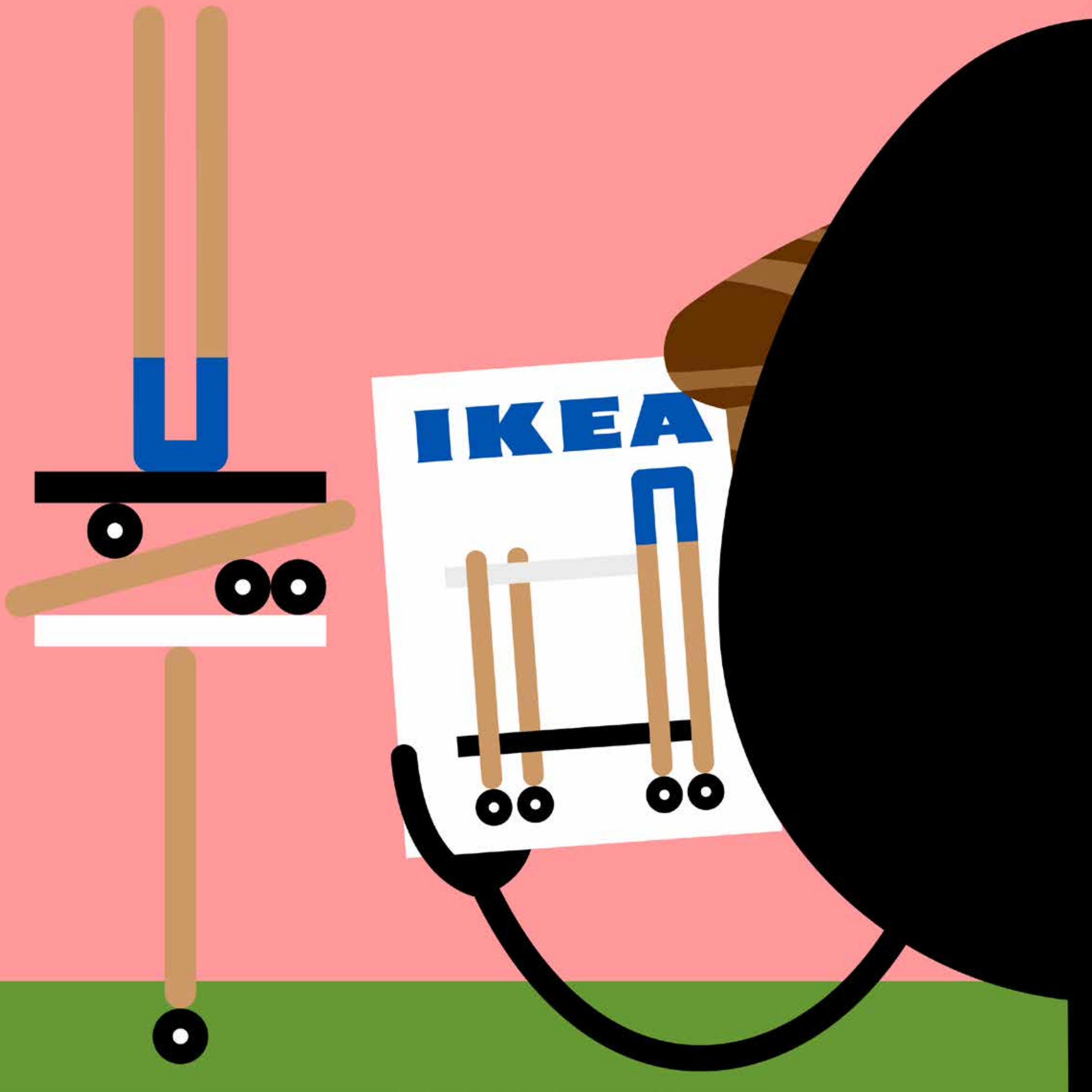
FÖRNYAD 4-piece service 14,99
804.227.13



