

Press kit
Launching October 2024

SKOGSDUVA





When we play together, anything is possible

In the latest PLAY report from 2024, we found that "having fun together as a family" topped the chart of emotional priorities for both parents and children.

But after a day packed with schedules and to-do lists, it can be hard to see the forest for all the trees. And even playing can end up feeling like a chore.

Therefore, we at IKEA set out to create a collection that could help infuse more play and playfulness into everyday life through educational, inspirational and practical products.

Bridging the gap between fantasy and reality

With the SKOGSDUVA collection, we wish to enhance the daily routines you and your family already share together.

Here, a pillow is also a log, a bathrobe can turn you into a lynx, a rug is a meadow and the duvet cover can inspire the bedtime story.

We've got the backdrop, the characters and the plot. Now, you and your family get to continue the story. With the help of storytelling and a little imagination, you can make the magical Swedish forest come to life in your own home!





Welcome to the magical Swedish forest!

Did you know that hedgehogs hibernate during winter, that lynxes have natural snowshoes and that Arctic foxes are used to living in temperatures below $-40\text{ }^{\circ}\text{C}$?

Real animals are extraordinary and sometimes facts can be just as amazing as fiction.

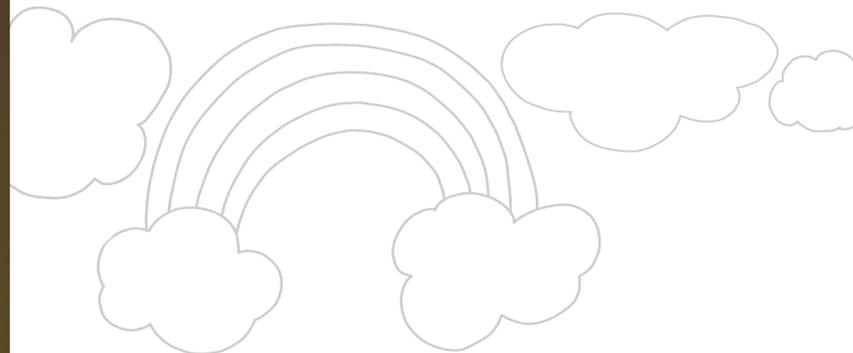
In the SKOGSDUVA collection, you will meet animals, insects and plants from the Swedish forest, all with incredible abilities that help them adapt and survive in the cold wilderness.



"I want children to explore nature beyond the front door and feel like they can make these animals come alive in their rooms too."

Designer Malin Gyllensvaan





Get a bird's-eye view

Did you know the Snowy owl can turn its head 135 degrees in each direction without moving its body?

With the SKOGSDUVA snowy owl hand puppet, you might not be able to do a full 270 degree head spin. But you will be able to look around corners and can flap your wings. Ain't that a hoot!

Allow room for creative differences

With the SKOGSDUVA colouring paper roll, there is enough paper for several creative expressions. Roll it out on a table and let everyone paint. Or divide it with a bed or a door if it's one of those days when the kids can't stand to be next to each other.





A clever disguise

The Arctic fox has an incredible ability to blend in with its surroundings. In summer, the fur is grey and brown to match cliffs and rocks, and during winter, it becomes thick and white to mimic the snow.

The SKOGSDUVA Arctic Fox soft toy is a cuddly friend known to lend its camouflaging skills to any child who needs a moment to adjust to new environments.



PH200406.jpg



Tufted ears, bobbed tails

The lynx is a large wild cat living in the Swedish mountains. Its thick fur keeps it warm during winter and its big furry paws act as natural snowshoes. Since it avoids human settlements, the lynx is an unusual sight.

But with the SKOGSDUVA lynx soft toy, you can get up close and personal with this rare beauty.





Every little log, an ecosystem

There is life on every branch, in every log and under every stone. Insects are essential for all beings as they help aerate the soil, spread pollen and feed the birds.

Invite these important little helpers into your home with the SKOGSDUVA cylinder-shaped cushion, illustrated with insects from the Swedish forest.

Let the log and its friends help support your child's knees or arms for a more ergonomic reading or gaming position.

Let the kids sleep in the wild tonight





An (almost) inseparable pair

Did you know that baby otters stay with their mothers for the whole first year? During this time, she teaches them everything they need to know about hunting and how to survive in the wild.

When creating the SKOGSDUVA collection, we didn't have the heart to separate them. That's why the SKOGSDUVA soft toy otter with a baby only comes in pairs.





