
ALPTALL
collection
October 2026
Press kit
IKEA



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ALPTALL
children’s collection

For the third year, we’ve collaborated with Nordens Ark, a wildlife conservation centre, to create a collection that celebrates a unique ecosystem in our amazing world.

The ALPTALL collection is bursting with the dramatic energy of the Himalayas. From dense forests, through desert sands and up snowy mountain peaks, we’re inviting people of all ages to step into this world to play and learn.

Creating a wild collection

Bodil Fritjofsson, Better Homes Leader, worked with IKEA product designers, suppliers and Nordens Ark to capture the wild beauty and unique animals of the Himalayas for ALPTALL.

What inspired ALPTALL?

When we visited Nordens Ark to start developing this collection together, we already had an idea for the animals we wanted to focus on. But that changed when we met their red pandas – we were so inspired! They're so cute, I just wanted to hug them. We learned how rare they are to see in the wild, and that they throw their arms in the air when they're startled. Everyone immediately fell in love with them, and we decided the collection should be built around their home, the Himalayas.

What's it like collaborating with Nordens Ark?

It's such an education for us. The people at Nordens Ark have an ocean of knowledge – it's just amazing. They're so passionate about conservation and wildlife. When they start talking about their animals, it's like sitting down and listening to a fairy tale.

What makes a good soft toy?

There's a lot to consider when we choose the animals to make into soft toys. What's possible to do in production? Are there any specific safety issues to think about? Can we get the facial expressions right? And, which animals do we want to raise awareness about? Because awareness is an important part of wildlife conservation.



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“When we develop our soft toys with the supplier, we strive to make them as real looking as possible but also safe, affordable and super cuddly.”

Bodil Fritjofson, Better Homes Leader




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How did you develop the ALPTALL soft toys?

We work closely with our supplier. So, we arrived at their factory with our ideas and a set of price tags in mind. It’s not hard to make the most amazing soft toy if you can spend as much as you want. But the price is really important to us – we want ALPTALL to be affordable for as many people as possible. And at the same time, we’re totally committed to safety and quality. So, we spend a lot of time going back and forth and in and out of details to get the product and the price just right. For example, we were able to use the same type of fabric on the snow leopard’s nose as for the inside of its ears. That simplified production and streamlined costs.

Did you face any challenges in the development process?

Trying to make soft toys that are based on real animals in the wild can be tricky! The Pallas’s cat was probably the most difficult to make. I did a lot of sketches of its face, trying to get that grumpy expression without making it look angry or too cute either. And then, when we started creating it, we had to try again and again to get its body right. Even though it’s a cat, it’s not really shaped like most cats. It has a flat face, no neck and short legs. So, we couldn’t rely on existing cat patterns. Instead, it was trial and error. The Pallas’s cat also has this really dense fur to keep it warm, and we wanted to recreate that in the best way while keeping material costs on budget. We were able to source 100% recycled polyester fur with a thick, soft feel at the right price point.



How do you hope people react to ALPTALL?

There was a moment while working on the soft toys when someone asked why there’s a camel in a collection about the Himalayas. He’d never heard of that before! We told him to look it up, and when he did, he was so surprised and interested in what he was finding out. I had no idea about the Bactrian camel before working on this collection either. So, that’s the kind of reaction we hope other people have too: a bit of curiosity and a lot of joy.

Collaborating for a better world

Emma Nygren, Director of Conservation at Nordens Ark, supported the creation of ALPTALL with her passion and knowledge about the Himalayas and its unique animals.

What's it like collaborating with IKEA?

It's been fun working together. The team from IKEA is so interested in our animals and open to our input. I love talking about our animals and they seem happy to listen! We have such different areas of expertise, but I think we have the same core values. We both want to help create a better world – it's just working at it from different standpoints.

How has this collaboration impacted Nordens Ark?

