

# IKEA NEWS

PR kit Launch October 2021



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Overview

# Welcome to October at IKEA

The October launch is all about bringing the beauty of nature indoors. The look contrasts the cosy wool textures and natural elements typical of Scandinavian design with a rustic, industrial style. The palette is influenced by the natural world: muted greys are combined with moss greens and warm accents. Wood is a common thread – blonde varieties like pine and birch usher the forest into the home, while mushrooms crop up in bold formations.

Among the product highlights is an emphasis on inviting a sense of calm into the home. We introduce our first sound absorbing curtain and a new sofa family that is the epitome of harmonious design. As we prepare for winter, warmth is essential, so we are happy to welcome two handmade wool rugs – one inspired by traditional Scandinavian weaving techniques and the other: a chunky textured statement – to the range. Ilse Crawford has created scented candles that evoke smoky bonfires, while graphic mushroom prints bring vitality to dark winter days. Throughout, there is a focus on being more environmentally conscious – a positive outlook we can bring into the many seasons ahead.



# ÄPPLARYD

## Two-seater sofa

### Sit in serenity, and style

As we hunker down for the season ahead, having a space to relax and unwind at home is essential. Welcome ÄPPLARYD, our sophisticated new sofa family – available in different sizes and colours – that is made with calm and comfort in mind. Its steel legs and clean lines give the sofa a balanced silhouette, while its soft cushions and tactile covers make it perfect for whiling away cosy evenings indoors.

The ÄPPLARYD sofa is a beautiful statement piece with exceptional tailoring and plush seating that embraces you. The rich cushions use pocket springs that mould to your shape for extra comfort, as well as being long-lasting and using less foam. What's more, its covers are made of recycled polyester – a better option for the planet. Stylish, serene and taking steps to be more sustainable, all at great value for money.

ÄPPLARYD 2-seat sofa 799,- Djuparp red-brown 505.042.82



PH181181

**Designed in harmony**

Steel legs give this sofa a neat and airy feel. Its harmonious design will make a tranquil focal point in your living room.

ÄPPLARYD 2-seat sofa 799,- Djuparp red-brown 505.042.82



PH181183

# HÅVERUD

## Table with storage ladder

### **A table as versatile as you**

As our living spaces in urban settings get smaller, we need furniture that adapts to our specific needs and requirements. Enter our new table HÅVERUD. Be it for dining, studying, preparing food or your latest craft project, the HÅVERUD table is designed with versatility in mind.

With a counter-height table and a metal storage ladder, its flexible, compact design makes it a smart option for smaller living spaces, and multifaceted homes and lifestyles alike. You'll be inspired to take up a new hobby and get to work!

HÅVERUD table with storage ladder 99,- 405.042.54



PH181392

**For every need**

The antique-look table is a perfect work surface for a variety of activities and hobbies. The ladder is designed to store clothes, bags, utensils, small containers and can be combined with several add-on accessories.

HÅVERUD table with storage ladder 99,- 405.042.54



PH181186



# BUNKEFLO

## Pendant lamp

### **A stylish meeting of materials**

Light up those dull winter days with our new BUNKEFLO pendant lamp that unites form with function effortlessly. With a smooth metal shade and a solid birch top, this lamp offers a winning combination of materials, granting it a sleek and sophisticated Scandinavian look.

Ideal for kitchen, dining rooms and workspaces, the BUNKEFLO lamp is an elegant lighting choice for any home, and any kind of space. It emits just the right amount of light for all your daily tasks, while making a stylish statement at the same time.

BUNKEFLO pendant lamp 29,99/each White/birch 604.883.90 Beige/birch 105.107.89





BUNKEFLO pendant lamp 29,99/each Beige/birch 105.107.89 White/birch 604.883.90



PH181221

**A nod to Nordic style**

Wood is key to this season's launch, and the BUNKEFLO lamp comes with a solid birch top – a subtle nod to traditional Nordic design.

