



PRESS RELEASE

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IKEA reveals the first products from the upcoming Swedish House Mafia collaboration, and announces further reveals at Milan Design Week 2022

Three new takes on the iconic FRAKTA bag will be part of the IKEA and Swedish House Mafia collection launching this fall. The collection will include more than 20 furniture pieces, interior solutions and accessories for up and coming music producers, DJs, and all creators with limited means but unlimited creativity. Selected furniture products from the upcoming collection will be revealed on June 9, 2022, as part of IKEA Festival at Milan Design Week.

In September 2021 IKEA and electronic music artists Swedish House Mafia announced their upcoming collection of music related home furnishing solutions, designed for producing, performing, and listening to music at home.

Today IKEA reveals the first products from the collaboration: not one but three new Swedish House Mafia remixed versions of the iconic IKEA FRAKTA bag.

Swedish House Mafia's unique take on FRAKTA is built on the insights about the functional needs that music creators and music fans have when on the go. It includes a bag for cables, cords and other accessories necessary for music creation, a laptop bag, and one larger bag for vinyl records – all in Swedish House Mafia signature style.

"FRAKTA is one of those IKEA classics that everyone has. We wanted to do our take on it from a music creation perspective depending what type of gear you carry with you on the go. Our different takes on the bag are themes shared for the whole collection. All items in the collection have a timeless theme with a distinct trace of our DNA", says Swedish House Mafia.

"It had been a dream for the guys to make a FRAKTA, but they wanted to add something more to it", says Friso Wiersma, in-house designer, IKEA of Sweden. "Talking about functionality and how they would use it in their daily life, it became clear that we wanted to solve different problems – and that we couldn't do it all in just one bag style."

More products from the upcoming collection for music creators will be revealed during **IKEA Festival** at BASE in Milan on June 9 for Milan Design Week 2022.

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About IKEA

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

About Swedish House Mafia

Grammy Award nominated trio Swedish House Mafia consisting of Axwell, Steve Angello and Sebastian Ingrosso, are widely recognised as pioneers of electronic music with legendary live shows. The band conquered the globe with hit singles such as Don't You Worry Child, Save The World and One.

In 2013 they shocked the music world and fans by announcing a break with their farewell tour, which sold over one million tickets. Swedish House Mafia reunited for a surprise performance at Ultra Miami in 2018, and shortly after, their first headline shows in five years sold out in Sweden.

With a global following, spectacular live performances (including head lining the Coachella festival in April this year), and newly released singles Moth to a Flame feat. The Weeknd and Redlight feat. Sting from their first ever album Paradise Again, they are now in the beginning of a new chapter of their incredible journey.

With this collection IKEA and Swedish House Mafia explore the topic of music and creativity at home to make the everyday life easier for the many people listening to and creating music. The collection will include more than 20 furniture pieces and smart home furnishing solutions.

For further questions, please contact:

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For more information about the story and the history of the FRAKTA bag please visit IKEA Museum: <https://ikeamuseum.com/en/digital/the-story-of-ikea/loved-bag>

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