Let your stool become a toadstool

With the SKOGSDUVA toadstool-shaped stool cover, you can turn your FLISAT or MAMMUT stools into colourful feasts for the eye. But just as the red-and-white spotted toadstools in the Swedish forest, they're not for eating.

Tuck the kids in as a lynx

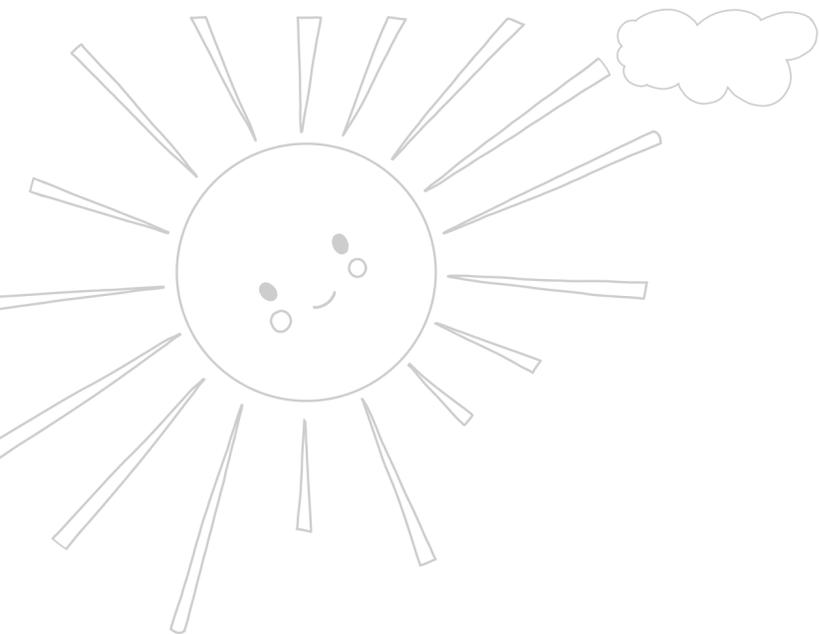




Turn the bedtime routine into a game

With the SKOGSDUVA lynx and badger masks, you can join in the play while still getting the kids to bed on time.

Did you know the lynx has incredible hearing and eyesight and can detect a mouse 75 metres away? Turn into a lynx and you will have no trouble finding that missing pyjamas!



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Sharing space with the pollinators

Unlike honeybees, bumblebees don't nest in trees but prefer somewhere cooler and closer to the ground. Their nests are often found in sheds or under decks and removed by us humans. But by creating dedicated homes for them in gardens or parks, we can all help protect these important pollinators.

The SKOGSDUVA soft toy bumblebee can happily nest on your child's bed and the mini-bumblebee has a loop that makes it easy to bring along on their backpack.



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Tough on the outside, soft on the inside

When threatened, hedgehogs raise their sharp spines and turn into prickly, round balls to protect their soft bellies.

The SKOGSDUVA hedgehog soft toy can also turn into a ball with the help of a touch-and-close fastening on its belly. Although the back looks sharp, the spines are smooth and do not sting.



"The collection is inspired by my childhood when I was outdoors a lot and created imaginary worlds where different animals lived."

Designer Malin Gyllensvaan



Product overview (1/2)



PE935347.jpg

New SKOGSDUVA duvet cover and pillowcase 19,99 80% cotton and 20% viscose/rayon. Designer: Malin Gyllensvaan. Duvet cover: L200×W150cm. Pillowcase: L50×W60cm. Blue green/forest pattern
405.768.30



PE935335.jpg

New SKOGSDUVA duvet cover and pillowcase 29,99 80% cotton and 20% viscose/rayon. Designer: Malin Gyllensvaan. Duvet cover: L200×W150cm. Pillowcase: L50×W60cm. Multicolour/forest patterned
905.768.56



PE935326.jpg

New SKOGSDUVA duvet cover and pillowcase 12,99 80% cotton and 20% viscose/rayon. Designer: Malin Gyllensvaan. Duvet cover: L200×W150cm. Pillowcase: L50×W60cm. White green/forest pattern
905.768.04



PE935372.jpg

New SKOGSDUVA rug, high pile 39,99 Base fabric: 100% polyester. Backing: 100% synthetic rubber. Designer: Malin Gyllensvaan. L160×W133cm. Green
405.782.78



PE935368.jpg

New SKOGSDUVA fitted sheet 7,99 54% cotton and 46% viscose/rayon. Designer: Malin Gyllensvaan. L200×W90cm. White yellow/flower pattern
205.767.94



PE935384.jpg

New SKOGSDUVA towel with hood 14,99 100% cotton. Designer: Malin Gyllensvaan. L140×W70cm. Lynx shaped/brown
205.739.41



