

# IKEA PR kit

April 2023

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# Seize it, breeze it, ease it. Now is the time to recharge, refresh and enjoy.

Just as we fling open our windows to let the fresh air in after a season spent indoors, so do we open our minds and hearts to the new season.

Introducing the newest products this season at IKEA – small updates that will have a big impact. These products fall under two key style expressions: ‘Soft and oh so dreamy’ and ‘Harmonious neutrals’. From versatile pieces you’ll use every day to items that evoke a warm, sunny day, it’s all about seizing the easy, breezy updates that will open your home to summer.

## Product overview



PE889572.JPG

**New FYRTIOFYRA pendant lamp 14,99** Powder coated steel and ABS plastic. Designer: Andreas Fredriksson. Ø38, H19cm. Chrome effect/white 705.108.85

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PE887917.JPG

**New IKEA 365+ coffee/tea maker 17,99** Heat resistant glass, stainless steel. Designer: Ola Wahlborg. Ø10, H21cm. 1l. 205.327.24

**New ÄNGSBLÄVINGE coffee measuring scoop 2,50** Stainless steel. Designer: Hanna Grann Dalrot. L15cm. 705.450.31



PE889180.JPG

**New SOMMARFLOX baking cup 1,49/65 pack.** Bleached chlorine-free paper. Designer: Emma Prowse. Ø5cm, H4cm. Patterned/flower multicolour 005.459.11

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PE863283.JPG

**PÄLYCKE clip-on multi-purpose rack 3,-** Powder coated steel. Designer: Willy Chong. D32cm. Max. load 700g. 905.344.37



PE863271.JPG

**PÄLYCKE clip-on hook rack 2,-** Powder coated steel. Designer: Willy Chong. L12×W1, H7cm. Max. load 1.50kg. 805.411.55



PE884109.JPG

**New LÖNNHÖSTMAL duvet cover and pillowcase 24,99** 85% cotton, 15% lyocell. Designer: Emma Prowse. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Multicolour/floral pattern 105.470.28



PE880299.JPG

**New POLARTÅG cushion cover 4,99** 100% cotton. Designer: Emma Prowse. L50×W50cm. Multicolour/floral pattern 505.481.96



PE885559.JPG

**New DVÄRGNARV cushion cover 17,99** 100% cotton. Designer: Paulin Machado. L50×W50cm. Multicolour/handmade pompon 105.278.84



PE878152.JPG

**New SÄCKMAL curtains, 1 pair 24,99** 100% polyester. Designer: Emma Prowse. W145×L300cm. Multicolour 505.471.25



PE883385.JPG

**New PELARRÖNN vase, set of 2 17,99** Comprises: 1 vase Ø8, H20cm and 1 vase Ø11, H13cm. Stoneware. Designer: Gustav Carlberg. Light beige/grey-beige 405.379.90



PE883412.JPG

**New VINDSTILLA tealight holder 7,99** Glass. Ø9.5, H11cm. Pale pink 405.504.58



PE887244.JPG

**New SOMMARFLOX tray 6,99** High-pressure melamine laminate. Designer: Emma Prowse. L33×W33cm. Patterned flower/multicolour 305.449.67



PE884293.JPG

**New SÄCKSPINNARE cushion cover 4,99** 100% cotton. Designer: Emma Prowse. L50×W50cm. Blue/multicolour 305.481.97



PE883989.JPG

**New KANTNEPETA duvet cover and pillowcase 19,99** 50% cotton, 50% viscose/rayon. Designer: Synnöve Mork. Duvet cover W150×L200cm. Pillowcase L50×W60cm. White yellow/check 105.467.31



PE884012.JPG

**New VINTERIBERIS duvet cover and pillowcase 19,99** 80% cotton, 20% viscose/rayon. Designer: Emma Prowse. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Multicolour/blue 405.467.82



PE888553.JPG

**New RIBBA frame with poster 17,99** Motif created by Emma Prowse. Foil finish and polystyrene plastic. W50×H70cm. Stacked colours 505.452.49



PE887348.JPG

**New SOMMARFLOX glass 5,99/4 pack.** Painted glass. Designer: Emma Prowse. H9cm. 30cl. Patterned stones/multicolour 505.492.90

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**New SOMMARFLOX tablecloth 14,50** 100% cotton. Designer: Emma Prowse. L145×W145cm. Patterned stones/multicolour 905.494.34



PH188680.JPG

## Product overview



PE885709.JPG

**New TÄGHAKMAL cushion cover 17,99** 100% cotton. Designer: Paulin Machado. L50×W50cm. Beige/handmade pompon 305.524.48



PE885704.JPG

**New ROSENDUNÖRT cushion cover 17,99** 100% cotton. Designer: Paulin Machado. L50×W50cm. Multicolour handmade/patchwork 805.278.85



PE888426.JPG

**New LINDSVÄRMARE throw 29,99** 100% cotton. Designer: Paulin Machado. W110×L170cm. Multicolour handmade 405.278.87



PE873713.JPG

**New ÖSTANÖ chair 25,99** 100% polyester and powder coated steel. Designer: Willy Chong. W45×D45, H76cm. Red-brown Remmarn/red-brown 705.265.32



PE888228.JPG

**New PÅLHULT hanging tapestry 14,99** 100% polyester, painted fibreboard and paper foil. W50×H70cm. Handmade shapes 105.452.46



PE869928.JPG

**New NICKEBO drawer front 33,-** Particleboard and plastic foil. W59.7×H39.7cm. Matt anthracite 005.377.32



PE870235.JPG

**New HEJSTA glass door 42,-** Powder coated aluminium and tempered glass. Designer: Henrik Preutz. W30×H80cm. Anthracite/reeded glass 105.266.34



PE883226.JPG

**New HUMLEMOTT throw 24,99** 100% polyester. W130×L170cm. Yellow-beige 205.495.50

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PE887099.JPG

**New KLARBÄR plant pot with saucer, in/outdoor 6,99** Stoneware. Designer: Ilse Crawford. Max. diameter flowerpot 12cm. H14cm. Brown 405.084.26