We have very limited resources for marketing ourselves because we prioritise funding conservation efforts. So, we struggle to get the word out about what we do. Collaborating with IKEA has provided us with a great opportunity to reach more people and create awareness around not only our work, but wildlife conservation overall.

This will be the third year IKEA Sweden donates money to Nordens Ark for each soft toy sold during a certain time. How do you use these donations?

The donations have made such a positive impact. We're a medium-sized organisation, but the running cost of a place like ours is a lot. And it's just increasing with the cost of everything going up the past few years. The animals

About Nordens Ark

Nordens Ark is a non-profit organisation dedicated to giving endangered animals a future. Its efforts are focused on conservation, breeding, rearing, research and education.

Location: Västra Götaland, Sweden, about a 300 km drive north-east from Älmhult

Number of species on site: ~65 wild species and domestic breeds

Website: www.nordensark.se

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Emma Nygren, Director of Conservation at Nordens Ark, on a research trip in the Himalayas.

need food and care every day – we keep around 65 different species and domestic breeds, which makes up more than 200 individuals. We also have to maintain and improve the enclosures for the animals every year. So, the support we've received from IKEA helps tremendously to keep us going and provide the animals with the best care possible.

Also, thanks to these donations, we've been able to support a long-term conservation project for the Przewalski's horse, the last truly wild horse. The project works to reintroduce the species to Kazakhstan, where it has been extinct for over 200 years. We're proud to contribute to this effort, which wouldn't have been possible without this support.

What animals from the ALPTALL collection are at Nordens Ark?

There's a few of them. We have a pair of red pandas, Pallas's cats, and snow leopards. We also have tigers, though they're Amur tigers, not Bengal. When it comes to mammals and birds, we primarily work with species from a Northern climate because that's where we're based and we want to be able to keep the animals outdoors in big, open habitats. We've also been focusing on animals from Central Asia because not as many organisations are working in the region to support conservation efforts. So, we've chosen to engage more in the wildlife there.

Have you ever been to the Himalayas?

Yes! I'm lucky to have travelled there a few times with my work. The first time I was there we went horseback riding to reach a remote area for field research on the Pallas's cat. It's amazing. You feel like you're at the top of the world. It's a very dramatic landscape with the mountain peaks and this really blue sky. It's captured very well in some of the ALPTALL patterns, I think. I would say it's the most amazing place in the world.

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We’re serious about play

Play is how we learn about the world, ourselves and others. And, it’s fundamental to a child’s development.

With ALPTALL, we’ve focused on creating opportunities for imaginative and explorative play. The products are designed to spark curiosity in the world around us and invite imaginations to run wild. They can also be a way for parents and children to play and learn together. The whole collection is based on a real ecosystem, so there are lots of things to discover. Like, how high a long-eared jerboa can jump (3 metres!) or when a red panda sleeps (as often as possible).

Our research shows parents are prioritising play more and more. 95% say their child’s happiness is closely or somewhat related to how much or how often they play. And, a significant portion of parents see play as a way to improve mental health[1].

“Play is an antidote to stress,” says Karin Blindh Pedersen, Development Leader at IKEA. “If you ever do something where you get lost in the moment and aren’t thinking about the result or potential mistakes, that’s play! It’s similar in many ways to mindfulness. And it’s very healthy for both adults and children!”



[1] IKEA Play Report 2024, “Dawning of a play revolution”

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You’re never too old for a soft toy snuggle

Small children are still learning the difference between fantasy and reality, which is why they can become emotionally attached to soft toys. “For these children, soft toys can become a real personality. They are a friend. The magic is real. And so are the feelings of comfort and joy they get from them,” explains Karin.

But the benefits of hugging a soft toy aren’t limited to children. Cuddling is a type of play that can create a sense of comfort and calm for anyone. “This type of play can even reduce stress and help us regulate our emotions,” says Karin. “So, keep hugging that soft toy, no matter your age!”

