

You're invited

Press kit

**VINTERFINT/STRÅLA/
VINTERSAGA**

Launching
October 2025



Let's get the festive party started

The holidays are almost here and it's all about coming together with the people you love. Whatever your style – traditional, modern, low-key or extra Xmas – the VINTERFINT, STRÅLA and VINTERSAGA collections are here to help you set the scene and bring the merry moments your way.

Whether you want to create a holiday hideaway, host a casual Christmas karaoke or set the table for full-on festive feasts, we've got everything you need to turn your home into holiday HQ.

New VINTERFINT 2025 stocking 7,99 906.049.39 **New** VINTERFINT 2025 tin with lid, set of 3 7,99 106.035.66 **New** VINTERFINT 2025 tin with lid 9,99 206.038.20 **New** VINTERFINT 2025 candle stick 15,99 406.038.57 **New** VINTERFINT 2025 table cloth 19,99 806.040.15



SPECIAL GUEST

Evelina Kroon

Evelina Kroon is a cross-disciplinary artist living and working in Stockholm. With a background in illustration, she is known for her graphic punch and bold colour language. Evelina brings personality and energy to everything she creates. Her work blurs the line between art and design, adding depth, vibrancy and a sense of fun to everyday spaces.

We collaborated with Evelina to bring the joy of the holidays to life – infusing the VINTERFINT and STRÅLA collections with her strong graphic style. Her take on the festive season gives tradition a fresh twist, playing with pattern and scale.



New VINTERFINT 2025 cushion 29,99 906.039.68

"My designs are timelessness with a twist. Using traditional Christmas colours but playing with scale creates something special. I hope these pieces become part of your holiday memories for years to come."

Evelina Kroon, Designer





SPECIAL GUEST

Katie Kirk

Katie Kirk is an illustrator and graphic designer, and founder of a multi-disciplinary design studio based in Minneapolis. We teamed up with Katie to add her playful style into the VINTERFINT collection, bringing festive fun to your home and gift wrapping.

“I love Christmas and IKEA, so contributing to the VINTERFINT, STRÅLA and VINTERSAGA collections felt like a dream. The design language is minimalist and geometric, inspired by modernism and folk art. In the patterns I play with scale and storytelling where the figures become part of a big and colourful Christmas celebration. I hope my playful design makes wrapping gifts, decorating and enjoying some treats more fun, so that you can celebrate Christmas with less stress and more joy.”



New VINTERFINT 2025 tree ornament, 2 pack 4,99 706.046.19

Katie Kirk, Designer

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PH206303.JPG



PE995827.JPG



White Christmas

Style your laid-back holiday retreat

Transform your home into a calming winter retreat with the help of the VINTERFINT and STRÅLA collections. Bring the cool of winter indoors and create a light yet cosy space for gathering and celebrating. Just add some glowing stars, a flurry of white decorations and a sprinkle of snowflakes for instant winter vibes.

New VINTERFINT 2025 table cloth 29,99 606.043.99 **New** VINTERFINT 2025 STRÅLA 2025 lamp shade 3,99 606.005.51 **New** STRÅLA 2025 LED chandelier 19,99 706.066.23 **New** VINTERFINT 2025 artificial garland 6,99 806.065.71 **New** VINTERFINT 2025 gift wrap roll, 3-pack 3,99 406.029.71

