

Press kit

Let's play home

Launching July 2025



Ready, set, fun!

Do you remember what it was like to be a kid, when anything seemed possible? We do, and we believe that anyone can rediscover that sense of wonder by 'playing' with cheerful new products to refresh their home.

It's a game with no rules – the most important thing is to have fun without chasing perfection. From adding a new colourful pillow to changing the entire look of a room, we have lots of new exciting products to make our customers – and their homes – happier.

Do you want to play?

PH204624.JPG



New RIDSTIG rug flatwoven 29,99 Off-white/green 606.009.66

Product overview | July 2025



PE961633.JPG
New NATTBAD bluetooth speaker 39,99 ABS plastic. Designer: Jon Eliason. W123×D92, H179mm. Pink 906.016.05



PE961635.JPG
New NATTBAD bluetooth speaker 39,99 ABS plastic. Designer: Jon Eliason. W123×D92, H179mm. Yellow 306.016.08



PE969301.JPG
New ENSMÄRKE desk lamp 19,99 Solid birch and powder coated steel. Designer: Andreas Fredriksson. Base Ø10, H34cm. White 705.946.15



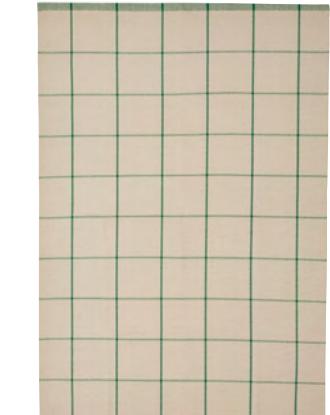
PE949846.JPG
New GURLI cushion cover 2,99 100% cotton. L50×W50cm. Green 205.987.48



PE965866.JPG
New PORTLAKMÄLLA duvet cover and pillowcase 14,99 54% cotton and 46% viscose/rayon. Designer: Emma Hagman. Duvet cover L200×150cm. Pillowcase L50×W60cm. Green/white 906.058.06



PE965806.JPG
New ÄLGÖRT pre-cut fabric 19,99 100% cotton. Designer: N Aalto/E Hagman/P Laine. W150×L300cm. Forest pattern/white green 906.081.50



PE961018.JPG
New RIDSTIG rug flatwoven 29,99 100% cotton. Designer: Johanna Jelinek. L195×W133cm. Off-white/green 606.009.66



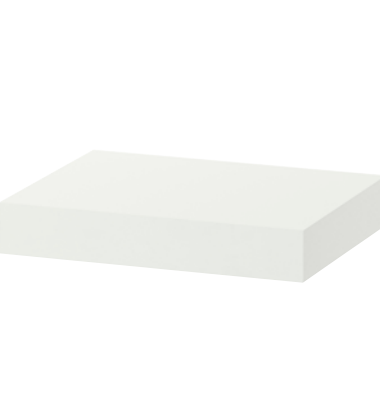
PE985616.JPG
New PLATSA wardrobe with 4 doors 338,- Foil finish. Designer: Ola Wihlborg. W160×D42, H191cm. White Fonnes/green 895.784.89



PE988918.JPG
New VIHALS bed frame 149,- Particleboard, fibreboard, acrylic paint and plastic edging. Designer: Ola Wihlborg. L200×W160cm. White/Luröy 995.818.44



PE866038.JPG
HOVET mirror 179,- Aluminium, plastic foil and glass. W78×H196cm. Black 705.159.15



PE700251.JPG
LACK wall shelf 6,99 Painted finish. L30×D26, H5cm. White 502.821.77



PE872286.JPG
ÄRTBUSKE vase/watering can 19,99 Powder coating stainless steel. Designer: Bruno Adrian Aguirre. Ø10,5, L21×H24cm. Holds 1.5l. Bright green 605.376.54



PE949834.JPG
New GURLI cushion cover 2,99 100% cotton. L50×W50cm. Pink 705.987.55



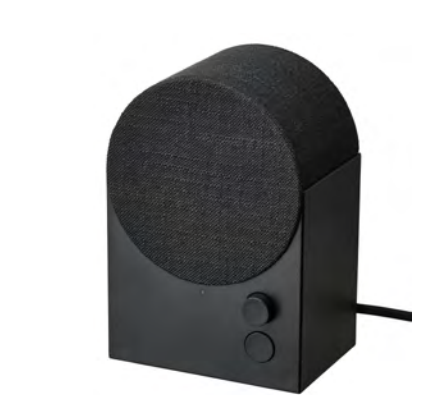
PE967699.JPG
New VETEJORDFLY bedspread 39,99 100% polyester. Designer: Jessica Broberg. L250×W260cm. White/beige 706.060.72



PE898620.JPG
GENESÖN chair 29,- Powder coated steel. Designer: Zhelin Lian. W47×D50, H77cm. Metal/blue 805.677.96



PE965306.JPG
New FEJKA artificial potted plant 17,99 Plastic, steel, 100% polyester and water. Ø15cm. In/ outdoor Philodendron/green/pink 906.008.61