PE887105.JPG

**New KLARBÄR plant pot with saucer, in/outdoor 9,99** Stoneware. Designer: Ilse Crawford. Max. diameter flowerpot 15cm. H16cm. Grey-brown 805.084.29



PE883170.JPG

**New HUMLEMOTT throw 24,99** 100% polyester. W130×L170cm. Blue-grey 805.495.47



PE884012.JPG

**New VINTERIBERIS duvet cover and pillowcase 19,99** 80% cotton, 20% viscose/rayon. Designer: Emma Prowse. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Multicolour/blue 405.467.82



PE883989.JPG

**New KANTNEPETA duvet cover and pillowcase 19,99** 50% cotton, 50% viscose/rayon. Designer: Synnöve Mork. Duvet cover W150×L200cm. Pillowcase L50×W60cm. White yellow/check 105.467.31

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**New NYHAMN 3-seat sofa-bed with foam mattress 399,-** Cover: 100% polyester. W198×D97, H90cm. Bed size 140×198cm. Naggen beige 694.999.97

<NO INTERSECTING LINK>

**New OLSERÖD side table 34,99** Powder coated steel, foil finish and 100% polyester. Designer: Gustav Carlberg. L53×W50, H63cm. Anthracite/birch effect dark yellow 205.253.56



PE885976.JPG

**New EKRAR hat and coat stand 24,99** Powder coated steel and aluminium. Designer: Inma Bermudez. W63×D63, H169cm. Grey-green 105.509.78



PE885977.JPG

**New GREJIG shoe rack 4,99** Powder coated steel. W58×D27, H17cm. Grey-green 005.508.94



PE885979.JPG

**New TRONES shoe cabinet/storage 29,99/2 pack.** Polypropylene plastic. Designer: Richard Clack. W52×D18, H39cm. Grey-green 305.508.97



PE878906.JPG

**New ÖVNING trolley 59,99** Melamine foil and powder coated steel. Designer: Ebba Strandmark. L54×W33, H70cm. White/grey-green 005.170.03



PE889855.JPG

**New KAPPELLAND pendant lampshade 49,99** Cord set is sold separately. Clear lacquered rattan and powder coated steel. Designer: Mikael Axelsson. Ø45, H30cm. 905.145.14



PE874932.JPG

**New PERSBOL armchair 199,-** Tinted, clear lacquered birch veneer and solid wood. 100% polyester. Designer: Nike Karlsson. W69×D70, H84cm. Black/Tibbleby beige/grey 505.259.20



PE874927.JPG

**New PERSBOL armchair 199,-** Tinted, clear lacquered birch veneer and solid birch. 100% polyester. Designer: Nike Karlsson. W69×D70, H84cm. Birch/Tibbleby beige/grey 503.501.90

## Product overview



PE880116.JPG

**New KORALLBUSKE cushion cover 6,99** 70% cotton, 30% jute. Designer: Synnöve Mork. L50×W50cm. Anthracite beige/stripe pattern 705.490.48



PE879963.JPG

**New KORALLBUSKE cushion cover 6,99** 70% cotton, 30% jute. Designer: Synnöve Mork. L50×W50cm. Beige white/stripe pattern 305.490.45



PE878396.JPG

**New VÄGNÄT rug, flatwoven 279,-** 100% wool. Designer: Akanksha Deo. W170×L240cm. Off-white/grey 805.414.81

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PE888184.JPG

**New GÄRDSTÅNGA wall decoration 24,99** Powder coated aluminium. W15×D20, H34cm. Horns black 004.753.57



PE879959.JPG

**New IDALINNEA cushion cover 4,99** 100% cotton. Designer: Malin Gyllensvaan. L50×W50cm. Anthracite 205.482.92



PE881586.JPG

**New SVÄRDKRISLA cushion cover 12,99** 100% ramie. L50×W50cm. Natural/anthracite 805.482.89



PE884046.JPG

**New JUNGRUNÄVA duvet cover and pillowcase 24,99** 100% cotton. Duvet cover W150×L200cm. Pillowcase L50×W60cm. White/grey 605.467.57



PE887940.JPG

**New ÄNGSBLÄVINGE tea infuser 3,99/2 pack.** Stainless steel. Designer: Hanna Grann Dalrot. H14cm. 105.450.29



PE883388.JPG

**New SMÄLLSPIREA tealight holder 2,50/3 pack.** Glass. Designer: Hanna-Kaarina Heikkilä. Ø5, H3.4cm. 305.421.81



PE873179.JPG

**New PJÄTTERYD picture 16,99** Motif created by Gerard van Spaendonck. 100% polyester and fibreboard. W50×H70cm. A bouquet 105.453.07

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**New SPINNROCK box with compartments 6,99** Solid paperboard. Designer: Mia Cullin. L25×W18, H10cm. White 105.430.49

**New SPINNROCK box with compartments 9,99** Solid paperboard. Designer: Mia Cullin. L25×W35, H10cm. White 705.430.51

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PE892517.JPG

**New VAPPEBY portable bluetooth speaker 12,99** ABS plastic and 100% polyester. Designer: Iina Vuorivirta. L6×W8, H8cm. Black 405.225.83

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PE884559.JPG

**New VINARN bath towel 9,99** 80% cotton, 20% viscose/rayon. W70×L140cm. White 605.548.46



PE888932.JPG

**New SVARTSTARR shower curtain 100% polyester.** White/grey. W180×L200cm **12,99** 005.573.72

**New STRANDMON slipcover for wing chair 59,99** 100% cotton. Frörum beige/anthracite 005.466.04

**New STRANDMON slipcover for footstool 19,99** 100% cotton. Frörum beige/anthracite 905.466.09

**New BLECKSJÖN shower hanger, two tiers 14,99** Powder coated steel. Designer: Johanna Jelinek. W31×D14, H56cm. Black 505.232.71



## From budding to blooming

Bring a sense of the outdoors inside your home this season with simple solutions and small improvements that have big impact. Pieces like the FYRTIOFYRA pendant lamp and SOMMARFLOX range, adorned with watercolour florals by pattern designer Emma Prowse, turn your kitchen and dining area into a fresh and flexible space. Welcome to the new season.

