

# Winter Holiday

PR KIT FY20



# A holiday for everyone

A warm welcome to the Winter holiday season at IKEA. We say warm because this holiday, no matter where in the world you might be reading this, is about finding pockets of comfort in what might otherwise be a stressful time. Find everything you need for your holiday cooking, eating, decorating, gift-wrapping and more, to make it a fuss-free, inclusive season.



# Scandinavian. Casual. Joyful.

Launching in October 2019, this year's holiday range is inspired by modern ways of celebrating and bringing people together. Throughout, you'll find joyful, bold forms coming from a Scandinavian heritage that is simple, yet rich in patterns. The expression is significant for its conscious materials, fresh reds, blues and neutrals.





## Wine and dine in patterns

Preparing for holiday dinners can sometimes feel a bit overwhelming. No worries - we're here to simplify it so that you too can be a guest at your own party.

The VINTERFEST tableware is a reliable one to come back to year after year. The simple yet timeless design has soft, round shapes, and matches well with some of the more basic tableware you might already have at home. Not in the mood to commit to new tableware? The matching VINTERFEST table cloth, made out of 100% more sustainable cotton, can turn any dining table into a festive work of art. Nothing else needed!



VINTERFEST serving stand, three tiers 804.347.06



VINTERFEST side plate 904.329.00



VINTERFEST LED napkin holder, battery-operated 804.362.82 VINTERFEST paper napkin, 30 pack, 004.328.34



VINTERFEST bowl 804.426.45



KORKEN bottle with stopper 104.294.59



VINTERFEST tealight holder, 3 pack, 504.333.17



VINTERFEST decoration bauble, set of 20, 304.374.77 (one whole set is placed in the pink box on the floor)

## Channel your inner child

They say the holidays are mostly for children. Our holiday range offers a variety of playful decorations for younger family members to enjoy too. So, mom, dad, take a step back and let the kids decorate for a change. Who knows, it might turn out to be the cosiest holiday ever.

STRÅLA LED table decoration, battery-operated, reindeer 904.438.71  
 VINTERFEST decoration, set of 3, mushroom 504.363.87  
 VINTERFEST hanging decoration, 3 pack, bird 704.308.98







STRÅLA LED table decoration, cabin in the forest 704.403.74



VINTERFEST decoration bauble, set of 20, 304.374.77 (one whole set is placed in the pink box on the floor)



VINTERFEST children's apron  
804.322.60  
VINTERFEST tea towel, 2 pack,  
704.321.28  
VINTERFEST place mat 704.327.55

## Baking is fun. Cutting corners is too.

There are people who love a full-on baking session, and then there are people who don't. Our assortment of ready made gingerbread cookies, chocolates and treats make for a less floury baking experience.

VINTERSAGA chocolate-flavoured  
toffees 103.855.68  
VINTERSAGA milk chocolate  
tablet with gingerbread  
crumbs 704.247.36





VINTERFEST 5 pastry cutters with tin 104.320.65

- ◀ The ready-to-build VINTERSAGA gingerbread house is like a blank canvas for you to create your own (edible!) Winter wonderland masterpiece - oh, and one for the kids to assemble too of course. So now that the the cleaning time just shrunk, let the quality time grow.



VINTERFEST children's apron 504.323.08 VINTERFEST children's hat 30432309



VINTERSAGA gingerbread set 503.847.03 VINTERFEST shaker with mesh top 404.290.33



## New ways to wrap

There are many ways to wrap gifts this season. Try something new, and go for a more sustainable alternative, like incorporating the wrapping as a part of the gift. Could it be a VINTERFEST cookie tin or kitchen towel, or maybe even a set of glowy LED VISSVASS string lights?



VISSVASS LED lighting chain with 40 lights, indoor, battery-operated 404.141.02



VINTERFEST tea towel, 2 pack, 704.321.28 VINTERFEST 2-piece kitchen utensil set 004.330.51



VINTERFEST tin with lid 404.329.50



VINTERFEST serving bowl with lid 804.338.20



VINTER 2019 gift bag, 2 pack, 704.346.03. VINTER 2019 gift wrap roll, 3 pack, 904.344.33





STRÅLA lampshade, striped/red  
304.409.17  
VINTERFEST artificial bouquet  
304.368.40

## For starry days and nights

Just like its name STRÅLA (meaning "shine" in Swedish), the IKEA holiday lighting range is here to brighten up grey days, festivities and cosy nights in. From string lights to star-shaped pendant lampshades, every corner of the home can feel a little bit more starry.