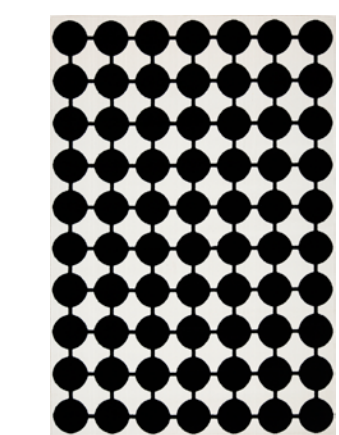
PE961631.JPG
New NATTBAD bluetooth speaker 39,99 ABS plastic. Designer: Jon Eliason. W123×D92, H179mm. Black 205.927.32



PE953454.JPG
New GLADOM tray table 14,99 Powder coated steel. Designer: Chenyi Ke. Ø45, H53cm. Bright orange 906.040.34



PE969072.JPG
New KLIPPAN cover for 2-seat sofa 69,- 100% cotton. Designer: H Wilcox. Tingetorp yellow/white/floral pattern 906.002.72



PE958911.JPG
VÄNDPLATS rug, low pile 49,99 User surface: 100% polypropylene. Backing 100% Synthetic rubber. Designer: Ingela Håkansson Lamm. L195×W133cm. White/black dotted 306.009.39



PE961148.JPG
New SLÄNHÖSTMÅL curtains, 1 pair 39,99 100% cotton. W145×L300cm. With eyelets/ stripe black/white 206.078.42



PE962262.JPG
New POÄNG armchair 129,- Clear acrylic lacquered wood veneer and birch veneer. Designer: Noboru Nakamura. W68×D82, H100cm. Birch veneer/ Knisa bright orange 595.750.29



PE953171.JPG
SPETSBOJ table lamp 9,99 Powder coated steel. Designer: Mikael Axelsson. Ø12, H22cm. Dimmable/yellow 405.494.03



PE970788.JPG
New HÖSTAGILLE 2025 decoration, moose 7,99 Solid pine. Designer: Marta Krupińska. H13×L15, W11cm. Orange/beige-yellow 906.003.09



PE926426.JPG
HORNFELS extension cord 12,99 Polycarbonate plastic. Designer: Maria Gustavsson. L14.4×W12.5, H12.3cm. Yellow 005.584.23



PE951274.JPG
BLÄMUNKAR cushion cover 3,99 100% cotton. Designer: Hannah Wilcox. L50×W50cm. White/black/dot pattern 605.996.37



PE951077.JPG
STOCKHOLM 2025 throw 79,99 100% Wool. Designer: Paulin Machado. W150×L200cm. Bright orange 805.922.01

Product overview | July 2025



PE829498.JPG
IVAR cabinet w sliding doors 99,- Solid pine. W80×D30, H60cm. Pine 004.943.94



PE970789.JPG
New HÖSTAGILLE 2025 decoration, moose 14,99 Solid pine. Designer: Marta Krupińska. L22×W16, H18cm. Pine/black 606.002.97



PE946625.JPG
STOCKHOLM 2025 cushion cover 9,99 73% cotton and 26,5% polyester. Designer: Paulin Machado. L50×W50cm. Black/off-white 305.921.47



PE963082.JPG
New DRABOR cushion cover 4,99 100% cotton. Designer: I Lantz/E Varghans, L50×W50cm. Black/light beige 606.046.29



PE972205.JPG
New GURLI cushion cover 2,99 100% cotton. L50×W50cm. Unbleached 805.987.31



PE965350.JPG
New ELSYSTEM rug, low pile 59,99 User surface: 100% polyester. Backing: 100% rubber. Designer: Stina Lanneskog. L195×W133cm. Multicolour 305.809.22



PE923392.JPG
LAPPTÅG throw 39,99 60% cotton and 40% wool. L170×W130cm. Off-white 105.722.06



PE965351.JPG
ELSYSTEM rug, low pile 29,99 User surface: 100% polyester. Backing: 100% synthetic rubber. Designer: Stina Lanneskog. Black/white/stripe 105.973.20



PE966386.JPG
New BLODBJÖRK vase 19,99 Coloured glazed stoneware. Ø18, H25cm. Striped white/yellow 106.072.96



PE966383.JPG
New BLODBJÖRK vase 4,99 Coloured glazed stoneware. Ø9,5, H16cm. Yellow 706.072.98



PE966384.JPG
New BLODBJÖRK vase 14,99 Coloured glazed stoneware. Ø18, H16cm. Beige 906.072.97



PE933703.JPG
ZEBRASÅV pendant lamp 4,99 Polyethylene plastic. Designer: Andreas Fredriksson. Ø46, H24cm. White/plastic 105.224.81



PE922519.JPG
LILLEHEM 2-seat modular sofa 419,- Plywood, laminated veneer lumber and polyurethane foam. Designer: Ola Wihlborg. W152×D76, H73cm. Gunnared/dark grey metal 194.712.55



PE928443.JPG
IVAR shelving unit 59,99 Solid pine. W80×D30, H83cm. Pine 005.223.30



