

# MÄVINN

Press kit August 2024





Contemporary craft.  
Job generators.  
Wave makers.  
In collaboration with social  
businesses and artisans in  
Bangladesh, India and Jordan.

**New** MÄVINN cushion cover 17,99 100% cotton.



# A collection like no other

Much love and skill have gone into the making of the MÄVINN collection. Each basket, bag, rug, cushion cover, bedspread, bathrobe, plant pot hanger, throw and pouch is woven, braided or embroidered by hand. It's vibrant, it's fun – and it creates jobs.

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**New** MÄVINN rug flower shape 29,99 100% jute  
**New** MÄVINN basket 19,99 100% jute



PH198923.JPG

**New** MÄVINN pouch 6,99 100% cotton.



PH198774.JPG

**New** MÄVINN bedspread 29,99 100% cotton.  
**New** MÄVINN rug 19,99 100% cotton.



PH198941.JPG

The IKEA designers created MÄVINN inspired by traditional, buzzing crafts markets. Even if every product in the collection has its own expression and handpicked feel, the colours and recurring patterns bring them together.  
**New** MÄVINN storage basket 29,99





New MÄVINN basket 12,99 100% jute.

It's been 12 years since IKEA first started collaborating with social businesses around the world. Together, we develop unique, handmade products designed to create jobs for women and marginalised groups in regions where it's most needed. Today, the partnerships generate work for 11 000 people and the joint venture continues.

Want the full story?

[www.ikea.com/global/en/our-business/people-planet/social-entrepreneurship/](http://www.ikea.com/global/en/our-business/people-planet/social-entrepreneurship/)

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**New** MÄVINN storage basket 29,99 100% cotton.  
**New** MÄVINN cushion cover 17,99 100% cotton.



PH198773.JPG

**New** MÄVINN rug 19,99 100% cotton.



# Clever craft

The handicraft shows in the slight variations that make each MÄVINN item unique – and in details like an embroidered four-leaf clover on a bathrobe or the handmade tassels on a throw. And since no product is exactly like another, it adds personality like no other.

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**New** MÄVINN bag 19,99 83% jute, 17% cotton.



A bathrobe for lazy mornings and cosy evenings, handwoven and embroidered in India – creating jobs for skilled artisans at the social business Rangсутra.

**New** MÄVINN bath robe 29,99 100% cotton.



"We believe in women's agency and in being the change we want to see in the world. Our partnership with IKEA has ensured that women get jobs and a regular income. Many have felt empowered to take on more responsibilities in the organisation. Now, we hope to reach even more people with our offer. It's one small step to a more interconnected, humane world."

Sumita Ghose, Founder Rangсутra



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New MÄVINN rug flower shape 29,99 100% jute



"This rug fits everywhere and nowhere.  
That makes it easy to place. It's like its  
own happy island."

Maria Vinka, Designer, IKEA of Sweden

A plant pot hanger made in macrame technique, knotted and braided by hand by artisans at Ramesh Flowers in India.  
**New** MÄVINN plant pot hanger 4,99 100% cotton.



**New** MÄVINN cushion cover 9,99 100% cotton.



New MÄVINN pouch 6,99 100% cotton



# Dream teamwork

It's the teamwork that makes MÄVINN mighty. Every product results from a close collaboration between IKEA, the artisans and the social businesses and embodies the idea behind the collection: creating jobs and standout handcrafted items at a great price by utilising everyone's skills.

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Jute is a hard-wearing, easy-to-grow fibre with natural variations and silky shine – and a great material for baskets and rugs.

**New** MÄVINN basket 19,99 100% jute



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**New** MÄVINN basket  
12,99 Natural and  
bleached 100% jute.



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Each colourful dot on this bed runner (that works just as great as a table runner) is crocheted by hand before it's stitched on.  
**New** MÄVINN bed runner 14,99 100% cotton



**New** MÄVINN runner 49,99  
flatwoven 100% jute.



A basket made of locally sourced jute and  
produced by artisans working for Classical  
Handmade Products in Bangladesh.  
**New** MÄVINN basket 24,99 100% jute.





