



PRESS RELEASE

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## DESIGN FOR JOBS, IKEA LAUNCHES THE FIRST COLLECTION FROM JORDAN

**Just over a year ago, IKEA decided that we will start purchasing from Jordan, creating livelihood for refugees and locals. On, 5 December 2017, the first collection of precious, handcrafted textiles was launched in IKEA Jordan and more markets will follow. TILLTALANDE is made in collaboration with Jordan River Foundation and women artisans; Jordanian locals alongside refugees.**

The initiative is sprung from the urgent need to get people into work and into society as Jordan has taken a great responsibility in hosting refugees. In November 2016 IKEA decided that we will start purchasing from Jordan. In partnership with Jordan River Foundation, we have worked to get the business up and running, including design process, recruitment and training. The first limited collection of handcrafted textiles is made by more than 100 women artisans, a number that will double during next year and that is expected to reach 400 by the end of 2020.

"We've really had a flying start. This is just the beginning of a long term partnership and the co-creation of great design while creating jobs for Jordanian locals and refugees. To see the collection come alive together with Jordan River Foundation and all the artisans feels wonderful and we hope our customers will enjoy it, says Ann-Sofie Gunnarsson, Partner Development Leader at IKEA of Sweden.

IKEA Jordan will be the first store to launch the collection, followed by Kuwait and Morocco in March 2018, South Arabia, Arab Emirates and Qatar in May 2018 and selected stores in the US and Europe starting in June 2018. Over the coming months, more products will enter the collection, offering our customers unique pieces of textile that are designed to make a difference. By mixing printed and handmade elements, the unique handicraft skills of the artisans come forward, while still ensuring a production that's efficient enough to result in affordable products. The collection is inspired by Bedouins and stories passed on in generations, using elements that all tell a story about the region.

"Many of the gardens in Amman have massive cactus, you can't miss them. Faridon Abida, designer at Jordan River Foundation, told me how they sometimes burst into yellow or pink blossom. We both loved the idea of using them in the collection, and the women artisans instantly connected with the idea", says Paulin Machado, designer at IKEA of Sweden.

The IKEA Social Entrepreneur Initiative is about merging gaps between people and cultures, sharing ideas and creating a better everyday life for more of the many. For IKEA, it also provides a great deal of inspiration, knowledge and partnership with skilled artisans, while offering customers unique handicraft.

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply, have the responsibility to develop, design, produce and supply IKEA stores around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products in the IKEA stores. The total range is almost 10,000 products.*