

Press kit

Let's play home

Launching July 2025



Ready, set, fun!

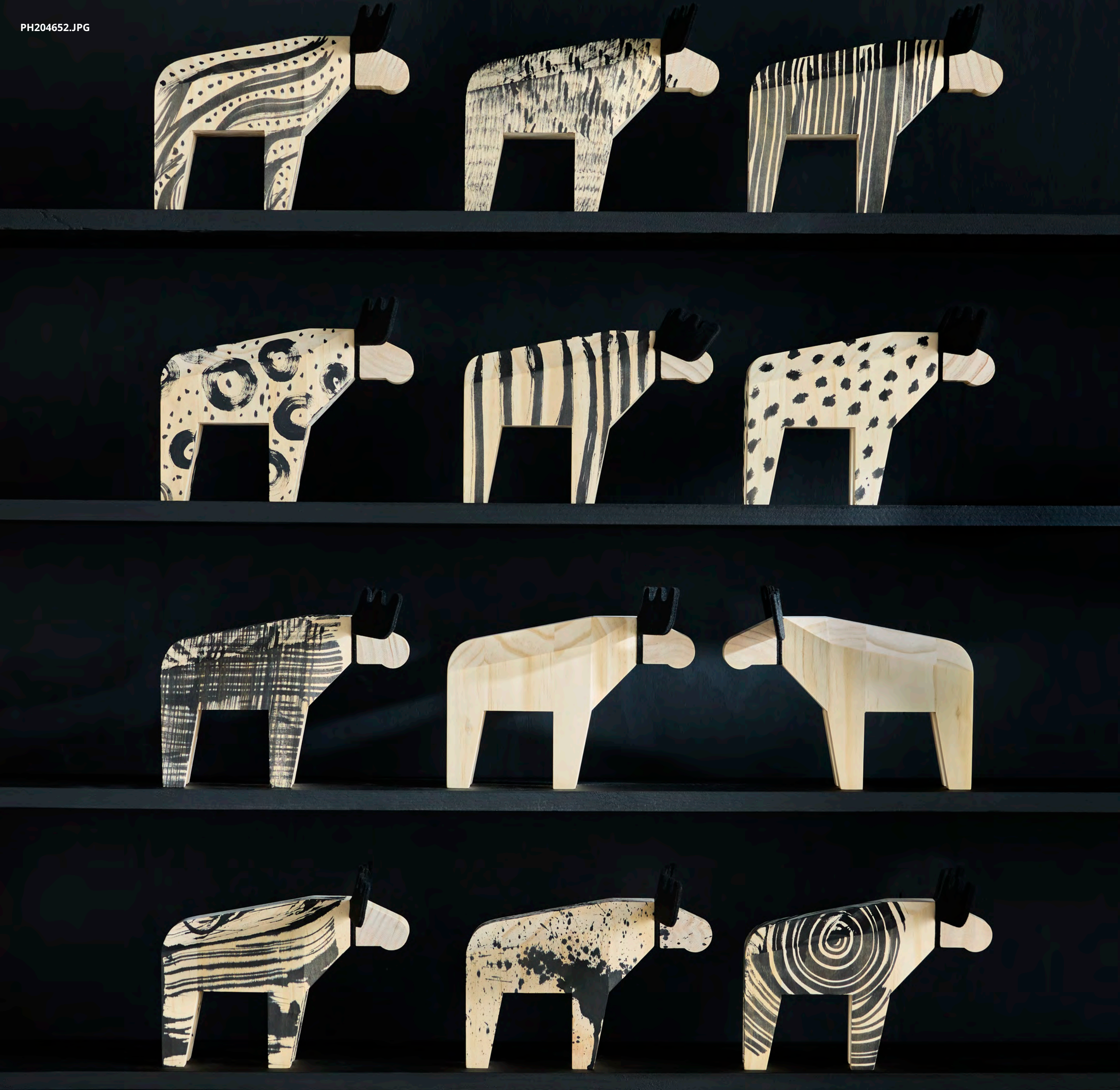
Do you remember what it was like to be a kid, when anything seemed possible? We do, and we believe that anyone can rediscover that sense of wonder by 'playing' with cheerful new products to refresh their home.