FÖRNYAD
side table on
castors

FÖRNYAD side table on castors
99,99 504.226.96

Do the unexpected

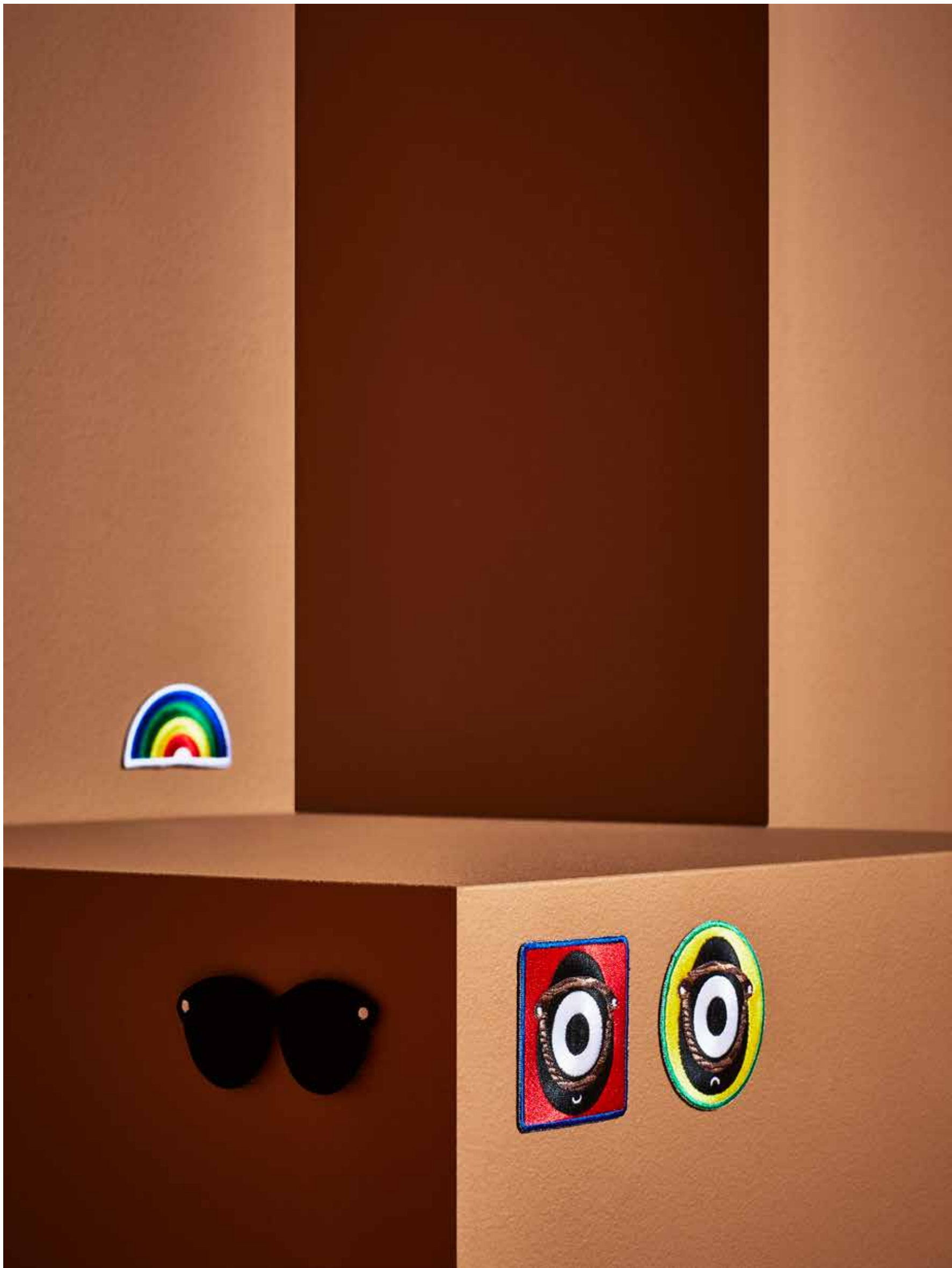


Darcel on being different: Do the unexpected.



