

# BRÖGGAN PR kit

April 2024

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# BRÖGGAN collection gets the summer started

Experience the power of patterns with BRÖGGAN, a playful, unique collection that sets the summer vibe in a second.

Made for effortless entertaining indoors, outdoors, home or away, BRÖGGAN is a retro-inspired collection with sunny colours and vibrant patterns that bring energy and joy. The products blend seamlessly, and they are practical and easy to care for.

Make summer start sooner and last longer with BRÖGGAN collection, and enjoy comfortable living, parties, picnics, and relaxing naps even more.







Shift into summer mode with the sunny colours of our new BRÖGGAN collection. This generously sized, wipeable tablecloth will brighten up any occasion, whether it's a rainy day indoors, a family picnic in the park, or a fun-filled outdoor party. Don't worry about spills or melted ice cream – this tablecloth is prepared for it all.





PH196635.JPG **New BRÖGGAN tray 3,99** 705.707.80 **New BRÖGGAN paper napkin 1,79/30-pack** 105.707.78 **New BRÖGGAN tablecloth 14,99** 605.707.14  
**New BRÖGGAN carafe 9,99** 905.707.84

BRÖGGAN collection is like a super-smart puzzle for your home. All products are designed to match and complement each other, making it easy to create a beautiful table setting for any occasion.



PH196820.JPG **New BRÖGGAN bowl 12,99** 005.707.07 **New BRÖGGAN bowl 9,99** 405.707.05  
**New BRÖGGAN paper napkin 1,79/30-pack** 505.707.76

Add the finishing touch to your summer table with these matching BRÖGGAN bowls in two practical sizes. They are perfect for serving up your favourite salsa, salad, or fruit dessert. And best of all, they are easy to care for – just toss them in the dishwasher.





PH196630.JPG **New BRÖGGAN throw 14,99** 805.707.51 **New BRÖGGAN tablecloth 17,99** 205.707.11  
**New BRÖGGAN cushion cover, in/outdoor 5,99** 905.707.22

Create a warm and inviting atmosphere that everyone will love with a table that pops with colour, and a few comfortable cushions and throws. With BRÖGGAN collection, you have everything you need to turn your garden – or a nearby park – into the perfect summer party setting.

Are you ready to make new memories? Whether you are planning a tropical getaway or a staycation, don't forget to pack this quick-drying BRÖGGAN cotton bath sheet and roomy beach bag with a smart pocket before hitting the beach.



PH196632.JPG **New BRÖGGAN beach bag 6,99** 405.707.86 **New BRÖGGAN carafe 9,99** 905.707.84 **New BRÖGGAN goblet 3,99** 105.704.91  
**New BRÖGGAN tray 3,99** 705.707.80 **New BRÖGGAN bath sheet 9,99** 105.707.40





PH196824.JPG **New BRÖGGAN rug flatwoven, in/outdoor 49,99** 005.707.74 **New BRÖGGAN throw 14,99** 805.707.51  
**New BRÖGGAN cushion, in/outdoor 9,99** 205.707.30 **New BRÖGGAN cushion cover, in/outdoor 5,99** 705.707.18



PH196823.JPG **New BRÖGGAN floor cushion 19,99** 405.707.34 **New BRÖGGAN rug flatwoven, in/outdoor 49,99** 005.707.74 **New BRÖGGAN bowl 9,99** 405.707.05

Spruce up your summer space with a rug that will make you smile! BRÖGGAN rug is suitable for indoor and outdoor use and adds comfort and an easy-going style. And why stop there? Tie the whole collection together by matching it with green floor cushions with easy-to-carry handles.





PH196825.JPG **New BRÖGGAN cushion cover, in/outdoor 5,99 705.707.18**  
**New BRÖGGAN cushion, in/outdoor 9,99 205.707.30**

Cushions are the ultimate multi-tasking accessories. Whether you are napping, reading or just lounging around, the BRÖGGAN cushions and cushion covers are versatile enough to be used indoors and outdoors, creating a cosy and comfortable space all over your home. Sit back, relax, and enjoy the view!