It's a game with no rules – the most important thing is to have fun without chasing perfection. From adding a new colourful 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?



PH204624.JPG



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Play it bold

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

Say yes to colour

This season, embrace the most playful side of Scandinavian style and fill your home with vibrant green furniture and unexpected pops of contrasting hues.

Pair a wavy bedding with a geometrical rug, get creative by rearranging your modular wardrobe to fit a new space and boost the cosiness with a cute table lamp and a colourful Bluetooth speaker.



Green and pink?
Oh, yes.





“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.

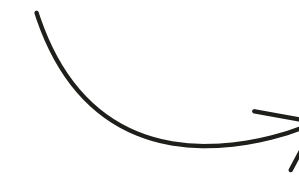




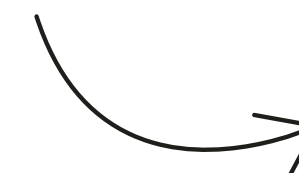
Cut out to be creative

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 cosy 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 colours to match your home’s style, and keep enjoying your favourite music wherever you are.



Tip!

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



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 colour 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 colour to a more laid-back, neutral space. Up for the pronunciation challenge?

PH204610.JPG





PE961633.JPG
New NATTBAD bluetooth speaker ABS plastic. Designer: Jon Eliason. W123×D92, H179mm. Pink 106.016.09



PE961635.JPG
New NATTBAD bluetooth speaker ABS plastic. Designer: Jon Eliason. W123×D92, H179mm. Yellow 706.016.11



PE969301.JPG
New ENSMÄRKE desk lamp Solid birch and powder coated steel. Designer: Andreas Fredriksson. Base Ø10, H34cm. White 705.946.15



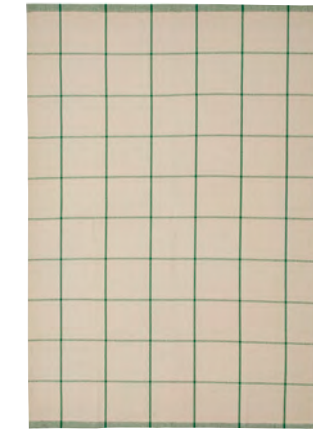
PE949846.JPG
New GURLI cushion cover 100% cotton. L50×W50cm. Green 205.987.48



PE965866.JPG
New PORTLAKMÅLLA duvet cover and pillowcase 54% cotton and 46% viscose/rayon. Designer: Emma Hagman. Duvet cover L200×150cm. Pillowcase L50×W60cm. Green/white 306.058.14



PE965806.JPG
New ÄLGÖRT pre-cut fabric 100% cotton. Designer: N Aalto/E Hagman/P Laine. W150×L300cm. Forest pattern/white green 706.081.70



PE961018.JPG
New RIDSTIG rug flatwoven 100% cotton. Designer: Johanna Jelinek. L195×W133cm. Off-white/green 6106.033.35



PE866038.JPG
HOVET mirror Aluminium, plastic foil and glass. W78×H196cm. Black 305.159.17



PE700251.JPG
LACK wall shelf Painted finish. L30×D26, H5cm. White 502.821.77



PE872286.JPG
ÄRTBUSKE vase/watering can Powder coating stainless steel. Designer: Bruno Adrien Aguirre. Ø10,5, L21×H24cm. Holds 1.5l. Bright green 605.376.54



PE949834.JPG
New GURLI cushion cover 100% cotton. L50×W50cm. Pink 205.987.53



PE967699.JPG
New VETEJORDFLY bedspread 100% polyester. Designer: Jessica Broberg. L250×W260c606.060.77e/beige 706.060.72



PE935510.JPG
GARNANÄS coffee table Plastic particleboard and melamine foil. Designer: Erik Wørts. L65×W65, H40cm. Green 005.565.08



PE898620.JPG
GENESÖN chair Powder coated steel. Designer: Zhelin Lian. W47×D50, H77cm. Metal/blue 805.677.96



PE965306.JPG
New FEJKA artificial potted plant Plastic, steel, 100% polyester and water. Ø15cm. In/ outdoor Philodendron/green/pink 906.008.61



Pattern playtime

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



**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 cosy hideout.



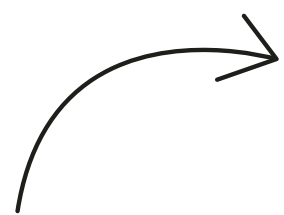
“This yellow print was inspired by the simple and cheerful energy of wild meadow flowers, I hope this print brings a timeless charm that enhances any living space.”

