



VÅRDANDE collection

August 2022



Small changes can have big effects



PH184114.JPG

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In 2012, IKEA began partnering with social businesses – companies committed to creating jobs and bringing empowerment to people who need it most. The new VÅRDANDE collection takes this initiative global for the first time, in partnership with five suppliers from across Asia. This collection is not only made in Asia – it's inspired by Asian traditions as well. It's made for the daily self-care rituals in your life – for all those seeking mindfulness, meditation or just a moment to pause.

"It is about creating opportunities for well-being in your own way. In the collaboration with these fantastic artisans, we wanted to create small tactile objects that you can live with for a long time and build your ritual with."

Sarah Fager

"The collection celebrates the beauty around the ritual of self-relaxation; appreciating the little pleasures in life and giving them due respect."

Akanksha Deo

"We designed it all at home"

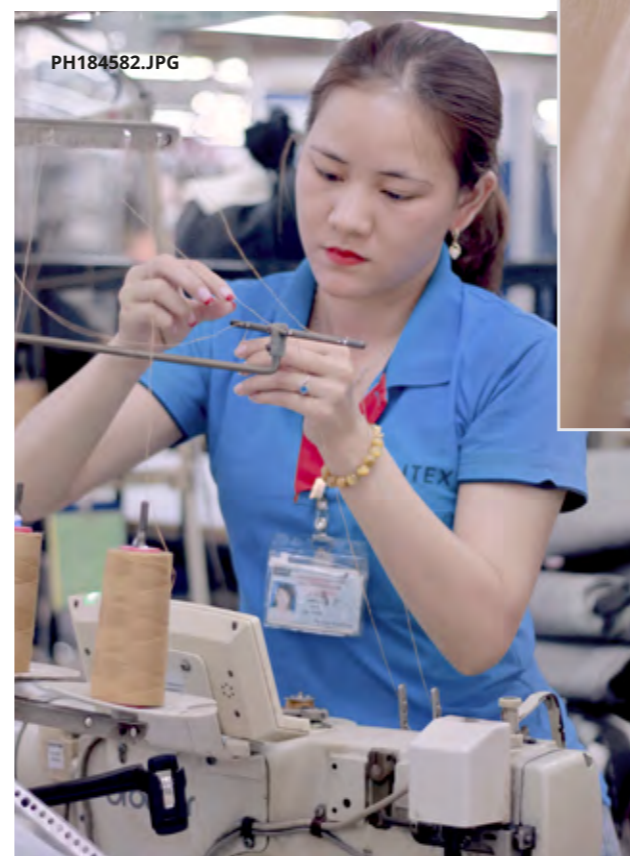
The VÅRDANDE collection designers, Akanksha Deo and Sarah Fager, began creating in Spring 2020, only to find that the very process of designing the collection became an act in slowing down. As the world locked down, Akanksha and Sarah found themselves unusually working in their homes, the usual rhythms of daily life put on hold and a new space was formed.

Of course, home was the perfect environment for testing and refining products. They also had to find new digital ways of working with our social business partners, many of whom were also in lockdown, to successfully bring the diverse skills of the artisans to this collection.

Collaborating to support change across Asia

The new VÅRDANDE collection is created in partnership with five social business partners from India to Vietnam. These partners want to improve livelihoods for people from marginalised groups by providing long-term jobs while working with natural, sustainable materials.

Find out more about each of our five social business partners from page 30.



Slowly open your eyes

Happiness doesn't happen all in one go. It begins in the tiny things, the small changes we hardly notice. Change one thing on your bedroom wall. Alter one routine in your morning. Move one choice from maybe. The movement creates its own momentum.

"We're always so busy running and achieving one thing after another. This collection is about grounding yourself, muting the noise, building a relationship with yourself and appreciating the simple things in life."

Akanksha Deo, designer



PH184077.JPG **New VÅRDANDE plant pot 14,99** Inside Ø26, H24cm 705.207.85

"It's important that the plant pot looks beautiful even when there's nothing in it, when it's empty. But with a very natural colour and feel, so that it doesn't compete with the plant when it is added."

Sarah Fager, designer

New VÅRDANDE plant pot 5,99 Inside Ø12, H12cm. 105.273.13 PH184104.JPG





PH184075.JPG

"I saw these bell cup shells while working in southern India with our social business partner, Ramesh Flowers. I asked if they could be made into a wind chime. They bring the sense of sound to this collection."

Akanksha Deo, designer

Create space for yourself

The objects that bring a space meaning can be small, delicate and subtle. It's the personal nature of them that resonates, like the handmade mulberry paper of each unique screenprint poster in this collection.

