



PRESS RELEASE

12 May 2018  
Älmhult, Sweden

## **GRATULERA collection highlights 75 years of IKEA home furnishing**

**Favourites from the past have been gathered in the special collection GRATULERA, to celebrate that IKEA is turning 75 years. The collection includes a variety of home furnishing products and will be released in three different launches during fall 2018, starting August.**

IKEA has created furniture in many different styles over the years. Turning 75 is as much about celebrating and remembering the past, as it is saying thank you to the many people around IKEA and making favourite products from the past 75 years accessible in the IKEA stores.

"We felt a strong need for sharing and celebrating our history and heritage, while highlighting the variations in styles and designs from IKEA the last 75 years," says Karin Gustavsson, Creative leader, IKEA of Sweden.

The collection will be released globally in three different launches throughout fall 2018, each launch focusing on a specific time period the latest 75 years. The first launch focusing on the 50-60's, the second on 70-80's and the third and last one on the 90-00's.

"Each launch is different from the other, signifying its time period; from dark woods with a classic expression, to a very playful style with strong colours and then to a more natural look with natural Scandinavian woods and graphic colours", says Karin Gustavsson, Creative leader, IKEA of Sweden.

The collection will, for example include armchairs, side tables, lighting and textiles in different variations. The EKENÄSET armchair, the FÄRGSTARK rug and BJURÅN chair are a few of the icon products that have been brought back.

The products in the collection have been brought back from the time they were first launched, and several of the products have been updated with new names, colours, materials and functions.

The GRATULERA collection will be available globally from August 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.*