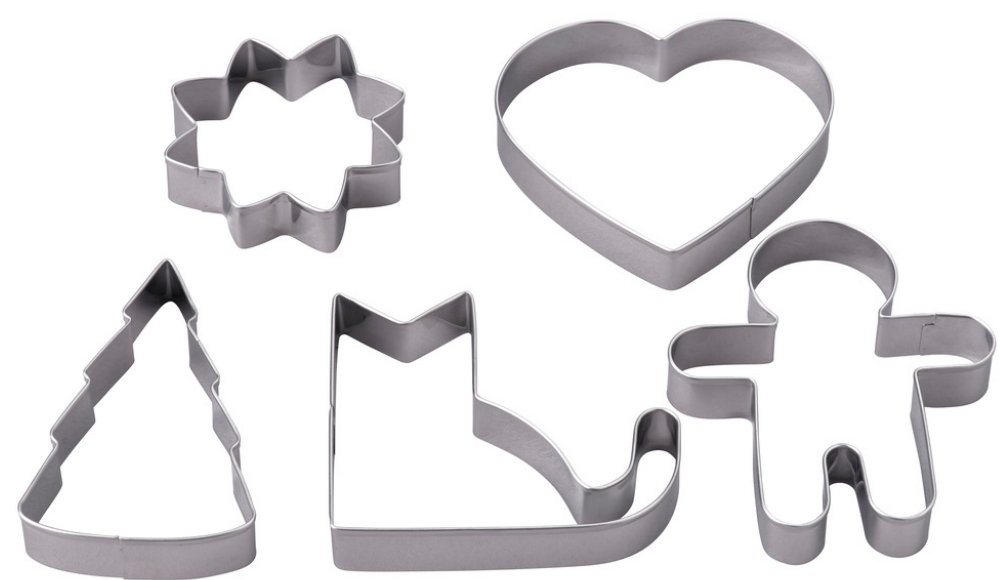


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Gingerbread man, gingerbread cat, gingerbread tree... Turn your holiday baking from chore to festive fun with these pastry cutters in holiday shapes designed by Katie Kirk.



New VINTERFINT 2025 pastry cutter, set of 5 3,- 406.035.55

New VINTERFINT 2025 children's apron 4,99 606.042.76
New VINTERFINT 2025 children's hat 2,50 406.042.82

Make the holidays even sweeter

Whether it's your famous cupcakes, Grandma's legendary cookies, or a festive baking session with your kids, it's the season to bake some memories. If you need some kitchen helpers, the VINTERFINT collection is always up to the task.



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New VINTERFINT 2025 baking cup, 65-pack 1,79 906.036.71 **New** VINTERFINT 2025 spatula, set of 2 1,79 906.036.71 **New** VINTERFINT 2025 mixing bowl, set of 2 7,99 504.217.91 **New** VINTERFINT 2025 apron 6,99 306.042.73

Step into a Christmas tale

Missing the childlike excitement of Christmas morning? Explore the VINTERFINT and STRÅLA collections for items inspired by the enchantment of the 'Nutcracker' and Astrid Lindgren's 'Nils Karlsson Pyssling'.



New STRÅLA 2025 LED floor lamp 24,99 006.066.50



New VINTERFINT 2025 gift wrap roll 0,69 506.027.77
New VINTERFINT 2025 gift bag, set of 2 460.6047.90
New STRÅLA 2025 LED floor lamp 24,99 006.066.50



New VINTERFINT 2025 tray 14,99 606.046.10

“The inspiration for STRÅLA floor lamp comes from the story about Nils Karlsson Pyssling and is a play on proportions. The scent from lighting matches reminds me of Christmas when lit candles create a cosy atmosphere in the winter darkness.”

Lukas Bazle, Designer

Colourful Christmas

Big on tradition

Bold patterns, playful scale. Celebrate tradition with the volume cranked all the way up. You're invited to rediscover childlike joy and wonder during the holidays and be extra this Xmas.



New VINTERFINT 2025 cushion 29,99 906.039.68 **New** VINTERFINT 2025 Christmas stocking 7,99 906.049.39 **New** VINTERFINT 2025 tree ornament 2,99 406.115.17 **New** VINTERFINT 2025 tree ornament, set of 6 4,99 106.046.17 **New** VINTERFINT 2025 tree ornament, 2-pack 4,99 706.046.19 **New** VINTERFINT 2025 mug 3,50 306.046.78

"The candle and jar are given snowman companions for the Santas in the VINTERFINT collection. They complement each other, create a cosy vibe during the winter season that's often dark – and they add a playful touch to Christmas celebrations."

Marta Krupińska, Designer



New VINTERFINT 2025 jar with lid 9,99 206.038.20



A snowman to warm up your home

Give a modern twist to some traditional festive designs with jar, tins and candles that add a whimsical touch to your holiday table. These fellas might be small in size, but they are big in style.



New VINTERFINT 2025 jar with lid 14,99 306.116.31 **New** VINTERFINT 2025 unscented pillar candle 6,99 905.999.47 **New** VINTERFINT 2025 jar with lid 9,99 206.038.20 **New** VINTERFINT 2025 tin with lid, set of 3 7,99 106.035.66 **New** VINTERFINT 2025 tray 7,99 706.045.39 **New** VINTERFINT 2025 mug 14,99 606.046.10 **New** VINTERFINT 2025 mug 3,50 706.046.76

The bolder, the merrier

Team 'more is more'? We've collaborated with designer Evelina Kroon to give classic holiday style a bold new twist, with playful prints and oversized charm. The result is joyful VINTERFINT decorations and textiles and STRÅLA lampshades that will help you spread holiday cheer for many years to come.