PE813619.JPG
LAGKAPTEN/KRILLE desk 94,99 Acrylic painted fibreboard and powder coated steel. Designer: Francis Cayouette. L120×W60, H73cm. White 494.167.76



PE965856.JPG
New HYLSNEJLIKA duvet cover and pillowcase 14,99 54% polyester and 46% viscose/rayon. Designer: I Lantz/E Varghans. Duvet cover: L200×W150cm. Pillowcase L50×W60cm. Multicolour 806.055.24



PE965356.JPG
New PALPLJUNGMAL cushion cover 4,99 100% cotton. Designer: Hannah Wilcox. L50×W50cm. Orange 306.080.25



PE962335.JPG
New TEMPELFLY curtains, 1 pair 49,99 70% cotton, 30% jute. Designer: Hannah Wilcox. W145×L300cm. White/black 906.078.67

Sale start oct 2025



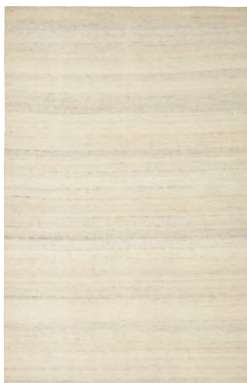
PE973310.JPG
New GURLI cushion cover 2,99 100% cotton. L50×W50cm. White 005.987.25



PE965637.JPG
New HYLSNEJLIKA throw 17,99 100% polyester. Designer: I Lantz/E Varghans. W130×L170cm. Orange/floral pattern 206.080.40



PE963104.JPG
New REVFINGERÖR cushion cover 4,99 100% cotton. Designer: I Lantz/E Varghans. L50×W50cm. Deep blue/bright red 806.046.33



PE898299.JPG
TIDTABELL rug, flatwoven 149,- User surface: 100% wool. Warp: 100% cotton. L240×W170cm. Beige 305.552.82



PE965003.JPG
New GRIMSARBO side table 29,99 Powder coated steel and clear acrylic lacquered pine veneer. Designer: Lukas Bazle. Ø40, H43cm. Pine plywood/bright red 506.061.67



PE870762.JPG
VEVELSTAD bed frame with 2 headboards 199,- Powder coated steel and clear acrylic lacquered rattan. Designer: Ebba Strandmark/Nike Karlsson. L207×W96, H27cm. Headbord W116×H98cm. White/Tolkning rattan 794.418.02



PE777555.JPG
FRÖSET easy chair 89,99 Clear acrylic lacquered wood veneer and Oak veneer. Designer: S Fager/H Preutz. W59×D57cm. H74cm. Red stained oak veneer 204.296.04



PE969300.JPG
New ENSMÄRKE desk lamp 19,99 Solid birch and powder coated steel. Designer: Andreas Fredriksson. Base Ø10, H34cm. Red 405.955.60

Sale start oct 2025



PE740883.JPG
LISABO table 149,- Clear lacquered ash veneer and solid birch. Designers: K Hagberg/M Hagberg. L140×W78, H74cm. Ash veneer 702.943.39

Product overview | July 2025



PE763015.JPG
LISABO chair 55,-
Clear lacquered ash veneer and solid birch. Designers: K Hagberg/M Hagberg. W46×D51, H80cm. Ash veneer 004.572.35



PE975540.JPG
New ANTILOP highchair with tray 19,99 Polypropylene plastic. W56×D60, H90cm. White 795.975.15



PE975534.JPG
ANTILOP highchair with safety belt 14,99 Polypropylene plastic. W56×D60, H90cm. White 495.975.12



PE975227.JPG
New MATA 4-piece eating set 3,99 Polypropylene plastic. Bright green 305.969.37



PE966368.JPG
New NISSAFORS trolley 24,99 Powder coated steel. Designer: Ebba Strandmark. L50.5×W30, H83cm. Light green 106.067.82



PE965715.JPG
New RINNIG tea towel 3,99/4-pack 100% cotton. Designers: H Wilcox/D Nordberg. L60×W45cm. Multicolour patterned 106.099.07



PE969091.JPG
New IKEA 365+ food storage basket 6,99/2-pack Powder coated steel. Designer: David Wahl. W14×D14, H10cm. Metal/yellow green 006.013.32



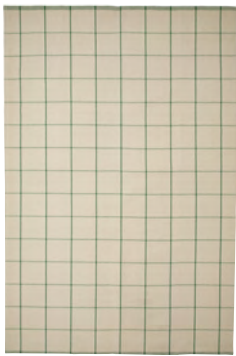
PE967585.JPG
New OFTAST bowl 1,50 Tempered opal glass. Designer: Henrik Preutz. Ø15, H5cm. Holds 0.4l. Light green green/dot pattern 306.082.47



PE969165.JPG
New GANSJÖN 3-piece bathroom set 18,99 Painted glass, stainless steel and plastic. Light green 206.054.47



PE735969.JPG
TROGEN children's step stool 24,99 Painted finish. Designers: J Asshoff/H Brogård. W40×D38, H33cm. Yellow 803.715.20



PE961027.JPG
New RIDSTIG rug, flatwoven 29,99 100% cotton. Designer: Johanna Jelinek. L195×W133cm. Off-white/green 606.009.66