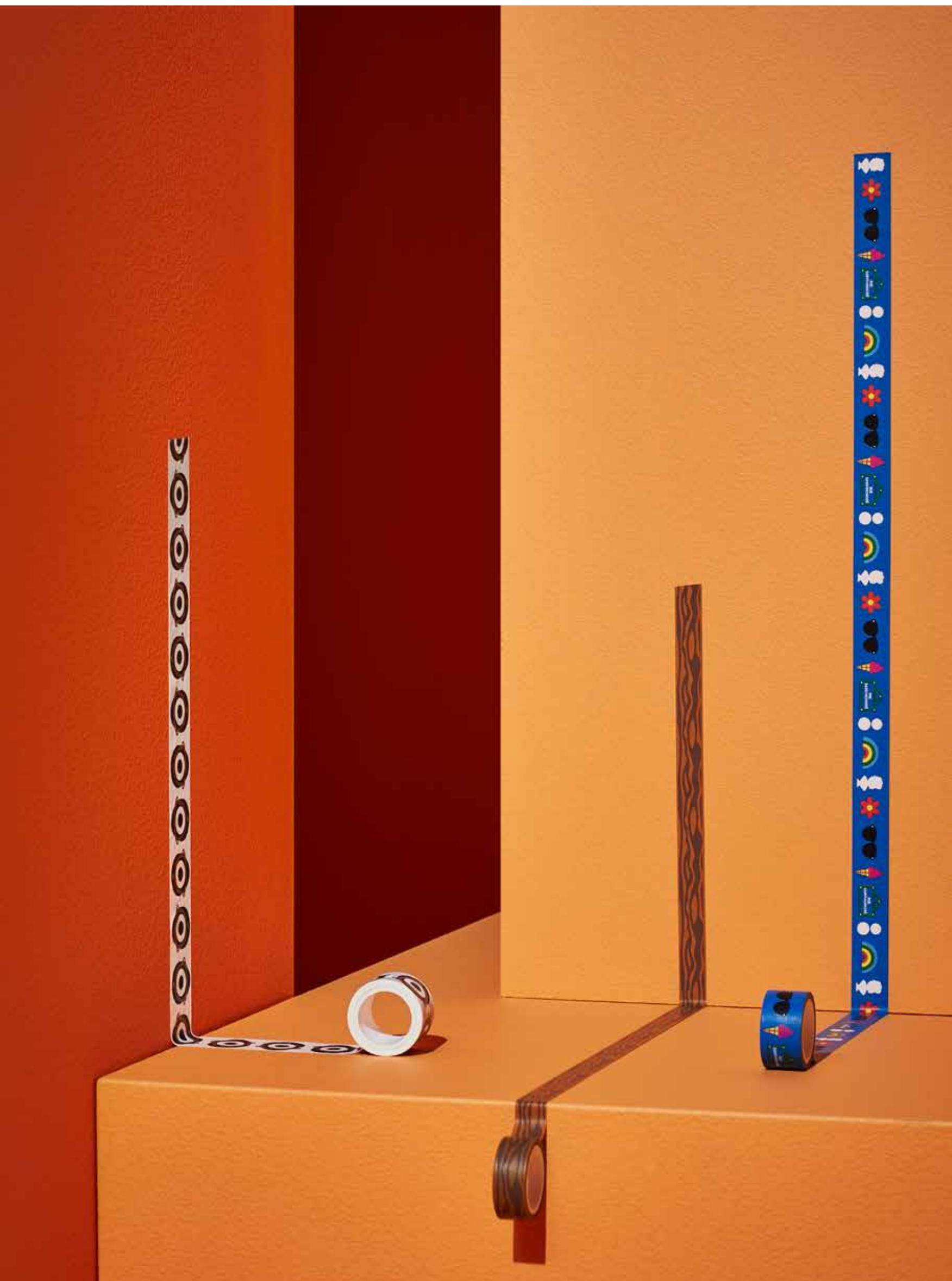
FÖRNYAD
media tablet
case, pencil
case and case