"The texture and uneven edges of the handmade mulberry paper invites you to stroke it. Each screenprint is unique. Sometimes, things can be perfect in their imperfections. This poster celebrates that."

Akanksha Deo, designer

“The jute basket is perfect for picking up and taking with you around the house when you want to set up a corner for that little self-care ritual.”

Sarah Fager, designer



"The collection is about the natural feel of different types of material. The relief detail on the ceramic bowl and vase helps you feel the texture of natural clay. You can use them to display a single flower, a piece of jewellery or even mix your own skincare treatment."

Sarah Fager, designer



PH184073.JPG **New VÅRDANDE decorative bowl 4,99** Ø10, H3cm. 805.273.62

The special power of small things

Doi Tung is a social business in northern Thailand, working with artisans to create simple ceramics that provide a vital livelihood. They are also working to support environmental rehabilitation in the region.

Place both feet evenly

Connecting with nature doesn't have to mean hiking into the wilderness. It can simply be placing your feet on fresh grass and feeling that connection. It's a simple act and can occur in a very small space. It's between just you and the environment you're in contact with.

"The products are designed with a mindset of re-establishing a connection with the ground, the earth, feeling all your senses and caring for mind and body."

Akanksha Deo, designer

Some time and space

The collection is designed for ease. Each item is light and simple to take with you anywhere. Bags and baskets with handles and smart storage ideas and textiles that are lightweight, soft picnic solutions.



Made of 100% natural jute, this basket with handles has two internal dividers that create three separate compartments – ideal for packing the perfect picnic.



PH184574.JPG

Jute is a natural, sustainable and locally sourced material used by our social business partner Classical Handmade Products in Bangladesh, who are committed to creating jobs for women in nearby villages, with childcare provided next to where they work.



New VÄRDANDE basket with handles 14,99 W18xL33, H18cm. 905.290.73 PH184099.JPG

Caring for more than myself

The 100% cotton canvas bag for this collection, with its smart storage solutions for keys, cards and even a yoga mat, is made by our social business partner Saitex in Vietnam. They actively recruit co-workers with disabilities, providing long-term employment that contributes to increased wellbeing and self-esteem.

“Doing the right thing – socially and environmentally – not many have been able to articulate that this is actually profitable.”

Sanjeev Bahl, founder of Saitex



Just notice your breath

Self-care rituals – many of them rooted in Asian traditions – are more and more important as ways to reduce the stresses and anxieties connected to our fast-paced modern lives. Rather than zoning out from where you are, they are actually about really sensing the space you are in – what you're touching, seeing, hearing, smelling, tasting.

"This is a collection for slow time. It's about yoga and taking care of yourself. It's about personal wellbeing."

Sarah Fager, designer



"This basket is designed for simple storage, creating a calm space. It's made from 100% natural jute by artisans at a social business in Bangladesh."

Sarah Fager, designer



PH184109.JPG **New VÅRDANDE hanging organiser for accessories 14,99** W49×L76cm. 405.207.77

Clear home, clear mind

Smart storage can still be simple. There are no tricks or gadgets to solutions like a 100% natural cotton wall-hung organiser or a big, sturdy jute basket. They just work. It doesn't need to be more complicated than that.

“My father practices yoga every morning, so when each rug sample arrived, I asked him to test them. Each rug is handwoven by artisans at our social business partner Spun.”

Akanksha Deo, designer



PH184585.JPG

Spun is a social business focused on empowering women in India. They create unique textiles on hand looms that celebrate artisanal skills while also supporting women with employment, education, healthcare and opportunities for their families.



New VÅRDANDE yoga rug 24,99 505.205.74 PH184106.JPG



PH184108.JPG **New VÅRDANDE candle holder 3,99** Ø7, H3cm. 405.273.59 **New VÅRDANDE decorative bowl 4,99** Ø10, H3cm. 805.273.62



PH184120.JPG **New VÅRDANDE candle holder 3,99** Ø7, H3cm. 405.273.59

Tune in to yourself

Our sense of smell is both powerful and deeply emotional. The scents of potpourri or candles can transform the atmosphere of your home.



The aromatic dried plant parts used in the potpourri for this collection are an organic waste from farming in India, reused by our social business partner Ramesh Flowers.



PH184590.JPG

Our social business partner, Ramesh Flowers, which employs women from vulnerable communities in nearby villages, has invested in environmental measures such as a rainwater harvesting system with a capacity of 1.2 million litres.