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.





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.



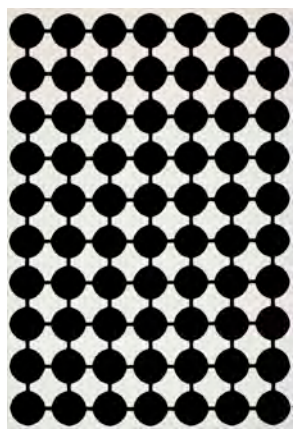
Product overview | July 2025



PE961631.JPG
New NATTBAD bluetooth speaker ABS plastic. Designer: Jon Eliason. W123×D92, H179mm. Black 406.016.03



PE953454.JPG
New GLADOM tray table Powder coated steel. Designer: Chenyi Ke. Ø45, H53cm. Bright orange 906.040.34



PE958911.JPG
VÄNDPLATS rug, low pile User surface: 100% polypropylene. Backing 100% Synthetic rubber. Designer: Ingela Håkansson Lamm. L195×W133cm. White/black dotted 306.009.39



PE961148.JPG
New SLÄNHÖSTMÅL curtains, 1 pair 100% cotton. W145×L300cm. With eyelets/ stripe black/white 206.078.42



PE951077.JPG
STOCKHOLM 2025 throw 100% Wool. Designer: Paulin Machado. W150×L200cm. Bright orange 805.922.01



PE953171.JPG
SPETSBOJ table lamp Powder coated steel. Designer: Mikael Axelsson. Ø12, H22cm. Dimmable/yellow 405.494.03



PE970788.JPG
New HÖSTAGILLE 2025 decoration, moose Solid pine. Designer: Marta Krupińska. H13×L15, W11cm. Orange/beige-yellow 906.003.09



PE926426.JPG
HORNFELS extension cor Polycarbonate plastic. Designer: Maria Gustavsson. L14.4×W12.5, H12.3cm. Yellow 905.584.28



PE951274.JPG
BLÄMUNKAR cushion cover 100% cotton. Designer: Hannah Wilcox. L50×W50cm. White/black/ dot pattern 206.106.13



