

Press kit

Let's play home

Launching July 2025



Ready, set, fun!

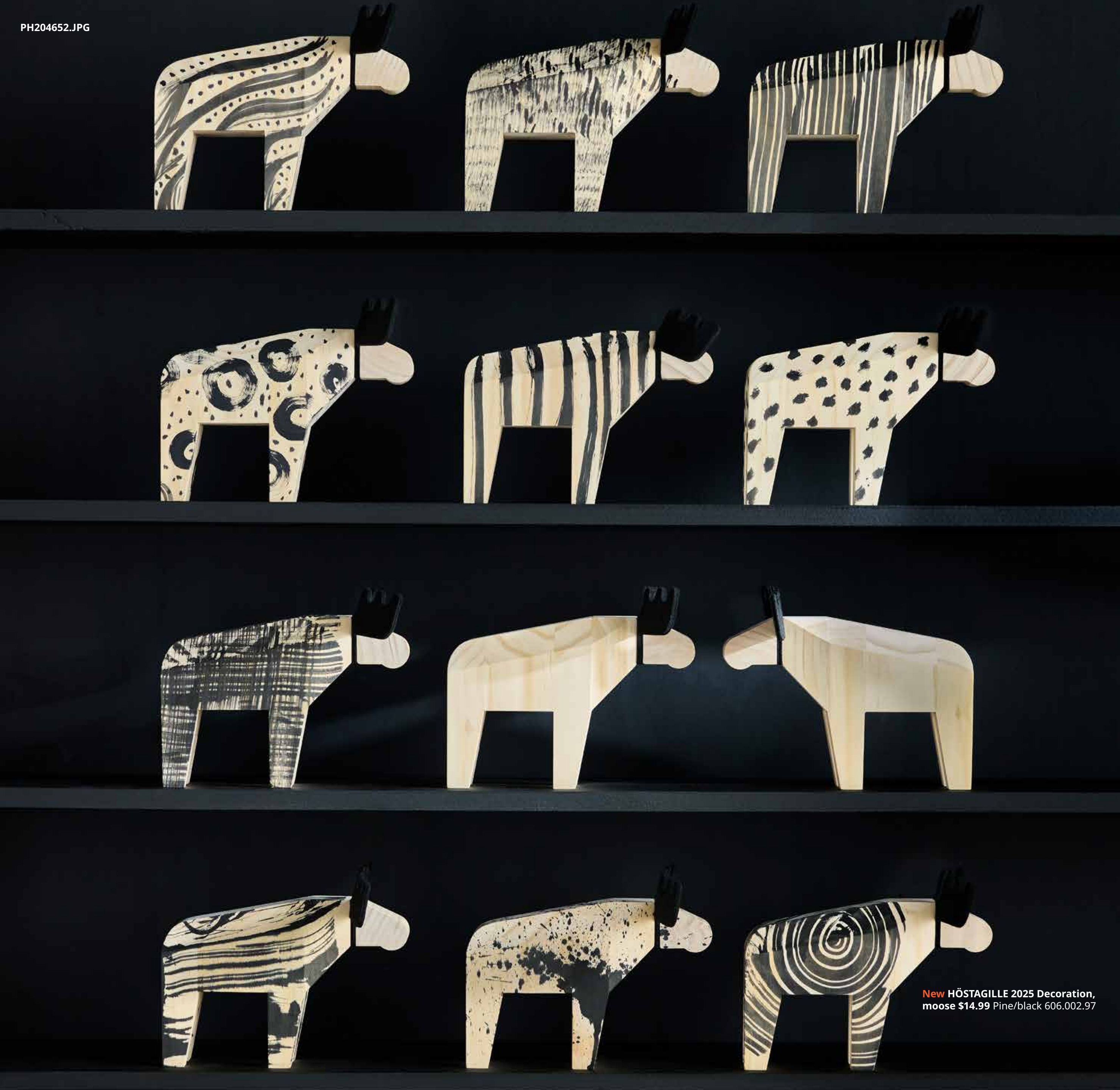
Do you remember what it was like to be a kid, when anything seemed possible? We do, and we believe that anyone can rediscover that sense of wonder by 'playing' with cheerful new products to refresh their home.

It's a game with no rules – the most important thing is to have fun without chasing perfection. From adding a new colorful pillow to changing the entire look of a room, we have lots of new exciting products to make our customers – and their homes – happier.

Do you want to play?



New RIDSTIG Rug flatwoven \$69.99 Off-white/green 106.033.35



New HÖSTAGILLE 2025 Decoration,
moose \$14.99 Pine/black 606.002.97

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Play it bold

Mix bright colors and eye-catching patterns to turn your bedroom into a playground for your eyes.

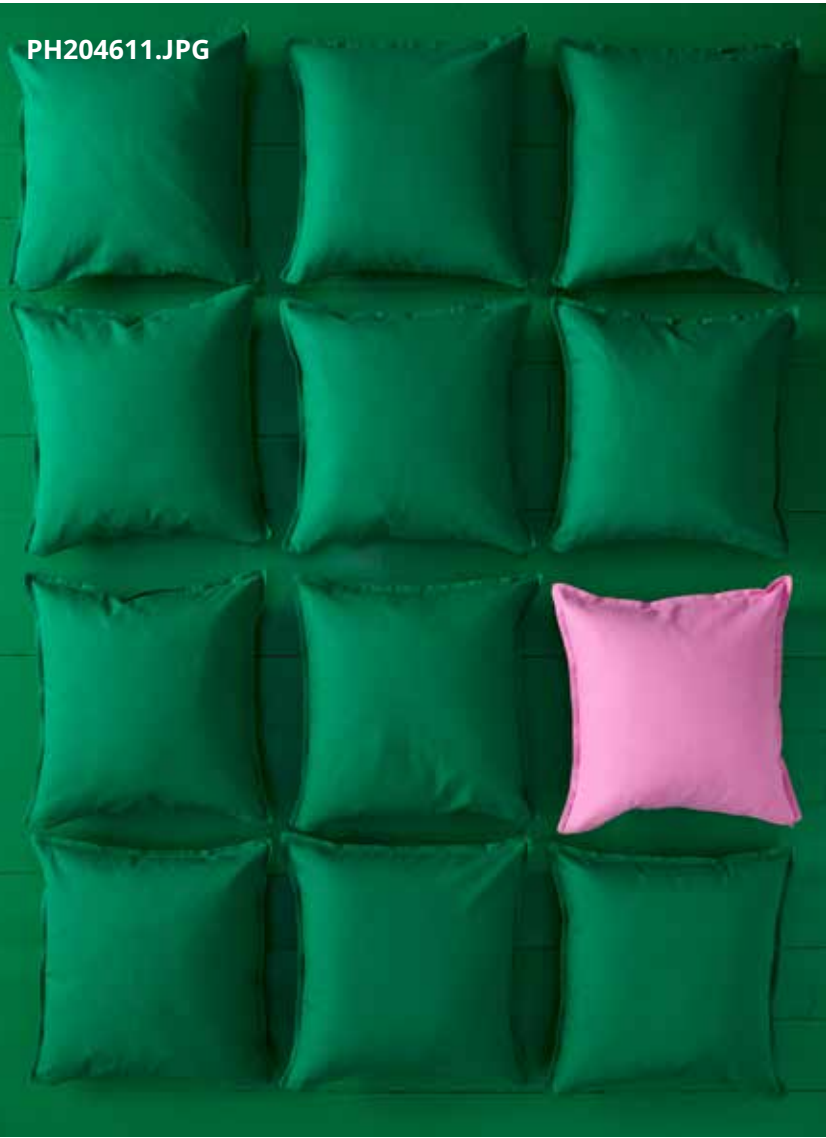
New ENSMÄRKE Desk lamp \$34.99 White 305.955.70 **New PORTLAKMÄLLA Full/queen duvet cover set \$29.99/3pcs** Green/white 706.058.12 **New VIHALS Queen bed frame \$179** Includes LURÖY slatted bed base, White 195.818.38 **New VETEJORDFLY Full/queen bedspread \$29.99** White/beige 606.060.77 **New ÄLGÖRT Pre-cut fabric \$14.99** Forest pattern/white green 706.081.70

PH204618.JPG



Green and pink?
Oh, yes.