**New SOMMARFLOX tablecloth 12,99** 205.492.96 **New FYRTIOFYRA pendant lamp 14,99** 705.108.85



PH191882.JPG PÅLYCKE clip-on hook rack 2,-/each 805.411.55

Make the most of every nook and cranny with the PÅLYCKE clip-on hook rack, which keeps things neat and tidy and lets you organise your space, your way.



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PH191881.JPG PÅLYCKE clip-on multi-purpose rack 3,-/each 905.344.37



PH191886.JPG **New** SOMMARFLOX baking cup 1,49/65 pack. 005.459.11



PH191964.JPG **New** SOMMARFLOX paper napkin 2,50/30 pack. 105.467.07

From paper napkins to baking cups to tablecloths and even glassware, the new SOMMARFLOX range with patterns by Emma Prowse is an easy way to bring the outdoors in.





PH191884.JPG **New ÄNGSBLÄVINGE** coffee measuring scoop 2,50 705.450.31

Streamlined and stylish, the FYRTIOFYRA pendant lamp casts a pleasant, directed light for day or evening dining.



PH191883.JPG **New IKEA 365+** coffee/tea maker 17,99 205.327.24

Whether you prefer coffee or tea or like to take it mid-morning or in the afternoon, fika is easy with the new IKEA 365+ coffee/tea maker.





## Open your home to summer florals

Start every day softly and slowly with lightweight materials and textures that instantly evoke a summer spent outdoors. Beautiful LÖNNHÖSTMAL bedlinens and SÄCKMAL curtains create a comfortable, relaxing bedroom that makes starting each day a breeze.

Finish with DVÄRGNARV and TÅGHAKMAL cushion covers – the latest limited-edition, handmade accessories made by Rangсутра, a woman-owned social business that creates jobs for skilled artisan women in India.

**New LÖNNHÖSTMAL duvet cover and pillowcase 24,99** 105.470.28 **New DVÄRGNARV cushion cover 17,99** 105.278.84  
**New SÄCKMAL curtains, 1 pair 24,99** 505.471.25



PH191895.JPG **New** PELARRÖNN vase, set of 2 17,99 405.379.90

The PELARRÖNN set of two vases brings both uniformity and uniqueness to whatever corner you place them in – all they need is florals.



PH191890.JPG **New** SÄCKMAL curtains, 1 pair 24,99 505.471.25

There's something dreamy about layering sheer curtains with lovely printed ones. SÄCKMAL, featuring a watercolour dot motif, add a soft wash of colour to any room.



PH191893.JPG **New** VINDSTILLA tealight holder 7,99 405.504.58

A flickering candle in soft light is simply divine. Create the look with a VINDSTILLA candle holder in pretty, pale pink.

One of the latest pieces made by Rangсутra, a community-owned social business that creates jobs for skilled artisan women in India, this DVÄRGNARV cushion cover is hand-woven and hand-embroidered from 100% cotton.



PH191966.JPG **New** DVÄRGNARV cushion cover 17,99 105.278.84

"The soft, refreshingly messy feel of the print design and the spring-like palette feels suited to the product and its use."

— Emma Prowse, pattern designer

## Meet the designer: Emma Prowse

This season's key print is by Swedish pattern designer Emma Prowse, whose watercolours come to life on textiles and bed linens such as LÖNNHÖSTMAL. "My inspiration often comes from the things that I have around me every day - my neighbourhood and the nature that I see every morning and evening while I walk the dog," says Emma Prowse. "I love interpreting the shapes and colours of plants, trees and stones and floral patterns."

**New** POLARTÅG cushion cover 4,99 505.481.96



PH188680.JPG Designer: Emma Prowse.

"I hope these products bring a fresh, spring-like feel to your home."  
— Emma Prowse,  
pattern designer



PH191923.JPG **New** VINTERIBERIS duvet cover and pillowcase  
19,99 405.467.82

PH191889.JPG **New** SÄCKMAL curtains, 1 pair 24,99 505.471.25



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Layered with solid-coloured cushions and sheets, the watercolour wildflowers of this LÖNNHÖSTMAL duvet cover and pillowcase create a bedroom that's soft and appealing.

PH191888.JPG **New** LÖNNHÖSTMAL duvet cover and pillowcase 24,99 105.470.28



PH191911.JPG **New** SOMMARFLOX tablecloth 14,50 905.494.34

Inspired by the smooth feeling of stone pebbles by the beach, the SOMMARFLOX tablecloth brings a soothing palette to your dining experience.



## Unique and handmade by social businesses

Not only do these DVÄRGNARV and TÅGHAKMAL cushion covers add personality wherever you use or display them, they also tell a unique story of IKEA's long-term partnership with Rangсутra, a community-owned social business of over 2000 artisans in India.

Since 2007, Rangсутra has helped support and secure livelihoods and nurtured traditional Indian craftsmanship such as embroidery, textile and grass weaving. IKEA joined forces with Rangсутra in 2012, creating new products every year and showcasing the work of more than 1000 craftswomen in the process.

**New TÅGHAKMAL cushion cover 17,99** 305.524.48 **New DVÄRGNARV cushion cover 17,99** 105.278.84 **New LINDSVÄRMARE throw 29,99** 405.278.87 **ROSENDUNÖRT cushion cover 17,99/each** 805.278.85





PH192342.JPG

Partnering with Rangсутra and producing products for IKEA at Rangсутra has a direct impact on the female artisans in the local villages. The partnership generates work for over 1000 artisans, of which 85% are women and a majority are also shareholders in Rangсутra.

The DVÄRGNARV cushion cover is handwoven and hand-embroidered from 100% cotton.