Your hobby hub

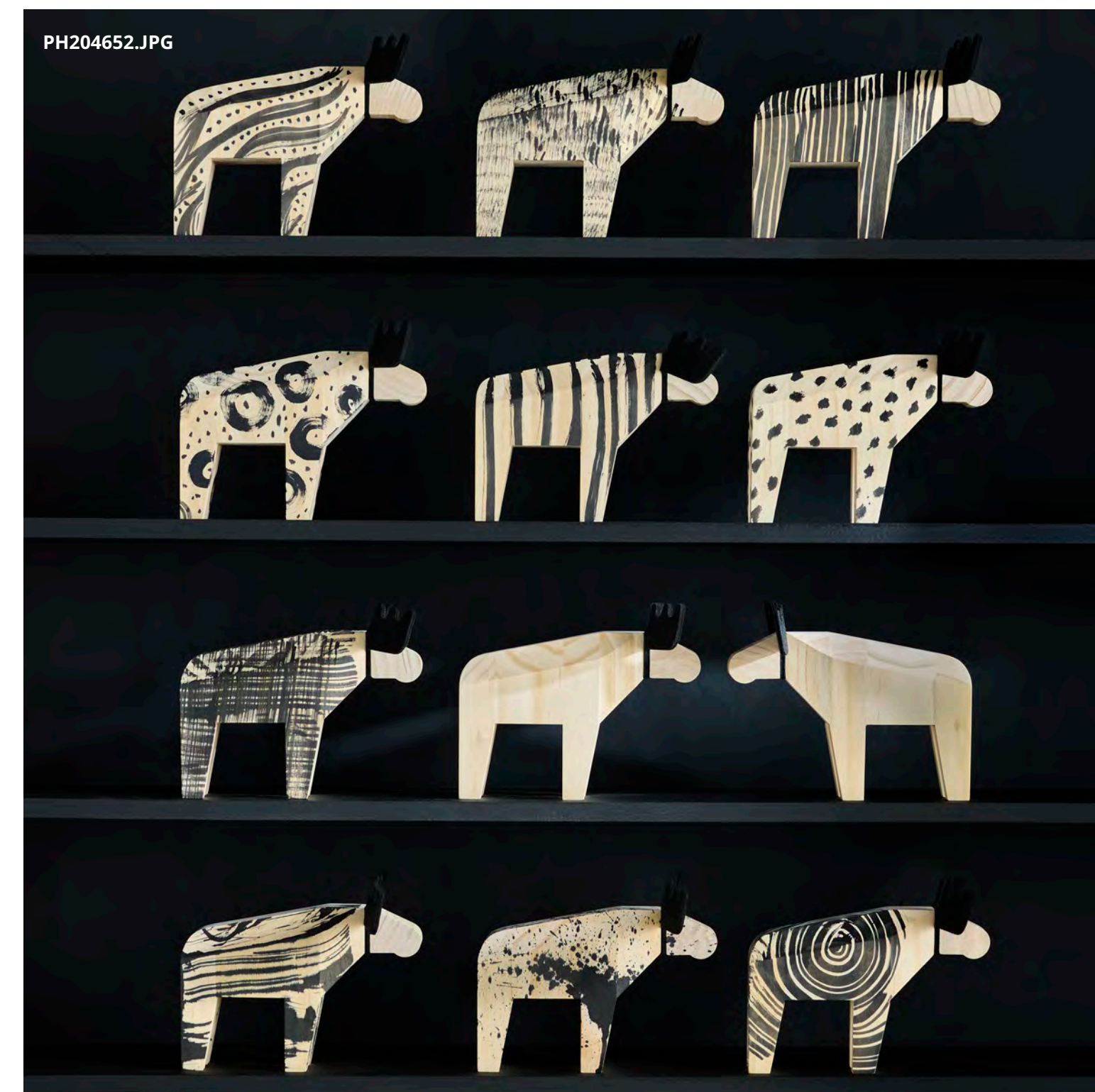
Make space for creativity by refreshing your room with a fun mix of colours and patterns – plus, an authentic Swedish moose that you can personalise!



Art is everywhere

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

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





“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!





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 colours, stripes, and patterns for a playful look.

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



PH204647.JPG

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PE970789.JPG
New HÖSTAGILLE 2025 decoration, moose Solid pine. Designer: Marta Krupińska. L22×W16, H18cm. Pine/black 606.002.97



PE946625.JPG
STOCKHOLM 2025 cushion cover 73% cotton and 26,5% polyester. Designer: Paulin Machado. L50×W50cm. Black/off-white 705.921.45



PE963082.JPG
New DRABOR cushion cover 100% cotton. Designer: I Lantz/ E Varghans, L50×W50cm. Black/light beige 406.046.30



PE972205.JPG
New GURLI cushion cover 100% cotton. L50×W50cm. Unbleached 205.987.29



PE965350.JPG
New ELSYSTEM rug, low pile User surface: 100% polyester. Backing: 100% rubber. Designer: Stina Lanneskog. L195×W133cm. Multicolour 305.809.22



PE923392.JPG
LAPPTÅG throw 60% cotton and 40% wool. L170×W130cm. Off-white 105.722.06



PE965802.JPG
New BUSKOPUNTIA pre-cut fabric 100% cotton. Designer: Hannah Wilcox. L300×W150cm. Yellow black/white/dot pattern 706.081.65



PE965351.JPG
ELSYSTEM rug, low pile User surface: 100% polyester. Backing: 100% synthetic rubber. Designer: Stina Lanneskog. Black/white/stripe 905.973.21



PE966386.JPG
New BLODBJÖRK vase Coloured glazed stoneware. Ø18, H25cm. Striped white/yellow 106.072.96



PE966383.JPG
New BLODBJÖRK vase Coloured glazed stoneware. Ø9,5, H16cm. Yellow 706.072.98



PE966384.JPG
New BLODBJÖRK vase coloured glazed stoneware. Ø18, H16cm. Beige 906.072.97



PE933703.JPG
ZEBRASÅV pendant lamp Polyethylene plastic. Designer: Andreas Fredriksson. Ø46, H24cm. White/plastic 105.224.81



PE928443.JPG
IVAR shelving unit Solid pine. W80×D30, H83cm. Pine 005.223.30



PE813619.JPG
LAGKAPTEN/KRILLE desk Acrylic painted fibreboard and powder coated steel. Designer: Francis Cayouette. L120×W60, H73cm. White 494.167.76

Blankets are red, cushions are blue...