PH204611.JPG



PH204620.JPG



PH204608.JPG



New NATTBAD Bluetooth speaker \$49.99 Yellow 706.016.11 **New ENSMÄRKE Desk lamp \$34.99** White 305.955.70 **New GURLI Cushion cover \$3.99** Green 305.987.57 **New PORTLAKMÄLLA Full/queen duvet cover set \$29.99/3pcs** Green/white 706.058.12 **New VIHALS Queen bed frame \$179** Includes LURÖY slatted bed base. White 195.818.38 **New GURLI Cushion cover \$3.99** Pink 205.987.53



“ENSMÄRKE is a versatile lamp that suits any situation. Use it as a decorative light or angle it for focused lighting when the table doubles as a workspace. Plus, you can use it to charge your phone while you work!”

Andreas Fredriksson, Designer

A lamp that works as hard as you do

The ENSMÄRKE table lamp is your perfect workspace companion. Not only can it be angled to direct light exactly where you need it, but it also comes equipped with a practical USB-C charger for quick charging of your phone or tablet.



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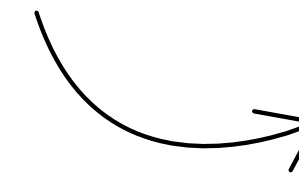
New ENSMÄRKE Desk lamp \$34.99 White 305.955.70



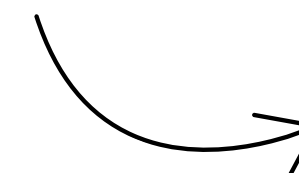
Cut out to be creative

You never know when DIY inspiration will strike, so it's best to be prepared with some pre-cut fabric always on hand. Choose the pattern that tickles your fancy and get creative – design a room within a room, craft unique decorations, or add pockets to your sofa for extra storage.

Use the BUSKOPUNTIA fabric as a room divider to create your own cozy space.



Give your plant pots and vases a makeover with our pre-cut fabric!





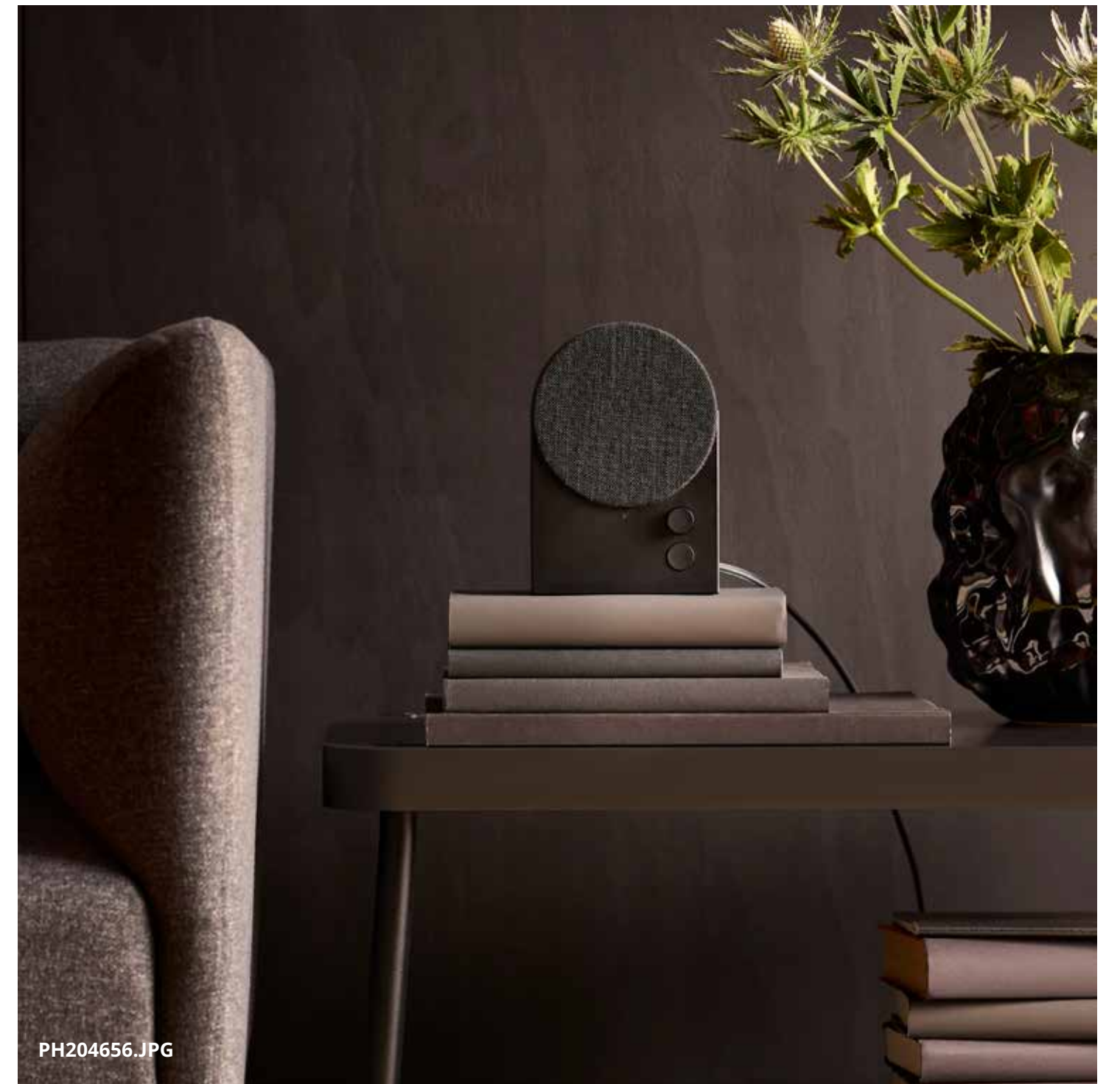
“When I designed NATTBAD Bluetooth speaker, I wanted to combine the look of old radios with the functions of a modern speaker – and make it a social hub in the home. Just as families once gathered around their radio, I hope today’s families can connect more by listening to music, podcasts or audiobooks together. The idea is for the speaker to be a blend of stylish interior detail and modern technology that’s easy to use.”

Jon Eliason, Designer



Keep playing

The NATTBAD Bluetooth speaker allows you to connect multiple speakers for a great sound experience. Choose different colors to match your home’s style, and keep enjoying your favorite music wherever you are.



New NATTBAD Bluetooth speaker \$49.99 Yellow 706.016.11 **New NATTBAD Bluetooth speaker \$49.99** Black 406.016.03 **New NATTBAD Bluetooth speaker \$49.99** Pink 106.016.09

Tip!

Create an interesting space by adding an unexpected detail, like an accessory in a bold and contrasting color.



New NATTBAD Bluetooth speaker \$49.99 Yellow 706.016.11
New ENSMÄRKE Desk lamp \$34.99 White 305.955.70
New GURLI Cushion cover \$3.99 Green 305.987.57 **New**
PORTLAKMÄLLA Full/queen duvet cover set \$29.99/3pcs
 Green/white 706.058.12 **New VIHÄLS Queen bed frame \$179**
 Includes LURÖY slatted bed base. White 195.818.38 **New GURLI**
Cushion cover \$3.99 Pink 205.987.53



PORTLAKMÅLLA

Easier done than said

Our new PORTLAKMÅLLA duvet cover might twist your tongue, but it easily spruces up your bedroom with a splash of color and whimsy. Sporting a modern Scandinavian style with green wavy stripes, this duvet cover gives your bed a lively pop. Its bold look can brighten up a lively bedroom or add a burst of color to a more laid-back, neutral space. Up for the pronunciation challenge?