STRÅLA LED 8-armed  
candelabra 704.403.45  
VINTER 2019  
cushion 504.474.18  
STRÅLA lampshade,  
striped/red 304.409.17  
VINTERFEST wreath,  
in/outdoor 204.461.04





VINTERFEST decoration bauble, set of 32, 704.374.61 VINTERFEST decoration, horse 104.383.93 STRÅLA lampshade, dotted/blue 704.409.15



VINTERFEST LED decoration lighting, battery-operated, H8cm, 404.371.65  
 VINTERFEST LED decoration lighting, battery-operated, 3 pack, H5cm, 704.371.78

- ◀ The STRÅLA three-armed, battery-operated candelabra has a half-circle shape, allowing you to build your own galaxy on the dinner table. To top it off, it has a built-in timer that turns its LED lights on at the same time every day, keeping its warm glow on for 6 hours. Just in time for the early Winter sunset.



VINTERFEST LED decoration lighting, battery-operated, 3 pack, lantern 404.371.89  
VINTERFEST hanging decoration, 4 pack, paper 904.376.48  
SVALKKA champagne glass, 6 pack, 500.151.22  
VINTERFEST unscented block candle, H15cm, 304.276.71  
VINTERFEST tablecloth 104.327.20

## Trinkets to match your mood

Decorating for the holidays can be a quite personal process. Whether you like a “less-is-more”, minimal approach, or full-on holiday glam, we’ve got a little something for everyone.



VINTERFEST hanging decoration, 3 pack, Santa Claus 404.376.60

▲ The GODTAGBAR ceramic blue and white vase is hand-painted, making each one slightly different from the other. It works just as well for a mini holiday tree as for your favourite indoor plant.

***Psst!*** Watch out for those little holiday plant monsters.



STRÅLA LED pendant lamp, battery-operated, Ø45cm, 104.403.86 STRÅLA LED pendant lamp, battery-operated, Ø27cm, 304.403.85



STRÅLA LED 5-armed candelabra, battery-operated 904.403.54 VINTERFEST decoration, horse 104.383.93

# Overview – images



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# Overview – images



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# Overview – images



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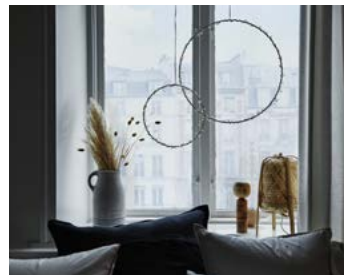
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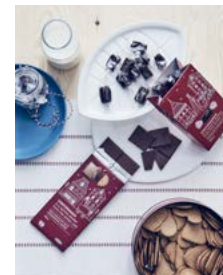
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## Overview – selected products



**PE717937**  
**STRÅLA lampshade 6,99** Lamp base and cord set are sold separately. Paperboard. Designer: Maria Vinka. Ø70cm. Dotted/blue 704.409.15



**PE717930**  
**STRÅLA lampshade 6,99** Lamp base and cord set are sold separately. Paperboard. Designer: Maria Vinka. Ø70cm. Striped/red 304.409.17



**PE723859**  
**STRÅLA LED pendant lamp, battery-operated 14,99** Built-in LED light source. Plastic and powder coated steel. Ø27cm. Ring shaped 304.403.85



**PE723857**  
**STRÅLA LED pendant lamp, battery-operated 24,99** Built-in LED light source. Plastic and powder coated steel. Ø45cm. Ring shaped 104.403.86



**PE725416**  
**STRÅLA LED 3-armed candelabra, battery-operated 12,99** Built-in LED light source. Tinted, clear lacquered solid pine and plastic. Designer: Kevin Gouriou. W10xD20, H22cm. Semi-circle shaped/white 304.403.47



**PE725417**  
**STRÅLA LED 5-armed candelabra, battery-operated 7,99** Built-in LED light source. Clear lacquered solid pine and plastic. Designer: Kevin Gouriou. W4xD23, H15cm. Pine 904.403.54



**PE719491**  
**STRÅLA LED 8-armed candelabra 29,99** Built-in LED light source. Clear lacquered solid pine and plastic. Designer: K Gouriou/P Machado. W64xD20, H24cm. Antlers shaped 704.403.45



**PE719481**  
**STRÅLA LED table decoration, cabin in the forest 19,99** Polycarbonate plastic. Designer: Kevin Gouriou. Ø11, H17cm. Red/white 704.403.74



**PE719492**  
**STRÅLA LED table decoration, battery-operated, reindeer 16,99** Built-in LED light source. Clear lacquered solid pine and plastic. Designer: Kevin Gouriou. W24.3, H23.8cm. 904.438.71



**PE674266**  
**VISSVASS LED lighting chain with 40 lights, indoor, battery-operated 4,99** Built-in LED light source. Plastic. Total length 4.9m. Silver-colour 404.141.02