“When women in marginalised communities are empowered, skilled and employed, they ignite transformation within themselves, their families and communities, resulting in change.”  
— Sumita Ghose,  
founder, Rangсутra



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PH191968.JPG New DVÄRGNARV cushion cover 17,99 105.278.84



IKEA designer Paulin Machado (left) checks the quality of a handmade throw with Swati Acharya Krithika (middle), designer at Rangсутra and Shashi Acharya, design and production coordinator (right).



PH192341.JPG



PH191896.JPG **New ROSENDUNÖRT** cushion cover 17,99/each 805.278.85



## A stone's throw

Everyone loves the soft, cool feel of smooth pebbles in their hands – and it's a texture that works especially well in the kitchen.

The new NICKEBO kitchen range is sleek, modern and stylish, and easy to personalise, too. Highlight the matte black surface with SOMMARFLOX napkins, tableware and glassware that bring a hint of that organic, seaside feeling into your home.

**New ÖSTANÖ chair 25,99/each** 705.265.32 **New SOMMARFLOX glass 5,99/4 pack.** 505.492.90  
**New SOMMARFLOX tablecloth 14,50** 905.494.34



PH191970.JPG **New NICKEBO drawer front 33,-/each 005.377.32**

The smooth, straight lines of the NICKEBO drawer front in anthracite add a sleek finish to the kitchen, especially when juxtaposed with accessories and textiles in shades of peach and pink.

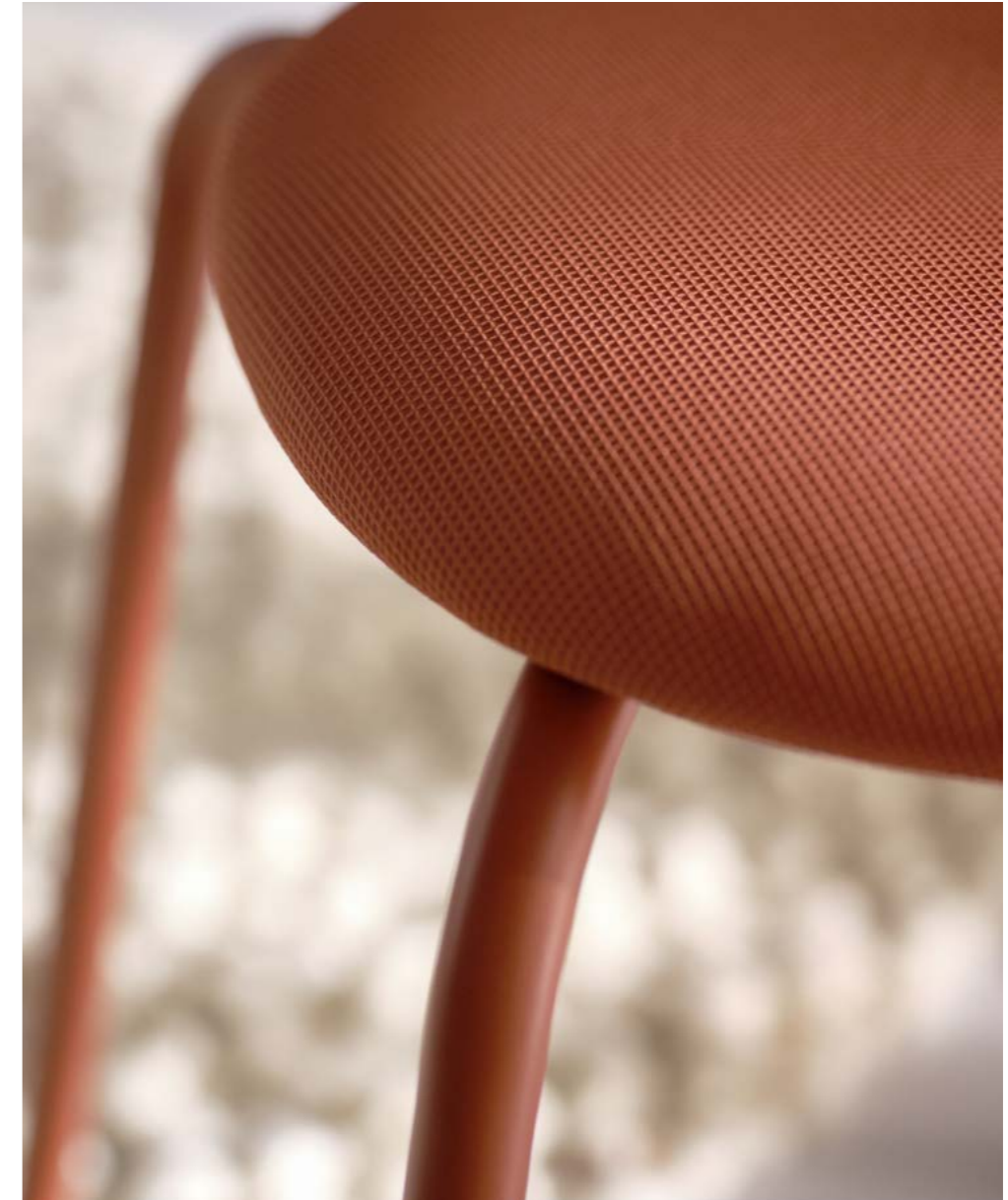
NICKEBO is made from recycled wood, with a foil finish made from mainly recycled plastic. Clean and simple, make it your own with knobs, handles and other details – or choose HEJSTA glass doors, which can be mounted on the right or left side.



PH191971.JPG **New NICKEBO drawer front 33,-/each 005.377.32** **New HEJSTA glass door 42,-/each 105.266.34**



The terracotta, red-brown hue of this ÖSTANÖ chair bring an organic feeling to a kitchen.



PH191903.JPG **New ÖSTANÖ chair 25,99/each** 705.265.32

Designed for small space living, the ÖSTANÖ chair is stackable, so you can fit as many as you need in your kitchen. Good lumbar support and an upholstered seat keep things comfortable.