New PORTLAKMÅLLA Full/queen duvet cover set \$29.99/3pcs Green/white
706.058.12

Product overview | July 2025



PE961633.JPG
New NATTBAD Bluetooth speaker \$49.99 ABS plastic. Designer: Jon Eliason. W4%×D3%×H7". Pink 106.016.09



PE961635.JPG
New NATTBAD Bluetooth speaker \$49.99 ABS plastic. Designer: Jon Eliason. W4%×D3%×H7". Yellow 706.016.11



PE969301.JPG
New ENSMÄRKE Desk lamp \$34.99 Includes a USB-C port for charging your digital devices. Solid birch and powder-coated steel. Designer: Andreas Fredriksson. Requires assembly. Base Ø4, H13". White 305.955.70



PE949846.JPG
New GURLI Cushion cover \$3.99 100% cotton. Imported. L20×W20". Green 305.987.57



PE965872.JPG
New PORTLAKMÄLLA Full/queen duvet cover set \$29.99/3pcs Cotton and viscose/ rayon. Imported. Designer: Emma Hagman. Green/white 706.058.12 Other sizes available, prices vary.



PE965806.JPG
New ÄLGÖRT Pre-cut fabric \$14.99 100% cotton. Imported. Designer: N Aalto/E Hagman/ P Laine. Imported. W59×L118". Forest pattern/white green 706.081.70



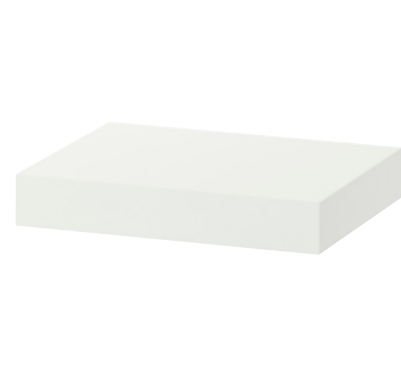
PE961018.JPG
New RIDSTIG Rug flatwoven \$69.99 100% cotton. Designer: Johanna Jelinek. Imported. L9'10"×W6'7". Off-white/green 106.033.35



PE988925.JPG
New VIHALS Queen bed frame \$179 Includes LURÖY slatted bed base. Painted finish and plastic edging. Requires assembly. Designer: Ola Wihlborg. White 195.818.38



PE866038.JPG
HOVET Mirror \$129.99 Aluminum, plastic foil and glass. Requires assembly. W30¾×H77½". Black 305.159.17



PE700251.JPG
LACK Wall shelf \$6.99 Painted finish. Requires assembly. L11¼×D10¼×H2". White 502.821.77



PE872286.JPG
ÄRTBUSKE Vase/watering can \$16.99 Powder-coated stainless steel. Designer: Bruno Adrien Aguirre. Ø4¼, L8¼×H9½". Holds 1½ qts. Bright green 605.376.54



PE949834.JPG
New GURLI Cushion cover \$3.99 100% cotton. Imported. L20×W20". Pink 205.987.53



PE967699.JPG
New VETEJORDFLY Full/queen bedspread \$29.99 100% polyester. Imported. Designer: Jessica Broberg. L92×W90". White/beige 606.060.77



PE935510.JPG
GARNANÄS Coffee table \$49.99 Plastic finish and melamine foil. Designer: Erik Wørts. Requires assembly. L25%×W25%×H15¼". Green 005.565.08



PE898620.JPG
GENESÖN Chair \$35 Powder-coated steel. Designer: Zhelin Lian. Requires assembly. W18½×D19%×H30%". Metal/blue 805.677.96



PE935965.JPG
RÄVSTARR Twin/Twin XL comforter set \$39.99 100% polyester. Imported. Dark blue 005.769.31 Other sizes available, prices vary.



PE941924.JPG
ULLVIDE Twin sheet set \$19.99/3pcs Includes: fitted sheet, flat sheet and pillowcase. Cotton/lyocell. White 305.775.14 Other sizes available, prices vary.



PE965306.JPG
New FEJKA Artificial potted plant \$19.99 Plastic, steel and 100% polyester. Imported. Ø6". In/outdoor Philodendron/green/ pink 906.008.61



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PH204605.JPG



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PH204616.JPG



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PH204644.JPG



PH204624.JPG



PH204625.JPG



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PH204606.JPG



PH204607.JPG



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PH204612.JPG



PH204615.JPG



PH204623.JPG

ENSMÄRKE desk lamp Red
Available Fall 2025



PH204622.JPG

ENSMÄRKE desk lamp Red
Available Fall 2025



Pattern playtime

Stripes? Check. Dots? Check. Florals? Check. Now mix and match the pieces to win the Living Room Makeover Game!

New **KLIPPAN** Loveseat \$329 Tingetorp yellow/white/floral pattern 695.899.93 **VÄNDPLATS** Rug, low pile \$59.99 White/black dotted 306.009.39 New **GLADOM** Tray table \$24.99 Bright orange 906.040.34 **BLÅMUNKAR** Cushion cover \$4.99 White/black/dot pattern 206.106.13 New **SLÄNHÖSTMÅL** Pair of curtains \$34.99 With eyelets/stripe black/white 206.107.26 New **HÖSTAGILLE** 2025 Decoration, moose \$9.99 Orange/beige-yellow 906.003.09 New **BLODBJÖRK** Vase \$4.99 Yellow 706.072.98 New **NATTBAD** Bluetooth speaker \$49.99 Yellow 706.016.11



You can't
go wrong
with yellow
accessories.



Every side is the bright side

Whether you're team bold and vibrant or you dig the dramatic duo of black and yellow, it's time to mix things up!

Combine playful textiles and decorations to give your living room that 'WOW' factor. And hey, those cut-out fabrics? Perfect for crafting your own cozy hideout.

New BUSKOPUNTIA Pre-cut fabric \$14.99 Yellow black/white/dot pattern 706.081.65
New BLODBJÖRK Vase \$24.99 Striped white/yellow 106.072.96 **New** NATTBAD
 Bluetooth speaker \$49.99 Yellow 706.016.11 SPETSBOJ Table lamp \$12.99 Dimmable/
 yellow 605.838.58 **New** HÖSTAGILLE 2025 Decoration, moose \$9.99 Orange/beige-
 yellow 906.003.09



“This yellow print was inspired by the simple and cheerful energy of wild meadow flowers, I hope this print brings a timeless charm that enhances any living space.”

Hanna Wilcox, Designer

If your sofa is a late bloomer

Give your good old KLIPPAN a glow up with this new glorious cover featuring bright yellow and a cheerful floral pattern. Your next nap will feel like drifting off in a summer meadow.



New KLIPPAN Loveseat \$329 Tingetorp yellow/white/floral pattern 695.899.93 **VÄNDPLATS Rug, low pile \$59.99** White/black dotted 306.009.39 **New GLADOM Tray table \$24.99** Bright orange 906.040.34 **BLÅMUNKAR Cushion cover \$4.99** White/black/dot pattern 206.106.13 **New SLÄNHÖSTMÅL Pair of curtains \$34.99** With eyelets/stripe black/white 206.107.26 **New HÖSTAGILLE 2025 Decoration, moose \$9.99** Orange/beige-yellow 906.003.09 **New BLODBJÖRK Vase \$4.99** Yellow 706.072.98 **New NATTBAD Bluetooth speaker \$49.99** Yellow 706.016.11

Place a NATTBAD Bluetooth speaker in each room and let the music move with you throughout your home.

Tip!
Your home's personality isn't just about its look — play the right music to match the season and your mood.