Discover more about IKEA and play ▸

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Welcome to the Himalayas

Did you know the Himalayas have about **15,000** glaciers?

The highest peak in the Himalayas is also the highest spot on Earth.

Mount Everest
8,848.86
metres

Did you know the Himalayan mountains started forming around **40-50 million** years ago when two continents started to collide? And they’re still growing! About 5 mm every year.

The Himalayas cover about **590,000** square kilometres.

The Himalayas contain a wide range of ecosystems, including lush forests, freezing mountains, vast deserts and wide-open plateaus.

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The Himalayas are a vast and diverse ecosystem stretching across several countries. If you were to cross the landscape from south to north, you'd experience lush forests that lead into the world's highest mountain range and finally down into icy sand deserts or windy plateaus.

The animals that call the Himalayas home are also diverse, and often perfectly adapted to their particular habitat. Like the wild yak. Its heart and lungs are larger than related species, so it can get the oxygen it needs out of the thin mountain air. And the Pallas's cat, which is the only small cat with round pupils. This helps them see well in bright environments, like sunny days in snowy fields.

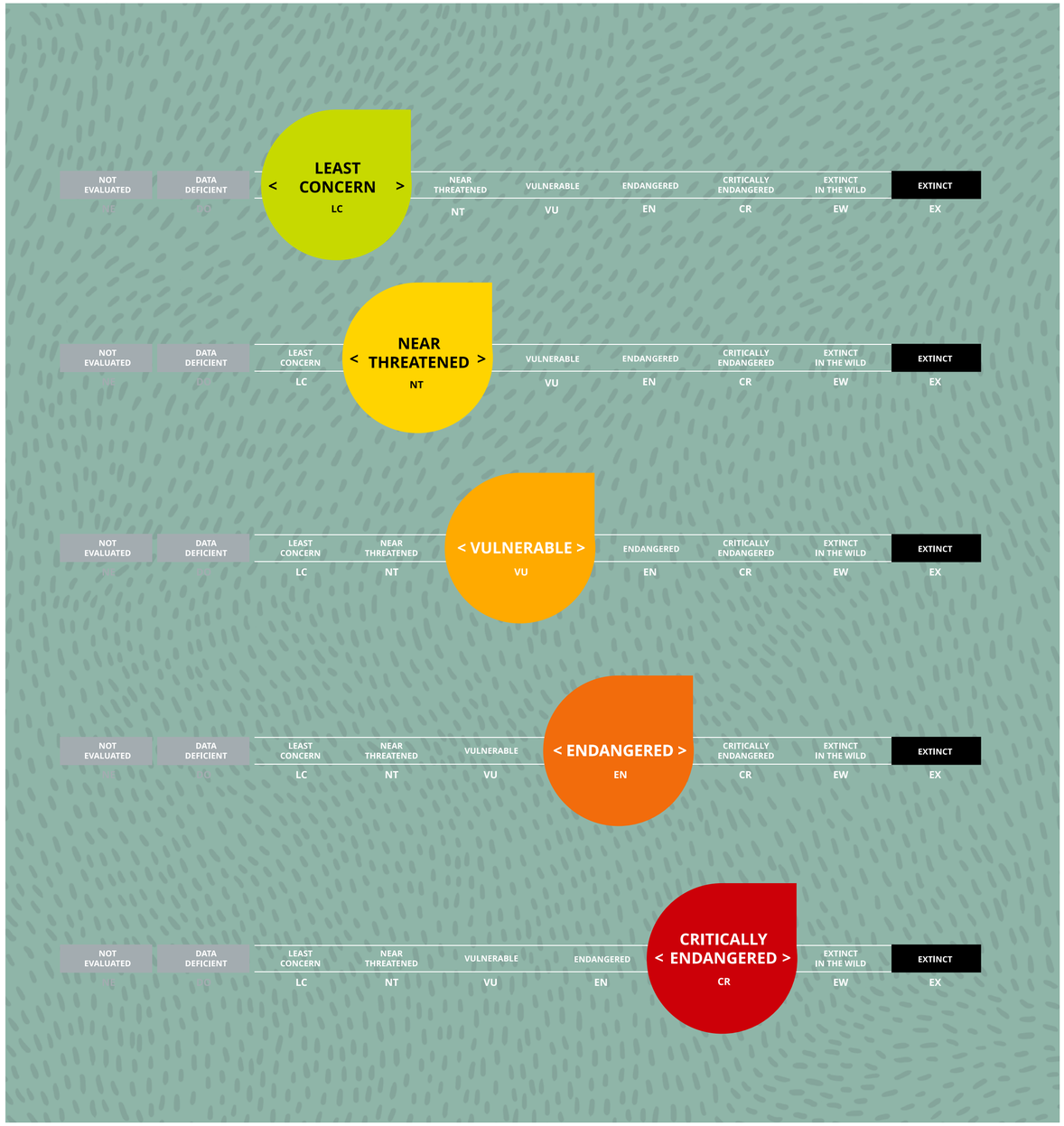
Because much of the Himalayas is isolated and difficult to get to, research and conservation becomes more challenging. But it's needed. The many plant and animal species of this ecosystem experience threats from climate change, habitat loss, pollution, and illegal hunting.

