



# GRATULERA

LIMITED EDITION VINTAGE COLLECTION  
SECOND LAUNCH: OCTOBER



# THANK YOU FOR 75 YEARS OF LIFE AT HOME

75 years have passed since Ingvar founded IKEA by his uncle's kitchen table. 2018 marks a year for celebration – celebrating the vision of making every day a bit better for people, of furnishing homes and sharing knowledge all around the world. But this birthday is not just about us at IKEA. This year we're going beyond the balloons, bargains and cake, choosing to make the celebration about someone else. Let's make it about you. Because without you we wouldn't be the same dream team. Without you; the single dad, the college student, the family of seven, the newly-wed couple and the young adult, IKEA would, literally, be just another part.

But what's a birthday without surprises? To kick it off, a few of the golden oldies are back. Meet GRATULERA, the vintage collection celebrating 75 years of IKEA design. It's time to get nostalgic with hand-selected favourites from the 50-60's, 70-80's and the 90-00's, launching at three different dates. *"Each launch is very different, signifying its time period; from dark woods with a classic expression, to a very playful style with strong colours, and then to a more minimal look with natural light woods and graphic colours,"* says Karin Gustavsson, Creative Leader, IKEA of Sweden. We must admit, we've missed them quite a bit, and hope you have too.



PH153803



**RÅANE armchair CHF 99.95** 304.177.33

PH153802



**FÄRGSTARK pendant lamp CHF 34.95** Blue  
703.995.34

PH153807



**FÄRGSTARK glass-door cabinet CHF 99.95**  
804.159.82

## 70-80's EDITION LAUNCHING OCTOBER

## FUN FAVOURITES

We're reminiscing back to the 70's and 80's with a smile on our faces. It's bold, colourful and fun. No one in IKEA can talk about this era without mentioning the beloved KLIPPAN sofa.

*"I just love the covers that are like puffy jackets - they're cool and colourful. It's a tribute to the Memphis group, an 80's design movement that was very popular during that time. The KLIPPAN sofa was one of the first affordable sofas we had to offer, which is why it's an icon of its time," says Karin.*

Launched upon declaring the living room for children, KLIPPAN was created with the idea of a sofa that could withstand the human need to play. For GRATULERA, new covers will come in a bright yellow, fiery red and a cool cobalt blue.



PH153754

**KLIPPAN 2-seat sofa CHF 269.-** Ransta red 392.760.50 **RÅANE armchair CHF 99.95** 304.177.33 **FÄRGSTARK glass-door cabinet CHF 99.95** 804.159.82  
**MOSAIKBLAD cushion cover CHF 7.95/each** Red/black 704.274.62 Blue/black 904.274.61 Yellow/black 504.274.63 **MOSAIKBLAD cushion cover CHF 7.95** Black/white 104.274.60  
**FÄRGSTARK rug, low pile CHF 249.-** Ø200cm. 304.251.58 **FÄRGSTARK pendant lamp CHF 34.95/each** Silver-colour 403.995.35 Blue 703.995.34 Yellow 103.995.32 Red 303.995.31  
Version without lamps: PH153753



**MOSAIKBLAD** cushion cover CHF 7.95/each Yellow/black 504.274.63 Blue/black 904.274.61  
**FÄRGSTARK** pendant lamp CHF 34.95/each Blue 703.995.34 Yellow 103.995.32 Red 303.995.31

When launched in 1983, RÅANE armchair was called JÄRPEN. Designer Niels Gammelgaard wanted to challenge the idea of an armchair and see if it was possible to make it comfortable without any filling or fabric. The solution? Mesh material designed resource-efficiently.