New NATTBAD Bluetooth speaker \$49.99 Yellow 706.016.11



New NATTBAD Bluetooth speaker \$49.99 Pink 106.016.09



New NATTBAD Bluetooth speaker \$49.99 Black 406.016.03

Product overview | July 2025



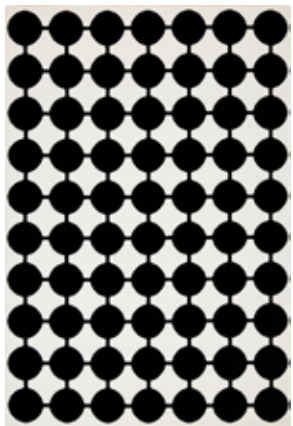
PE961631.JPG
New NATTBAD Bluetooth speaker \$49.99 ABS plastic. Designer: Jon Eliason. W4%×D3%×H7". Black 406.016.03



PE953454.JPG
New GLADOM Tray table \$24.99 Powder-coated steel. Designer: Chenyi Ke. Requires assembly. Ø17½, H20%". Bright orange 906.040.34



PE969072.JPG
New KLIPPAN Loveseat \$329 100% cotton. Designer: H Wilcox. Tingetorp yellow/white/floral pattern 695.899.93
Cover also sold separately: **KLIPPAN Loveseat cover \$69** 206.002.75



PE958911.JPG
VÄNDPLATS Rug, low pile \$59.99 User surface: 100% polypropylene. Backing 100% Synthetic rubber. Imported. Designer: Ingela Håkansson Lamm. L6'5"×W4'4". White/black dotted 306.009.39



PE961148.JPG
New SLÄNHÖSTMÅL Pair of curtains \$34.99 100% cotton. Imported. W57×98" each panel. With eyelets/stripe black/white 206.107.26



PE962262.JPG
New POÄNG Armchair \$000 Clear acrylic lacquered wood veneer and birch veneer. Designer: Noboru Nakamura. Requires assembly. W26¾×D32¼×H39¾". Birch veneer/Knisa bright orange 795.750.33



PE953171.JPG
SPETSBOJ Table lamp \$12.99 Powder-coated steel. Designer: Mikael Axelsson. Requires asseby. Ø5, H9". Dimmable/ yellow 605.838.58



PE970788.JPG
New HÖSTAGILLE 2025 Decoration, moose \$9.99 Solid pine. Designer: Marta Krupińska. L6×W4×H5". Orange/beige-yellow 906.003.09



PE936563.JPG
HORNFELS Extension cord \$17.99 Four outlets. Polycarbonate plastic. Designer: Maria Gustavsson. L5¾×W5×H4¾". Cord L5'11". Yellow 905.584.28



PE951274.JPG
BLÅMUNKAR Cushion cover \$4.99 100% cotton. Imported. Designer: Hannah Wilcox. L20×W20". White/black/dot pattern 206.106.13



PE951077.JPG
STOCKHOLM 2025 Throw \$69.99 100% wool. Imported. Designer: Paulin Machado. W59×L79". Bright orange 805.922.01



PE736563.JPG
LERSTA Floor/reading lamp \$15.99 Powder-coated aluminum. Base: Ø10, H52". Requires assembly. White 201.109.03



PE829498.JPG
IVAR Cabinet with sliding doors \$130 Solid pine. Requires assembly. W31½×D11¾×H23¾". Pine 004.943.94



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PH204646.JPG



PH204660.JPG



PH204654.JPG



PH204655.JPG



PH204648.JPG



PH204662.JPG



PH204658.JPG



PH204656.JPG



PH204661.JPG



PH204657.JPG



PH204659.JPG



New KLIPPAN Loveseat \$329 Tingtorp yellow/white/floral pattern 695.899.93
VÄNDPLATS Rug, low pile \$59.99 White/black dotted 306.009.39 **New GLADOM**
Tray table \$24.99 Bright orange 906.040.34 **BLÅMUNKAR Cushion cover \$4.99**
White/black/dot pattern 206.106.13 **New SLÄNHÖSTMÅL Pair of curtains**
\$34.99 With eyelets/stripe black/white 206.107.26



New PLATSA wardrobe with 4 doors \$000 White
Fonnes/green 895.784.89

Change the look, not the furniture

Dress your KLIPPAN sofa with a new yellow floral cover and ta-da! You have a new sofa – or at least it will look brand new.



Your hobby hub

Make space for creativity by refreshing your room with a fun mix of colors and patterns – plus, an authentic Swedish moose that you can personalize!

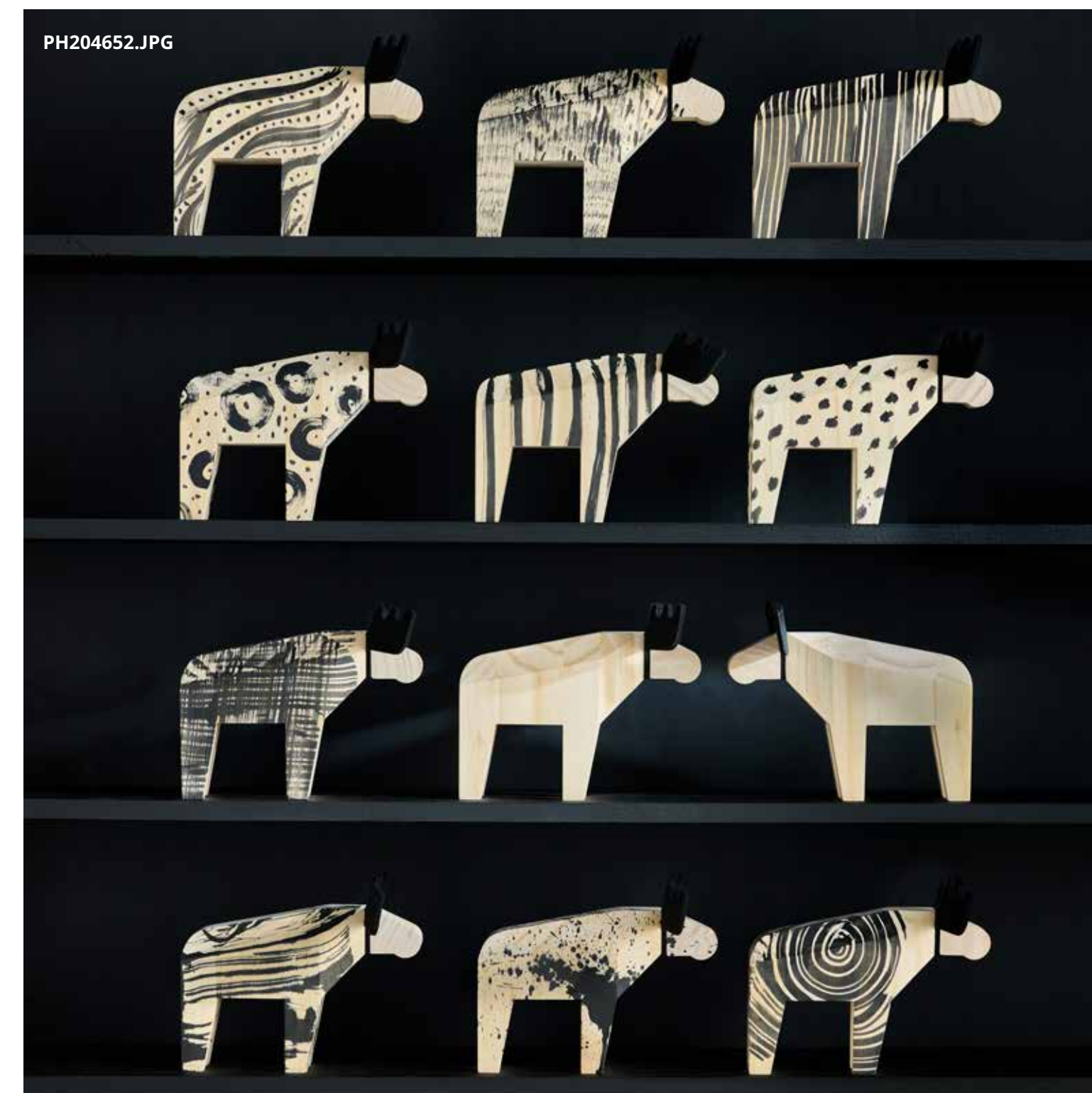
New ELSYSTEM Rug, low pile \$59.99 Multicolor 305.809.22 **New** DRABOR Cushion cover \$4.99 Black/light beige 406.046.30 **New** GURLI Cushion cover \$3.99 Unbleached 205.987.29 LAPPTÅG Throw \$39.99 Off-white 105.722.06



Art is everywhere

Experiment with a palette of patterns and textures to turn your living room into a masterpiece.

Play with layers, mix colors and designs, personalize decorations, and allow your creativity to run as wild as a Swedish moose.