PE736144.JPG
BEKVÄM step stool 19,99 Solid aspen. Designer: Nike Karlsson. W43×D39, H50cm. Aspen 102.255.89



PE964976.JPG
VIHALS table 69,- Powder coated steel, particleboard and melamine foil. Designer: Marcus Arvonen. Ø107, H75cm. White 495.899.70



PE964986.JPG
New BUSLÄTT chair 25,- Powder coated steel, solid pine and polypropylene plastic. Designer: K Hagberg/M Hagberg. W39×D47, H79cm. White/pine 906.011.39



PE939919.JPG
GINSTMOTT curtains, 1 pair 24,99 100% polyester. L300×W145cm. With heading tape/pink 505.971.82



PE926836.JPG
STRANDFLOKA place mat 2,99 100% cotton. Designer: Darja Nordberg. L45×W35cm. Pattern/multicolour 305.806.58



PE967626.JPG
New RÖDSNULTRA serving plate 9,99/3-pack Stoneware. Designer: Wiebke Braasch. L20×W11, H2cm. Mixed patterns 806.045.05



PE966633.JPG
New KLIPPLAX glass 1,29 Glass. Holds 40cl. Striped pink 005.967.74



PE964233.JPG
New KLIPPLAX glass 0,95 Glass. Holds 40cl. Clear glass 305.967.20



PE910341.JPG
STRANDFLOKA coaster 2,-/2-pack Clear lacquered bamboo. L9×W9cm. 405.739.21



PE913319.JPG
SMÖRLING serving tray, set of 2 16,99 Solid beech. Designer: Wiebke Braasch. Beech 105.706.60



PE732695.JPG
IKEA 365+ bowl 3,-/2-pack Feldspar Feldspar porcelain. Designers: Preutz/Wihlborg/Braasch/Karlsson. Ø9, H3cm. Holds 13cl. Rounded sides white 802.829.96



PE728796.JPG
IKEA 365+ plate 3,99 Feldspar porcelain. Designers: Preutz/Wihlborg/Braasch/Karlsson. Ø27cm. White 702.589.49



PE788586.JPG
HUVUDROLL plant balls 4,50 500g. Frozen 204.835.92



PE892922.JPG
ISKUB carbonated soft drink 1,90 Vol. 500ml. Lingonberry flavour/with sugar and sweeteners 505.480.64



PE940024.JPG
KÄLLARHALS vase 14,99 Tinted clear lacquered glass. Designer: Anna Eferlund. Ø11, H26cm. Orange 505.837.12



Play it bold

Mix bright colours and eye-catching patterns to turn your bedroom into a playground for your eyes.

New ENSMÄRKE desk lamp 19,99 White 705.946.15 **New** PORTLAKMÄLLA duvet cover and pillowcase 14,99 Green/white 906.058.06 **New** VIHALS bed frame 149,- White/Luröy 995.818.44 **New** PLATSA wardrobe with 4 doors 338,- White Fonnes/green 895.784.89 **New** VETEJORDFLY bedspread 39,99 White/beige 706.060.72 **New** ÄLGÖRT pre-cut fabric 19,99 Forest pattern/white green 906.081.50

PH204618.JPG



Green and pink?
Oh, yes.

PH204611.JPG



PH204620.JPG



PH204608.JPG

New NATTBAD bluetooth speaker 39,99 Yellow 306.016.08 **New ENSMÄRKE desk lamp 19,99** White 705.946.15 **New GURLI cushion cover 2,99** Green 205.987.48 **New PORTLAKMÄLLA duvet cover and pillowcase 14,99** Green/white 906.058.06 **New VIHALS bed frame 149,-** White/Luröy 995.818.44 **New PLATSA wardrobe with 4 doors 338,-** White Fonnes/green 895.784.89 **New GURLI cushion cover 2,99** Pink 705.987.55



“ENSMÄRKE is a versatile lamp that suits any situation. Use it as a decorative light or angle it for focused lighting when the table doubles as a workspace. Plus, you can use it to charge your phone while you work!”

Andreas Fredriksson, Designer

A lamp that works as hard as you do

The ENSMÄRKE table lamp is your perfect workspace companion. Not only can it be angled to direct light exactly where you need it, but it also comes equipped with a practical USB-C charger for quick charging of your phone or tablet.



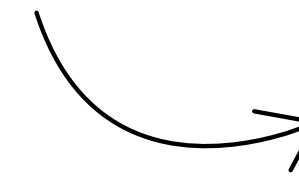
New ENSMÄRKE desk lamp 19,99 White 705.946.15



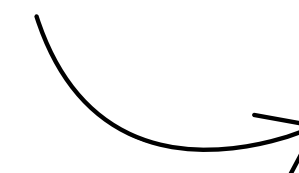
Cut out to be creative

You never know when DIY inspiration will strike, so it's best to be prepared with some pre-cut fabric always on hand. Choose the pattern that tickles your fancy and get creative – design a room within a room, craft unique decorations, or add pockets to your sofa for extra storage.