"I love the bright, warm colours in this collection. It's a welcome change from beige and pastels. Together with the handicraft itself, the colours make the atmosphere in the centre nice and relaxed."

Pempa Devi, Artisan, Rangсутra



PH198801.JPG

PH198932.JPG

Everything in MÄVINN is made with attention to detail. Like this hand-embroidered clover on the cushion cover from Jordan River Foundation.

**New** MÄVINN cushion cover 14,99 100% cotton.



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**New** MÄVINN basket 19,99 100% jute



Artisans Bhawari Devi and Bhawari Devi, coincidentally with the same name, add the finishing touches to a MÄVINN bathrobe at Rangсутra, India.



# Business as unusual

Much like other companies, social businesses aim to make a profit but reinvest the surplus to create positive social change. For MÄVINN, they hold the keys to success. IKEA is an enabler and partner, opening doors to the global market and to creating even more new jobs.

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**New** MÄVINN bath robe 29,99 100% cotton



PH198781.JPG

**New** MÄVINN bed spread 29,99 100% cotton

**New** MÄVINN throw 24,99 100% cotton

**New** MÄVINN bath robe 29,99 100% cotton



"The most exciting thing with this collection was to meet the artisans and to be able to work with them on the factory floor."

Paulin Machado, Designer, IKEA of Sweden



PH198938.JPG



PH198769.JPG



A cosy, colourful throw to snuggle up under.  
Also – a job maker and a beautiful piece of  
craftsmanship, from the handmade tassles to  
the handwoven fabric.

**New** MÄVINN bed spread 29,99 100% cotton

**New** MÄVINN throw 24,99 100% cotton

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- New** MÄVINN cushion cover 17,99 100% cotton
- New** MÄVINN rug flower shape 29,99 100% jute
- New** MÄVINN storage basket 29,99 100% jute



PH198787.JPG

- New** MÄVINN cushion cover 17,99 100% cotton



# The MÄVINN makers

Today, IKEA works with 11 social businesses in six countries to create global products. They are united by their long-term efforts to create jobs for people far from the labour market. Five partners – from Bangladesh, India and Jordan – have contributed to this launch.



## **Rangsutra, India**

Creates jobs, and develops handicraft traditions. The artisans, mainly women, are shareholders in the company and come from villages and small towns in the Uttar Pradesh area. Nearly 1 500 artisans are involved in handweaving and hand-embroidering products for IKEA at the Rangsutra centres.





### **SPUN, India**

Creates jobs and offers handicraft technique training for rural women far from the labour market, thus strengthening the region overall. SPUN was initiated by the long-term and big IKEA supplier Welspun to take social responsibility in the rural areas where they operate.

### **Ramesh Flowers, India**

Started with 5 people and has now passed 700 employees. Ramesh Flowers creates jobs for rural women through natural waste material production. That means creating handcrafted items from nuthell, bark, and more.

### **Classical Handmade Products, Bangladesh**

Specialised in sustainable, handmade products using only garment waste and natural fibres such as jute and banana fibre. The production is located in rural areas, allowing families to stay in their home villages.

### **Jordan River Foundation, Jordan**

Jordan River Foundation and IKEA started their partnership in 2017 as an urgent response to the Syrian war, when millions of refugees fled to neighbouring Jordan. The aim was, and is, to create jobs and increase integration between women refugees and local women artisans by turning to traditional handicraft skills.

# Twelve years of collaboration



At IKEA, we believe there is no better route out of poverty than a decent job. That's why we, in 2012, began forming long-term partnerships with social enterprises worldwide, supporting them in their effort to provide work for people in vulnerable communities.

By connecting social businesses to the IKEA value chain, we aim to be an enabler for women's empowerment and for marginalised people to gain independence. And it's good business – IKEA gets the opportunity to offer customers unique, handcrafted products made by skilled artisans.