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The Red List of Threatened Species

The Red List is an extensive source of information on the ecosystems of our world. It has ranked the risk of extinction for more than 175,000 species of plants, fungus and animals. Founded by the International Union of Conservation of Nature (IUCN), it aims to inform and inspire action – like conservation efforts or policies – to protect the planet and all its wildlife.

Each animal represented in the ALPTALL collection has been ranked on the IUCN Red List. We've included those rankings here to raise awareness about their status.



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LEAST CONCERN
LC

Pallas’s cat

Otocolobus manul

I weigh: 2.5-4.5 kg
My home: Himalayan plateau
I sleep: In the day
My favourite food: Pika (a small mammal in the rabbit family)
I’m good at: Ambush hunting

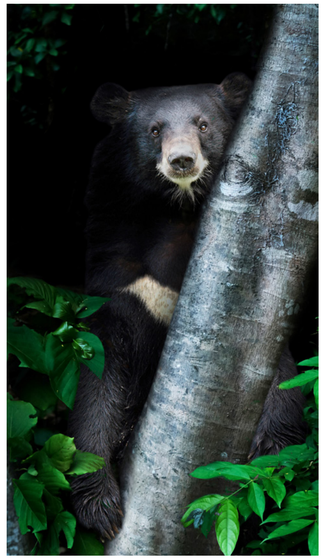




Product type: soft toy
Material: 100% recycled polyester

Did you know the Pallas’s cat has ears on the side of its head instead of the top like other cats? This helps it hunt, because it can hide behind rocks without being spotted by a potential meal.

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Product type: soft toy
Material: 100% recycled polyester

Did you know the Asiatic black bear is sometimes called the moon bear? It’s because of the white crescent of fur at the top of its chest.

