



**PRESS RELEASE**

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## **IKEA and Ilse Crawford renew their collaboration to celebrate the small moments in life**

**IKEA and Ilse Crawford come together again for a long-term collaboration to create a number of smart, beautiful, and timeless home accessories. With shared values, a humanistic approach, and passion for design, IKEA and Ilse Crawford can together contribute to creating a better everyday life for the many.**

“One of the focus areas for Ilse Crawford and IKEA will be home accessories – the small ingredients of life at home that turn four walls into an individual comfort zone and can magically transform every space – every day and everywhere, no matter where in the world” says Karin Gustavsson, Range and Design Leader at IKEA of Sweden AB. “Ilse Crawford’s design principles, her values and aesthetics are a perfect match to the IKEA vision to create a better everyday life for the many people through meaningful and beautiful home accessories.”

The ambition for this renewed collaboration is to enable the many people to personalize their homes with small touches designed in a classic, sustainable, and timeless way, that are affordable for the many.

“In all our projects it is the top layer that makes a place feel special. A vase for everyday life that helps present flowers in an attractive way. Candle holders beautiful enough to keep. And tactile plant pots that will hopefully become the new essential” says Ilse Crawford. “When we design for the home we focus on giving extra care and attention to our everyday activities, no matter how small. We obsess about materiality and tactility. And creating things so appealing you wouldn’t want to throw them away” she adds.

In 2015 IKEA launched SINNERLIG – the first designer collaboration with British designer Ilse Crawford. This collection was highly appreciated and the SINNERLIG pendant lamp has become an icon product, that is still a popular part of today’s IKEA range. This time around, and in contrast to the SINNERLIG limited collection, IKEA, Ilse Crawford, and her studio team are collaborating on a long-term basis, with new products coming to the IKEA range over the next couple of years.

*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.*

Ilse Crawford is a designer, academic and creative director with a simple mission to put human needs and desires at the centre of her work. As founder of Studioilse, together with her multi-disciplinary, London-based team, Ilse Crawford and her studio design environments, objects and experiences that support and enhance human behaviour and everyday life, making the normal special.

With a strong connection to nature and natural materials, she brings this philosophy to life, by creating environments where humans feel comfortable and at home, designing for a positive mental and environmental impact.

Together IKEA and Ilse Crawford can put the human being at the centre of this long-term collaboration, with a focus on well-being, honest and sustainable materials, and high-quality design.

First results of this collaboration will reach IKEA stores in autumn 2021 and more products will be launched from 2022 onwards.

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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 the IKEA franchise system**

The IKEA retail business is operated through a franchise system with franchisees that are authorised to market and sell the IKEA product range within specified geographical territories. Inter IKEA Systems B.V. is the owner of the IKEA Concept and worldwide IKEA franchisor, who also assigns different IKEA companies to develop the product range, supply products and deliver communication solutions. Today, 12 different groups of companies have the right to own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V.

#### **About Inter IKEA Group**

Inter IKEA Group includes Inter IKEA Systems B.V., IKEA of Sweden AB, IKEA Supply AG and IKEA Industry AB related businesses. Inter IKEA Holding B.V. is the holding company for the Inter IKEA Group.

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