New HÖSTAGILLE 2025 Decoration, moose \$14.99
Pine/black 606.002.97



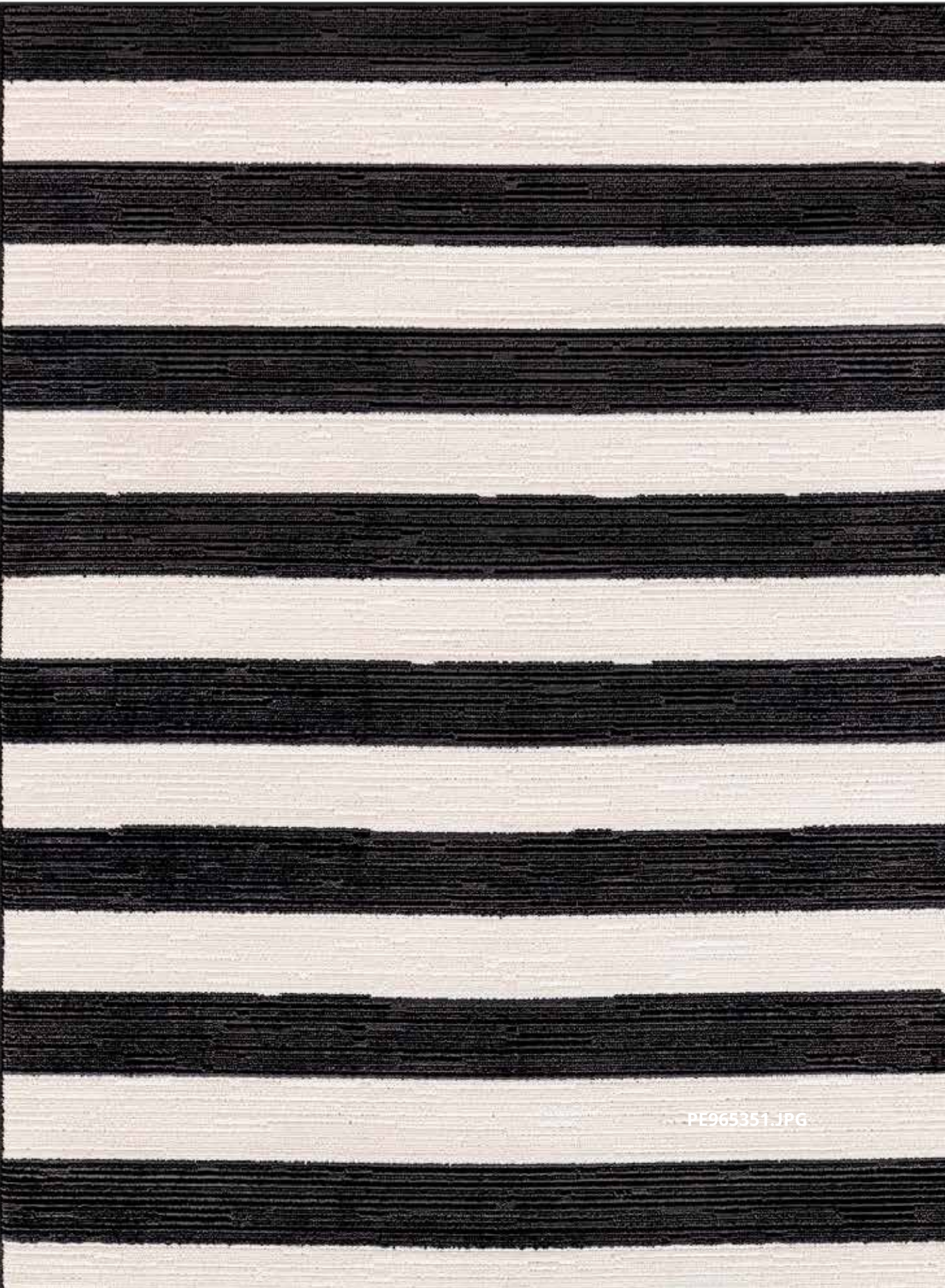
New ELSYSTEM Rug, low pile \$59.99
Multicolor 305.809.22 ELSYSTEM Rug, low
pile \$39.99 Black/white/stripe 905.973.21

“When designing ELSYSTEM,
we wanted to create a modern
and affordable rug with a lot
of playfulness in it. A rug that
makes you happy!”

Stina Lanneskog, Designer

Connect four (or more)

The new ELSYSTEM rug has a playful four-in-one
patchwork design that will liven up the floor. For
pro-level layering, try adding one more rug to
the mix!



PE965351.JPG



Tip!

A pro tip from our designers: try the 3+1 combo on your sofa. Three cushions, one throw. Mix and match cushion covers with solid colors, stripes, and patterns for a playful look.

Mixing solid, geometrical and abstract doesn't lead to chaos, but to great style!



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New ELSYSTEM Rug, low pile \$59.99 Multicolor 305.809.22
New DRABOR Cushion cover \$4.99 Black/light beige 406.046.30
New GURLI Cushion cover \$3.99 Unbleached 205.987.29
LAPPTÅG Throw \$39.99 Off-white 105.722.06

Product overview | July 2025



PE970789.JPG
New HÖSTAGILLE 2025 Decoration, moose \$14.99
Solid pine. Designer: Marta Krupińska. L9×W6×H7". Pine/black 606.002.97



PE946625.JPG
STOCKHOLM 2025 Cushion cover \$9.99 Cotton/polyester. Imported. Designer: Paulin Machado. L20×W20". Black/off-white 705.921.45



PE963082.JPG
New DRABOR Cushion cover \$4.99 100% cotton. Imported. Designer: I Lantz/E Varghans. L20×W20". Black/light beige 406.046.30



PE972205.JPG
New GURLI Cushion cover \$3.99 100% cotton. Imported. L20×W20". Unbleached 205.987.29



PE965350.JPG
New ELSYSTEM Rug, low pile \$59.99
User surface: 100% polyester. Backing: 100% rubber. Imported. Designer: Stina Lanneskog. L6'5"×W4'4". Multicolor 305.809.22



PE923392.JPG
LAPPTÅG Throw \$39.99 Cotton/wool. Imported. L67×W51". Off-white 105.722.06



PE965802.JPG
New BUSKOPUNTIA Pre-cut fabric \$14.99 100% cotton. Designer: Hannah Wilcox. Imported. L118×W59". Yellow black/white/dot pattern 706.081.65



PE965351.JPG
ELSYSTEM Rug, low pile \$39.99
User surface: 100% polyester. Backing: 100% synthetic rubber. Imported. Designer: Stina Lanneskog. L6'7"×W2'7". Black/white/stripe 905.973.21



PE966386.JPG
New BLODBJÖRK Vase \$24.99
Color-glazed stoneware. Ø7, H9¾". Striped white/yellow 106.072.96



PE966383.JPG
New BLODBJÖRK Vase \$4.99
Color-glazed stoneware. Ø3¾, H6¼". Yellow 706.072.98



PE966384.JPG
New BLODBJÖRK Vase \$14.99
Color-glazed stoneware. Ø7, H6¼. Beige 906.072.97



PE933703.JPG
ZEBRASÅV Pendant lamp \$6.99
Polyethylene plastic. Designer: Andreas Fredriksson. Requires assembly. Ø18, H9". White/plastic 105.800.70



PE928443.JPG
IVAR Shelving unit \$69.99
Solid pine. Requires assembly. W31½×D11¾×H32¾". Pine 005.223.30



PE813619.JPG
LAGKAPTEN/KRILLE Desk \$109.99 Painted finish and powder-coated steel. Designer: Francis Cayouette. Requires asseby. L47¼×W23¾×H28¾". White 494.167.76