Use the BUSKOPUNTIA fabric as a room divider to create your own cosy space.



Give your plant pots and vases a makeover with our pre-cut fabric!





“When I designed NATTBAD Bluetooth speaker, I wanted to combine the look of old radios with the functions of a modern speaker – and make it a social hub in the home. Just as families once gathered around their radio, I hope today’s families can connect more by listening to music, podcasts or audiobooks together. The idea is for the speaker to be a blend of stylish interior detail and modern technology that’s easy to use.”

Jon Eliason, Designer



Keep playing

The NATTBAD Bluetooth speaker allows you to connect multiple speakers for a great sound experience. Choose different colours to match your home’s style, and keep enjoying your favourite music wherever you are.



New NATTBAD bluetooth speaker 39,99 Yellow 306.016.08 **New** NATTBAD bluetooth speaker 39,99 Black 205.927.32 **New** NATTBAD bluetooth speaker 39,99 Pink 906.016.05

Tip!

Create an interesting space by adding an unexpected detail, like an accessory in a bold and contrasting colour.



New NATTBAD bluetooth speaker 39,99 Yellow 306.016.08
New ENSMÄRKE desk lamp 19,99 White 705.946.15 **New GURLI**
cushion cover 2,99 Green 205.987.48 **New PORTLAKMÄLLA**
duvet cover and pillowcase 14,99 Green/white 906.058.06 **New**
VIHALS bed frame 149,- White/Luröy 995.818.44 **New PLATSA**
wardrobe with 4 doors 338,- White Fönnes/green 895.784.89
New GURLI cushion cover 2,99 Pink 705.987.55

PH204612.JPG



PORTLAKMÅLLA

Easier done than said

Our new PORTLAKMÅLLA duvet cover might twist your tongue, but it easily spruces up your bedroom with a splash of colour and whimsy. Sporting a modern Scandinavian style with green wavy stripes, this duvet cover gives your bed a lively pop. Its bold look can brighten up a lively bedroom or add a burst of colour to a more laid-back, neutral space. Up for the pronunciation challenge?

New PORTLAKMÅLLA duvet cover and pillowcase 14,99 Green/white 906.058.06

Still images



PH204604.JPG



PH204605.JPG



PH204618.JPG



PH204619.JPG



PH204616.JPG



PH204617.JPG



PH204626.JPG



PH204627.JPG



PH204620.JPG



PH204621.JPG



PH204639.JPG



PH204644.JPG



PH204624.JPG



PH204625.JPG



PH204629.JPG



PH204638.JPG



PH204641.JPG



PH204642.JPG



PH204643.JPG



PH204608.JPG



PH204609.JPG



PH204610.JPG

Still images



PH204633.JPG



PH204637.JPG



PH204628.JPG



PH204640.JPG



PH204606.JPG



PH204607.JPG



PH204613.JPG



PH204614.JPG



<NOINTERSECTINGLINK>



PH204612.JPG

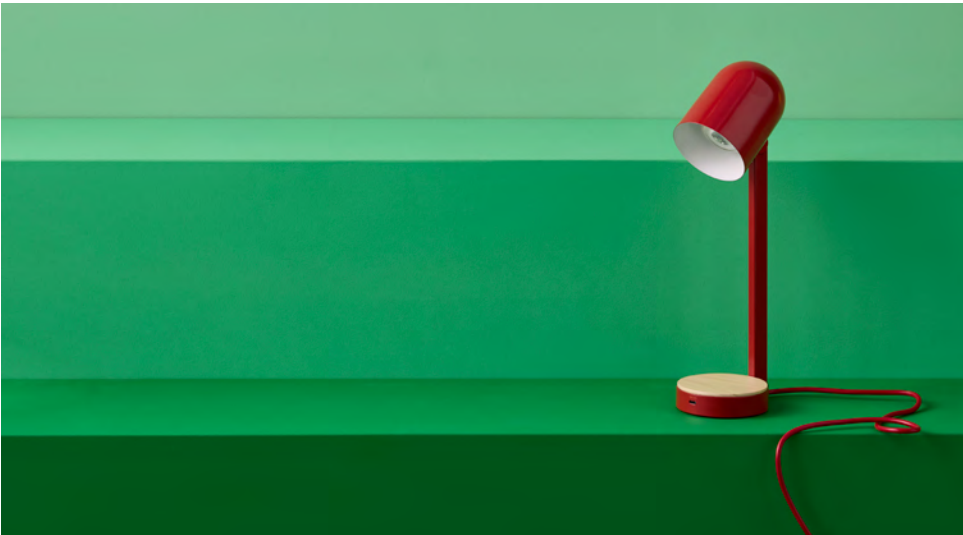


PH204615.JPG



PH204623.JPG

ENSMÄRKE desk lamp Red
Sale start oct 2025



PH204622.JPG

ENSMÄRKE desk lamp Red
Sale start oct 2025



Pattern playtime

Stripes? Check. Dots? Check. Florals? Check. Now mix and match the pieces to win the Living Room Makeover Game!