PH191906.JPG **New** SOMMARFLOX glass 5,99/4 pack. 505.492.90 **New** VARMBLIXT carafe 14,99 905.299.83

The handmade shapes on this PÅLHULT hanging tapestry bring an artisanal feel to the kitchen.



PH191904.JPG **New** PÅLHULT hanging tapestry 14,99 105.452.46



## Golden hour

Dusk at the beach is all about light, colour and texture, and soft furnishings bring in that feeling of a long sunset after a warm, lazy day.

The wave-inspired print and deliciously earthy tones of the SANELA and SÄCKSPINNARE cushion covers and the tonal stripes of the ELJUSSPÅR rug evoke the rainbow of oranges, blues and pinks of a setting sun over a sandy horizon. For many, this is truly the best time of the day.

**New** SÄCKSPINNARE cushion cover 4,99/each 305.481.97 **New** HUMLEMOTT throw 24,99 205.495.50 **New** NYHAMN 3-seat sofa-bed with foam mattress 399,- Naggen beige 694.999.97 **New** OLSERÖD side table 34,99 205.253.56



PH191972.JPG **New SÄCKSPINNARE cushion cover 4,99** 305.481.97 **New HUMLEMOTT throw 24,99** 205.495.50

Textures are key: the HUMLEMOTT throw is the perfect accompaniment to the SÄCKSPINNARE wave-print cushion cover.



PH191916.JPG **New RIBBA frame with poster 17,99** 505.452.49





PH191915.JPG **New KLARBÄR plant pot with saucer, in/outdoor 6,99** H14cm. Brown 405.084.26 **New KLARBÄR plant pot with saucer, in/outdoor 9,99** H16cm. Grey-brown 805.084.29



PH191979.JPG **New KLARBÄR plant pot with saucer, in/outdoor 6,99** H14cm. Brown 405.084.26

Designed by Ilse Crawford, the new stoneware KLARBÄR plant pots with saucer can be used indoors or outdoors and feature a matte finish and pigmented glaze containing chamotte for a slightly coarser, raw texture.



## Meet the designer: Gustav Carlberg

These days, the living room isn't just for relaxing – it's also where we study, dine, and socialise. Introducing OLSERÖD: a small, handy table that transforms from a side table, where you can enjoy dinner at the sofa, into a coffee table. Just flip it on its side, remove and reattach the tabletop, and swing the fabric pouch to keep your belongings close at hand. It's the ultimate versatile piece.

"OLSERÖD has two different functions," says designer Gustav Carlberg. "As a side table, it fits a plate, glass and cutlery, with your phone or remote control in the fabric pouch. It can also be a coffee table in front of the sofa, with your remote control in the fabric pouch."

**New OLSERÖD side table 34,99 205.253.56**





PH177441.JPG Designer: Gustav Carlberg

“OLSERÖD is designed for smaller homes, where you have limited space and you really need to use the furniture you have to the fullest.”  
— *Gustav Carlberg, designer*



PH191977.JPG New OLSERÖD side table 34,99 205.253.56

PH191917.JPG New OLSERÖD side table 34,99 205.253.56



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## The early bird

When the first light is just breaking and you step outside and spot those perfect morning dewdrops... this is all about capturing that moment. The air is fresh, and the sun hasn't yet warmed up the day. Before the rest of the world has woken up, cosy textiles like HUMLEMOTT and VINTERIBERIS, featuring a print by Emma Prowse, are there to welcome you to these crisp, early mornings.

**New VINTERIBERIS duvet cover and pillowcase 19,99** 405.467.82 **New HUMLEMOTT throw 100% polyester 24,99** 805.495.47



PH191923.JPG **New HUMLEMOTT throw** 100% polyester **24,99** 805.495.47 **New VINTERIBERIS duvet cover and pillowcase** **19,99** 405.467.82

Inspired by nature, pattern designer Emma Prowse created the print on the VINTERIBERIS duvet cover and pillowcase. Shades of blue and green evoke a shimmering lake and brings a fresh look to the bedroom.

Made from 100% recycled polyester, the HUMLEMOTT throw is warm and snuggly, with a soft, cotton feel. It's also stretchable and flexible thanks to a structured knit fabrication.

