IKEA of Sweden
 PRESS RELEASE
 Älmhult, Sweden
 August 24, 2021

KARISMATISK, a fabulous collection in collaboration with the British pattern and textile designer Zandra Rhodes, is available at IKEA stores globally from September 2021

Together with Zandra Rhodes, IKEA decided to explore how Zandra’s world of bold patterns and vivid colours can be designed in a home context. As a result, IKEA launches KARISMATISK collection, a manifesto for fearless self-expression at home. The collection includes 26 statement-making pieces encouraging all colour lovers to “be bold, be fabulous, be you!”. KARISMATISK collection will be available at IKEA stores globally from September 2021.

Famous for her fearless prints and vibrant colours, Dame Zandra Rhodes has been a revolutionary force in the fashion and textile worlds for over five decades. Inspired by Zandra and her fearless approach to life and style, IKEA team set out to explore together the power of colours and pattern to add character and charisma to the home. This exploration led to a deeper understanding of prints and colours as powerful expressions of personality, talent, local culture, as well as their psychological effects on people and spaces.

Following Zandra’s lead, the collection is loud and proud and statement-making. Much like Zandra, it says ‘here I am’! KARISMATISK celebrates our homes as an expression of who we are through colour, prints and eye-catching objects. The new collection calls to channel Zandra’s confidence and charisma into your home and to be proud to show your personality in your space. KARISMATISK is all about having fun with home furnishings and letting an optimistic outlook shine in our spaces. Mix and match cushions, rugs and textiles however you choose, put vases together or separately, add a sparkle of colour or go full pattern! “It’s the sort of collection that people can just take one piece of and it can lighten up their lives or they can take several pieces,” says Zandra Rhodes.

As much as KARISMATISK is fabulous, it’s functional too. Together with Zandra, IKEA used the five dimensions of Democratic design – form, function, quality, sustainability at an affordable price – to create playful solutions to everyday needs at affordable prices. Although Zandra is passionate about flamboyant prints and colours, her designs are always practical. Wherever possible, recycled materials are used in the collection – and consciously, with a focus on less is more.

“The IKEA team really get the Zandra Rhodes aesthetic, and because of this we just bounce off one another. The design process has been organic and genuine, and this is seen throughout the whole collection”, says Zandra Rhodes. “It’s been a wonderful adventure. On a practical side, it’s been very exciting trying to translate the ‘Zandra Rhodes: World of Colour’ for the many people to have a bit of it”.

KARISMATISK collection is launched globally at the digital event on August 24 at 9:00 – 10:00 CET/15.00 – 16.00 CET at https://karismatisk.ikeamuseum.com. You will be also able to watch the event record at the same link later.

From September 2021, the collection will be available at IKEA stores globally.
About IKEA

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.

About Zandra Rhodes

Zandra Rhodes was one of the new waves 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 shell.