PE935320.jpg

New SKOGSDUVA cushion 19,99 Cushion cover: 100% cotton. Filling: 100% polyester. Designer: Malin Gyllensvaan. Ø25, L80cm. Cylinder shaped/brown
105.782.89



PE935323.jpg

New SKOGSDUVA cushion with pocket 14,99 100% polyester. Designer: Malin Gyllensvaan. L32×W37cm. Acorn shaped/brown
205.767.70



PE935317.jpg

New SKOGSDUVA cushion 12,99 100% polyester. Designer: Malin Gyllensvaan. Flower-shaped/white
805.767.86



PE935379.jpg

New SKOGSDUVA storage bag 7,99 Fabric: 100% polyester. Surface coating: 100% PEVA plastic. Designer: Malin Gyllensvaan. Ø41, H42cm. Forest animal pattern/multicolour
005.782.80



PE936320.jpg

New SKOGSDUVA mask, set of 2 7,99 100% polyester. Designer: Malin Gyllensvaan. Badger/lynx multicolour
805.786.72



PE935375.jpg

New SKOGSDUVA stool cover 9,99 100% polyester. Designer: Malin Gyllensvaan. Ø38cm. Toadstool shaped/red white
405.782.83



PE936324.jpg

New SKOGSDUVA soft toy 16,99 100% polyester. Designer: Malin Gyllensvaan. L63cm. Lynx/orange brown
605.786.68



PE937605.jpg

New SKOGSDUVA soft toy 14,99 100% polyester. Designer: Malin Gyllensvaan. L60cm. Arctic fox/white
605.768.91

Product overview (2/2)



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New SKOGSDUVA soft toy, set of 2 14,99 100% polyester. Designer: Malin Gyllensvaan. L45cm. Otter with baby/brown beige
905.768.99



PE936972.jpg

New SKOGSDUVA soft toy 6,99 100% polyester. Designer: Malin Gyllensvaan. L25cm. Hand puppet/snowy owl white
705.768.95



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New SKOGSDUVA soft toy 7,99 100% polyester. Designer: Malin Gyllensvaan. L21cm. Hedgehog/beige
905.769.03



PE937610.jpg

New SKOGSDUVA soft toy 4,99 100% polyester. Designer: Malin Gyllensvaan. L21cm. Bumblebee/black yellow
005.769.07



PE937611.jpg

New SKOGSDUVA soft toy 1,99 100% polyester. Designer: Malin Gyllensvaan. L8cm. Mini-bumblebee/black yellow
505.769.24



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New SKOGSDUVA colouring paper roll 4,99 Bleached chlorine-free paper. Designer: Malin Gyllensvaan. W43cm×L10m. Enchanted forest
305.788.44

Media overview images (2/3)



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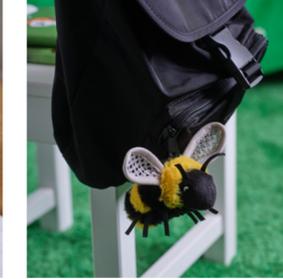
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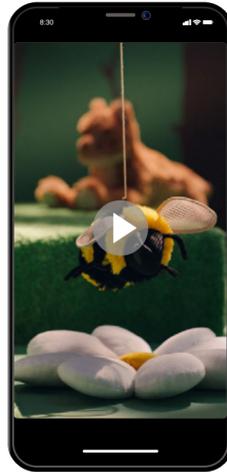
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Media overview moving content

All seasons film



Welcome to the magical Swedish forest

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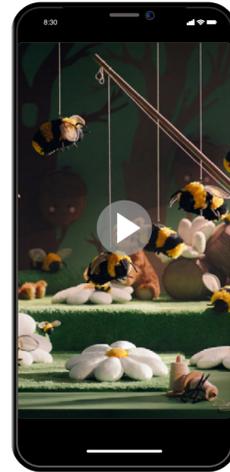
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Summer film



Catching the last rays of light

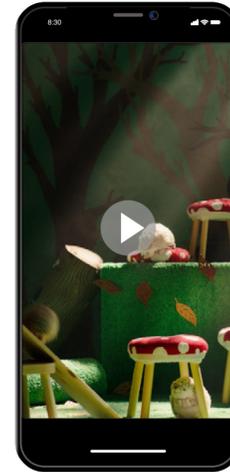
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Autumn film



The forest awakens

Duration 15 sec

Available in format:
9:16, 4:5

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Winter film



Amazing animals take the stage

Duration 15 sec

Available in format:
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