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





We can't help being Swedish

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

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



Give your home that Scandinavian touch.



PE965856.JPG

New HYLSNEJLIKA duvet cover and pillowcase 54% polyester and 46% viscose/rayon. Designer: I Lantz/E Varghans. Duvet cover: L200×W150cm. Pillowcase L50×W60cm. Multicolour 106.055.32



PE965356.JPG

New PALPLJUNGMAL cushion cover 100% cotton. Designer: Hannah Wilcox. L50×W50cm. Orange 006.080.22



PE969301.JPG

New ENSMÄRKE desk lamp €000 Solid birch and powder coated steel. Designer: Andreas Fredriksson. Base Ø10, H34cm. White 305.955.70



PE962335.JPG

New TEMPELFly curtains, 1 pair 70% cotton, 30% jute. Designer: Hannah Wilcox. W145×L250cm. White/black 606.107.29



PE973310.JPG

New GURLI cushion cover 100% cotton. L50×W50cm. White 605.987.27



PE965637.JPG

New HYLSNEJLIKA throw 100% polyester. Designer: I Lantz/E Varghans. W130×L170cm. Orange/floral pattern 206.080.40



PE963104.JPG

New REVFINGERÖR cushion cover 100% cotton. Designer: I Lantz/E Varghans. L50×W50cm. Deep blue/bright red 206.046.31



PE898299.JPG

TIDTABELL rug, flatwoven User surface: 100% wool. Warp: 100% cotton. L240×W170cm. Beige 305.552.82



PE870762.JPG

VEVELSTAD bed frame with 2 headboards Powder coated steel and clear acrylic lacquered rattan. Designer: Ebba Strandmark/Nike Karlsson. L207×W96, H27cm. Headbord W116×H98cm. White/Tolkning rattan 694.418.12



PE777555.JPG

FRÖSET easy chair Clear acrylic lacquered wood veneer and Oak veneer. Designer: S Fager/H Preutz. W59×D57cm. H74cm. Red stained oak veneer 204.296.04



PE931462.JPG

DVALA N sheet set, 1 pillowcase 100% cotton. Fitted sheet W97×L189cm. Sheet W173×L264cm. Pillowcase W76×L51cm. Light grey 205.807.48



Ready to go a little dotty?

Add a spot of fun to your kitchen with vibrant colours, 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.

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 colourful 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.



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ANTILOP

Made for mess since 1991

A well-loved favourite 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!

NISSAFORS

Next stop, the dinner table

Now available in fresh light green, the compact NISSAFORS trolley 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 castors make shuttling items to the table and back a breeze, so you can focus on the best part-eating.

PH204758.JPG



Product overview | July 2025



PE740883.JPG
LISABO table Clear lacquered ash veneer and solid birch. Designers: K Hagberg/M Hagberg. L140×W78, H74cm. Ash veneer 702.943.39



PE763015.JPG
LISABO cha Clear lacquered ash veneer and solid birch. Designers: K Hagberg/M Hagberg. W46×D51, H80cm. Ash veneer 004.572.35



PE975540.JPG
New ANTILOP highchair with tray Polypropylene plastic. W56×D60, H90cm. White 395.975.17



PE975534.JPG
ANTILOP highchair with safety belt Polypropylene plastic. W56×D60, H90cm. White 095.975.14



PE975227.JPG
New MATA 4-piece eating set Polypropylene plastic. Bright green 305.969.37



PE966368.JPG
New NISSAFORS trolley Powder coated steel. Designer: Ebba Strandmark. L50.5×W30, H83cm. Light green 106.067.82



PE965715.JPG
New RINNIG tea towel 4-pack 100% cotton. Designers: H Wilcox/D Nordberg. L60×W45cm. Multicolour patterned 206.127.68