**PE728676**  
**VINTER 2019 cushion 9,99** Cover: cotton. Filling: polyester. L40xW65cm. White/red 504.474.18



**PE741786**  
**VINTERFEST children's apron 5,-** Recommended for ages from 3 years. 100% polyester. Designer: Paulin Machado. L60cm. Patterned/grey 504.323.08



**PE735077**  
**VINTERFEST apron 6,99** 100% cotton. Designer: Synnöve Mork. L97xW70cm. Patterned/white/red 104.321.12



**PE735082**  
**VINTERFEST tea towel 5,-/2 pack.** Each towel included has a different design. 100% cotton. Designer: Synnöve Mork. W50xL70cm. Patterned/white/red 704.321.28



**PE741824**  
**VINTERFEST 2-piece kitchen utensil set 4,-** Oiled solid beech. 004.330.51



**PE742048**  
**VINTERFEST tin with lid 1,-** Tinplated steel. Designer: Paulin Machado. Ø8.5, H8cm. Patterned/white 404.329.50



**PE741810**  
**VINTERFEST children's apron 5,-** Recommended for ages from 3 years. 100% cotton. Designer: Paulin Machado. L59cm. Red 804.322.60



**PE741816**  
**VINTERFEST children's hat 3,-** Recommended for ages from 3 years. 100% polyester. Designer: Paulin Machado. Patterned/red/white 304.323.09

## Overview – selected products



**PE739797**  
**VINTERFEST bowl 3,-** Stoneware.  
Designer: Paulin Machado. Ø15,  
H7cm. White 804.426.45



**PE739805**  
**VINTERFEST serving plate 9,99**  
Stoneware. Ø34cm. Patterned/white  
304.329.22



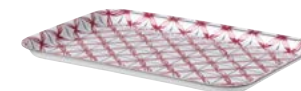
**PE739807**  
**VINTERFEST side plate 3,-**  
Stoneware. Designer: Kevin Gouriou.  
L25×W16cm. Patterned/white  
904.329.00



**PE739799**  
**VINTERFEST serving bowl with lid**  
**9,99** Glass. Designer: Kevin Gouriou.  
Ø16cm. 804.338.20



**PE739835**  
**VINTERFEST LED napkin holder,**  
**battery-operated 7,99** Built-in LED  
light source. ABS plastic. Designer:  
Kevin Gouriou. L17×W5.5, H18cm.  
White 804.362.82



**PE739890**  
**VINTERFEST tray 3,-** High-pressure  
melamine laminate. Designer:  
Synnöve Mork. W20×L28cm.  
Patterned/white/red 204.327.86



**PE739869**  
**VINTERFEST paper napkin**  
**1,50/30 pack.** Paper. Designer: Paulin  
Machado. L33×W33cm. Patterned/  
white/red/blue 004.328.34



**PE731981**  
**VINTERFEST tablecloth 14,99** 100%  
cotton. Designer: Maria Vinka.  
W145×L240cm. Patterned/white/  
gold-colour 104.327.20



**PE730932**  
**VINTERFEST tablecloth 12,99** 100%  
cotton. W145×L240cm. Patterned/  
white/red 304.324.08



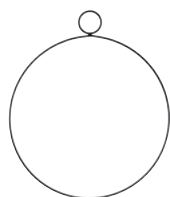
**PE747132**  
**VINTERFEST tealight holder for**  
**3 tealights 9,99** Stainless steel.  
Designer: Kevin Gouriou. H18cm.  
Gold-colour 804.333.25



**PE610511**  
**VINTERFEST unscented block**  
**candle 2,-** Paraffin/vegetable wax.  
Ø6.8, H15cm. Gold-colour 304.276.71



**PE749849**  
**VINTERFEST artificial bouquet**  
**7,99** Plastic and steel. H32cm. Red  
304.368.40



**PE749846**  
**VINTERFEST wreath, in/outdoor 3,-**  
Powder coated steel. Ø37cm. Black  
204.461.04



**PE742884**  
**VINTERFEST hanging decoration,**  
**set of 3 5,99** Comprises: 2 baubles  
(Ø7cm), 1 drop (Ø7.5cm). Polystyrene  
plastic. White/dark blue 904.374.98



**PE741829**  
**VINTERFEST decoration, bauble**  
**5,99/3 pack.** Polystyrene plastic.  
Ø8cm. White/blue 204.375.00



**PE742679**  
**VINTERFEST decoration bauble,**  
**set of 20 5,99** Comprises: 11 baubles  
(Ø5cm), 9 baubles (Ø6cm).  
Polystyrene plastic. Red/white/blue  
304.374.77