New VINTERFINT 2025 cushion cover 14,99 306.039.66



New VINTERFINT 2025 tree ornament 14,99 406.046.92 New VINTERFINT 2025 tree ornament 4,99 806.046.14 New VINTERFINT 2025 tree ornament 2,99 006.115.19 New VINTERFINT 2025 tree ornament 0,99 506.048.04 New STRÅLA 2025 lamp shade 4,99 906.065.75



New VINTERFINT 2025 carrier bag 2,- 806.039.59

“Is there any home that doesn't have the blue IKEA carrier bag? Probably not. So, I added my own touch to the world-famous icon. It's checkered of course – and one of my favourites out of everything I created for the VINTERFINT collection.”

Evelina Kroon, Designer

Master the art of wrapping – or don't

Between the last-minute shopping and tangled lights, your gifts can still look well put together. Whether you decide to play paper, scissors, tape or just pop your gifts into a festive bag or box, just remember: it's the thought that counts.

Tip!
Choose a set of wrapping paper with patterns as varied as your holiday moods. From sleek and stylish to whimsical and magical, you'll find the design that matches your holiday vibes.



New VINTERFINT 2025 gift bag, set of 2 2,99 206.043.39



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PE995867.JPG

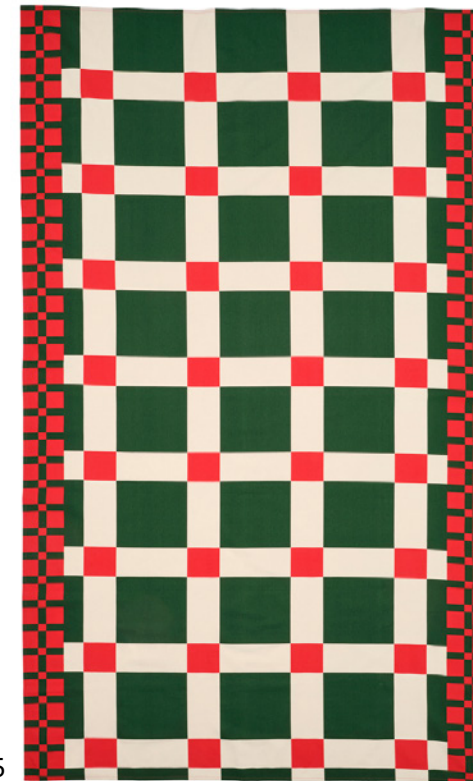
New VINTERFINT 2025 gift wrap roll, set of 3 3,99 806.029.74
New VINTERFINT 2025 ribbon, 3-pack 1,99 506.036.92 New VINTERFINT
2025 gift bow, set of 12 3,99 306.051.97 New VINTERFINT 2025 gift wrap
roll 0,69 506.027.77



Tip!

Use VINTERFINT artificial garlands, gifts and baubles on the table as elegant or unconventional decorations for your festive meals.

The perfect tablecloth for Christmas doesn't exist- oh, wait!



New VINTERFINT 2025 table cloth 19,99 806.040.15

Festive magic is served

Bring on the festive magic with tableware, decorations and lighting from our VINTERFINT and STRÅLA collections. Setting the table for Christmas will become the secret weapon for impressing your guests, and maybe even making them forget about that slightly burnt pie.



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PH206440.JPG

New VINTERFINT 2025 artificial flower 3,99 306.066.39 New VINTERFINT 2025 bottle 3,- 806.049.30 New VINTERFINT 2025 paper napkin 1,79 506.03.791 New VINTERFINT 2025 table cloth 29,99 606.043.99

Dress up your Christmas tree

Go big, go small, go traditional, go crazy – when it's time to decorate the tree, you make the rules. Discover the VINTERFINT tree ornaments and STRÅLA LED lighting chains that match your festive vibe.