New

BUNKEFLO  
Pendant lamp

29,99



# SVÄRDBORG

Rug, flatwoven

## Handmade, just for you

As the days get shorter and more time is spent indoors, it is all the more necessary to invite some softness into your home. With its chunky wool texture, our new flatwoven rug SVÄRDBORG will not only provide cosiness underfoot but is an exquisite design piece, too. Handmade by skilled craftspeople in India and Bangladesh with good working conditions and fair wages, each SVÄRDBORG rug is a one-of-a-kind beauty.

It has a tactile, pebble-like appearance, flecked with neutral-coloured yarns that have been added by hand into the weave. This makes each rug a unique specimen of high-quality handicraft to be treasured.

SVÄRDBORG rug, flatwoven 199,-/each 905.079.24



PH181228

### Wonderful wool

Made of 100% wool (the warp is made from 100% cotton from more sustainable sources), this rug will last for many years to come. Bringing together traditional handicraft techniques, stylish design and the long-lasting wonders of wool, all rolled into one.

SVÄRDBORG rug, flatwoven 199,-/each 905.079.24



PH181224



**Committed to good wool**

By using a renewable material like wool in the SVÄRDBORG rug, we avoid using fossil or finite materials. It is naturally soil repellent and very durable – it will last from generation to generation. By 2025, we want all our wool products to comply with the Responsible Wool Standard, with strict demands on animal welfare, land management and traceability.



# LÅNGARYD

## Two-seater sofa

### **Unwind in luxury**

This season, we are very happy to welcome the new LÅNGARYD sofa family to our range. A sofa is a centrepiece in the home – and the LÅNGARYD sofa is a sumptuous example. Upholstered in a plush velvet-like fabric (using recycled polyester), it will add a touch of luxury to every day. Available in different colours and sizes – this inviting sofa is made for you.

The design is exquisite and detailed, with smooth contours, expressive legs in solid oak or metal, and tufting on the back cushion. The rounded armrests are soft, comfy and irresistible for napping on, while the seats are spacious and tactile. Evenings in just got a lot more appealing.

LÅNGARYD 2-seat sofa 899,- Djuparp dark green/wood 094.181.31



PH181177

**Sink into comfort**

With cylinder-shaped cushions, curved armrests and deep seats, the LÅNGARYD sofa guarantees comfort. The pocket spring cushions give the sofa a voluminous look and feel, as well as being long-lasting, too.

LÅNGARYD 2-seat sofa 899,- Djuparp dark green/wood 094.181.31



PH181178

# STORSLINGA

## LED chandelier

### **A contemporary classic**

With a clean, black metal frame and distinct lighting design, STORSLINGA, our new eight-arm pendant lamp, offers a contemporary update on the chandelier. Quenched are the candles of chandeliers gone by – the STORSLINGA lamp swaps them with globe-shaped heads made from high quality plastic resembling glass. The LED light emits a clear and even glow, making it suitable for atmospheric dining areas, as well as everyday workstations.

The STORSLINGA lamp's slim design makes it a perfect choice for smaller living spaces. It adds a statement without overpowering – like an expertly chosen piece of jewellery, but for the ceiling.

STORSLINGA LED chandelier, 8-armed 69,99 004.876.09



**Lighting with a difference**

The heads are made from a high-quality plastic, with a gloss finish that resembles glass. The LED lighting offers a more sustainable choice – LED is long-lasting and uses less electricity.