FÖRNYAD series.
Media tablet case 12,99
904.227.36
Pencil case 8,99 604.241.57
Case 8,99 504.233.61



**FÖRNYAD
fabric patches,
set of 4**

FÖRNYAD fabric patches, set of 4
4,99 404.241.63



FÖRNYAD
roll of tape,
set of 3

FÖRNYAD roll of tape, set of 3
3,99 604.284.76



FÖRNYAD
note-book,
2 in 1

FÖRNYAD note-book, 2 in 1 2,99
004.226.70

Darcel Illustrations

Darcel on lounging at home:
Good company is everything. That being me.



Darcel on wellbeing:
Love yourself.



Darcel on shopping:
Only bring home the best.



Darcel on creativity:
Embrace the struggle.



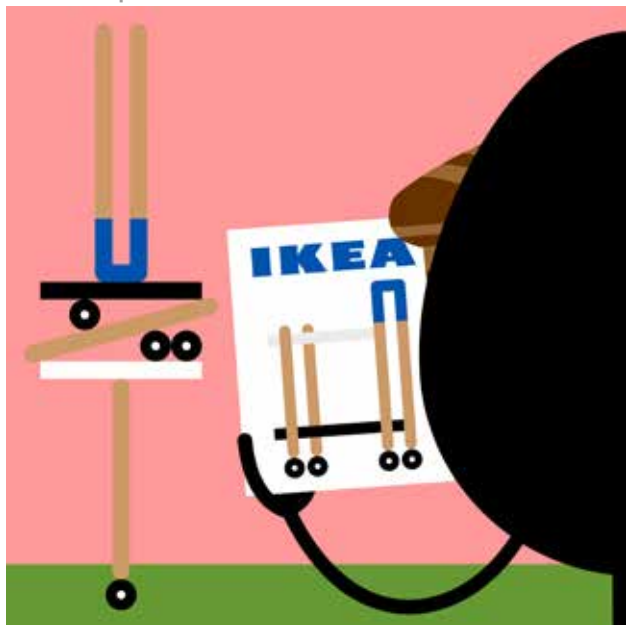
Darcel on going out:
Places to be, people to avoid seeing.



Darcel on living green:
Keep it cute.



Darcel on being different:
Do the unexpected.