New KLIPPAN cover for 2-seat sofa 69,- Tingetorp yellow/white/floral pattern 906.002.72
 VÄNDPLATS rug, low pile 49,99 White/black dotted 306.009.39 New GLADOM tray table 14,99
 Bright orange 906.040.34 BLÅMUNKAR cushion cover 3,99 White/black/dot pattern 605.996.37
 New SLÄNHÖSTMÅL curtains, 1 pair 39,99 With eyelets/stripe black/white 206.078.42
 New HÖSTAGILLE 2025 decoration, moose 7,99 Orange/beige-yellow 906.003.09 New BLODBJÖRK
 vase 4,99 Yellow 706.072.98 New NATTBAD bluetooth speaker 39,99 Yellow 306.016.08



You can't
go wrong
with yellow
accessories.



Every side is the bright side

Whether you're team bold and vibrant or you dig the dramatic duo of black and yellow, it's time to mix things up!

Combine playful textiles and decorations to give your living room that 'WOW' factor. And hey, those cut-out fabrics? Perfect for crafting your own cosy hideout.

New BLODBJÖRK vase 19,99 Striped white/yellow 106.072.96 **New** NATTBAD bluetooth speaker 39,99 Yellow 306.016.08 SPETSBOJ table lamp 9,99 Dimmable/yellow 405.494.03 **New** HÖSTAGILLE 2025 decoration, moose 7,99 Orange/beige-yellow 906.003.09



“This yellow print was inspired by the simple and cheerful energy of wild meadow flowers, I hope this print brings a timeless charm that enhances any living space.”

Hanna Wilcox, Designer

If your sofa is a late bloomer

Give your good old KLIPPAN a glow up with this new glorious cover featuring bright yellow and a cheerful floral pattern. Your next nap will feel like drifting off in a summer meadow.



New KLIPPAN cover for 2-seat sofa 69,- Tingetorp yellow/white/floral pattern 906.002.72 **VÄNDPLATS rug, low pile 49,99** White/black dotted 306.009.39 **New GLADOM tray table 14,99** Bright orange 906.040.34 **BLÅMUNKAR cushion cover 3,99** White/black/dot pattern 605.996.37 **New SLÄNHÖSTMÅL curtains, 1 pair 39,99** With eyelets/stripe black/white 206.078.42 **New HÖSTAGILLE 2025 decoration, moose 7,99** Orange/beige-yellow 906.003.09 **New BLODBJÖRK vase 4,99** Yellow 706.072.98 **New NATTBAD bluetooth speaker 39,99** Yellow 306.016.08

Place a NATTBAD Bluetooth speaker in each room and let the music move with you throughout your home.

Tip!
Your home's personality isn't just about its look — play the right music to match the season and your mood.



New NATTBAD bluetooth speaker 39,99 Yellow 306.016.08



New NATTBAD bluetooth speaker 39,99 Pink 906.016.05



New NATTBAD bluetooth speaker 39,99 Black 205.927.32

Still images



PH204645.JPG



PH204646.JPG



PH204660.JPG



PH204654.JPG



PH204655.JPG



PH204648.JPG



PH204662.JPG



PH204658.JPG



PH204656.JPG



PH204661.JPG



PH204657.JPG



PH204659.JPG



New PLATSA wardrobe with 4 doors 338,- White
Fonnes/green 895.784.89



PH204646.JPG

New KLIPPAN cover for 2-seat sofa 69,- Tingetorp yellow/white/floral pattern 906.002.72 **VÄNDPLATS rug, low pile 49,99** White/black dotted 306.009.39
New GLADOM tray table 14,99 Bright orange 906.040.34 **BLÅMUNKAR cushion cover 3,99** White/black/dot pattern 605.996.37 **New SLÄNHÖSTMÅL curtains, 1 pair 39,99** With eyelets/stripe black/white 206.078.42



Change the look, not the furniture

Dress your KLIPPAN sofa with a new yellow floral cover and ta-da! You have a new sofa – or at least it will look brand new.

The same trick works for your PLATSA wardrobe. Not only is it designed to be easily disassembled and reassembled, it can also change shape, becoming bigger or smaller to adapt to your new space. Just change or move around the modules to achieve wardrobe perfection.



Your hobby hub

Make space for creativity by refreshing your room with a fun mix of colours and patterns – plus, an authentic Swedish moose that you can personalise!

LILLEHEM 2-seat modular sofa 419,- Gunnared/dark grey metal 194.712.55
New ELSYSTEM rug, low pile 59,99 Multicolour 305.809.22 New DRABOR cushion cover
4,99 Black/light beige 606.046.29 New GURLI cushion cover 2,99 Unbleached 805.987.31
LAPPTAG throw 39,99 Off-white 105.722.06



Art is everywhere

Experiment with a palette of patterns and textures to turn your living room into a masterpiece.

Play with layers, mix colours and designs, personalise decorations, and allow your creativity to run as wild as a Swedish moose.



New HÖSTAGILLE 2025 decoration, moose 14,99 Pine/
black 606.002.97



New ELSYSTEM rug, low pile 59,99
Multicolour 305.809.22 ELSYSTEM rug, low
pile 29,99 Black/white/stripe 105.973.20

“When designing ELSYSTEM,
we wanted to create a modern
and affordable rug with a lot
of playfulness in it. A rug that
makes you happy!”