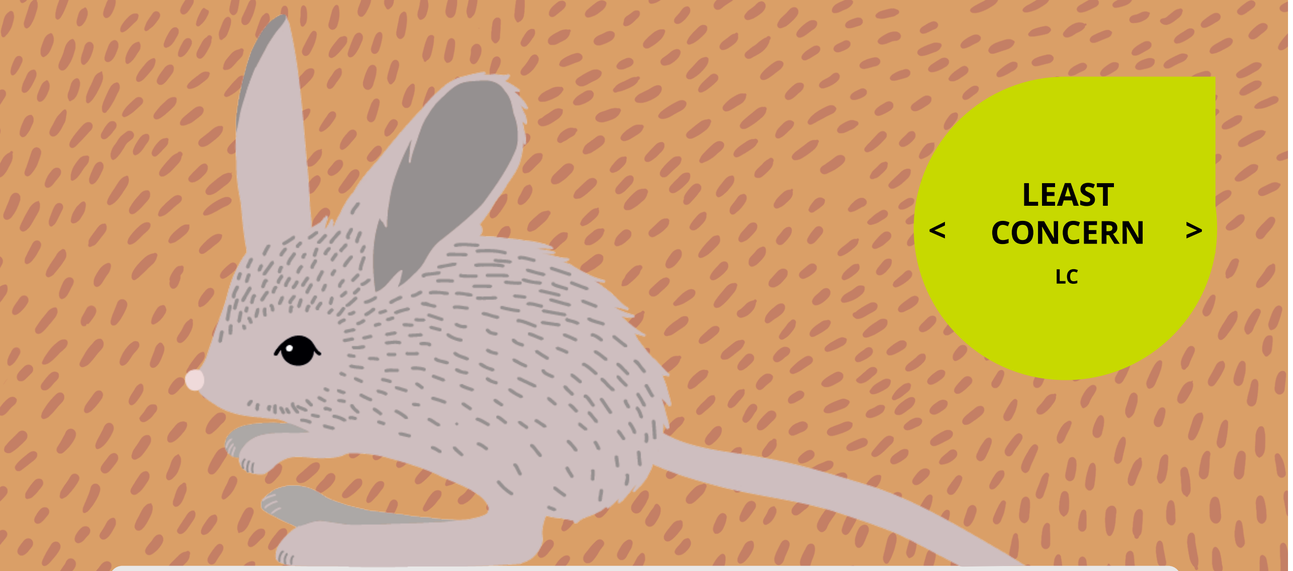
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VU

Asiatic black bear

Ursus thibetanus

I weigh: 350-200 kg
My home: Himalayan forest
I sleep: Mostly in the day
My favourite food: Fruit
I’m good at: Making nests for sleeping and eating



LEAST CONCERN

LC

Long-eared jerboa

Euchoreutes naso

I weigh: 22-38 g

My home: Himalayan desert

I sleep: In the day

My favourite food: Insects

I’m good at: Hopping! I can jump up to 3 m.





Product type: soft toy
Material: 100% recycled polyester

Did you know a long-eared jerboa doesn’t have to drink water? It gets all the hydration it needs from the insects it eats.

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Product type: soft toy
Material: 100% recycled polyester

Did you know the Bengal tiger is one of the few cats that likes to swim? And, it has false eyes on the back of its ears, so other animals are less likely to sneak up behind it.

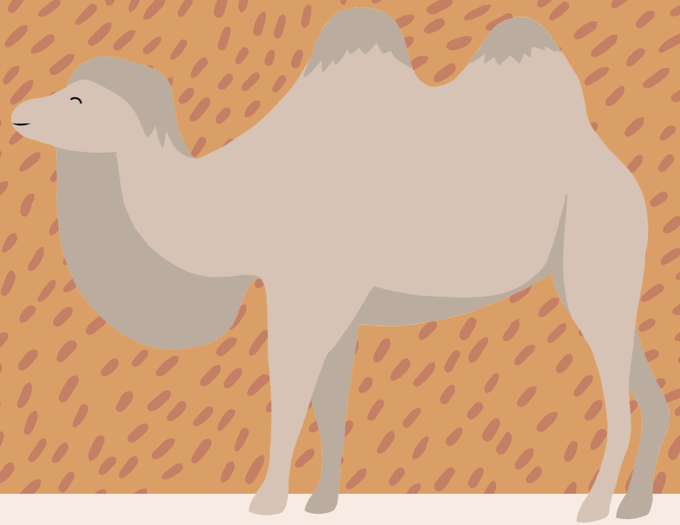
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EN

Bengal tiger

Panthera tigris tigris

I weigh: 100-260 kg
My home: Himalayan forest
I sleep: In the day
My favourite food: Chital (a type of deer)
I'm good at: Swimming and blending into my surroundings (camouflage)



< ENDANGERED >

EN

Bactrian camel

Camelus ferus

I weigh: 300-1,000 kg
My home: Himalayan desert
I sleep: At night
My favourite food: Grass and snow
I'm good at: Living in all types of weather, even -40°C





Product type: soft toy
Material: 100% recycled polyester

Did you know the Bactrian camel can eat snow instead of drink water to stay hydrated? And the humps on its back are made of fat, which can be used for energy when there's little or no food to be found.