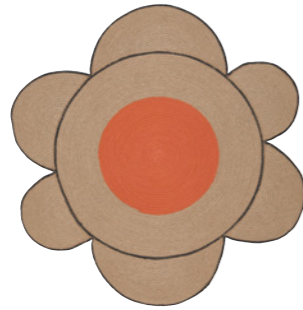
## Product overview, sorted by manufacturers

### Classical in Bangladesh



PE922148.JPG

**New** MAVINN runner, flatwoven 49,99 100% jute. Decoration 100% cotton. Designers: P. Machado/M. Vinka. L180xW70cm. Dotted natural 305.750.44



PE922146.JPG

**New** MAVINN rug 29,99 100% jute. Designers: P. Machado/M. Vinka. Ø85cm. Flower-shaped natural 405.750.48



PE922096.JPG

**New** MAVINN basket 24,99 100% jute. Designers: P. Machado/M. Vinka. Ø31, H29cm. 105.750.40



PE922110.JPG

**New** MAVINN basket 19,99 100% jute. Designers: P. Machado/M. Vinka. W38xD30, H18cm. Black/natural 205.750.54

### Rangсутra



PE922118.JPG

**New** MAVINN bedspread 29,99 100% cotton. Designers: P. Machado/M. Vinka. L250xW160cm. Striped multicolour 805.749.66



PE922116.JPG

**New** MAVINN bath robe 29,99 100% cotton. Designers: P. Machado/M. Vinka. Striped multicolour. 305.749.64



PE922154.JPG

**New** MAVINN throw 24,99 100% cotton. Designers: P. Machado/M. Vinka. L170xW110cm. Striped multicolour 905.749.56



PE922125.JPG

**New** MAVINN cushion cover 9,99 100% cotton. Designers: P. Machado/M. Vinka. L40xW58cm. Striped multicolour 505.749.58



PE922150.JPG

**New** MAVINN storage basket 29,99 100% jute. Designers: P. Machado/M. Vinka. Ø36, H44cm. Striped multicolour 905.750.36



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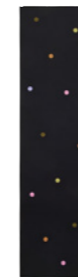
**New** MAVINN basket 12,99 Natural and bleached 100% jute. Designers: P. Machado/M. Vinka. W30xD25, H20cm. Striped multicolour 605.750.47



PE922092.JPG

**New** MAVINN bag 19,99 83% jute, 17% cotton. Designers: P. Machado/M. Vinka. L42xW18, H5cm. Holds 3.4l. Handmade/striped natural 805.750.51

### Spun



PE922121.JPG

**New** MAVINN bed runner 14,99 100% cotton. Designers: P. Machado/M. Vinka. L180xW45cm. Dotted black 905.749.61



PE922142.JPG

**New** MAVINN pouch 6,99 100% cotton. Designers: P. Machado/M. Vinka. L23xW16, H1cm. Black 505.749.63



PE922144.JPG

**New** MAVINN rug 19,99 100% cotton. Designers: P. Machado/M. Vinka. L90xW60cm. Striped multicolour 005.750.45

### Ramesh Flower



PE922140.JPG

**New** MAVINN plant pot hanger 4,99 100% cotton. Designers: P. Machado/M. Vinka. H80cm. Black 505.750.38

### Jordan River Foundation



PE922135.JPG

**New** MAVINN cushion cover 17,99 100% cotton. Designers: P. Machado/M. Vinka. L50xW50cm. Cat pattern orange 105.749.55



PE922136.JPG

**New** MAVINN cushion cover 14,99 100% cotton. Designers: P. Machado/M. Vinka. L50xW50cm. Check pattern multicolour 405.749.54