How to achieve tree perfection:

- **Fluff and shape the branches** – Prepare the tree before adding the decorations.
- **Pick your dress code** – Classic and cosy? Scandi and subtle? Choose a theme that sets the mood.
- **Start with your sparkle** – Use the plug as a starting point and wrap the lights around the 'trunk' working from the centre up towards the top.
- **Bring on the baubles** – Place larger baubles to the centre to add depth and smaller ones towards the tips of branches to create balance.



Introducing the largest baubles in our collection. Perfect for spotlighting your tree – or giving your pet a new obsession.





Tip!

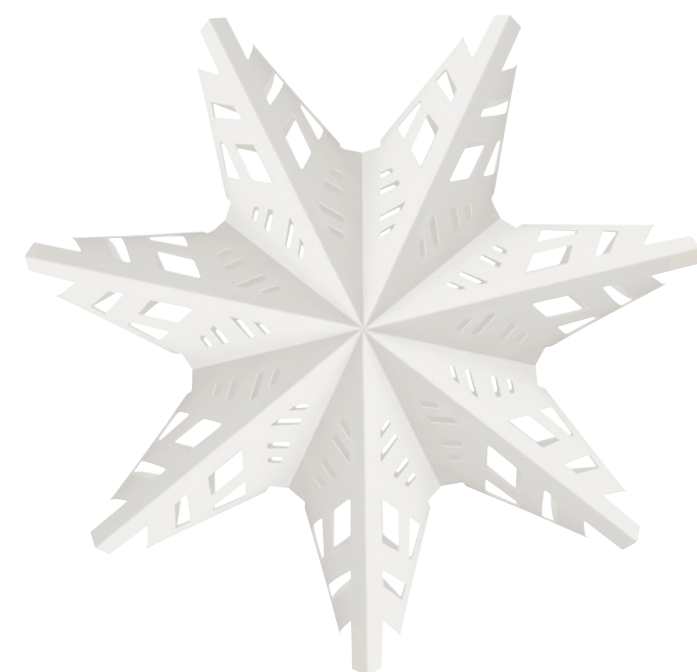
Let the fun begin at your doorstep with cosy lanterns lighting up your outdoor space. Choose from pillar candles, tealights, or LED lights the most brilliant solution for your home.



Rice paper isn't just for spring rolls; it's also perfect for winter lighting. Check out this beautiful rice paper pendant lamp!

'Tis the season to shine!

Take your home from everyday to festively fabulous with STRÅLA lighting chains, pendant lamps, LED floor lamps, table lamps and more. Whether you're lighting up your cosy corner or hosting a full-on party that would make Santa proud, these lights are your trusty sidekick in setting the festive mood.



New STRÅLA 2025 lamp shade 4,99 106.005.44



New STRÅLA 2025 lamp shade 4,99 006.061.98 New STRÅLA 2025 LED decorative pendant lamp 19,99 906.066.22 New STRÅLA 2025 decorative table lamp 7,99 606.065.34

Holiday treats that sleigh

The holidays are all about good company – and even better snacks. From flatpack gingerbread houses and trees to tempting chocolate pralines and an aromatic mulled fruit drink, the VINTERSAGA collection has everything you need to spread holiday cheer. These crowd-pleasers are perfect for hosting, gifting and saving the day when unexpected guests turn up.



New VINTERSAGA gingerbread trees 3,50 306.124.14

Tip!

Create your own advent calendar by adding VINTERSAGA chocolate Santas in VINTERSAGA gift bags and hanging them on VINTERFINT wall decoration.



PE995947.JPG

New VINTERFINT 2025 wall decoration 12,99 506.049.36

Tip!

VINTERSAGA gingerbread house and trees are great party starters – just add friends and icing. Gather your gang for some fun and festive decorating.



New VINTERSAGA gingerbread house 3,50 606.124.17



New VINTERSAGA assorted pralines 5,50 806.181.35

Dreaming of a Scandi Christmas?

From decorations and lighting to food, here's everything you need to incorporate some Scandinavian traditions into your celebration, both in a classic and modern style.



Festive food

Mulled wine – known as glögg – and gingerbread cookies – called pepparkakor – are must-haves for a proper Scandinavian festive table. And who could forget our beloved meatballs? They hold a special place on the 'Julbord' (Christmas table).



New VINTERSAGA mulled fruit drink 4,50 806.198.75



Did you say "Christmas Goat"?

The Yule Goat (Julbock) is a key symbol of Christmas in Sweden, often made from straw. The ones in the VINTERFINT set are crafted from leftover materials from the BORGEBY coffee table.