Stina Lanneskog, Designer

Connect four (or more)

The new ELSYSTEM rug has a playful four-in-one
patchwork design that will liven up the floor. For
pro-level layering, try adding one more rug to
the mix!





Tip!

A pro tip from our designers: try the 3+1 combo on your sofa. Three cushions, one throw. Mix and match cushion covers with solid colours, stripes, and patterns for a playful look.

Mixing solid, geometrical and abstract doesn't lead to chaos, but to great style!



LILLEHEM 2-seat modular sofa 419,- Gunnared/dark grey metal 194.712.55 **New ELSYSTEM rug, low pile 59,99** Multicolour 305.809.22 **New DRABOR cushion cover 4,99** Black/light beige 606.046.29 **New GURLI cushion cover 2,99** Unbleached 805.987.31 **LAPPTÅG throw 39,99** Off-white 105.722.06

Still images



PH204647.JPG



PH204649.JPG



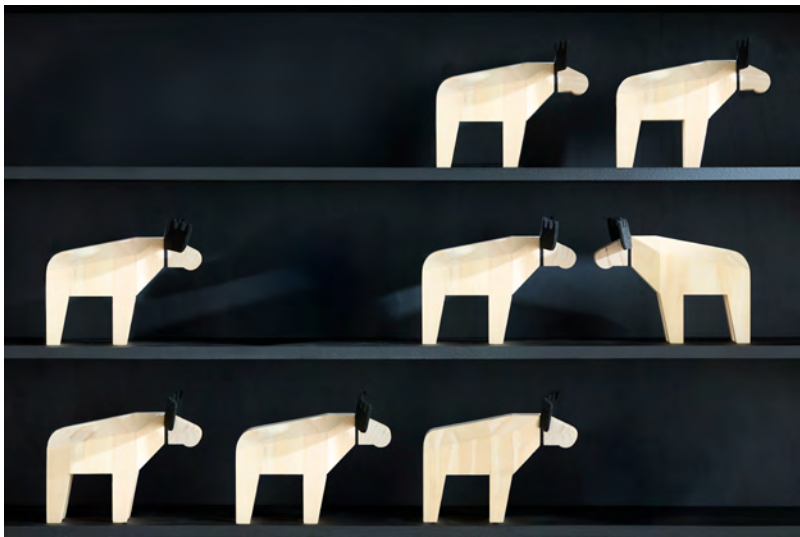
PH204650.JPG



PH204651.JPG



PH204652.JPG



PH204653.JPG



PH204804.JPG

Blankets are red, cushions are blue...

... refresh your bedroom with a lively new hue! Have fun combining classic Scandinavian colours and soft textures to cosy up your space.

New HYLSEJLIKA duvet cover and pillowcase 14,99 Multicolour 806.055.24 **New** PALPLJUNGMAL cushion cover 4,99. Orange 306.080.25 **VEVELSTAD** bed frame with 2 headboards 199,- White/Tolkning rattan 794.418.02 **New** GRIMSARBO side table 29,99 Pine plywood/bright red 506.061.67 **New** ENSMÄRKE desk lamp 19,99 White 705.946.15 **New** HYLSEJLIKA throw 17,99 Orange/floral pattern 206.080.40



We can't help being Swedish

Who can resist a timeless mix of Scandinavian colours and patterns?

Bring the cosy charm of a Swedish cottage, or 'stuga,' to your home with bedding, cushions, and throws in vibrant shades of orange, red and blue.



New HYLSEJLIKA duvet cover and pillowcase 14,99 Multicolour 806.055.24
New PALPLJUNGMAL cushion cover 4,99 Orange 306.080.25 **VEVELSTAD**
 bed frame with 2 headboards 199,- White/Tolkning rattan 794.418.02 **New**
GRIMSARBO side table 29,99 Pine plywood/bright red 506.061.67 **New**
ENSMÄRKE desk lamp 19,99 White 705.946.15 **FRÖSET** easy chair 89,99 Red
 stained oak veneer 204.296.04 **New** **REVFINGERÖR** cushion cover 4,99 806.046.33
New HYLSEJLIKA throw 17,99 Orange/floral pattern 206.080.40

Give your
home that
Scandinavian
touch.



Still images



PH204669.JPG



PH204665.JPG



PH204664.JPG



PH204668.JPG



PH204663.JPG

ENSMÄRKE desk lamp Red
Sale start oct 2025



PH204666.JPG

ENSMÄRKE desk lamp Red
Sale start oct 2025



PH204667.JPG

ENSMÄRKE desk lamp Red
Sale start oct 2025



Ready to go a little dotty?

Add a spot of fun to your kitchen with vibrant colours, dotty details and even a frog or two. After all, a few small touches are all that's needed to freshen up your space and leap into relaxed family mealtimes without a hitch.