# Image overview



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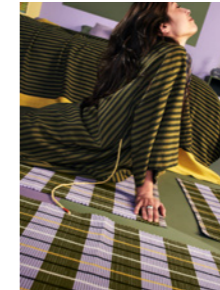
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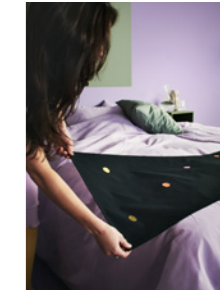
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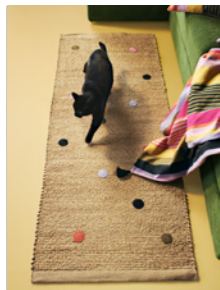
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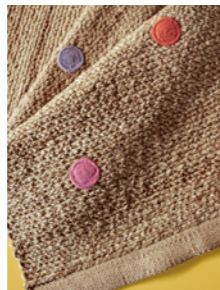
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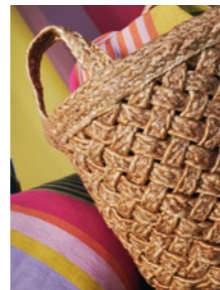
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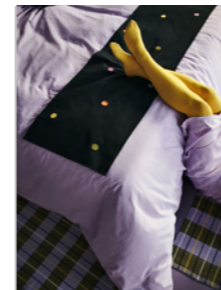
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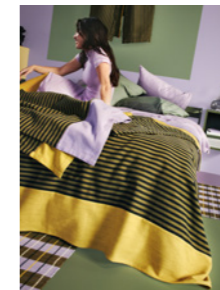
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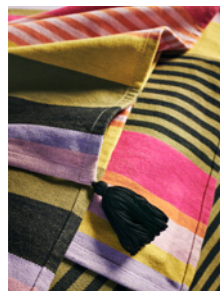
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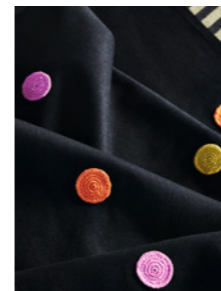
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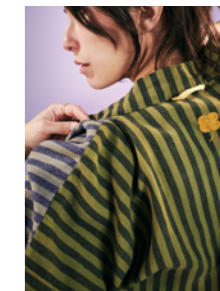
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## Image overview



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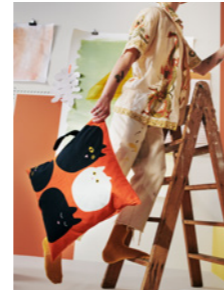
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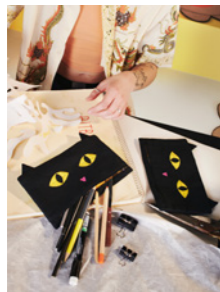
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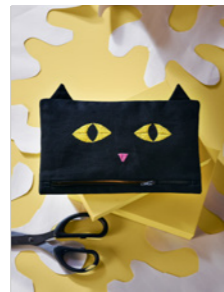
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## Extra PR images



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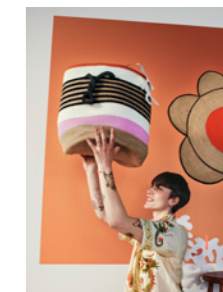
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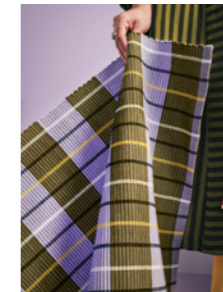
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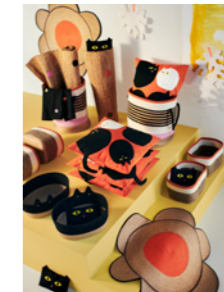
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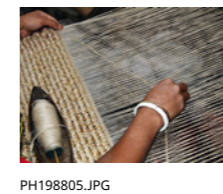
## Artisans



