



PRESS RELEASE

**4 June, 2019
Älmhult, Sweden**

IKEA to explore pattern and colour with Zandra Rhodes

Pattern and colour can be powerful expressions of skill, personality and local culture. It is a way to change your home and your mood in no time. Together with British designer Zandra Rhodes, IKEA sets out to explore a variety of local pattern cultures from across the globe to put them into the home context through the seasons.

At IKEA we don't believe in perfect homes. We believe in homes that are a perfect reflection of the people who live inside. And we know that patterns and colour play an important role in creating that. Patterns and colours can alter the character of a space in many ways. It can visually change the size of a room, affect the atmosphere and the light. Using patterns and colour is also a relatively easy and low cost way to make a change, adapt to the seasons or tell a story of places you have been, what you like and who you are.

"At IKEA we are curious to deep dive into what makes a home feel like *your* home. And we know that patterns and colour add fun, energy, mood, atmosphere and personality to a space. Therefore we want to explore how to make textile prints and patterns more contemporary and connected to local cultures. And who better to do this together with, than the experienced, ultra-creative fashion designer Zandra Rhodes?", says Nils Larsson, Creative Leader at IKEA Range and Supply.

The intention with this collaboration is to see what happens when colourful fashion prints, inspired by local pattern cultures from across the globe, are put into the home context.

"I initially started my career as a textile designer, studying Printed Textile Design at The Royal College of Art in London. Pattern and colour have always been two mediums synonymous with my work and are mostly associated with my fashion designs. What a fabulous opportunity to re-imagine my designs into homeware products working with the worlds leading furniture retailer and icon, Ikea. I hope to bring my passion for textiles, print and colour to this global market drawing inspiration from my distinctive style and love of travel. What an exciting adventure for The House of Zandra Rhodes!", says designer Zandra Rhodes.

About Zandra Rhodes

Zandra Rhodes was one of the new wave of British designers who put London at the forefront of the international fashion scene in the 1970s. Her designs are considered clear, creative statements; dramatic but graceful; audacious but feminine. Rhodes' inspiration has been from organic material and nature. Her unconventional and colourful prints were often inspired by travel; chevron stripes from the Ukraine and the symbols of the North American Indian, Japanese flowers, calligraphy and shells.

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 AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.