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Product type: soft toy
Material: 100% recycled polyester

Did you know the snow leopard’s tail is heavy and almost as long as its body? This helps the animal keep its balance on the steep mountain side. It can be especially useful when hunting mountain goats which are great climbers.

< VULNERABLE >

VU

Snow leopard

Panthera uncia

I weigh: 35-55 kg
My home: Himalayan mountains
I sleep: Day and night –
I’m awake for dawn and dusk
My favourite food: Wild sheep and goats
I’m good at: Walking in snow
with my big round paws



< VULNERABLE >

VU

Wild yak

Bos mutus

I weigh: 225-1,000 kg
My home: Himalayan grassland and desert
I sleep: At night
My favourite food: Grass
I’m good at: Staying warm with my thick, shaggy hair





Product type: soft toy
Material: 100% recycled polyester

Did you know the wild yak lives in herds? These groups can range in size from a few dozen yaks to hundreds!

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Product type: soft toy
Material: 100% recycled polyester

Did you know the red panda stays up in trees as much as possible? And it will eat about 20,000 leaves a day! When its startled, it throws its arms into the air and stands on its back legs to seem bigger and tougher.

< ENDANGERED >

EN

Red panda

Ailurus fulgens

I weigh: 3-6 kg
My home: Himalayan forest
I sleep: As often as possible!
My favourite food: Bamboo
I'm good at: Climbing trees

Colourful designs for a diverse landscape

Designer and illustrator, Malin Gyllensvaan, created the lively patterns featured in the ALPTALL collection.

How’d you feel about the Himalayas as the inspiration for the collection?

When I discovered there were going to be mountains, I got really excited because that’s new to me. I thought, “how am I going to do that?”

I learned a lot about the flora and fauna of the Himalayas while working on ALPTALL. I didn’t know how diverse the landscape is! It made me want to visit.

Did you face any challenges?

It was a challenge making the characters. They need to be cute, of course, but because we’re working with Nordens Ark and real animals, they had to be recognisable and realistic, too.

The red panda is my favourite of the animals. It’s so sweet and interesting to draw, with its orange fur and the texture of the stripes on its tail.

What was the design process like?

My work started with mood boards to set the style direction for the illustrations. Then I did sketches in pencil and sometimes on my tablet. When that was done, we finalised the products we were going to create, which gave me a clear to-do list. That’s when I started developing the colour palette and adapting sketches to products, testing scale and placement.

Then I could start painting. And that’s my happy place in the whole process. I can just enjoy the actually painting. It became a really lovely project – I felt like I could cherish the work while I was in it. I didn’t want it to end.

Photo: Malin Gyllensvaan in action, hand painting a pattern for the ALPTALL collection.

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Huggably soft recycled polyester

The material we use to make our soft toys is essential to their overall quality (and how nice it is to cuddle them).

We put a lot of demands on our soft toys – and so do the children who play with them! That’s why we carefully choose materials to create loveable soft toys that can handle play, day after day.

Both the fabric and filling of ALPTALL soft toys are 100% recycled polyester – a strong and flexible material made of synthetic fibres. Recycled polyester doesn’t stretch out over time, which helps our soft toys hold their shape through many play dates and trips to the washing machine.