**FÄRGSTARK** rug, low pile CHF 299.– W200xL200cm. 904.251.60  
**RÅANE** armchair CHF 99.95 304.177.33 **MOSAIKBLAD** cushion cover CHF 7.95/each  
 Yellow/black 504.274.63 Blue/black 904.274.61

*"During the 80's Åsa Gray made some beautiful colourful designs for IKEA. She was one of our icon designers and so very Scandinavian. I particularly like the rugs and cushions - they're significant for that time period."*

- Karin Gustavsson, IKEA Creative Leader



**FÄRGSTARK rug, low pile CHF 249.-** Ø200cm. 304.251.58

**MOSAIKBLAD cushion cover CHF 7.95** Red/black 704.274.62



PH153763

**MORGONDOFT** mug CHF 2.95/each 304.280.91 **FÄRGSTARK** rug, low pile CHF 299.-  
W200xL200cm. 904.251.60



PH153760

**TYNGDKRAFT** candlestick, set of 3 CHF 14.95 004.288.94  
**MORGONDOFT** mug CHF 2.95 304.280.91

*"I think my strongest memory from the 80's are my two KLIPPAN sofas. By adding colourful, bold textiles I made them my own - it completely changed my living room. They became my art pieces, and I just loved them."*

- Karin Gustavsson, IKEA Creative Leader



**KLIPPAN 2-seat sofa CHF 269.–** Ransta blue 192.760.51  
**MOSAIKBLAD cushion cover CHF 7.95** Black/white 104.274.60



# 75 YEARS WITH IKEA – AND YOU

## The roots of a furniture dealer

One could say that the story begins in 1926 – the year that Ingvar Kamprad was born in Elmtaryd, a small farm near the village of Agunnaryd in southern Sweden. It wouldn't take long before his entrepreneurial spirit burst into life. At the mere age of five he was selling matches to his nearby neighbours. The idea was to meet people's needs with products at reduced prices - the IKEA concept before Ingvar himself even realized it. Going forward, he found that he could buy matches in bulk in Stockholm, and re-sell them individually at a very low price while still making a good profit.

From matches to flower seeds, greeting cards, and later on; pencils and ball-point pens, Ingvar is 17 years old when his father gives him money as a reward for successful studies. Ingvar uses this to establish his own business. The year is 1943 and IKEA is born.

## From forest to showroom

In 1948 the first furniture is introduced into the IKEA offer. It's produced by local manufacturers in the forests close to Ingvar's home. A few years later, the very first showroom opens in Älmhult – a space for people to physically experience the furniture before placing an order.

The first IKEA store, the largest furniture display in Scandinavia at the time, had 6,700 square meters of home furnishings. Today, IKEA is present in 48 countries with a little under 400 stores around the globe. Who would've ever imagined that the boy selling matches would one day be the owner of the world's largest furniture retailer?

## The real deal: democratic design

The IKEA concept transcends beyond the flat-pack – it's about you too. You're a part of what IKEA calls its democratic design process: We do our part, you do yours, together we save money. There are many ways in which you as a customer are significant to IKEA being the brand it is today; from having a climate positive approach at home to providing feedback, just to name a few.

It's partly because of you, that the IKEA story lives on yet today. With Ingvar's wise words embedded in everything that is accomplished: "Most things still remain to be done. Oh, what a glorious future!", this 75th anniversary is also about looking ahead, towards an even brighter future together.



## **WANT TO LEARN MORE ABOUT THE HISTORY OF IKEA? VISIT THE IKEA MUSEUM!**

It's now 75 years since we started creating a better everyday life for the many people. Come and meet us, look into the past – as well as the future! IKEA Museum offers a main exhibition that shares the story from the early days of IKEA to the company that we are today. Our current temporary exhibitions are IKEA 75 anniversary and IKEA Hacked: Our Products. Your Ideas. IKEA Museum is located in the building that once was the first IKEA store in the world. Welcome to Älmhult, Sweden!  
<https://ikeamuseum.com/en/>



# PRODUCT INFO / October launch



PE685316

**FÄRGSTARK glass-door cabinet**  
CHF 99.95

Foil finish, tempered glass and powder coated steel. Designer: Tord Björklund. W47xD37, H171cm. Black  
804.159.82