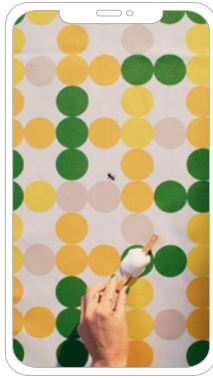


PH196822.JPG **New BRÖGGAN rug flatwoven, in/outdoor 29,99 405.707.72** **New BRÖGGAN cushion cover, in/outdoor 5,99 705.707.18**  
**New BRÖGGAN throw 14,99 805.707.51**

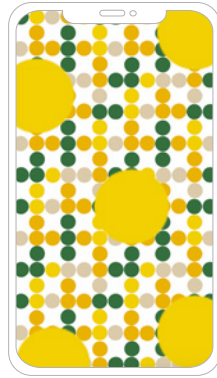


Motion Media assets

Image overview



202404-lhot02\_BROG-GANtablecloth\_SoMe\_9x16  
13 sec



202404-lhot02\_ABreakIn-TheShade\_\_SoMe\_9x16  
12 sec



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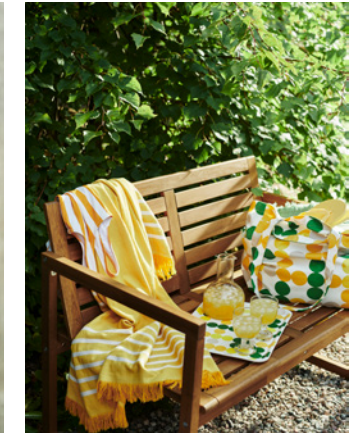
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PH196630.JPG



PH196631.JPG



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PH196737.JPG



PH196738.JPG



PH196751.JPG



PH196752.JPG



## Image overview



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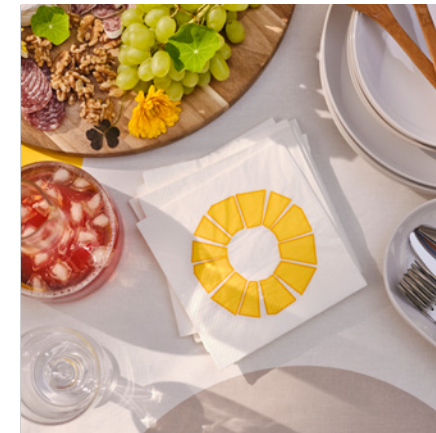
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PH196763.JPG



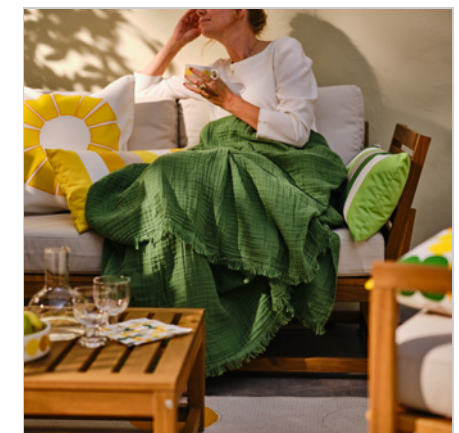
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PH196749.JPG



PH196750.JPG



## Product overview



PE913796.JPG

**New BRÖGGAN tablecloth 17,99** 100% polyacrylic and 100% polyester. Designer: Ida Pettersson Preutz. W145×L240cm. Wipeable/dot pattern multicolour 205.707.11



PE913798.JPG

**New BRÖGGAN tablecloth 14,99** 100% cotton. Designer: Ida Pettersson Preutz. W145×L320cm. Dot pattern white/yellow 605.707.14



PE913791.JPG

**New BRÖGGAN mug 3,50** Coloured glazed stoneware. Designers: N Karlsson/I Pettersson Preutz. Ø9, H6.2cm. Dot pattern white/yellow 605.707.09



PE924404.JPG

**New BRÖGGAN bowl 12,99** Coloured glazed stoneware. Designers: N Karlsson/I Pettersson Preutz. Ø20, H10cm. 1.5l. Dot pattern white/yellow 005.707.07



PE913767.JPG

**New BRÖGGAN bowl 9,99** Coloured glazed stoneware. Designers: N Karlsson/I Pettersson Preutz. Ø22, H5.7cm. 1l. Dot pattern white/yellow 405.707.05