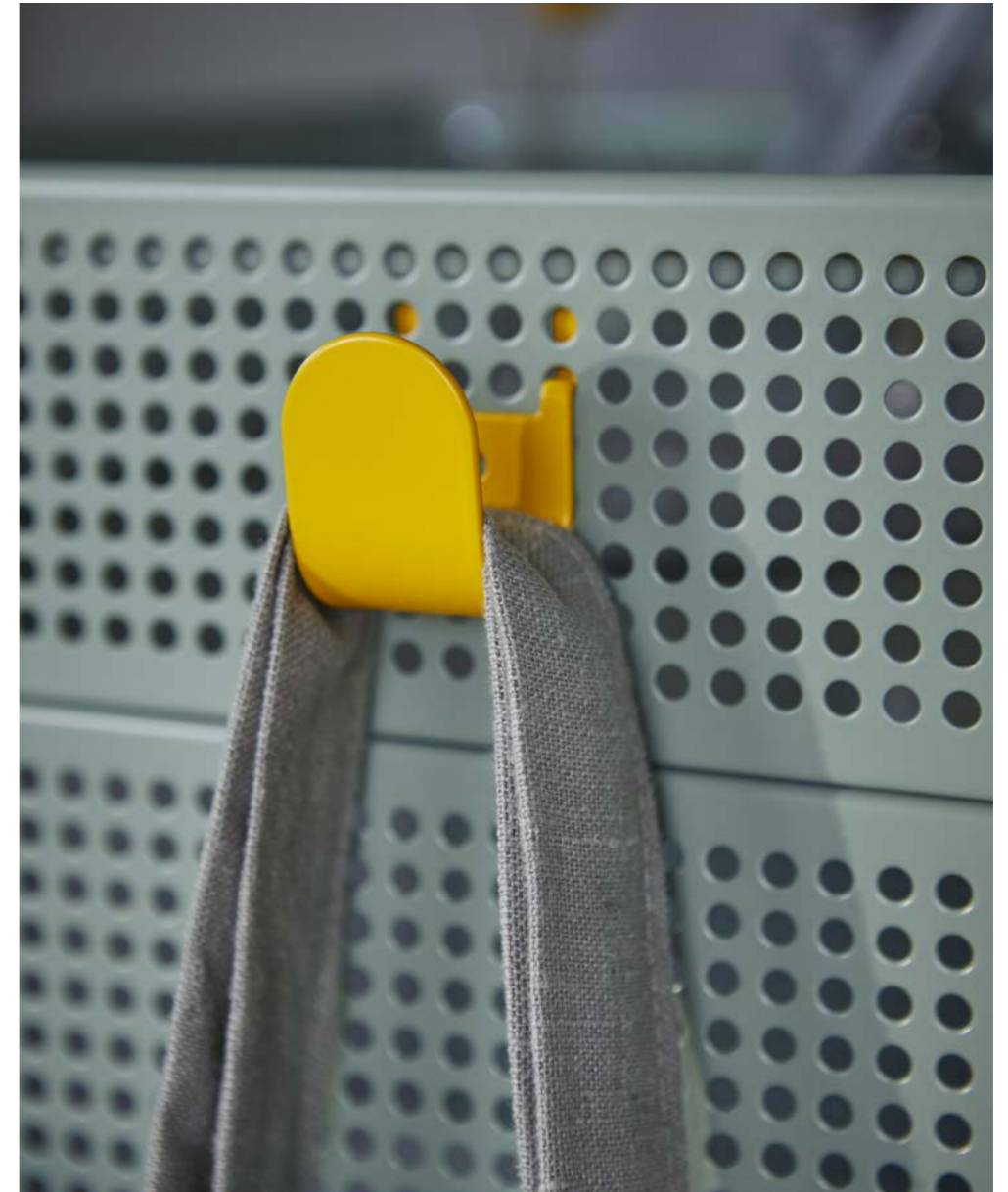


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PH191922.JPG **New HUMLEMOTT throw** 100% polyester **24,99** 805.495.47 **New VINTERIBERIS duvet cover and pillowcase** **19,99** 405.467.82



PH191924.JPG **New ÖVNING trolley 59,99** 005.170.03



PH191925.JPG **New ÖVNING trolley 59,99** 005.170.03

Flexible, multi-tasking pieces such as the new ÖVNING trolley are your helping hands on early mornings. Whether you use it to move, store, show off or simplify your belongings, it's all about making life easier.



PH191920.JPG **New EKRAR hat and coat stand 24,99** 105.509.78

Whether you use it to hang your clothing or get more creative and personal with sunglasses and, well, whatever else you wish, the EKRAR hat and coat stand is a versatile piece in the hallway.



PH191921.JPG **New TRONES shoe cabinet/storage 29,99/2 pack.** 305.508.97

The EKRAR hat and coat stand, TRONES shoe cabinet and GREJIG shoe rack all come in a new, grey-green colour that's subdued and stylish – a simple way to bring a natural hue into your home this season.

PH191926.JPG **New GREJIG shoe rack 4,99** 005.508.94



## Style expression: Harmonious neutrals

There's something wholesome, nostalgic and comforting about neutrals. Perhaps it's in their honesty – no hiding behind flashy hues or shouty graphics – but there's no denying their calming, harmonious effect.

This style expression is all about capturing this: showcasing the softness and simplicity of neutrals, highlighting quality and beautifully crafted, tactile products, and celebrating traditional elegance and sophistication.







## A natural way of being

At the end of a long day, there's nothing better than settling in and lying back amongst natural fibres, calming colours and handwoven textures to wash away the worries of the day.

Beige and soft cream tones are never, ever boring, especially when they're paired with materials such as raffia, jute and cotton. From the elegant anthracite and beige stripes of the new KORALLBUSKE cushion cover to the sophisticated lines of the solid wood PERSBOL chair, neutrals are, quite simply, gorgeous.

**New KAPPELAND pendant lampshades** Cord set is sold separately. Ø45cm **49,99/each** 905.145.14 **New KORALLBUSKE cushion cover 6,99** Beige white/stripe pattern 305.490.45 **New KORALLBUSKE cushion cover 6,99** Anthracite beige/stripe pattern 705.490.48



PH191935.JPG **New KORALLBUSKE cushion cover 6,99** 705.490.48 **New KORALLBUSKE cushion cover 6,99** 305.490.45

Made from jute and partly recycled, yarn-dyed cotton for a slightly textured feel, the new striped KORALLBUSKE cushion covers are durable and strong, and will retain their colour wash after wash. Available in two different stripes, layer them for a unique, personalised look.

Handmade from natural fibres, KAPPELAND pendant lamps add a warm and welcoming touch to any room.

