



PRESS RELEASE

1 August 2017

## Make room for life – the IKEA catalogue 2018 is here

**The launch of the IKEA catalogue 2018 starts in the US today. The catalogue will be available worldwide in print and online. The focus this year is on the living room – a space for different activities and a place where you can be yourself and feel good. It's the room where you spend time with the people who are important for you. It's the place that really does make room for life.**

With the IKEA catalogue 2018 IKEA launches its new take on the living room. The living room is the heart of everyday life at home, and the hardest working room of the home – it's always full of activities throughout the day, like making music, exercising, eating, playing or just enjoying a nap.

"The world has seen more change in the last twenty years than in the previous two hundred years. Urbanisation and technology have reformed our lives and our homes, creating an opportunity to redefine the living room. IKEA wants to inspire you to think about what's important to you, and to make room for it in your living room. To make room for life!" says Tanja Dolphin, Catalogue Leader at IKEA Retail Services.

The IKEA catalogue is translated into 35 languages and is available in both print and digital formats. The catalogue is supported by the easy-to-use IKEA catalogue app that provides films and more information about the home furnishing solutions presented.

"The IKEA catalogue is inspiring, informative and packed with home furnishing pictures, tips and offers to help customers make more out of their space by offering multifunctional and modular living solutions and ideas for small space living. It shows affordable ways to improve life at home, and the prices shown are maximum prices valid for one year, giving customers time to plan their purchases," says Tanja Dolphin.

**For more information contact:** [Media.Franchisor@Inter-IKEA.com](mailto:Media.Franchisor@Inter-IKEA.com) +31-62 124 0618

### **About IKEA**

IKEA stores and e-commerce sites offer well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies working under the IKEA Brand, all sharing the same vision: *to create a better everyday life for the many people*. IKEA was founded in Sweden in 1943.

### **About IKEA Communication AB**

IKEA Communications AB is an in-house communication agency. Its best-known product is the IKEA catalogue, which is the largest distributed single printed publication in the world. Another major production is the IKEA website which attracts 2.1 billion visits a year and the assembly instructions for all IKEA products. IKEA Communications AB is located in Älmhult, Sweden, where IKEA was founded.