



PRESS RELEASE

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## **IKEA to collaborate with fashion designer Chris Stamp**

**What is needed in the young homes with an active and urban lifestyle? This is what IKEA will explore in an upcoming collaboration together with the American fashion designer Chris Stamp. Chris Stamp is the owner and creative director of his near-namesake fashion company Stampd which is known for its monochrome, minimalistic and avant-streetwear. With inspiration from streetwear, the collaboration will explore how the favourite belongings can be displayed to show who you are, enabling the many people to further personalise their homes.**

IKEA is always curious to learn and find new ways to do things better. Meeting different people and being inspired by the world around us is an important part of understanding the changing needs of people's lives around the world. By working with Democratic design IKEA wants to make great design accessible to the many people and opens up for new ideas and collaborations.

"Being a curious company IKEA always want to explore areas where we haven't been before. By collaborating with a fashion designer like Chris Stamp we can bring in the inspiration of streetwear into home furnishing. Together with Chris we want to create a special place for showing and storing the favourite things, like the favourite sneakers or jacket in the home, and in that way show the uniqueness of the many people", says Marcus Engman, Head of Design at IKEA of Sweden.

The collaboration will be a collection of products focusing on storage in the home and how you can use storage to display your favourite belongings, showing who you are.

"The idea behind the collection for IKEA is to reimagine how the younger, aesthetic, conscience, consumer is organizing their wardrobe and accessories at home. I want them to be able to take pride in how they display their clothing and footwear, allowing them to appreciate their pieces just as much when they're not being worn. IKEA gave me the opportunity to bring a new perspective to the global interior market", says Chris Stamp, owner and creative director of Stampd.

Stampd was founded in 2011 by Chris Stamp, curating a roster of product inspired from art, architecture and global influences. The collaboration with IKEA was launched at the IKEA Festival during the Milan Furniture Fair and the collection is planned to be in store during spring 2018.

*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.*