**New**

**STORSLINGA**  
LED chandelier,  
8-armed

**69,99**





# VAMDRUP

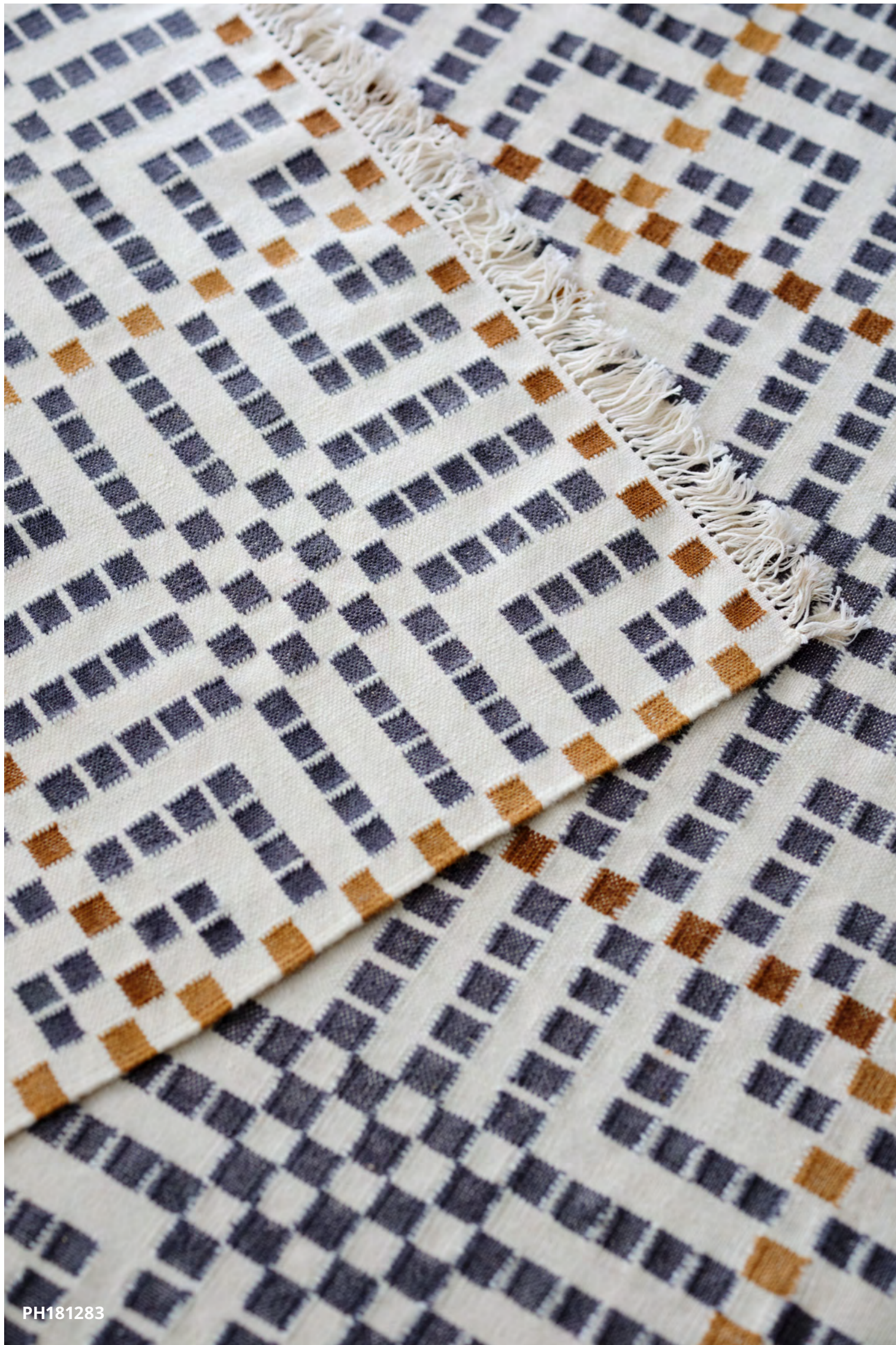
Rug, flatwoven

## **A love letter to Scandinavian handicraft**

This winter, we are paying homage to traditional Scandinavian handicraft with our striking new rug, VAMDRUP. Made of warm and durable natural fibres – 100% wool, with the warp made from 100% cotton from more sustainable sources – this rug boasts a rich pattern designed by Maria Vinka. Inspired by the historical “Munkabälte” weaving pattern, this eye-catching rug offers a contemporary update on tradition with bold motifs in warm and neutral tones. It will bring character and cosiness to your hallway, living room or beneath your dining table.

Handwoven by skilled artisans in India in organised weaving centres with good working conditions and fair wages, each rug's pattern is unique in its own way. This ensures that no two products are the same. The VAMDRUP rug will add an enticing layer of softness and storytelling to your floor.