New VINTERFINT 2025 decoration, set of 2 3,99 506.065.63



Content overview | VINTERFINT/STRÅLA/VINTERSAGA 2025



PE986288.JPG
New VINTERFINT 2025 tin with lid set of 3 7,99 Clear lacquered painted and tinplated steel. Designer: Marta Krupińska. Snowman 106.035.66



PE943940.JPG
New VINTERFINT 2025 candle stick 15,99 Clear acrylic lacquered birch veneer and aluminium. Designer: Lisa Hilland. Ø14,5cm. L28,5×H29cm. For 4 candles red 406.038.57



PE986293.JPG
New VINTERFINT 2025 tray 7,99 High-pressure melamine laminate. Designer: Katie Kirk. Ø43cm. Pink 706.045.39



PE985237.JPG
New VINTERFINT 2025 jar with lid 14,99 Coloured glazed earthenware. Designer: Marta Krupińska. Ø13, H24cm. Vol 1l. Santa Claus red 306.116.31



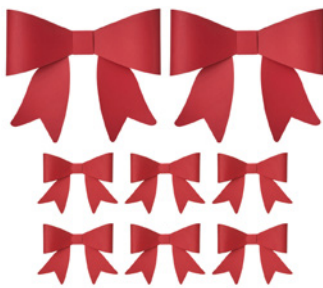
PE986292.JPG
New VINTERFINT 2025 tray 14,99 Clear acrylic laquered birch plywood and birch veneer. Designer: Lukas Bazle. Ø30, H2,5cm. Button red 606.046.10



PE985243.JPG
New VINTERFINT 2025 mug 3,50 Feldspar porcelain. H8cm. 36 cl. White/red. 706.046.76



PE985230.JPG
New VINTERFINT 2025 gift wrap roll 3,99/3-pack Paper. Designer: Katie Kirk. W0,7×L3m. Mixed patterns red/green 806.029.74



PE986306.JPG
New VINTERFINT 2025 tree ornament set of 8 4,99 100% recycled paper. Bow red 806.046.14



PE986302.JPG
New VINTERFINT 2025 tree ornament 4,99/7-pack Polystyrene plastic. Designer: Marta Krupińska. Ø7, H2,5cm. Mixed colours 106.046.17



PE986482.JPG
New VINTERFINT 2025 unscented pillar candle 6,99 Plant based paraffin wax. Designer: Marta Krupińska. Ø10, H12cm. Snowman white 905.999.47



PE984119.JPG
New VINTERFINT 2025 carrier bag, large 2,- 100% polypropylene, 100% BOPP plastic. Designer: Evelina Kroon. L55×D37, H35cm. Vol 7l. Check pattern multi-colour 806.039.59



PE983541.JPG
New VINTERFINT 2025 artificial potted plant 19,99 Polyethylene plastic and steel. H95cm. Plantpot Ø15cm. In/outdoor/ Christmas tree green 706.095.51



PE985225.JPG
New VINTERFINT 2025 gift wrap roll 1,99 Paper. Designer: Evelina Kroon. W0,7×L3m. Double sided multicolour/red 306.030.23



PE985899.JPG
New VINTERFINT 2025 table cloth 19,99 100% cotton. Designer: Evelina Kroon. W145×L240cm. Check pattern red/green 806.040.15



PE986912.JPG
New VINTERFINT 2025 tree ornament 14,99/2-pack Polystyrene plastic. Designer: Evelina Kroon. Ø15cm. Bauble red/green 406.046.92



PE985269.JPG
New VINTERFINT 2025 scented candle in glass 0,69 Plant based wax and glass. Ø5, H5cm. Winter fir/green 006.027.32



PE984134.JPG
New VINTERFINT 2025 cushion 29,99 100% cotton. Designer: Evelina Kroon. Ø21, L58cm. Candy multicolour 906.039.68



PE986451.JPG
New VINTERFINT 2025 tree ornament 12,99 Glass, paint. Ø6cm Bauble glass/mixed colours 206.045.46



PE985221.JPG
New VINTERFINT 2025 gift wrap roll 0,69 Unbleached paper. L3×W0,7m. Heart pattern/ brown 506.027.77



