

Launching January 2024

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# DAJLIEN. A home training collection defined by you.

Press kit





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# Training isn't everything. But everything can be training.

What is training? Is it speed and stamina, 100 reps, no pain, no gain, abs and legs of steel? Or is it playtime with your kids? Yoga after a long day at work? Jumping jacks at your desk? Could it be tidying your home, doing the grocery shopping, walking the dog?

# A home training collection defined by you

DAJLIEN aims to change the way we think about training equipment through 19 products, many of which can be used in different ways throughout the home.

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# Designed for you, and your home

DAJLIEN is designed for heavy use – but it's also designed with subtle colours and details that work even when it's not being used for training: as storage for your gear or as practical pieces around the home. The DAJLIEN valet stand, for instance, is the perfect place to dry clothing between sessions, while the DAJLIEN trolley can be easily stowed under your desk.



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# Smart, versatile and flexible

DAJLIEN aims to redefine training through smart, multi-functional products that are easy to use, store, wear, and bring along with you – and designed to fit seamlessly into the home.



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# Part training gear, part storage

Inspired by old-school gym equipment, the DAJLIEN bench with storage can be used in multiple ways: as a training bench, of course, but also as a storage bench and even as a table when relaxing at the sofa. Made from bamboo, it features a smart, non-slip mat that can be rolled up and tucked out of sight.



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**“With DAJLIEN, we wanted to create smart, beautiful products to inspire and redefine training as a fun, easy and natural everyday activity.”**

Sarah Fager  
Designer



# Room for everyone

Working out at home often means working out together: with children, partners, friends or even pets. The DAJLIEN exercise mat has rounded edges and comes in two handy sizes that easily roll up and out of sight. The small one is perfect for on-the-go sessions, while the large is even big enough for two.



# Cooling down is also part of the game

DAJLIEN also includes products to help you recover, such as the air purifier, which doubles as a fan, a yoga strap, knee pads, massage ball and portable bluetooth speaker – all in subtle, soft shades of green and yellow to complement your home. These products all assist with the recovery process and stress relief – an essential part of training, too.





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# Anytime, anywhere, any way

DAJLIEN takes the sweat out of going to the gym and brings the gym to you, with easy pieces like the DAJLIEN belt bag. Many products are also easy to fold and pack, so you can train wherever you want, whenever you want.

# At home or on the go

Can training really be as simple as grocery shopping or walking the dog? With DAJLIEN, the answer is yes. DAJLIEN features functional details - loops on towels, a waterproof bluetooth speaker, internal compartments on a lightweight mesh carrier bag - that transform everyday activities into easy, fun training moments.





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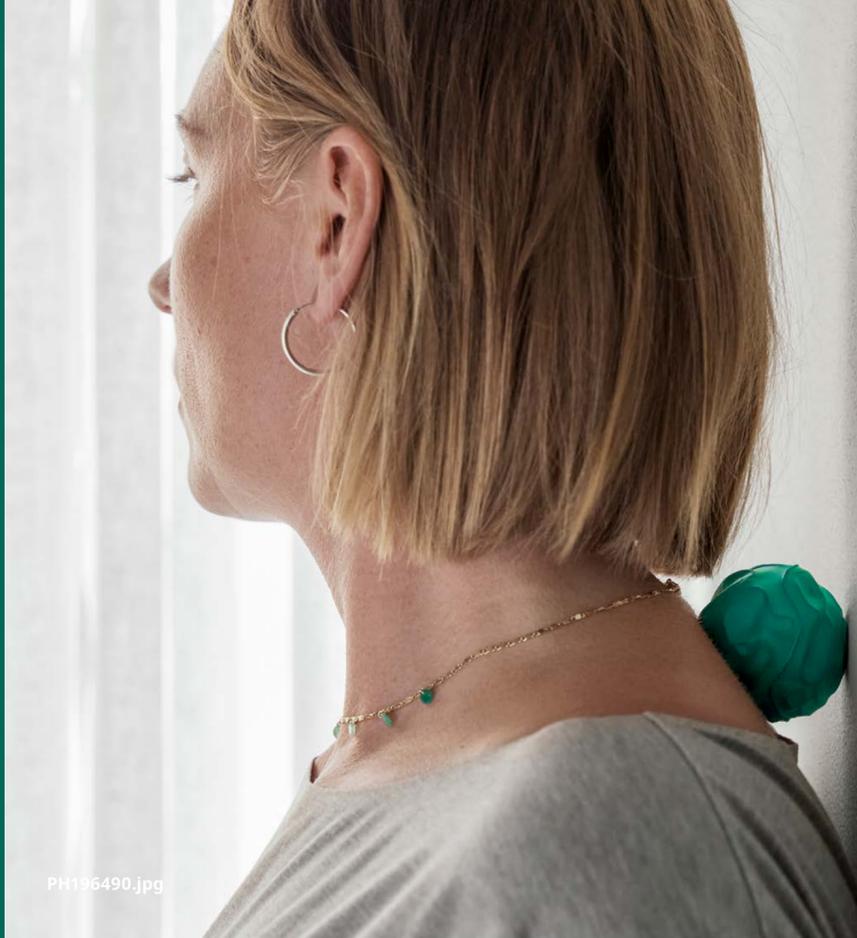


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DAJLIEN / PR kit 17

# Products for before and after, too

DAJLIEN is smart, multi-functional training gear that's ideal for those who lack space for bulky equipment or are put off by ugly or expensive workout products – it even includes wearable pieces you can throw in your bag. Because every moment is a possible training moment.