Time for a pause

"Almost everyone in India has these thin Jaipuri quilts. They can be very simple in design. This one has a single, repeating hand embroidered red thread on the natural cotton fabric. I wanted the lived-in feeling of a throw you would want to keep for a long time..."

Akanksha Deo, designer

Now let everything go

Ceremony can change your experience. At the end of a long day, clear away the rubber ducks and the dirty washing. And before you turn on the bath or shower, pause. What else could make this moment more special? This is your time to savour. And you still get a good wash, as well.

"In this collection, we were conscious of celebrating the beauty around the spa ritual, appreciating the little pleasures in life and giving them due respect."

Akanksha Deo, designer

A delicate line of hand sewn embroidery along the sides of the bath towel and wash cloth bring a personal touch to these neutral textiles.



PH184100.JPG **New VÅRDANDE bath towel 12,99** W70×L140cm. 405.032.21



PH184101.JPG **New VÅRDANDE washcloth 2,99** W30×L30cm. 705.213.89

Time for a soak

Bring a calm spa energy to your bathroom with these simple textiles designed with a waffle structure on one side and terry on the other, creating a mix of comfort and texture.

A kimono brings an extra layer of ritual to your bathtime. This light, airy 100% cotton design is made by our social business partner Saitex in Vietnam.



PH184094.JPG **New VÅRDANDE kimono 29,99** Chest circumference 132cm.
Total length 118cm. 805.205.77

"The cotton fabric of the kimono should feel like a second skin, a soft, crumpled texture that calms you after your bath – with delicate red threads around the sleeves and the pockets."

Akanksha Deo, designer



PH184097.JPG



The red threads on the washcloth and throw are hand embroidered by artisans at our social business partner.



PH184122.JPG **New VÅRDANDE throw 34,99** W130×L170cm. 705.207.71

A better everyday

The 100% cotton throw and wash cloth for this collection are made by our social business partner Spun, who create jobs for women in rural communities in India, while working with sustainable materials.

It's time to slow down

"This collection is about making new routines for yourself. It's about me-time, so it's very personal. It's a slower way of living, especially for that moment that you take for yourself. The items in this collection could actually help you to get better routines in your life."

Sarah Fager, designer

- New VÅRDANDE hanging organiser for accessories 14,99** 405.207.77
- New VÅRDANDE throw 34,99** 705.207.71
- New VÅRDANDE bag 17,99** 905.207.94
- New VÅRDANDE basket with pot-pourri 3,99** 105.288.31
- New VÅRDANDE basket with handle 14,99** W18xL33, H18cm. 905.290.73
- New VÅRDANDE storage basket 29,99** Ø40, H60cm. 105.288.50
- New VÅRDANDE plant pot 5,99** Inside Ø12, H12cm. 105.273.13
- New VÅRDANDE poster 4,99** 105.273.65
- New VÅRDANDE kimono 29,99** 805.205.77
- New VÅRDANDE hanging decoration 8,99** 505.290.70
- New VÅRDANDE basket with handle 9,99** Ø20, H12cm. 505.207.91

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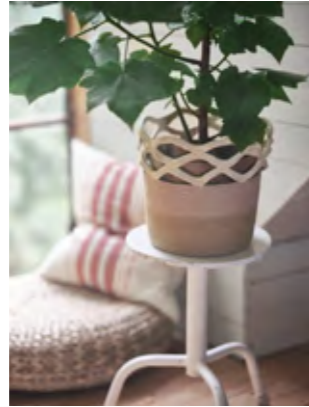
Image overview

An overview of the images and formats created for the VÄRDANDE collection, providing inspiration and presenting the products in a natural context.

3x4



PH184068.JPG



PH184077.JPG



PH184076.JPG



PH184075.JPG



PH184071.JPG



PH184074.JPG



PH184073.JPG



PH184072.JPG

4x5



PH184088.JPG

3x2



PH184087.JPG

3x4



PH184089.JPG

4x5



PH184092.JPG

3x2



PH184091.JPG

16x9



PH184090.JPG

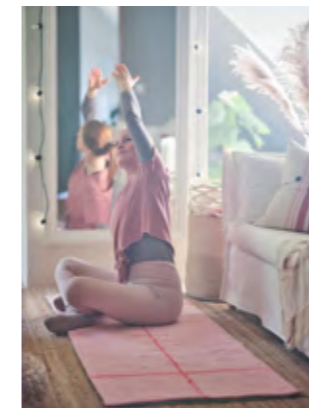
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PH184098.JPG