PE969091.JPG
New IKEA 365+ food storage basket 2-pack Powder coated steel. Designer: David Wahl. W14×D14, H10cm. Metal/ yellow green 006.013.32



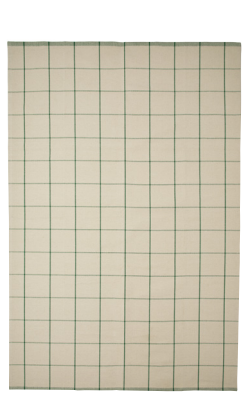
PE967585.JPG
New OFTAST bowl Tempered opal glass. Designer: Henrik Preutz. Ø15, H5cm. Holds 0.4l. Light green green/ dot pattern 306.082.47



PE969165.JPG
New GANSJÖN 3-piece bathroom set Painted glass, stainless steel and plastic. Light green 206.054.47



PE735969.JPG
TROGEN children's step stool Painted finish. Designers: J Asshoff/H Brogård. W40×D38, H33cm. Yellow 803.715.20



PE961027.JPG
New RIDSTIG rug, flatwoven 100% cotton. Designer: Johanna Jelinek. L300×W200cm. Off-white/green 106.033.35



PE736144.JPG
BEKVÄM step stool Solid aspen. Designer: Nike Karlsson. W43×D39, H50cm. Aspen 102.255.89

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.





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.



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.





“When I designed the colourful RÖDSNULTRA serving plates, I wanted to spread joy and a relaxed atmosphere at the table. The design with various colours 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 colour and joy to every occasion. Olé!



Product overview | July 2025



PE964976.JPG
VIHALS tab
Powder coated steel, particleboard and melamine foil. Designer: Marcus Arvonen. Ø107, H75cm. White 495.899.70



PE964986.JPG
New BUSLÄTT chair
Powder coated steel, solid pine and polypropylene plastic. Designer: K Hagberg/ M Hagberg. W39×D47, H79cm. White/pine 906.011.39



PE953454.JPG
New GLADOM tray table
Powder coated steel. Designer: Chenyi Ke. Ø45, H53cm. Bright orange 906.040.34



PE939919.JPG
GINSTMOTT curtains, 1 pair 100% polyester. L250×W145cm. With heading tape/pink 905.971.80



PE926836.JPG
STRANDFLOKA place mat 100% cotton. Designer: Darja Nordberg. L45×W35cm. Pattern/multicolour 305.806.58



PE967626.JPG
New RÖDSNULTRA serving plate 3-pack Stoneware. Designer: Wiebke Braasch. L20×W11, H2cm. Mixed patterns 806.045.05



PE966633.JPG
New KLIPPLAX glass Glass. Holds 40cl. Striped pink 005.967.74



PE964233.JPG
New KLIPPLAX glass Glass. Holds 40cl. Clear glass 305.967.20



PE904705.JPG
BLÄKÄXA drinking straws/cleanbrush set of 5 Heat resistant glass. L18cm. Mixed colours 705.666.41



PE910341.JPG
STRANDFLOKA coaster 2-pack Clear lacquered bamboo. L9×W9cm. 405.739.21



PE913319.JPG
SMÖRLING serving tray, set of 2 Solid beech. Designer: Wiebke Braasch. Beech 105.706.60



PE732695.JPG
IKEA 365+ bowl 2-pack Feldspar porcelain. Designers: Preutz/Wihlborg/Braasch/Karlsson. Ø9, H3cm. Holds 13cl. Rounded sides white 802.829.96



PE728796.JPG
IKEA 365+ plate Feldspar porcelain. Designers: Preutz/Wihlborg/Braasch/Karlsson. Ø27cm. White 702.589.49



PE788586.JPG
HUVUDROLL plant balls 500g. Frozen 204.835.92



PE892922.JPG
ISKUB carbonated soft drink Vol. 500ml. Lingonberry flavour/with sugar and sweeteners 505.480.64



PE940024.JPG
KÄLLARHALS vase Tinted clear lacquered glass. Designer: Anna Efverlund. Ø11, H26cm. Orange 505.837.12

See more on www.ikea.com/ca/en/newsroom/

Enjoy!

Contact

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