**“DAJLIEN helps bridge  
the gap between home  
and active life, so you  
can train wherever  
you’d like.”**

Akanksha Deo  
Designer

# Meet the designers

DAJLIEN was designed by four IKEA designers: Paulin Machado, Akanksha Deo, Sarah Fager and Maja Ganszyniec. Although each designer represents a different perspective to training itself and brought a unique point of view to the project, they were all aligned in the goal of DAJLIEN: to create an adaptable, affordable collection of versatile pieces that could be used throughout the home in different ways – and all with a stylish, contemporary aesthetic.

**“We feel good – and good about ourselves – when we’re active,”** says Sarah Fager on the original concept behind DAJLIEN.

**“I’m good at finding excuses not to exercise, but when I do practice, I always feel rewarded afterwards – so anything that supports movement in my own home is something I really appreciate,”** adds Paulin Machado.

**“We wanted to contribute to the democratisation and accessibility of training, ensuring that even a bit of activity is within reach for everyone, every day,”** concludes Akanksha Deo.



**Sarah Fager**  
Designer



**Paulin Machado**  
Designer



**Akanksha Deo**  
Designer



**Maja Ganszyniec**  
Designer



# Product overview



PE915292.jpg

**New DAJLIEN air purifier 29,99** Polystyrene plastic. Designer: David Wahl. W22.5xD12.5, H28cm. Light green. 105.610.57



PE915290.jpg

**New DAJLIEN portable bluetooth speaker 12,99** ABS plastic and polyester. Designer: Iina Vuorivirta. W9xL9, H6cm. Light green. 505.577.46



PE906457.jpg

**New DAJLIEN exercise mat 59,99** Natural rubber and polyester. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W110xL210cm. Light green. 905.526.81



PE906959.jpg

**New DAJLIEN exercise mat 19,99** Natural rubber and polyester. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W70xL110cm. Green. 405.526.74



PE905787.jpg

**New DAJLIEN bench with storage 99,-** Clear acrylic lacquer, bamboo veneer and fibreboard. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W100xD30, H37cm. Bamboo. 205.572.86



PE906455.jpg

**New DAJLIEN step-up board 34,99** Clear acrylic lacquer, bamboo veneer and powder coated steel. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W64xH19cm. Bamboo. 105.526.80



PE906462.jpg

**New DAJLIEN carrier bag 6,99** Polypropylene and plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. L50xD36, H38.5cm. White. 805.572.88



PE905793.jpg

**New DAJLIEN cushion 9,99** Polypropylene and plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W19xL44cm. Light green. 805.527.33



PE905796.jpg

**New DAJLIEN belt bag 6,99** Polypropylene, polyester, plastic and synthetic rubber. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W22xD2, H9cm. Green. 805.526.67



PE905791.jpg

**New DAJLIEN blanket 19,99** Polyester, viscose/rayon, nylon and elastane. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W130xL170cm. Light green. 205.527.31



PE905779.jpg

**New DAJLIEN bath towel 7,99** Polyester, nylon and elastane. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W70xL140cm. Yellow. 105.572.82



PE905780.jpg

**New DAJLIEN hand towel 4,99/2-pack** Polyester, nylon and elastane. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W30xL50cm. Yellow. 705.572.84



PE905776.jpg

**New DAJLIEN bath poncho with hood 19,99** 90% polyester and 10% nylon. Designer: A Deo/S Fager/M Ganszyniec/P Machado. L110cm. Light green. 605.527.29



PE906460.jpg

**New DAJLIEN relax-poncho 39,99** Polyester and nylon. Designer: A Deo/S Fager/M Ganszyniec/P Machado. S/M L/XL. 705.573.59 / 505.573.60



PE905789.jpg

**New DAJLIEN slippers 7,99** Expanded polyethylene plastic and polyurethane foam. Designer: A Deo/S Fager/M Ganszyniec/P Machado. S/M L/XL. 505.526.83 / 305.526.84



PE906453.jpg

**New DAJLIEN training weight 24,99/2-pack** Powder coated polyester and cast iron. Designer: A Deo/S Fager/M Ganszyniec/P Machado. Weight 3kg. Ring shaped/light green. 905.676.54



PE905806.jpg

**New DAJLIEN trolley 79,99** Powder coated steel, clear acrylic lacquer, bamboo and polypropylene plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W39xL42, H65cm. Light green. 605.572.65



PE905804.jpg

**New DAJLIEN trolley 79,99** Powder coated steel, clear acrylic lacquer, bamboo and polypropylene plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. W39xL42, H65cm. White. 305.572.62



PE905802.jpg

**New DAJLIEN valet stand 49,99** Powder coated steel, clear acrylic lacquer, bamboo and polypropylene plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. H139cm. Light green. 605.526.68



PE905801.jpg

**New DAJLIEN valet stand 49,99** Powder coated steel, clear acrylic lacquer, bamboo and polypropylene plastic. Designer: A Deo/S Fager/M Ganszyniec/P Machado. H139cm. White. 805.526.72



**New DAJLIEN 4-piece exercise set 29,99** Polyester, natural rubber, synthetic rubber and nickel-plated cast iron. Designer: A Deo/S Fager/M Ganszyniec/P Machado. 905.618.26

# Image overview



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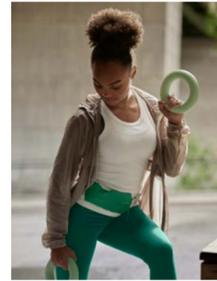
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# Contact

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