PH184099.JPG



PH184107.JPG



PH184121.JPG



PH184109.JPG

Image overview

3x4



PH184118.JPG

3x2



PH184111.JPG

16x9



PH184110.JPG

3x4



PH184119.JPG



PH184108.JPG



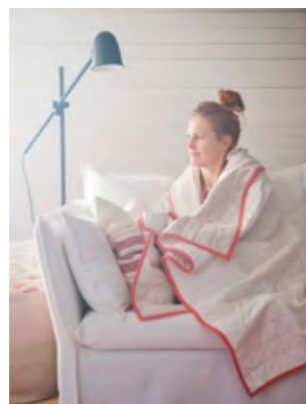
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PH184078.JPG

3x2



PH184123.JPG



PH184112.JPG

3x4



PH184122.JPG

3x2



PH184093.JPG

3x4



PH184094.JPG

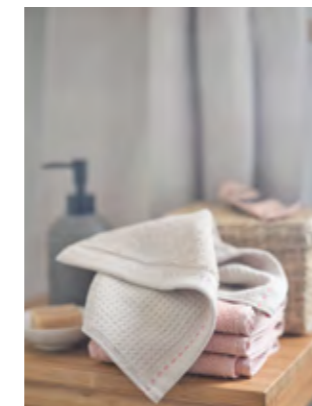
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PH184100.JPG



PH184101.JPG



PH184095.JPG

Image overview

4x5



PH184115.JPG

3x2



PH184114.JPG

16x9



PH184113.JPG

3x2



PH184105.JPG



PH184104.JPG



PH184106.JPG



PH184102.JPG



PH184103.JPG

Product overview



PE850128.JPG

New VÅRDANDE decoration, set of 2 8,99
Stoneware. Coloured glaze. Designers:
A Deo/S Fager. 005.273.42



PE850126.JPG

New VÅRDANDE decorative bowl 4,99
Stoneware. Coloured glaze. Designers:
A Deo/S Fager. Ø10, H3cm. 805.273.62



PE850118.JPG

New VÅRDANDE candle holder 3,99
Stoneware. Coloured glaze. Designers:
A Deo/S Fager. Ø7, H3cm. 405.273.59



PE850104.JPG

New VÅRDANDE basket with potpourri 3,99
Banana fibres and dried aromatic plant
parts. Designers: A Deo/S Fager. Ø14, H7cm.
105.288.31



PE850497.JPG

New VÅRDANDE hanging decoration 8,99
Dried plant parts. Designers: A Deo/S Fager.
Ø12, H36cm. 505.290.70



PE850137.JPG

New VÅRDANDE poster 4,99 Handmade
paper. W40×H55cm. 105.273.65



PE850132.JPG

New VÅRDANDE plant pot 5,99 100% jute.
Designers: A Deo/S Fager. Inside Ø12, H12cm.
105.273.13



PE850135.JPG

New VÅRDANDE plant pot 14,99 100% jute.
Designers: A Deo/S Fager. Inside Ø26, H24cm.
705.207.85



PE850139.JPG

New VÅRDANDE storage basket 29,99 100%
jute. Designers: A Deo/S Fager. Ø40, H60cm.
105.288.50



PE850074.JPG

New VÅRDANDE basket with handle 9,99
100% jute. Designers: A Deo/S Fager. Ø20,
H12cm. 505.207.91



PE850099.JPG

New VÅRDANDE basket with handles 14,99
100% jute. Designers: A Deo/S Fager.
W18×L33, H18cm. 905.290.73



PE850064.JPG

New VÅRDANDE bag 17,99 100% cotton.
Designers: A Deo/S Fager. W40×D12, H40cm.
905.207.94



PE850130.JPG

New VÅRDANDE hanging organiser for accessories 14,99
100% cotton. Designers:
A Deo/S Fager. W49×L76cm. 405.207.77



PE850145.JPG

New VÅRDANDE yoga rug 24,99 100%
cotton. Designers: A Deo/S Fager. 505.205.74



PE850141.JPG

New VÅRDANDE throw 34,99 Fabric: 100%
cotton. Filling: cotton wadding. Designers:
A Deo/S Fager. W130×L170cm. 705.207.71



PE850113.JPG

New VÅRDANDE bath towel 12,99
100% cotton. Designers: A Deo/S Fager.
W70×L140cm. 405.032.21



PE850143.JPG

New VÅRDANDE washcloth 2,99
100% cotton. Designers: A Deo/S Fager.
W30×L30cm. 705.213.89



PE850187.JPG

New VÅRDANDE kimono 29,99 100%
cotton. Designers: A Deo/S Fager. Chest
circumference 132cm. Total length 118cm.
805.205.77

CLASSICAL HANDMADE PRODUCTS



Working in a rural area of Bangladesh, Classical Handmade Products employs 860 people, 87% of whom are women, within walking or cycling distance of their village homes. This brings stable earnings and an improved quality of life, while making products using natural fibres like jute and offcuts from the garment industry in a mix of handmade and automated processes.