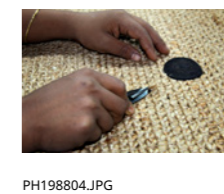
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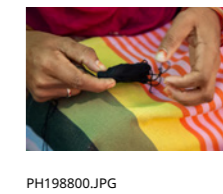
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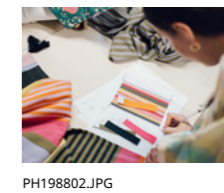
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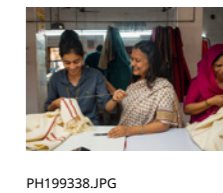
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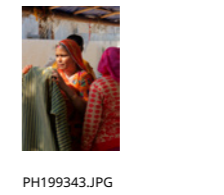
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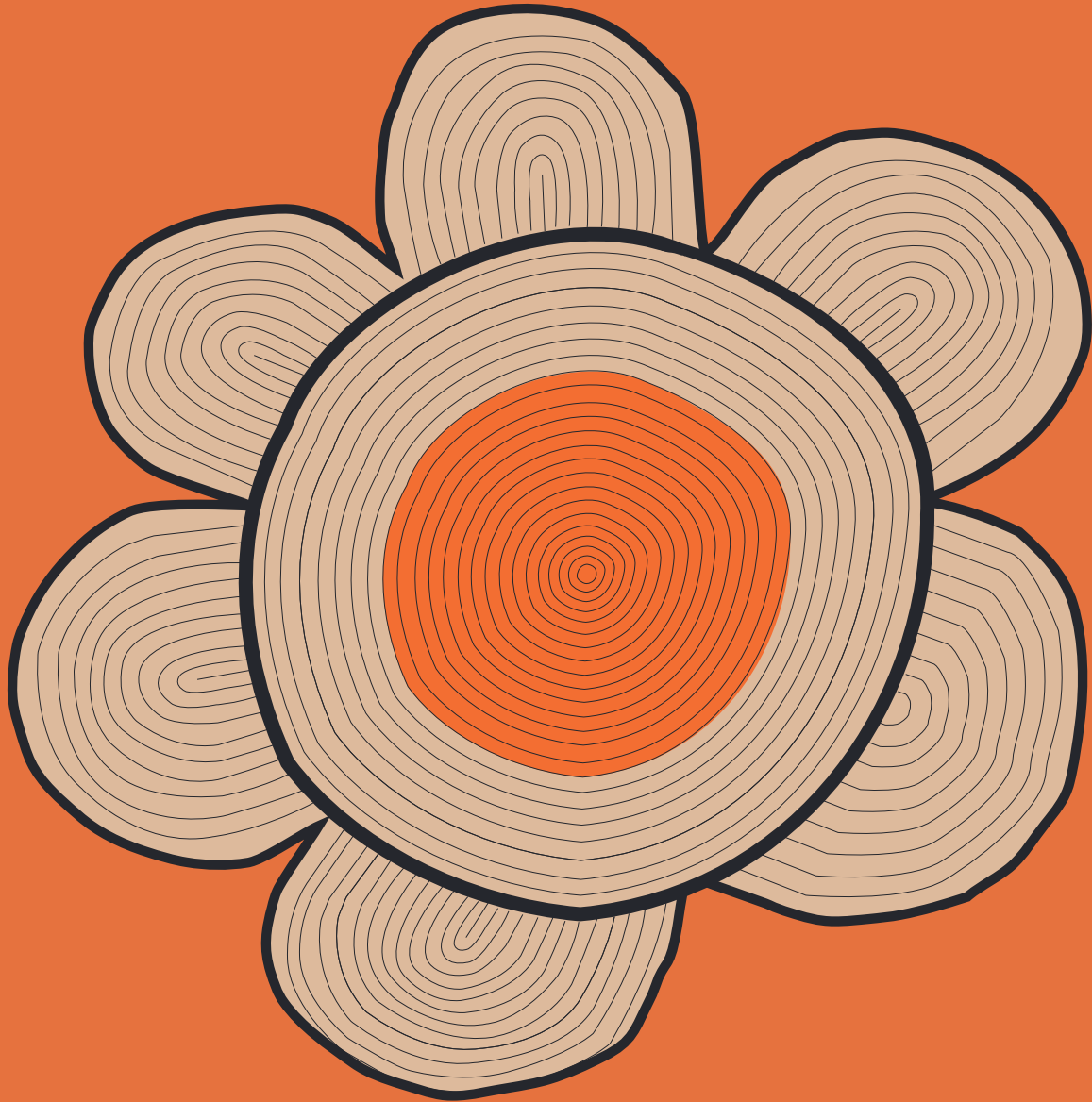
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