Recycled polyester can create faux-fur fabrics in a wide variety of textures, densities, and lengths, making it a great choice for the diverse group of animals in ALPTALL. In fact, each soft toy (aside from the mini red panda) uses more than just one faux-fur material to mimic the real animal’s appearance. For example, the wild yak has shaggy hair-like strands in some places and velvety short fur elsewhere.

And, perhaps most importantly, recycled polyester fibres can be made super soft to the touch, so hugs are extra snuggly.

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Safety first and always

We never compromise on safety, especially when it comes to products designed for children.

We follow the strictest mandatory safety requirements in all our markets and are always looking for opportunities to improve the safety of our children's toys. For example, you might notice the expressive embroidered eyes of the ALPTALL soft toys. Sure, the coloured threads give a liveliness to each animal's face, but we choose embroidery for safety reasons. There's always a risk that inserted eyes can loosen and fall off, becoming a choking hazard. To illuminate that risk, we changed to embroidering eyes on all our soft toys back in 1997.

Some other tests all our soft toys go through

Pull test: We pull test the seams of our soft toys for their strength so you can feel confident they'll stand up to a tug-of-war between siblings. The whole toy, including the seams, is tested at third-party test labs to secure it meets legal requirements worldwide. During product development, seams are pull tested to withstand even higher forces than required by law.

Metal detection: To ensure no unintended metal objects are in a soft toy, we use metal detectors throughout production, including right before packaging for shipping. We also have strict procedures to follow when a sewing needle is broken or lost in production.



Washing test: We know children can get messy – and so can their soft toys! We perform washing tests to make sure our soft toys will withstand many years of getting tossed into the washing machine.



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Making a difference, together

IKEA markets can raise funds for a non-profit organisation in connection with the ALPTALL collection.

The IKEA vision is to create a better everyday life for the many people, and that’s one reason we support our markets to run good cause campaigns.

Participating markets will select a non-profit to receive funds from ALPTALL sales during a specific time.

Contact your local market for more information.

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Our collection

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New **ALPTALL Soft toy**
19,99
806.206.33



New **ALPTALL Soft toy**
6,99
306.206.16



New **ALPTALL Soft toy**
9,99
206.206.07



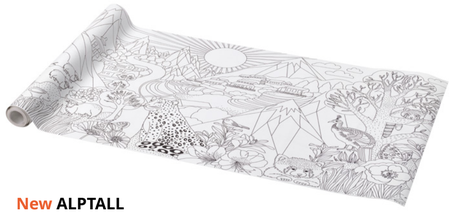
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2,-
206.206.50



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9,99
406.206.25



New **ALPTALL Soft toy**
3,99
006.206.46



New **ALPTALL**
Colouring paper roll
3,99
406.250.29



New **ALPTALL Activity book**
4,99
106.201.32



New **ALPTALL**
Soft toy
12,99
906.206.37



New **ALPTALL**
Towel w hood
14,99
406.251.66



New **ALPTALL**
Stool cover
5,99
406.252.08



New **ALPTALL Cushion**
19,99
906.251.78



New **ALPTALL Cushion**
9,99
006.251.73



New **ALPTALL Deco stickers**
4,99
206.251.86



New **ALPTALL**
Soft toy
17,99
306.206.21



New **ALPTALL Soft toy**
19,99
106.206.41



New **ALPTALL Rug**
29,99
906.251.64



New **ALPTALL**
Bed linen
24,99
606.206.67



New **ALPTALL**
Bed linen
24,99
206.251.48



New **ALPTALL**
Bed linen
16,99
306.251.57



New **ALPTALL**
Fitted sheet
9,99
706.251.60

New **ALPTALL**
Storage bag
7,99
606.251.89



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Images overview



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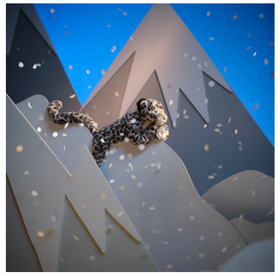

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Thank you!

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