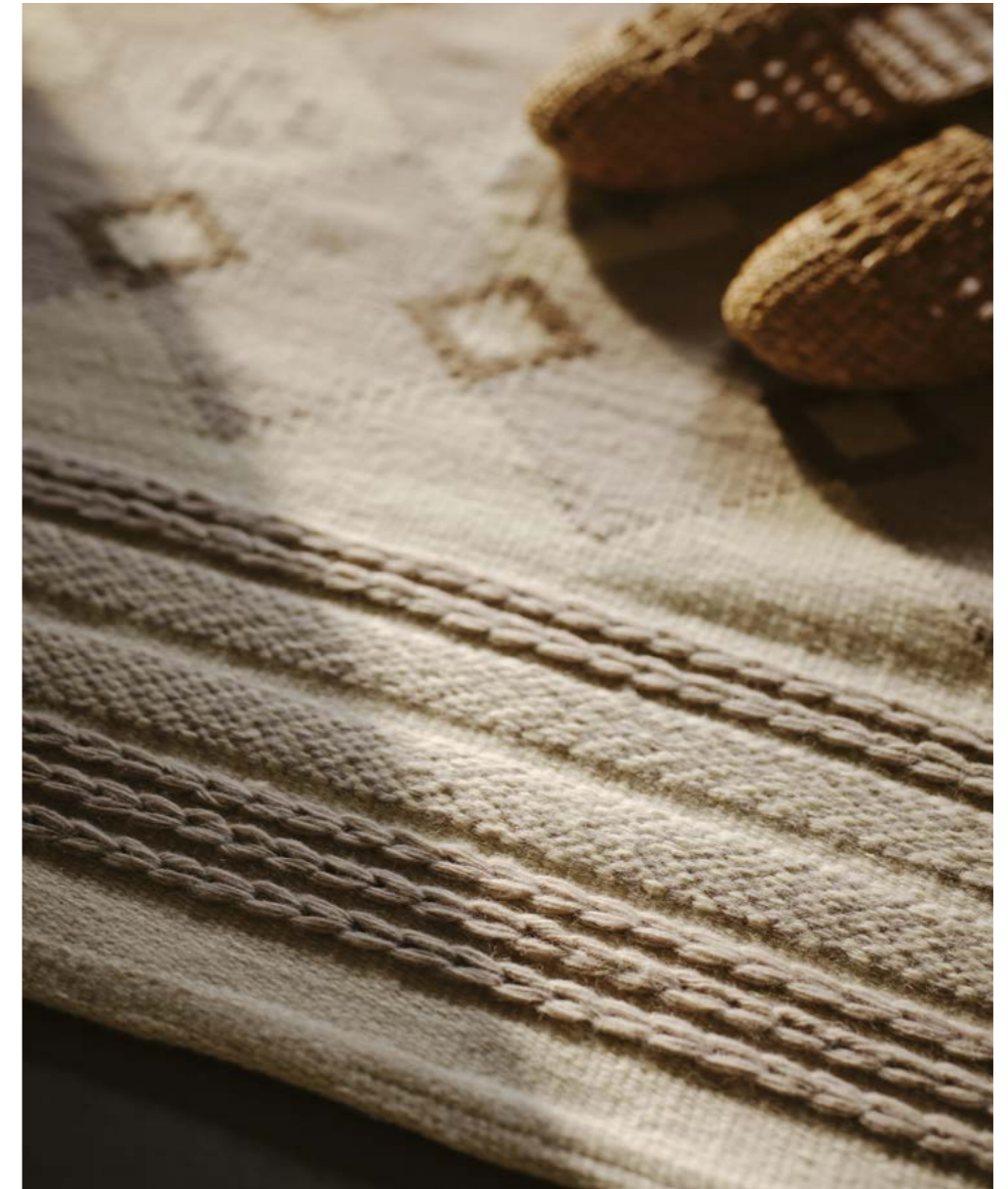


PH191980.JPG **New KAPPELAND pendant lampshades** Cord set is sold separately. Ø45cm **49,99/each** 905.145.14



The graphic stripes of a KORALLBUSKE cushion cover are a sophisticated complement to a neutral EKTORP sofa.

PH191932.JPG **New KORALLBUSKE cushion cover 6,99** Anthracite beige/striped pattern 705.490.48



PH191931.JPG **New VÄGNÄT rug, flatwoven 279,-** 100% wool 805.414.81

Dress up any space with the VÄGNÄT rug, which is handwoven from dirt-resistant wool, making it suitable in either the living or the dining room. Its traditional pattern is finished with beautiful, decorative borders.



PH191933.JPG **New KORALLBUSKE cushion cover 6,99** 305.490.45

The new GÅRDSTÅNGA wall decoration is a traditional piece with a playful twist and can help elevate any room from basic to beautiful.



PH191936.JPG **New PLOGFÅRA storage box with lid 6,99** 905.432.10



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PH191942.JPG **New PERSBOL armchair 199,-** Birch 503.501.90



PH191940.JPG **New PERSBOL armchair 199,-** Black 505.259.20

The new PERSBOL chair is the perfect place to kick back and relax. Made from solid wood, with a beautiful, traditional Scandinavian look that creates a sense of familiarity, it is a timeless piece that speaks of true craftsmanship.



Whether you're spending time with family or enjoying some me time in the afternoon sun, the PERSBOL spindle armchair will get more beautiful with time. The visible grains of the solid wood construction give it an artisanal, warm and genuine feel.

PH191941.JPG **New PERSBOL armchair 199,-** Birch 503.501.90



PH191929.JPG **New PERSBOL armchair 199,-** Black 505.259.20





## Flower o'clock

A good print or pattern deserves to be seen, and the new IDALINNEA and SVÄRDKRISLA cushion covers, PJÄTTERYD framed artwork and slipcover for the STRANDMON wing chair and footstool showcase this season's newest florals.

The bottom line? Mix and match black and white florals for a maximalist look that's still elegant, calming and cohesive.

**New STRANDMON slipcover for wing chair 59,99** 100% cotton. Frörum beige/anthracite 005.466.04 **New SVÄRDKRISLA cushion cover 12,99** Natural/anthracite 805.482.89



PH191947.JPG **New SPINNROCK box with compartments** L25×W18, H10cm **6,99/each** 105.430.49 L25×W35, H10cm **9,99/each** 705.430.51



PH191948.JPG **New SPINNROCK box with compartments** L25×W18, H10cm **6,99/each** 105.430.49 L25×W35, H10cm **9,99/each** 705.430.51

Whether you show them off or keep them hidden, the new SPINNROCK stackable boxes give you lots of options – and will keep anything and everything well organised.





PH191944.JPG **New JUNGFRUNÄVA duvet cover and pillowcase 24,99** 605.467.57

The JUNGFRUNÄVA duvet cover and pillowcase set are an elegant way to bring florals to your bedroom. Add a new slipcover for the STRANDMON wing chair and accessories featuring monochromatic florals for a complete look.



