



PRESS RELEASE

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IKEA x colette – announcing a collaboration of details

IKEA will team up with the French multi-brand retailer colette and their Creative director Sarah Andelman to collaborate over a collection focusing on details of selective products and unconventional thinking. With the upcoming collaboration IKEA wants to further explore the power of details and make great design available for the many people.

IKEA has a vision to create a better everyday life for the many people. Through Democratic Design, we ensure that we bring great design to as many people as possible. In a curious way IKEA opens up for new ideas and collaborations with others is a way to learn, develop and to stay curious on how we can make things better for the everyday life at home.

“We create collections as a way of exploring and trying new ways. Doing this together with different designers or creative artists is a way to explore new ideas in an exciting and playful way. colette shares our curiosity of design and is known for their way of crossing design and art. We think that we can learn a lot from them in how to find the object of desire and together we can then merge this with the aspects of democratic design, making it available for the many people”, says Marcus Engman, Design manager at IKEA of Sweden.

The starting point for the collaboration will be to merge two icons into one, the IKEA FRAKTA bag and colette’s well-known blue dots. The collaboration, which will contain selected products, will explore unconventional thinking and playfulness in design.

“Design has always been important for us and we’re happy we worked with major design brands and designers during these last 20 years. When IKEA contacted us, we felt very honoured and glad! I love the idea that this colette x IKEA collection will find a new home, lots of new homes, to explore...”, says Sarah Andelman, Creative Director at colette.

The collection is planned to be in store during 2018 and the collaboration is announced as a part of colette’s 20 years celebration in Paris, France.

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.