PE700653.JPG
New VINTERFINT 2025 scented candle in metal tin 3,49 Clear lacquered tinplated steel and plant based wax. Designer: Malin Gyllensvaan. Ø8, H9cm. Apple-shaped/Apple and cinnamon red 505.999.11



PE944235.JPG
New VINTERFINT 2025 scented tealight 2,99 Burning time: 3,5 hours. Plant based wax, paraffin wax, fragrance. Green 005.999.23



PE944234.JPG
New VINTERFINT 2025 scented tealight 2,99 Burning time: 3,5 hours. Plant based wax, paraffin wax, fragrance. Gingerbread cookies. Red 605.999.15



PE986308.JPG
New VINTERFINT 2025 tree ornament 0,99/6-pack 100% recycled paper. Ø8cm. Bauble paper/red 506.048.04



PE984182.JPG
New VINTERFINT 2025 decoration 14,99 100% polyester. W20×H74cm. Santa Claus red 606.049.93



PE984169.JPG
New VINTERFINT 2025 decoration 2,49 100% polyester. W7×H19cm. Santa Claus red 406.050.12



PE901540.JPG
New VINTERFINT 2025 tree decoration set of 20 4,99 Polystyrene plastic. Bauble red 306.039.47

Content overview | VINTERFINT/STRÅLA/VINTERSAGA 2025



PE983529.JPG
New VINTERFINT 2025 artificial Christmas tree 39,99
Polyethylene plastic. H150cm. In/ outdoor green 406.065.30



PE983543.JPG
New VINTERFINT 2025 artificial Christmas tree 79,99
Polyethylene plastic. H180cm. In/outdoor green 806.065.28



PE983545.JPG
New VINTERFINT 2025 artificial Christmas tree 149,-
Polyethylene plastic and powder coated steel. H210cm. In/outdoor green 206.065.26



PE972077.JPG
New STRÅLA 2025 LED decorative chandelier 19,99
Polycarbonate plastic and power coated steel. Designer: Lukas Bazle. Ø40, H45cm 706.066.23



PE972191.JPG
New STRÅLA 2025 LED decorative pendant lamp 19,99
Galvanized steel and paper. Designer: Lukas Bazle. Ø66cm. White 906.066.22



PE972117.JPG
New STRÅLA 2025 LED floor lamp 24,99
Clear lacquered solid pine and polycarbonate plastic. Designer: Lukas Bazle. W32×H67cm. Matchstick-shaped wood 006.066.50



PE972114.JPG
New STRÅLA 2025 LED candelabra 7,99
ABS plastic, paper and painted steel. Designer: Lukas Bazle. W29×H20cm. Lollipops battery-operated/white 206.066.49



PE586809.JPG
New STRÅLA 2025 lamp shade 4,99
Paperboard and polycarbonate plastic. Designer: Jennifer Idrizi. Ø70cm. White 106.009.78



PE771919.JPG
New STRÅLA 2025 lamp shade 3,99
48cm. Paperboard and polycarbonate plastic. Lace/white 606.005.51



PE972121.JPG
New STRÅLA 2025 LED lighting chain with 10 lights 9,99
Plastic. Cord L3.2m. Sparkler/battery-operated 206.066.54



PE972091.JPG
New STRÅLA 2025 LED candle 2,99
Powder coated steel and ABS plastic. Designer: Marta Krupińska. Ø10.5, H35cm. Candle-shaped battery-operated/ green 706.066.42



PE986152.JPG
New VINTERSAGA ginger thins 3,95
300 g. 706.119.74



PE985296.JPG
New VINTERSAGA gift box 5,50
161g. Assorted pralines Rainforest Alliance Certified 806.181.35



PE986156.JPG
New VINTERSAGA gingerbread house 3,50
300 g. 606.124.17



PE986248.JPG
New VINTERSAGA gingerbread trees 3,50
300 g. 306.124.14



PE985295.JPG
New VINTERSAGA bag of Chocolate Santas 4,95
96 g. 206.181.38



PE985297.JPG
New VINTERSAGA milk chocolate tablet 1,95
100 g. 306.181.52



PE985933.JPG
New VINTERSAGA festive drink 1,50
500 ml. 806.206.85



PE985934.JPG
New VINTERSAGA mulled fruit drink 4,50
750 ml. 806.198.75

Still images



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PH206308.JPG



PH206304.JPG



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PE995363.JPG



PE995814.JPG



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PE995947.JPG



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Still images



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Enjoy!

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