PE913788.JPG

**New BRÖGGAN dessert bowl 4,99** Glass. Designer: Nike Karlsson. Ø10.5, H10cm. Clear glass 305.704.85



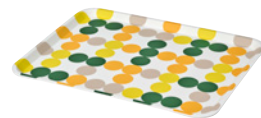
PE913790.JPG

**New BRÖGGAN goblet 3,99** Glass. Designer: Nike Karlsson. H11.5cm. 25cl. Clear glass 105.704.91



PE913769.JPG

**New BRÖGGAN carafe 9,99** Glass. Designer: Nike Karlsson. Ø13, H19cm. 1l. Clear glass 905.707.84



PE913803.JPG

**New BRÖGGAN tray 3,99** Polypropylene plastic. Designer: Ida Pettersson Preutz. W29×L37cm. Dot pattern multicolour 705.707.80



PE917379.JPG

**New BRÖGGAN chopping board 19,99** Solid acacia. Designer: Nike Karlsson. Ø40, L52cm. Acacia 505.707.00



PE917382.JPG

**New BRÖGGAN chopping board 9,99** Solid acacia. Designer: Nike Karlsson. W16×L58cm. Acacia 105.707.02



PE913793.JPG

**New BRÖGGAN paper napkin 1,79/30-pack** Paper. Designer: Ida Pettersson Preutz. W33×L33cm. White/yellow 505.707.76



PE913792.JPG

**New BRÖGGAN paper napkin 1,79/30-pack** Paper. Designer: Ida Pettersson Preutz. W33×L33cm. Dot pattern multicolour 105.707.78



PE913765.JPG

**New BRÖGGAN beach bag 6,99** 100% cotton. Designer: Ida Pettersson Preutz. W41×D28, H39cm. Dot pattern multicolour 405.707.86



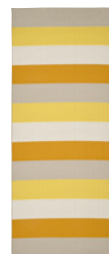
PE913800.JPG

**New BRÖGGAN throw 14,99** 100% cotton. W150×L200cm. Green 805.707.51



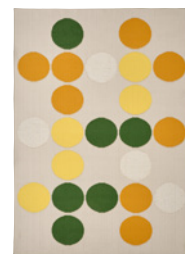
PE913768.JPG

**New BRÖGGAN bath sheet 9,99** 100% cotton. W100×L180cm. Yellow 105.707.40



PE913795.JPG

**New BRÖGGAN rug flatwoven, in/outdoor 29,99** 100% polypropylene and 100% synthetic rubber. Designer: Ida Pettersson Preutz. W80×L200cm. Yellow 405.707.72



PE913794.JPG

**New BRÖGGAN rug flatwoven, in/outdoor 49,99** 100% polypropylene and 100% synthetic rubber. Designer: Ida Pettersson Preutz. W133×L195cm. Dot pattern multicolour 005.707.74



PE913784.JPG

**New BRÖGGAN cushion, in/outdoor 9,99** 100% polyester. Designer: Ida Pettersson Preutz. W58×L30cm. Green 205.707.30



PE913785.JPG

**New BRÖGGAN cushion, in/outdoor 9,99** 100% polyester. Designer: Ida Pettersson Preutz. W58×L30cm. Yellow 205.707.25



PE913786.JPG

**New BRÖGGAN cushion cover, in/outdoor 5,99** 100% polyester. Designer: Ida Pettersson Preutz. W50×L50cm. Dot pattern multicolour 705.707.18



PE913787.JPG

**New BRÖGGAN cushion cover, in/outdoor 5,99** 100% polyester. Designer: Ida Pettersson Preutz. W50×L50cm. White/yellow 905.707.22



PE913789.JPG

**New BRÖGGAN floor cushion 19,99** 100% polyester and polypropylene. W45×L45cm. Thickness: 10cm. In/outdoor green 405.707.34



PE913804.JPG

**New BRÖGGAN trolley, outdoor 99,-** Acrylic stain and solid acacia. Designer: Nike Karlsson. W40×L90, H57cm. Acacia light brown stained 305.706.97



See more on [www.ikea.com/press](http://www.ikea.com/press)

# Enjoy!

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