“My long-term goal is to create work for 10,000 people, knowing that this will impact far more people in a positive way.”

Md. Tauhid Bin Abdus Salam, founder

SAITEX



With a specific focus on employing persons with disabilities and youth from disadvantaged backgrounds, Saitex has a goal of them forming 20% of their workforce by 2025. They are a responsible denim garment manufacturer in Vietnam, with a 58% female workforce and a commitment to showing how high-tech and industrialised business can also be social business.

20% employees with different abilities and youth from disadvantaged backgrounds by 2025



“A small enterprise cannot change the world, but you can put your drop into the ocean. And every drop counts.”

Sanjeev Bahl, founder

DOI TUNG



This development project in 29 villages in northern Thailand has helped a community of thousands of rural artisans to build livelihoods, at the same time reversing years of deforestation and supporting environmental rehabilitation, through a focus on traditional handicraft techniques such as hand-formed and finished ceramic products.



“Doi Tung Development Project is helping local people to get jobs and they don’t have to leave their village to work in a big city.”

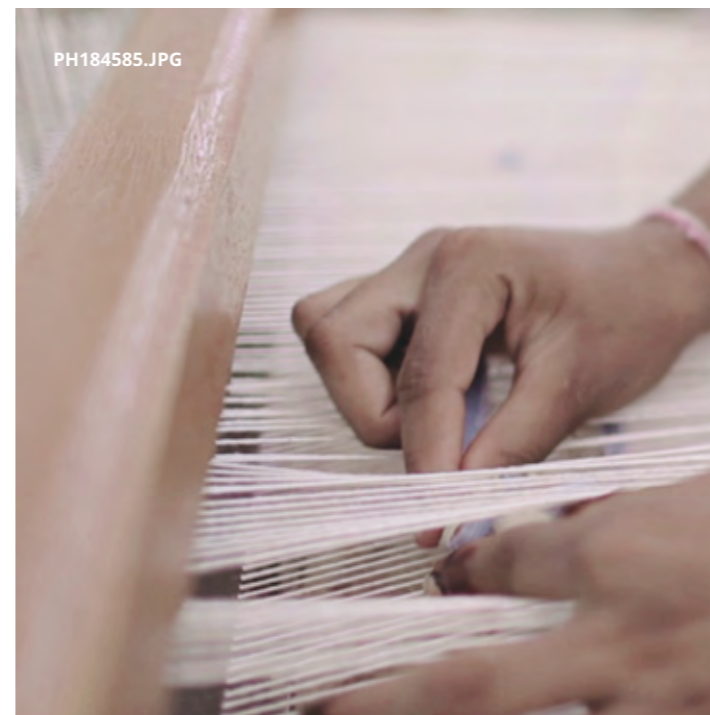
Watcharee Eyetao ‘Giang’, artisan

SPUN



“What drives me is the ability to create a positive difference and empower women.”

Dipali Goenka, CEO



Spun aims to bring self-sufficiency and independence to women far from the labour market. They employ 200 women in eight centres in rural India, providing secure jobs and healthcare and educational support while working with natural, sustainable materials to create a truly circular business.



**200 women employed
1,000 lives positively impacted**

RAMESH FLOWERS



Our social entrepreneur partner, Ramesh Flowers, uses organic waste from farming in to create its products, while investing in rainwater harvesting, solar energy and reusing water.



With a workforce of over 700, 82% of whom are women, Ramesh Flowers empowers and educates rural communities in India through training in areas such as literacy, banking services and self defence, while utilising their artisanal skills in the production of handmade botanical products.

Social business image overview

Images profiling the work of the five social business partners in the VÅRDANDE collection, highlighting how their business models are bringing opportunities for employment, education and healthcare to rural communities and marginalised groups.

SAITEX



PH184582.JPG



PH184581.JPG



PH184575.JPG



PH184573.JPG

CLASSICAL HANDMADE PRODUCTS



PH184579.JPG



PH184613.JPG



PH184580.JPG



PH184574.JPG

SPUN



PH184583.JPG



PH184584.JPG



PH184585.JPG



PH184576.JPG

Social business image overview

RAMESH FLOWERS



PH184591.JPG



PH184588.JPG



PH184589.JPG



PH184590.JPG

DOI TUNG



PH184587.JPG



PH184586.JPG



PH184577.JPG



PH184578.JPG