VAMDRUP rug, flatwoven 199,- W170xL240cm. 705.078.83



PH181283

**Everyday-proof**

The VAMDRUP rug is made of 100% wool, which makes it naturally soil-repellent and long-lasting. The flatwoven surface is easy to vacuum and is an ideal addition to any type of flooring.

VAMDRUP rug, flatwoven 199,- W170xL240cm. 705.078.83



PH181295

# Made by Maria Vinka

*“The wool rug is a homage to the traditional weaving pattern “Munkabälte” that has been used in Scandinavia since way back. Wool absorbs colours nicely and the pattern is enlarged, making it look attractive and up-to-date.”*

Designed by Maria Vinka, the VAMDRUP rug is a love letter to the traditional Scandinavian weaving pattern, “Munkabälte” (which translates as ‘monks belt’).

The inspiration for the rug came from studying historic weaving techniques that were commonly used in Scandinavian handicraft, and then enlarging the intricate designs to give it a bolder, contemporary update.

Made of 100% wool, Maria selected the material on account of its warmth and durability.

The design process involved testing out a number of colourways before deciding on this one in striking blue and gold tones, against creamy white.

At the heart of the project was Maria’s wish to create something with “a lot of handicraft feeling” and to celebrate the longevity of making something special and unique by hand. “I would like people to get more interested in handicraft so the appreciation of the item stays for a long time,” she says.





# BEHJÄRTAD

Scented candle in ceramic pot

## **A scent to whisk you into the wild**

The new season is all about creating a warm and inviting atmosphere indoors, with elements borrowed from the natural world. A member of the BEHJÄRTAD range in collaboration with British designer Ilse Crawford, this bonfire-scented candle captures the mood perfectly. It is a soothing treat for the senses as much as it is for the home.

As you relax with a book in bed or on the sofa, the fiery scent will whisk you away to wild Icelandic landscapes with smoky bonfires and pine forests. Deep woody notes will create a cosy feeling, allowing your thoughts to drift somewhere calm. In ceramic containers – available in muted tones of dark brown and grey – the candles can be grouped together for an even greater atmospheric effect.

BEHJÄRTAD scented candle in pot. Ø7.5, H8cm 3,-/each 404.998.89 Ø8.5, H10cm 4,99/each 704.979.35



PH181258

**Set the mood**

With a smoky top layer, spicy clove accents and a woody base, the BEHJÄRTAD scented candle will release evocative notes from the natural world throughout the home.

BEHJÄRTAD scented candle in pot. Ø7.5, H8cm 3,-/each 404.998.89 Ø8.5, H10cm 4,99/each 704.979.35



PH181257



# Made by Ilse Crawford

*“By making simple items more special, we hope that people will want to keep them and reuse them.”*

Following on from the SINNERLIG collection in 2015, this season marks the second collaboration between IKEA and Ilse Crawford. The British designer, together with her design studio – Studiollse – has partnered with us on the ÄROFULL and BEHJÄRTAD ranges, which include scented candles, potpourri and ceramic candle holders.

Scent has a way of changing the atmosphere throughout the home, and it plays a big part in the BEHJÄRTAD range. Ilse Crawford wanted to create a scent familiar to the many people, and was inspired by the heady smells of nature and firewood. “It was important for us to create a smell that is a common thread, that is universal, something that most (if not all) of us around the world could relate to in an instinctive way,” she says. Recognisable to most, the deep smell of firewood burning captures our human need

for warmth and safety. “You could be walking in a vast dark forest with no one around but if you come across this smell, you would know that someone is there with a fire on, where you’ll find warmth, comfort, food and refuge,” says Ilse about the inspiration for the evocative scent.

Ceramics are key to the collaboration, too. Inspired by a ceramic jug in the SINNERLIG collection, Ilse wanted to bring the tactility and longevity of ceramics to more IKEA products.

“It is special to have a mass-produced item that feels unique – thanks to the timeless properties of ceramics and the ever-changing patterns of glazes,” she explains. “By making simple items more special, we hope that people will want to keep them and reuse them.”