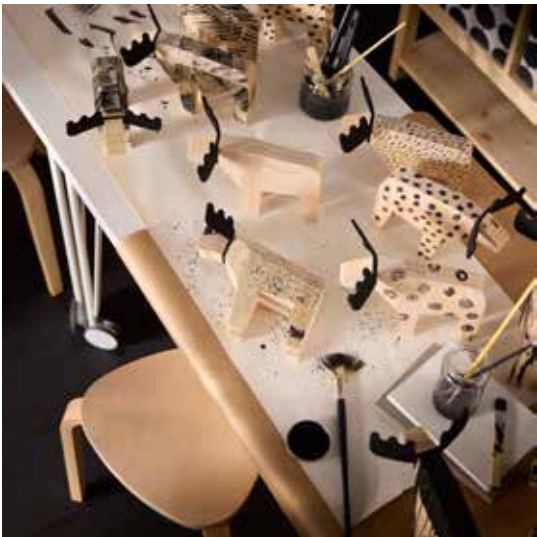
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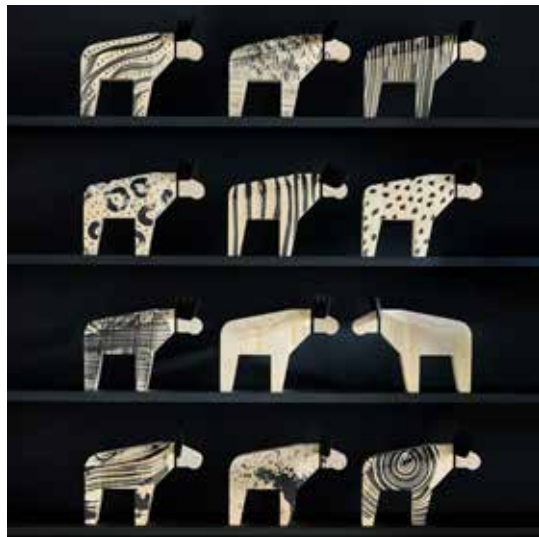
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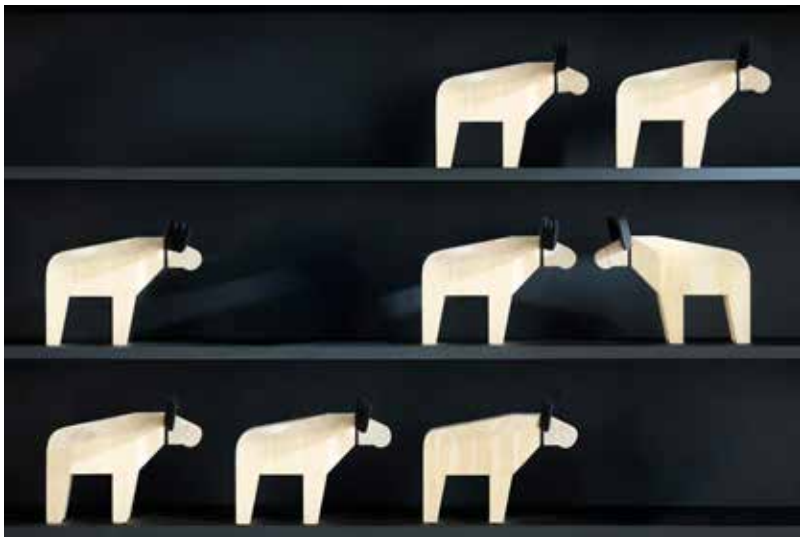
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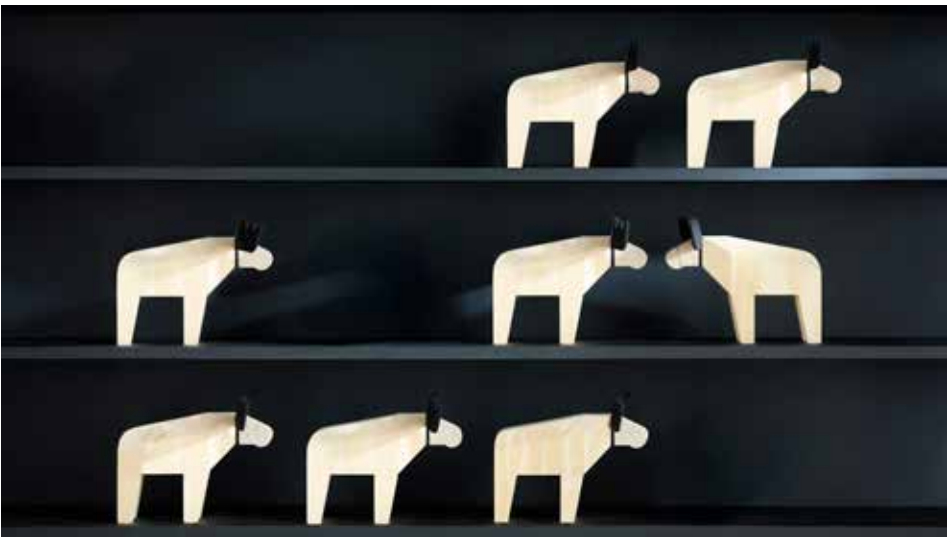
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PH204804.JPG

Blankets are red, cushions are blue...

... refresh your bedroom with a lively new hue! Have fun combining classic Scandinavian colors and soft textures to cozy up your space.

New HYLSEJLIKA Twin duvet cover set \$19.99/2pcs Multicolor 106.055.32
New PALPLJUNGMAL Cushion cover \$4.99 Orange 006.080.22 **VEVELSTAD**
Twin bed frame with two headboards \$219 White/Tolkning rattan 694.418.12
New GRIMSARBO Side table \$29.99 Pine plywood/bright red 506.061.67 **New**
ENSMÄRKE Desk lamp \$34.99 White 305.955.70 **New** HYLSEJLIKA Throw \$19.99
Orange/floral pattern 206.080.40





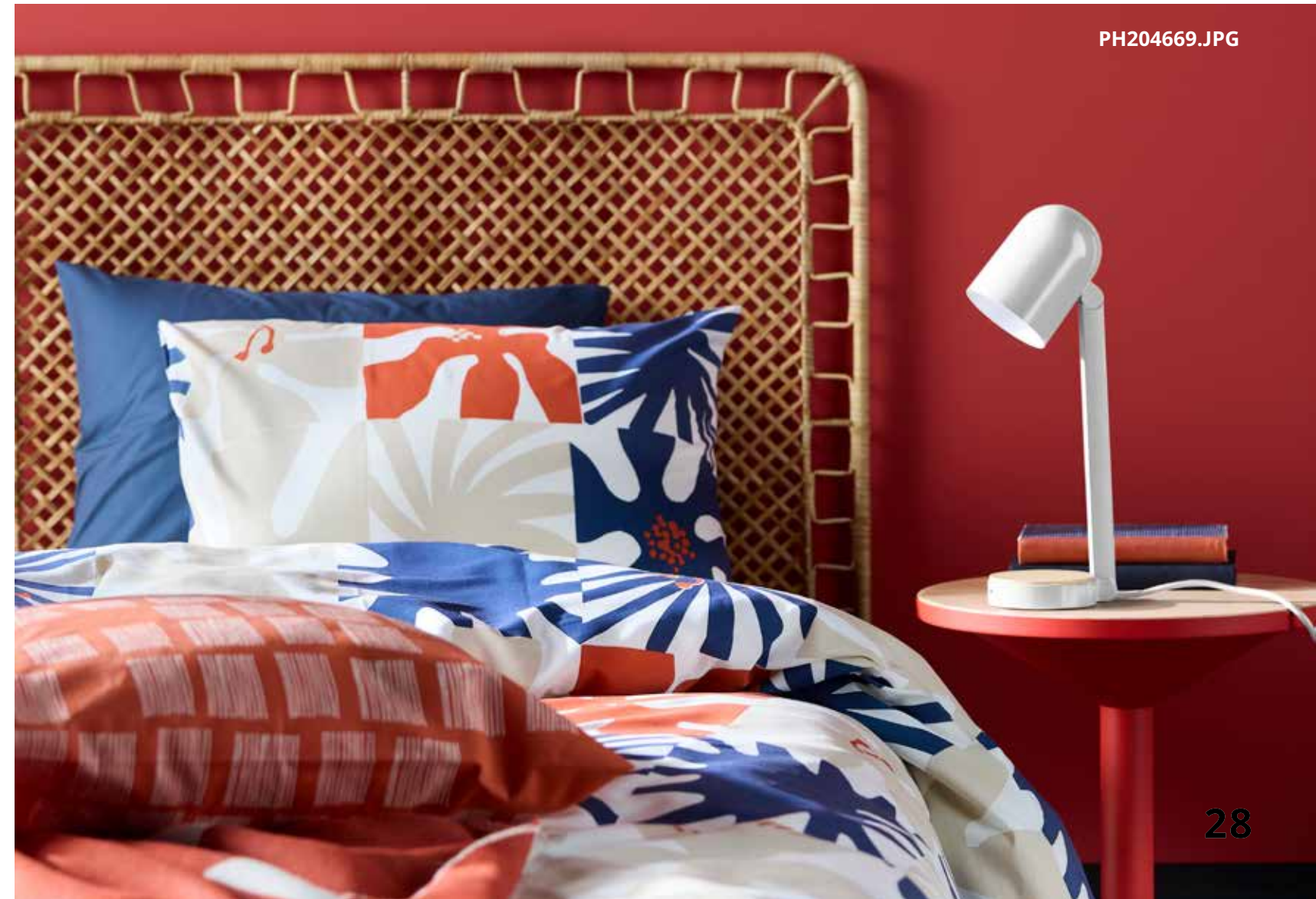
We can't help being Swedish

Who can resist a timeless mix of Scandinavian colors and patterns?