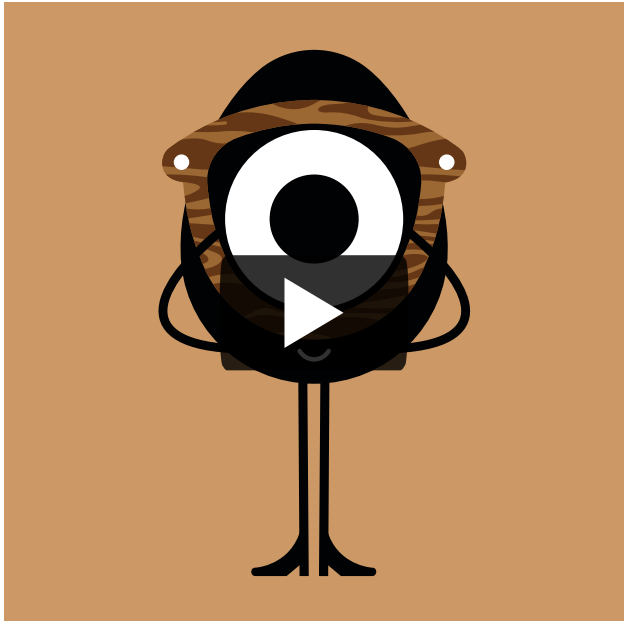


FÖRNYAD sales start June 2019

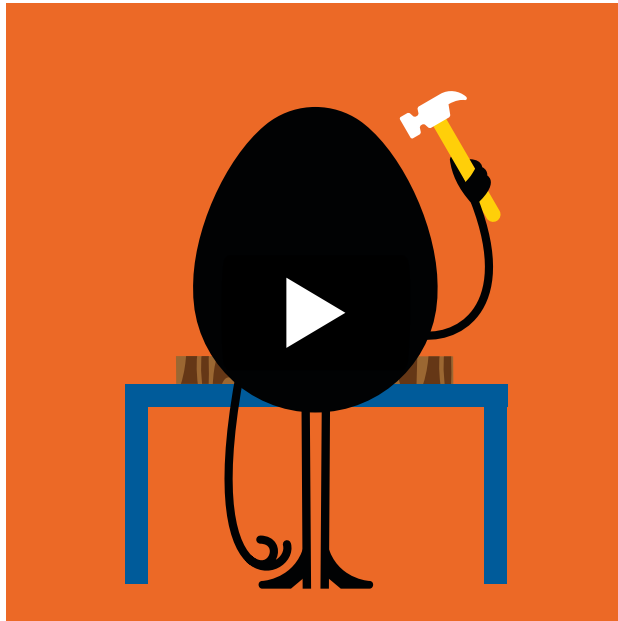


Darcel Animations

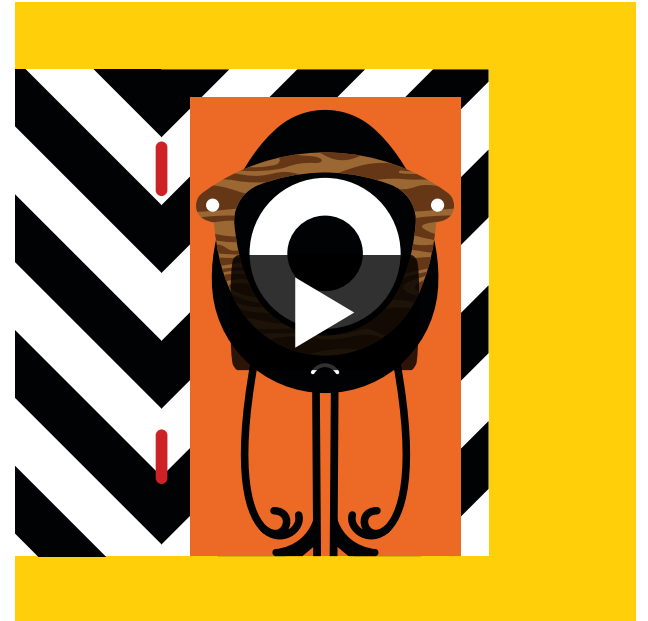
Darcel on designing the stool



Darcel on designing the lamp



Darcel on designing the soft toy



Darcel on designing the carrier bag



Darcel on designing the pedal bin



Product Information



PE727835
KLIPPAN cover two-seat sofa 59,-
KLIPPAN sofa is sold separately. 100% cotton. Designer: Darcel. Förnyad multicolour 204.261.39



PE727835
KLIPPAN two-seat sofa 199,-
Cover: 100% cotton. W180xD88, H66cm. Förnyad multicolour 092.912.93



PE727863
FÖRNYAD side table on castors 99,99
Tinted, clear lacquered solid beech and powder coated steel. Designer: Darcel. Ø47, H87cm. Beech/black 504.226.96



PE727858
FÖRNYAD hanger 2,99/2 pack
Powder coated steel. Designer: Darcel. W4cm. Black/blue 004.227.07



PE730895
FÖRNYAD table 99,90
Powder coated steel. Designer: Darcel. L140xW70, H75cm. Blue 704.226.76