# ÄROFULL

## Tealight holder

### **For tiny lights and big statements**

Sometimes the best things come in small packages. Designed by Ilse Crawford, this beige ceramic tealight holder will add ambience to your home through minimalist design. Its glazed finish gives it a unique, tactile feel.

Whether as an elegant statement on its own – embellishing dining tables, mantelpieces, windowsills and bedside tables – or when paired with the other items in the ÄROFULL and BEHJÄRTAD families, it brings an organic touch to wherever it sits. Dim the lights and settle down for a cosy candlelit evening.

ÄROFULL tealight holder 1,50/each 004.979.10





ÄROFULL tealight holder 1,50/each 004.979.10



PH181370

**Pure, simple design**

Set your table, mantelpiece or windowsill in style with this minimalist tealight holder. Made for just one tealight it, it can be paired with other items in the ÄROFULL and BEHJÄRTAD families for extra impact.



# SVAMPMAL

## Duvet cover and pillowcase

### **Foraged from the forest floor**

This October launch is all about ushering the outdoors in. Designer Monika Mulder has created a lush mushroom print inspired by Scandinavian woodland adventures and finding calm within chaos. The bold fungi formation sprouts up on our SVAMPMAL duvet cover and pillowcase set, bringing the beauty of the Nordic forest into the home.

Your bed is a private oasis, so you need materials that are gentle against your skin and promise comfort all night. The SVAMPMAL duvet cover and pillowcase set guarantees a peaceful night's sleep as it is made from a moisture-absorbent blend of breathable cotton (from more sustainable sources) and super soft viscose material.

SVAMPMAL duvet cover and 2 pillowcases 24,99 305.007.51

*“This pattern reminds you of the moment of discovery and joy when you finally find the golden delicacies. The shapes and curves displayed in a cluster of chanterelles is a gift from Mother Nature.”*

**Monika Mulder** / designer

**Natural and functional**

The SVAMPMAL duvet cover and pillowcase set is made from a pleasing mix of natural and functional materials: 80% cotton from more sustainable sources and 20% viscose material, ensuring a cool and easy slumber.

SVAMPMAL duvet cover and 2 pillowcases 24,99 305.007.51





**New**

**SVAMPMAL**  
Duvet cover and  
2 pillowcases

**24,99**



# SVAMPMAL

## Cushion

### **Down-to-earth accessorising**

Evoke earthy forests and mushroom-picking adventures with the SVAMPMAL cushion. In a dark yellow shade, the graphic mushroom pattern, designed by Monika Mulder, is in harmony with the season's rich colour palette.

The vivid print will add cheer to your sofa, bed or any furnishing in need of a freshening up. Made from 100% cotton from more sustainable sources, with a 100% recycled polyester filling, this cushion takes us a step closer to lowering our environmental impact.

SVAMPMAL cushion 3,99/each 105.070.94

**Nature conscious, inside and out**

With a filling made from recycled polyester, the SVAMPMAL cushion is a more sustainable accessory. By using filling made of recycled materials, we consume less new raw materials and lower our environmental impact.

SVAMPMAL cushion 3,99 105.070.94





# VINTERSNÖ

## Tray

### **Carry the woodland into your home**

The nature theme continues with the VINTERSNÖ tray that boasts Monika Mulder's rippling mushroom pattern. Easy to hold and wipe clean, it's perfect for cosy weekend breakfasts in bed, entertaining and festivities. A little reminder of the great outdoors when you are warm and snug inside.

VINTERSNÖ tray 4,99 L33xW3cm. 105.110.53

*“A pattern that forms calmness within chaos – and is beautiful to bring indoors in a printed version.”*

Monika Mulder / designer

**A simple seasonal update**

If you're looking for a simple way to bring seasonal colours into your home, the VINTERSNÖ tray is a practical and affordable way to do just that. The tray is a seasonal product and will be available in store and online for four months.

