



PRESS RELEASE

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IKEA and fashion activist Bea Åkerlund in collaboration for fashion lovers

IKEA has teamed up with fashion activist and stylist, Bea Åkerlund, to work together on an eclectic collection of bold statement pieces of home decoration.

The home is a place where you can express your passions and show who you are. This was the starting point for the collaboration between IKEA and the Swedish born fashion activist and stylist Bea Åkerlund. We wanted to explore how two decades of working behind the scenes, styling Hollywood icons such as Madonna, Beyonce and Lady Gaga could inspire and evolve in a collection of products for the home.

"With OMEDELBAR we want to celebrate individuality and encourage empowerment through expression for young people. Bea is such a great role model and really is proof that hard work and a great "nothing is impossible" attitude can take you anywhere you want. Dressing up, both yourself and your home, should be fun and just like fashion accessories, a few statement pieces in your home decoration can be used to enhance or elevate a look. The collection offers a glimpse into Bea's world, a very exciting place to be", says Karin Gustavsson, creative Leader at IKEA of Sweden.

The collaboration will be a collection of products focusing on both playful and fierce pieces that challenges conventions both in style and dimensions - less is not more in this case.

"For me to get the chance to create a collection together with Ikea and be able to share my vision with the world, is a dream come true. I am a creature that gravitate to things high & low so the fact that I can create products that are accessible to everyone is golden", says Bea Åkerlund.

Bea Åkerlund is a costume designer and stylist working within both film, fashion and music industry. She is based in Los Angeles, US and her creations have been used by a number of well recognised celebrities over the years. The limited collection OMEDELBAR will launch during spring 2018. More information about the collection and collaboration will be shared at Democratic Design Days in Älmhult, Sweden 7-8 June 2017.

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.