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PH191943.JPG **New JUNGFRUNÄVA duvet cover and pillowcase 24,99** 605.467.57 **New IDALINNEA cushion cover 4,99** Anthracite 205.482.92  
**New SVÄRDKRISLA cushion cover 12,99** Natural/anthracite 805.482.89 **New STRANDMON slipcover for wing chair 59,99** 100% cotton. Frörum beige/anthracite 005.466.04



Who says floral prints have to match? Combine the romantic white florals of the new STRANDMON slipcover for wing chair and footstool with the bold anthracite blooms of the SVÄRDKRISLA textured ramie cushion cover for a unique look.



PH191952.JPG **New STRANDMON slipcover for wing chair 59,99** 100% cotton. Frörum beige/anthracite 005.466.04



PH191951.JPG **New STRANDMON slipcover for footstool 19,99** 100% cotton. Frörum beige/anthracite 905.466.09



PH191954.JPG **New ÄNGSBLÅVINGE tea infuser 3,99/2 pack.** 105.450.29

Enjoy every quiet moment with accessories that make fika easy, whenever you fancy it. SMÄLLSPIREA tealight holders and ÄNGSBLÅVINGE tea infusers are simple, stylish and easy to use.





## Steam rising

Like the atmosphere after a rainshower, there's something magical about the steamy, misty effect that lingers. Droplets of water hover in the air, glistening in the light, making everything look more beautiful than ever.

Easy living is achievable with small updates and storage solutions that are as practical as they are beautiful – think the portable, waterproof VAPPEBY speaker, BLECKSJÖN shower hanger and chic, striped SVARTSTARR shower curtain.

**New BLECKSJÖN shower hanger, two tiers 14,99** 505.232.71 **New VAPPEBY portable bluetooth speaker 12,99** 405.225.83

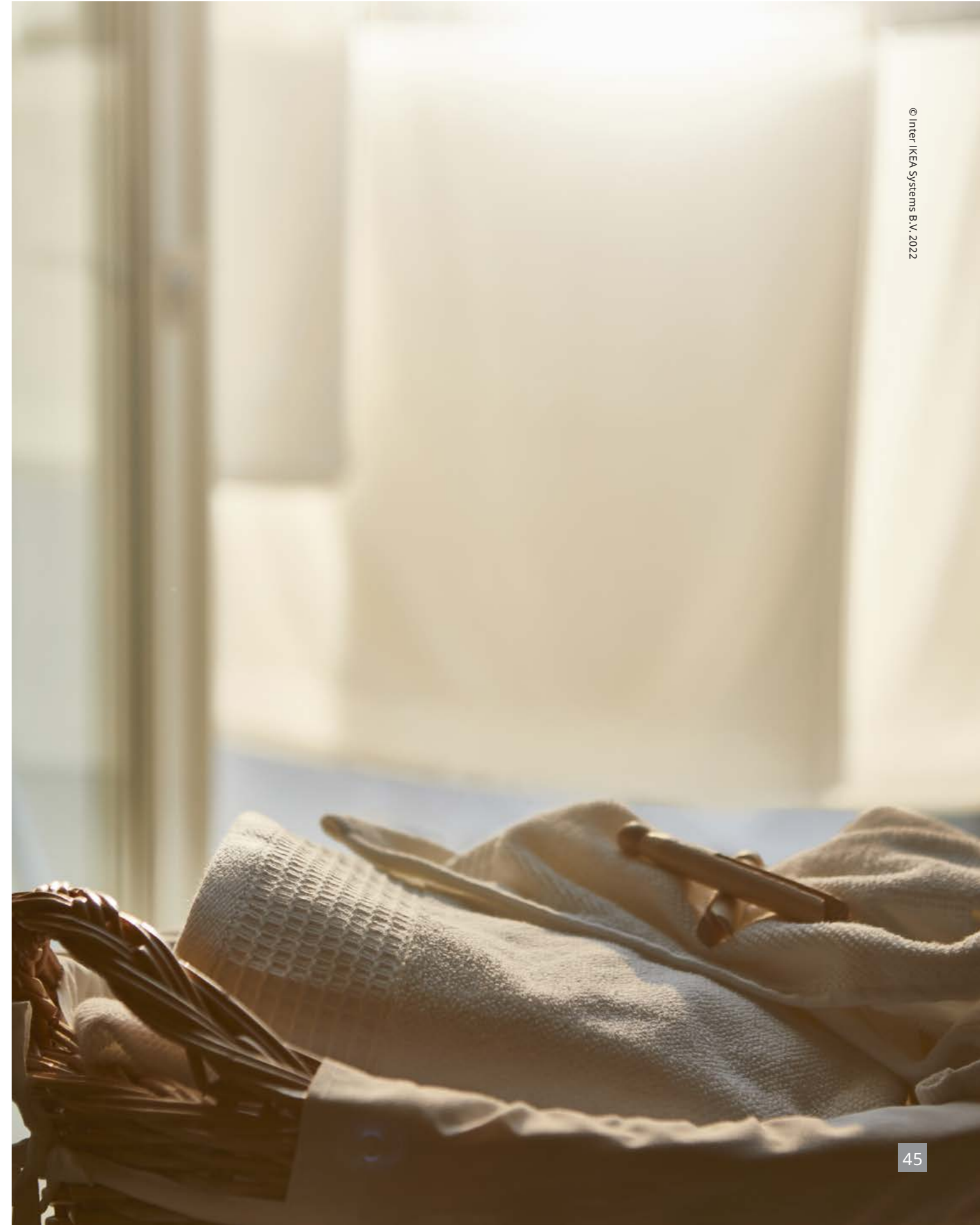


Versatile, portable, and always ready for anything: the new VAPPEBY speaker is the best friend you never knew you needed. Keep it nearby whether you're in the shower, at the gym, by the pool, or relaxing at home.

PH191958.JPG **New VAPPEBY portable bluetooth speaker 12,99** 405.225.83



PH191963.JPG **New VAPPEBY portable bluetooth speaker 12,99** 405.225.83



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