PE691752

**KLIPPAN cover 2-sea sofa**  
CHF 109.–

Sofa is sold separately. 100% cotton. Ransta blue  
204.127.26



PE691753

**KLIPPAN cover 2-sea sofa**  
CHF 109.–

Sofa is sold separately. 100% cotton. Ransta red  
404.127.25



PE691754

**KLIPPAN cover 2-sea sofa**  
CHF 109.–

Sofa is sold separately. 100% cotton. Ransta yellow  
704.127.24



PE693853

**RÅANE armchair** CHF 99.95

Powder coated steel. Designer: Niels Gammelgaard. W64xD69, H71.5cm. Black  
304.177.33



PE704485

**TYNGDKRAFT candlestick, set of 3** CHF 14.95

Comprises: 3 candlesticks (height 9, 13 and 15 cm). Powder coated steel. Designer: K Hagberg/M Hagberg. Off-white  
004.288.94



PE693852

**MORGONDOFT mug** CHF 2.95

Stoneware. 37cl. Black/white stripe  
304.280.91



PE693857

**MOSAIKBLAD cushion cover**  
CHF 7.95

100% cotton. Designer: Åsa Gray. L50xW50cm. Red/black  
704.274.62



PE693858

**MOSAIKBLAD cushion cover**  
CHF 7.95

100% cotton. Designer: Åsa Gray. L50xW50cm. Yellow/black  
504.274.63



PE693855

**MOSAIKBLAD cushion cover**  
CHF 7.95

100% cotton. Designer: Åsa Gray. L65xW40cm. Black/white  
104.274.60



PE693856

**MOSAIKBLAD cushion cover**  
CHF 7.95

100% cotton. Designer: Åsa Gray. L50xW50cm. Blue/black  
904.274.61



PE698234

**FÄRGSTARK rug, low pile**  
CHF 249.–

100% wool. Designer: Åsa Gray. Ø200cm. Red  
304.251.58



PE698242

**FÄRGSTARK rug, low pile**  
CHF 299.–

100% wool. Designer: Åsa Gray. W200xL200cm. Black/white  
904.251.60



PE695868

**VÄRLDSBRA carrier bag, large**  
CHF 1.95

100% polypropylene. W55xD35, H37cm. 71l. 70–80s  
504.296.07

# PRODUCT INFO / October launch



PE671624

**FÄRGSTARK pendant lamp**  
**CHF 34.95**

Powder coated aluminium. Ø24cm.  
IKEA. Model T1715F FÄRGSTARK.  
This luminaire is compatible with  
bulbs of the energy classes A++ to  
D. Silver-colour  
403.995.35



PE671621

**FÄRGSTARK pendant lamp**  
**CHF 34.95**

Powder coated aluminium. Ø24cm.  
IKEA. Model T1715F FÄRGSTARK.  
This luminaire is compatible with  
bulbs of the energy classes A++ to  
D. Blue  
703.995.34



PE689035

**FÄRGSTARK pendant lamp**  
**CHF 34.95**

Powder coated aluminium. Ø24cm.  
IKEA. Model T1715F FÄRGSTARK.  
This luminaire is compatible with  
bulbs of the energy classes A++  
to D. Red  
303.995.31



PE671623

**FÄRGSTARK pendant lamp**  
**CHF 34.95**

Powder coated aluminium. Ø24cm.  
IKEA. Model T1715F FÄRGSTARK.  
This luminaire is compatible with  
bulbs of the energy classes A++ to  
D. Yellow  
103.995.32



# CONTACT

OCTOBER 2018

**Manuel Rotzinger | IKEA AG | Müslistrasse 16 | 8957 Spreitenbach**

E-Mail [manuel.rotzinger@ikea.com](mailto:manuel.rotzinger@ikea.com) | Phone **+41 79 887 29 34**