**PE742681**  
**VINTERFEST decoration bauble,**  
**set of 32 9,99** Comprises: 10 baubles  
(Ø6cm) and 22 baubles (Ø5cm).  
Polystyrene plastic. Blue/white/  
silver-colour 704.374.61



**PE653142**  
**VINTERFEST hanging decoration,**  
**bird 5,99/3 pack.** 100% polyester.  
H5cm. 704.308.98

## Overview – selected products



**PE743058**  
**VINTERFEST hanging decoration, Santa Claus 9,99/3 pack.** Painted glass. Designer: Paulin Machado. Ø4, H8cm. Red/white 404.376.60



**PE742901**  
**VINTERFEST hanging decoration, paper 5,-/4 pack.** Paper and magnet. H11cm. Red/white 904.376.48



**PE694374**  
**VINTERFEST decoration, set of 3, mushroom 9,99** Comprises: 1 mushroom (H7cm), 1 mushrooms (H9cm), 1 mushroom (H10.5cm). Glass and steel. 504.363.87



**PE751374**  
**VINTERFEST LED decoration lighting, battery-operated 5,99/3 pack.** Built-in LED light source. Acrylic plastic and ABS plastic. Designer: Kevin Gouriou. H5cm. Transparent 704.371.78



**PE751376**  
**VINTERFEST LED decoration lighting, battery-operated 5,99** Built-in LED light source. Acrylic plastic and ABS plastic. Designer: Kevin Gouriou. H8cm. Transparent 404.371.65



**PE751378**  
**VINTERFEST LED decoration lighting, battery-operated, lantern 5,-/3 pack.** Built-in LED light source. Polypropylene plastic. H8.5cm. Red 404.371.89



**PE750592**  
**VINTERFEST decoration, horse 12,99** Stoneware. Designer: Paulin Machado. L25, H26cm. White 104.383.93



**PE750415**  
**VINTER 2019 gift bag 2,99/2 pack.** Paper. Designer: Synnöve Mork. L12xW27, H32cm. Red/check pattern 004.346.11



**PE750397**  
**VINTER 2019 gift wrap roll 3,99/3 pack.** Paper. Designer: Synnöve Mork. Each roll L3xW0.7m. White/red patterned 904.343.91



**PE711424**  
**VINTERSAGA gingerbread house 3,50** 300g. 403.742.95



**PE711430**  
**VINTERSAGA gingerbread set 3,-** 140g. 503.847.03



**PE711448**  
**VINTERSAGA milk chocolate tablet with gingerbread crumbs 1,-** 100g. 704.247.36



**PE711413**  
**VINTERSAGA chocolate-flavoured toffees 2,-** 200g. 103.855.68



**PE735598**  
**TERJE folding chair 14,99** Stained, clear lacquered solid beech. Designer: Lars Norinder. W44xD51, H77cm. Red 402.256.77



**PE749065**  
**RISBYN pendant lampshade, onion shape 15,-** Cord set is sold separately. Rice paper, birch veneer and steel. Designer: Lisa Hilland. Ø57, H64cm. White 104.040.91



**PE099363**  
**SVALKA champagne glass 3,-/6 pack.** Glass. Designer: Åsa Gray. 21cl. 500.151.22



**PE739803**  
**VINTERFEST serving stand, three tiers 12,99** Powder coated steel. Designer: Tina Christensen. Ø32, H44cm. Black 804.347.06



**PE688332**  
**KORKEN bottle with stopper 3,-** Recycled glass. 1l. Patterned 104.294.59

## Overview – selected products



**PE740582**  
**VINTERFEST place mat 1,-**  
Polypropylene plastic. Designer:  
Paulin Machado. L37×W37cm.  
Patterned blue/red 704.327.55



**PE689776**  
**VINTERFEST 5 pastry cutters with tin 4,-** Stainless steel. Designer: Eléa Nouraud. Assorted shapes 104.320.65



**PE646886**  
**VINTERFEST shaker with mesh top 3,-** Stainless steel. Ø6, H4cm. 100ml. 404.290.33



**PE747134**  
**VINTERFEST tealight holder 1,-/3 pack.** Powder coated steel. Designer: Synnöve Mork. Ø10cm. White 504.333.17



**PE750414**  
**VINTER 2019 gift bag 2,99/2 pack.** Paper. Designer: Synnöve Mork. L12×W27, H32cm. 5l. Blue/check pattern 704.346.03



**PE750396**  
**VINTER 2019 gift wrap roll 3,99/3 pack.** Paper. Designer: Synnöve Mork. Each roll L3×W0.7m. White/blue patterned 104.344.32



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VINTERFEST tealight holder for 3 tealights 804.333.25