New ANTILOP highchair with tray 19,99 White 795.975.15 **BEKVÄM step stool 19,99** Aspen 102.255.89 **New NISSAFORS trolley 24,99** Light green 106.067.82 **TROGEN children's step stool 24,99** Yellow 803.715.20

PH204744.JPG

PH204748.JPG

© Inter IKEA Systems B.V. 2025

Hop to it!

Let's be real, not every moment in the kitchen is a blast. but a few bright touches can turn everyday chores into small moments of joy. Think colourful tea towels that add a splash of fun to dish duty or vibrant mesh storage baskets that add a pop of cheer to your routine.

And why stop there? Bring some fun to the table too! A set of dotty green bowls or cheeky frog-themed baby tableware—that helps little ones master the art of self-feeding—can make mealtimes feel more relaxed and joyful for everyone, even if the spaghetti doesn't always land where it's supposed to.



New OFTAST bowl 1,50 Light green green/dot pattern 306.082.47 **LISABO** table 149,- Ash veneer 702.943.39 **New** MATA 4-piece eating set 3,99 Bright green 305.969.37 **New** ANTILOP highchair with tray 19,99 White 795.975.15 **New** IKEA 365+ food storage basket 6,99/2-pack Metal/yellow green 006.013.32 **New** RINNIG tea towel 3,99/4-pack Multicolour patterned 106.099.07 **New** GANSJÖN 3-piece bathroom set 18,99 Light green 206.054.47



ANTILOP highchair with safety belt 14,99 White 495.975.12
New ANTILOP highchair with tray 19,99 White 795.975.15

ANTILOP

Made for mess since 1991

A well-loved favourite among little ones, the ANTILOP highchair is safe, stackable and now comes with pristine white legs. Don't worry though, it's a breeze to clean so spaghetti splatters can be wiped away in seconds.

The highchair is also sturdy and easy to take apart so you can take it with you wherever you go, or neatly pack it away and save it for future tiny diners to take their place at the table—spills, splatters, giggles and all!

NISSAFORS

Next stop, the dinner table

Now available in fresh light green, the compact NISSAFORS trolley adds extra storage in the kitchen, bathroom or anywhere else in the home.

Tested for stability and safety, it's ideal for small items like kitchen utensils, plates and glasses. Plus, the castors make shuttling items to the table and back a breeze, so you can focus on the best part-eating.

PH204758.JPG



New NISSAFORS trolley 24,99 Light green 106.067.82

Still images



PH204742.JPG



PH204749.JPG



PH204751.JPG



PH204744.JPG



PH204737.JPG



PH204745.JPG



PH204739.JPG



PH204736.JPG



PH204747.JPG



PH204740.JPG



PH204748.JPG



PH204758.JPG



PH204756.JPG



PH204738.JPG



PH204752.JPG

We'll set the scene, you bring the sizzle

Every great evening starts with a blank canvas—a sociable round table, white dinnerware, elegant glasses, a dash of spice and good company. Don't worry though, the IKEA 365+ plates are durable and resistant enough to withstand the wildest of storytelling hand gestures, so you can sit back, relax and share in the laughter.

New **KLIPPLAX** glass 0,95 Clear glass 305.967.20 **IKEA 365+** plate 3,99 White 702.589.49
SMÖRLING serving tray, set of 2 16,99 Beech 105.706.60 **STRANDFLOKA** place mat 2,99 Pattern/
 multicolour 305.806.58 **VIHALS** table 69,- White 495.899.70 New **BUSLÄTT** chair 25,- White/pine
 906.011.39 **GINSTMOTT** curtains, 1 pair 24,99 With heading tape/pink 505.971.82 **KÄLLARHALS**
 vase 14,99 Orange 505.837.12





New RÖDSNULTRA serving plate 9,99/
3-pack Mixed patterns 806.045.05 New
RINNIG tea towel 3,99/4-pack Multicolour
patterned 106.099.07 New KLIPPLAX glass
1,29 Striped pink 005.967.74

Make some waves

Add some spice to every sip with the new striped pink and transparent KLIPPLAX glassware. Smooth on the outside, the inside features a tactile pattern inspired by the gentle ripples of a breeze over water.



PE975925.JPG

New KLIPPLAX glass 1,29
Striped pink 005.967.74

The GLADOM tray table is easy to love at a price that's hard to resist. Light and easy to move around, it has a removable tray top which is great for serving snacks. Oh, and it's now available in a fun bright orange.



New GLADOM tray table 14,99 Bright
orange 906.040.34



“When I designed the colourful RÖDSNULTRA serving plates, I wanted to spread joy and a relaxed atmosphere at the table. The design with various colours and playful dots creates a vibrant and unique look without everything needing to match.”

Wiebke Braasch, Designer

With a vibrant new set of three RÖDSNULTRA serving plates every mealtime becomes a fiesta. Whether you’re treating the family to a tapas night, serving a cheese platter or hosting a fun get together, they’ll bring colour and joy to every occasion. Olé!



New RÖDSNULTRA serving plate 9,99/
3-pack Mixed patterns 806.045.05

Still images



PH204763.JPG



PH204765.JPG



PE975925.JPG



PH204762.JPG

See more on www.ikea.com/press

Enjoy!



Contact

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