PE727884
FÖRNYAD stool 39,99
Painted and tinted, clear lacquered solid beech. Designer: Darcel. Ø38, H44cm. Beech/white 504.226.82



PE727870
FÖRNYAD soft toy 6,99
Recommended for ages from 18 months. Fabric: 100% polyester. Filling: Polyester fibres. Designer: Darcel. Ø22, L37cm. Black 704.227.18



PE727856
FÖRNYAD LED work lamp with wireless charging 69,90
Built-in LED light source. Powder coated aluminium and ABS plastic. Designer: Darcel. H43cm. Blue/white 604.226.86



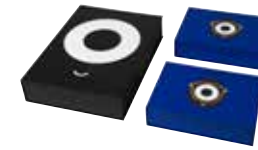
PE727842
FÖRNYAD fabric patches, set of 4 4,99
100% polyester. Designer: Darcel. Assorted patterns 404.241.63



PE727865
FÖRNYAD rug, low pile 119,-
Pile: 100% polypropylene. Warp: 100% polyester. Designer: Darcel. W153xL170cm. Black 604.226.67



PE715524
FÖRNYAD 4-piece service 14,99
Comprises: 1 round bowl (Ø7, H3cm), 1 round mug (Ø7, H8cm), 1 round plate (Ø25, H1.5cm) and 1 pear shaped bowl (L14xW11.5, H7cm). Stoneware. Designer: Darcel. White 804.227.13



PE715522
FÖRNYAD box file, set of 3 9,99
Comprises: 2 box files (21x15x5cm) and 1 box file (32x23x6.5cm). 100% recycled solid paperboard. Designer: Darcel. Black/blue 404.226.73



PE727851
FÖRNYAD note-book, 2 in 1 2,99
60 pages. Recycled paper. Designer: Darcel. W15xL20cm. Blue 004.226.70



PE727871
FÖRNYAD pencil 2,99/5 pack
Tinted, clear lacquered solid spruce and aluminium. Designer: Darcel. L18.5cm. White 704.284.66



PE727869
FÖRNYAD roll of tape, set of 3 3,99
Comprises: 1 roll (W10mm, L5m), 1 roll (W20mm, L5m) and 1 roll (W30mm, L5m). Paper. Designer: Darcel. Assorted patterns 604.284.76



PE727839
FÖRNYAD case 8,99
Fabric: 100% cotton. Lining: 100% polyester. Filling: Polyethylene plastic. Designer: Darcel. W12xL18cm. Blue 504.233.61



PE727853
FÖRNYAD media tablet case 12,99
Fabric: 100% cotton. Lining: 100% polyester. Filling: Polyethylene plastic. Designer: Darcel. W27xD2, H21cm. Blue 904.227.36



PE727868
FÖRNYAD pencil case 8,99
Fabric: 100% cotton. Lining: 100% polyester. Designer: Darcel. L20xW6cm. Blue 604.241.57



PE715523
FÖRNYAD 4-piece desk set 9,99
Comprises: 1 round cup (Ø6.5, H10cm), 1 round cup (Ø8, H7cm), 1 round tray (Ø23, H3.5cm) and 1 pear shaped cup (L12.5xW10, H4cm). Tinplated steel. Designer: Darcel. Blue 904.226.99



PE727860
FÖRNYAD pedal bin 27,99
Tinplated steel, stainless steel and polypropylene plastic. Designer: Darcel. Ø30, H45cm. 12l. Multicolour 904.227.03



PE727841
FÖRNYAD carrier bag, large 1,50
100% polypropylene. Designer: Darcel. L55xD37, H35cm. 71l. Multicolour 804.227.27



PE727843
FÖRNYAD backpack 24,99
Fabric: Polyester/polyurethane. Filling: Polyethylene plastic. Inner fabric: Non-woven polypropylene. Designer: Darcel. W30xD16, H42cm. 18l. Black 204.298.02

FÖRNYAD sales start June 2019



MARKETPLACE