Bring the cozy charm of a Swedish cottage, or 'stuga,' to your home with bedding, cushions, and throws in vibrant shades of orange, red and blue.

New HYLSNEJLIKA Twin duvet cover set \$19.99/2pcs Multicolor 106.055.32
New PALPLJUNGMAL Cushion cover \$4.99 Orange 006.080.22 **VEVELSTAD** Twin bed frame with two headboards \$219 White/Tolkning rattan 694.418.12
New GRIMSARBO Side table \$29.99 Pine plywood/bright red 506.061.67
New ENSMÄRKE Desk lamp \$34.99 White 305.955.70 **FRÖSET** Easy chair \$84.99 Red stained oak veneer 204.296.04 **New** REVFINGERÖR Cushion cover \$4.99 206.046.31 **New** HYLSNEJLIKA Throw \$19.99 Orange/floral pattern 206.080.40

Give your home that Scandinavian touch.



We've got you, Team Comforter!

If duvets are not your jam, get ready to snuggle into a cozy comforter.

For a Scandinavian look, try a dark blue design with a soft check seersucker structure or a red stripe pattern in dobby-woven fabric for a crinkled surface.

Good night – or 'god natt'!



PE935965.JPG

RÄVSTARR Twin comforter set \$39.99/2pcs 100% polyester. Imported. Dark blue 005.769.31 Other sizes available, prices vary.



PE941924.JPG

ULLVIDE Twin sheet set \$19.99/3pcs Includes: fitted sheet, flat sheet and pillowcase. Cotton/lyocell. White 305.775.14 Other sizes available, prices vary.



PE959816.JPG

New GULDAKLEJA Twin/Twin XL comforter set \$59.99/2pcs Cotton/other fibers. Red-brown/stripe 505.957.34 Other sizes available, prices vary.



PE931462.JPG

DVALA Twin sheet set \$14.99/3pcs Includes fitted sheet, flat sheet and pillowcase. 100% cotton. Imported. Light gray 805.807.50 Other sizes available, prices vary.



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PH204614.JPG



PE965856.JPG

New HYLNEJLIKA Twin duvet cover set \$19.99/2pcs Includes twin duvet cover and pillowcase. Polyester and viscose/rayon. Imported. Designer: I Lantz/E Varghans. Multicolor 106.055.32 Other sizes available, prices vary.



PE965356.JPG

New PALPLJUNGMAL Cushion cover \$4.99 100% cotton. Imported. Designer: Hannah Wilcox. L20×W20". Orange 006.080.22



PE969301.JPG

New ENSMÄRKE Desk lamp \$34.99 Includes USB-C port for charging your digital device. Solid birch and powder-coated steel. Designer: Andreas Fredriksson. Requires assembly. Base Ø4, H13". White 305.955.70



PE962335.JPG

New TEMPELFY Pair of curtains \$49.99 Cotton/jute. Imported. Designer: Hannah Wilcox. W57×L98" each panel. White/black 606.107.29



PE973310.JPG

GURLI Cushion cover \$3.99 100% cotton. Imported. L20×W20". White 605.987.27



PE965637.JPG

New HYLNEJLIKA Throw \$19.99 100% polyester. Imported. Designer: I Lantz/E Varghans. W51×L67". Orange/floral pattern 206.080.40



PE963104.JPG

New REVFINGERÖR Cushion cover \$4.99 100% cotton. Imported. Designer: I Lantz/E Varghans. L20×W20". Deep blue/bright red 206.046.31



PE898299.JPG

TIDTABELL Rug, flatwoven \$169.99 User surface: 100% wool. Warp: 100% cotton. Imported. L7'10"×W5'7". Beige 305.552.82



PE965003.JPG

New GRIMSARBO Side table \$29.99 Powder-coated steel and clear acrylic lacquered pine veneer. Designer: Lukas Bazle. Requires assembly. Ø15½, H16½". Pine plywood/bright red 506.061.67



PE870762.JPG

VEVELSTAD Twin bed frame with two headboards \$219 Powder-coated steel and clear acrylic lacquered rattan. Designer: Ebba Strandmark/Nike Karlsson. Requires assembly. Headboard W45½×H38½" each. White/Tolkning rattan 694.418.12



PE777555.JPG

FRÖSET Easy chair \$84.99 Clear acrylic lacquered wood veneer and oak veneer. Designer: S Fager/H Preutz. Requires assembly. W23¼×D22½×H29½". Red stained oak veneer 204.296.04



PE959816.JPG

GULDAKLEJA Twin/Twin XL comforter set \$59.99/2pcs Cotton/other fibers. Imported. Red-brown/striped 505.957.34 Other sizes available, prices vary.



PE931462.JPG

DVALA Twin sheet set \$14.99/3pcs Includes fitted sheet, flat sheet and pillowcase. 100% cotton. Imported. Light gray 805.807.50 Other sizes available, prices vary.



PE969300.JPG

New ENSMÄRKE Desk lamp \$34.99 Includes USB-C port for charging your digital device. Solid birch and powder-coated steel. Designer: Andreas Fredriksson. Requires assembly. Base Ø4, H13". Red 006.001.01

Available Fall 2025



PH204669.JPG



PH204665.JPG



PH204664.JPG



PH204668.JPG



PH204663.JPG

ENSMÄRKE Desk lamp Red
Available Fall 2025



PH204666.JPG

ENSMÄRKE Desk lamp Red
Available Fall 2025



PH204667.JPG

ENSMÄRKE Desk lamp Red
Available Fall 2025



Ready to go a little dotty?

Add a spot of fun to your kitchen with vibrant colors, dotty details and even a frog or two. After all, a few small touches are all that's needed to freshen up your space and leap into relaxed family mealtimes without a hitch.

New ANTILOP Highchair with tray \$19.99 White 892.284.34 BEKVÄM Step stool \$25.99 Rubberwood 506.110.22 **New** NISSAFORS Cart \$29.99 Light green 106.067.82 TROGEN Children's step stool \$29.99 Yellow 803.715.20

PH204744.JPG



PH204748.JPG



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Hop to it!

Let's be real, not every moment in the kitchen is a blast. But a few bright touches can turn everyday chores into small moments of joy. Think colorful tea towels that add a splash of fun to dish duty or vibrant mesh storage baskets that add a pop of cheer to your routine.

And why stop there? Bring some fun to the table too! A set of dotty green bowls or cheeky frog-themed baby tableware—that helps little ones master the art of self-feeding—can make mealtimes feel more relaxed and joyful for everyone, even if the spaghetti doesn't always land where it's supposed to.

PH204737.JPG



PH204739.JPG



PH204736.JPG



PH204740.JPG



New OFTAST Bowl \$1.49/ea Light green green/dot pattern 306.082.47
LISABO Table \$249.99 Ash veneer 702.943.39 **New** MATA Eating set \$4.99/4pcs Bright green 305.969.37 **New** ANTILOP Highchair with tray \$19.99 White 892.284.34 **New** IKEA 365+ Food storage baskets \$7.99/2pk Metal/yellow green 206.013.31 **New** RINNIG Dish towels \$4.99/4pk Multicolor patterned 206.127.68 **New** GANSJÖN Bathroom set \$19.99/3pcs Light green 206.054.47



ANTILOP

Made for mess since 1991

A well-loved favorite among little ones, the ANTILOP highchair is safe, stackable and now comes with pristine white legs. Don't worry though, it's a breeze to clean so spaghetti splatters can be wiped away in seconds.

The highchair is also sturdy and easy to take apart so you can take it with you wherever you go, or neatly pack it away and save it for future tiny diners to take their place at the table—spills, splatters, giggles and all!