VINTERSNÖ tray 4,99 L33xW3cm. 105.110.53





New

VINTERSNÖ  
Tray

4,99





PE838483

**ÄPPLARYD 2-seat sofa 699,-** Cover: 71% cotton, 8% viscose/rayon, 21% polyester. Designer: Maja Ganszyniec. W199×D93, H82cm. Lejde grey/black 205.062.25



PE815901

**LÅNGARYD 2-seat sofa 899,-** Cover: 38% viscose/rayon, 62% polyester. W198×D90, H82cm. Djuparp dark green/wood 094.181.31



PE830209

**HÅVERUD table with storage ladder 99,-** Melamine foil and powder coated steel. W105×D66, H192cm. Black 405.042.54



PE827310

**BUNKEFLO pendant lamp 29,99** Clear lacquered solid birch and powder coated steel. Designer: Mårten Cyrén. Ø36, H28cm. Beige/birch 105.107.89



PE827313

**BUNKEFLO pendant lamp 29,99** Clear lacquered solid birch and powder coated steel. Designer: Mårten Cyrén. Ø36, H28cm. White/birch 604.883.90



PE815591

**STORSLINGA LED chandelier, 8-armed 69,99** Built-in LED light source. Steel and plastic. W70, H29cm. Black/white 004.876.09



PE814078

**SVAMPMAL duvet cover and 2 pillowcases 24,99** 80% cotton, 20% viscose/rayon. Designer: Monika Mulder. Duvet cover W240×L220cm. Pillowcases L50×W60cm. Dark green/white 305.007.51



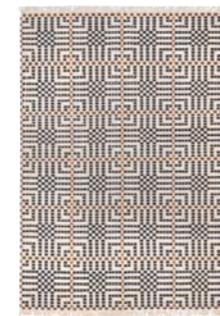
PE814078

**SVAMPMAL duvet cover and pillowcase 14,99** 80% cotton, 20% viscose/rayon. Designer: Monika Mulder. Duvet cover W150×L200cm. Pillowcase L50×W60cm. Dark green/white 605.007.59



PE814968

**SVAMPMAL cushion 3,99** Fabric: 100% cotton. Filling: 100% polyester - hollow fibre. Designer: Monika Mulder. L30×W58cm. Dark yellow/white 105.070.94



PE818409

**VAMDRUP rug, flatwoven 199,-** User surface: 100% wool. Weft: 100% cotton. Designer: Maria Vinka. W170×L240cm. Multicolour 705.078.83



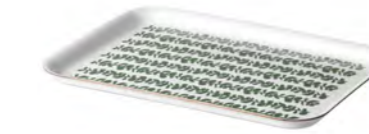
PE818503

**VAMDRUP rug, flatwoven 79,-** User surface: 100% wool. Weft: 100% cotton. Designer: Maria Vinka. W80×L200cm. Multicolour 305.078.75



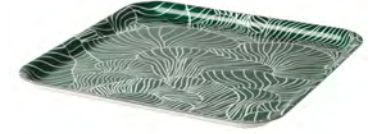
PE818408

**SVÄRDBORG rug, flatwoven 199,-** Surface: 100% wool. Warp: 100% cotton. W133×L195cm. Grey 905.079.24



PE828129

**VINTERSNÖ tray 3,-** High-pressure melamine laminate. Designer: Anna Herrmann. L20×W28cm. Patterned/green 705.110.50



PE828134

**VINTERSNÖ tray 4,99** High-pressure melamine laminate. Designer: Monika Mulder. L33×W33cm. Patterned/green 105.110.53



PE825799

**BEHJÄRTAD scented candle in pot 4,99** Stoneware. Coloured glaze. Paraffin wax. Designer: Ilse Crawford. Ø8.5, H10cm. Bonfire/dark brown 704.979.35



PE825803

**BEHJÄRTAD scented candle in pot 3,-** Stoneware. Coloured glaze. Paraffin wax. Designer: Ilse Crawford. Ø7.5, H8cm. Bonfire/dark brown 404.998.89



PE825542

**ÄROFULL tealight holder 1,50** Stoneware. Coloured glaze. Designer: Ilse Crawford. Ø5.5, H3.5cm. Beige 004.979.10