ANTILOP Highchair with safety belt \$14.99 White 592.284.35
New ANTILOP Highchair with tray \$19.99 White 892.284.34

NISSAFORS

Next stop, the dinner table

Now available in fresh light green, the compact NISSAFORS cart adds extra storage in the kitchen, bathroom or anywhere else in the home.

Tested for stability and safety, it's ideal for small items like kitchen utensils, plates and glasses. Plus, the casters make shuttling items to the table and back a breeze, so you can focus on the best part-eating.



New NISSAFORS Cart \$29.99 Light green 106.067.82

Product overview | July 2025



PE740883.JPG
LISABO Table \$249.99 Clear lacquered ash veneer and solid birch. Designers: K Hagberg/M Hagberg. Requires assembly. L55½×W30¾×H29½". Ash veneer 702.943.39



PE763015.JPG
LISABO Chair \$65 Clear lacquered ash veneer and solid birch. Designers: K Hagberg/M Hagberg. Requires assembly. W18½×D20½×H31½". Ash veneer 004.572.35



PE975540.JPG
New ANTILOP Highchair with tray \$19.99 Polypropylene plastic. Requires assembly. W22×D24¾×H35¾". White 892.284.34



PE975534.JPG
ANTILOP Highchair with safety belt \$14.99 Polypropylene plastic. Requires assembly. W22×D23¼×H35¾". White 592.284.35



PE975227.JPG
New MATA Eating set \$4.99/4pcs Polypropylene plastic. Bright green 305.969.37



PE966368.JPG
New NISSAFORS Cart \$29.99 Powder-coated steel. Designer: Ebba Strandmark. Requires assembly. L19¾×W11¾×H32¾". Light green 106.067.82



PE965715.JPG
New RINNIG Dish towels \$4.99/4pk 100% cotton. Imported. Designers: H Wilcox/D Nordberg. L24×W18". Multicolor patterned 206.127.68



PE969091.JPG
New IKEA 365+ Food storage baskets \$7.99/2pk Powder-coated steel. Designer: David Wahl. W5½×D5½×H3¾". Metal/yellow green 206.013.31



PE967585.JPG
New OFTAST Bowl \$1.49 Tempered opal glass. Designer: Henrik Preutz. Ø6, H2". Holds 14 oz. Light green green/dot pattern 306.082.47



PE969165.JPG
New GANSJÖN Bathroom set \$19.99/3pcs Includes: soap dispenser, 11.5 oz (Ø2¾, H6¼"), toothbrush holder (Ø2¾, H4¾"), and tray (L6¼×D3¾"). Painted glass, stainless steel and plastic. Light green 206.054.47



PE735969.JPG
TROGEN Children's step stool \$29.99 Painted finish. Designers: J Asshoff/H Brogård. Requires assembly. W15¾×D15×H15". Yellow 803.715.20



PE961027.JPG
New RIDSTIG Rug, flatwoven \$69.99 100% cotton. Imported. Designer: Johanna Jelinek. L9'10"×W6'7". Off-white/green 106.033.35



PE736144.JPG
BEKVÄM Step stool \$25.99 Solid rubberwood. Designer: Nike Karlsson. Requires assembly. W16¾×D15¾×H19¾". Aspen 506.110.22



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PH204749.JPG



PH204751.JPG



PH204744.JPG



PH204737.JPG



PH204745.JPG



PH204739.JPG



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PH204747.JPG



PH204740.JPG



PH204748.JPG



PH204758.JPG



PH204756.JPG



PH204738.JPG



PH204752.JPG

We'll set the scene, you bring the sizzle

Every great evening starts with a blank canvas—a sociable round table, white dinnerware, elegant glasses, a dash of spice and good company. Don't worry though, the IKEA 365+ plates are durable and resistant enough to withstand the wildest of storytelling hand gestures, so you can sit back, relax and share in the laughter.

New KLIPPLAX Glass \$1.49/ea Clear glass 305.967.20 **IKEA 365+ Plate \$4.99/ea** White 702.589.49
SMÖRLING Serving trays \$17.99/set of 2 Beech 105.706.60 **STRANDFLOKA Place mat \$3.99/ea**
 Pattern/multicolor 205.799.19 **VIHALS Table \$109.99** White 495.899.70 **New BUSLÄTT Chair \$35/ea**
 White/pine 906.011.39 **GINSTMOTT Pair of curtains \$24.99** With hemming tape/pink 905.971.80
KÄLLARHALS Vase \$14.99
 Orange 505.837.12





New RÖDSNULTRA Serving plates
\$9.99/3pk Mixed patterns 806.045.05
New RINNIG Dish towels \$4.99/4pk
Multicolor patterned 206.127.68
New KLIPPLAX Glass \$1.99/ea Striped pink
005.967.74

Make some waves

Add some spice to every sip with the new striped pink and transparent KLIPPLAX glassware. Smooth on the outside, the inside features a tactile pattern inspired by the gentle ripples of a breeze over water.



New KLIPPLAX Glass \$1.99
Striped pink 005.967.74

The GLADOM tray table is easy to love at a price that's hard to resist. Light and easy to move around, it has a removable tray top which is great for serving snacks. Oh, and it's now available in a fun bright orange.



New GLADOM Tray table \$24.99 Bright orange 906.040.34



“When I designed the colorful RÖDSNULTRA serving plates, I wanted to spread joy and a relaxed atmosphere at the table. The design with various colors and playful dots creates a vibrant and unique look without everything needing to match.”

Wiebke Braasch, Designer

With a vibrant new set of three RÖDSNULTRA serving plates every mealtime becomes a fiesta. Whether you’re treating the family to a tapas night, serving a cheese platter or hosting a fun get together, they’ll bring color and joy to every occasion. Olé!



New RÖDSNULTRA Serving plates
\$9.99/3pk Mixed patterns 806.045.05



PE964976.JPG
VIHALS Table \$109.99
Melamine foil finish and powder-coated steel. Designer: Marcus Arvonon. Requires assembly. Ø42½", H29½". White 495.899.70



PE964986.JPG
New BUSLÄTT Chair \$35
Powder-coated steel, solid pine and polypropylene plastic. Designer: K Hagberg/M Hagberg. Requires assembly. W15¾×D18½×H31½". White/pine 906.011.39



PE953454.JPG
New GLADOM Tray table \$24.99
Removable tray for serving. Powder-coated steel. Designer: Chenyi Ke. Requires assembly. Ø17½", H20½". Bright orange 906.040.34



PE939919.JPG
GINSTMOTT Pair of curtains \$24.99
Includes hemming tape. 100% polyester. Imported. L98×W57" each panel. Pink 905.971.80



PE926836.JPG
STRANDFLOKA Place mat \$3.99
100% cotton. Imported. Designer: Darja Nordberg. L17¾×W13¾". Pattern/multicolor 205.799.19



PE967626.JPG
New RÖDSNULTRA Serving plates \$9.99/3pk
Stoneware. Designer: Wiebke Braasch. L7¾×W4¼×H¾". Mixed patterns 806.045.05



PE966633.JPG
New KLIPPLAX Glass \$1.99
Glass. Holds 14 oz. Striped pink 005.967.74



PE964233.JPG
New KLIPPLAX Glass \$1.49
Glass. Holds 14 oz. Clear glass 305.967.20



PE910341.JPG
STRANDFLOKA Coasters \$2.99/2pk
Clear lacquered bamboo. L4×W4". 405.739.21



PE913319.JPG
SMÖRLING Serving trays \$17.99/set of 2
Set of two serving trays in the sizes 7¾×14¾" and 5¾×11". Solid beech. Designer: Wiebke Braasch. Beech 105.706.60



PE728796.JPG
IKEA 365+ Plate \$4.99
Feldspar porcelain. Designers: Preutz/Wihlborg/Braasch/Karlsson. Ø11". White 702.589.49



PE788586.JPG
HUVUDROLL Plant balls \$6.99
1 lb 2oz. Frozen 204.835.92



PE940024.JPG
KÄLLARHALS Vase \$14.99
Tinted clear lacquered glass. Designer: Anna Efverlund. Ø4¼ H10¼". Orange 505.837.12



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PH204765.JPG



PE975925.JPG



PH204762.JPG

Enjoy!

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