Made in India collection

IKEA rings in the festive time with its Made in India collection

Modern Scandinavian expression meets Indian folklore to make the upcoming festival celebrations even more special





IKEA, the world's leading multichannel Swedish home furnishing retailer, unveiled a made in India festive collection to celebrate the upcoming festive season in India. The range comprises an elegant mix of two distinct collections named FINSLIPAD and KNASTRIGT. This collection is a colorful blend of textiles and decorations with a modern Scandinavian expression inspired by Indian folklore. It has bold, imperfect and cheerful patterns and ornaments in distinct colors and shapes that will brighten up every corner of the home.

Festivals in India are about celebrating togetherness, joy and positivity. It also adds a sense of hope and renewal. Even in these unusual times, people continue to celebrate festivals within their homes. The collection will enhance the festive mood, offering inspiring home furnishing at a very affordable price.

The FINSLIPAD collection is a blend of textiles with bright and bold motifs that can help rooms to stand out. People can transform ordinary moments to a special moment they can cherish forever. FINSLIPAD means to touch up or take something existing a notch higher. This collection is designed in collaboration with India based IKEA designer Akanksha Deo. It can be used as a mix-and-match with existing décor items as well.

The KNASTRIGT collection is a mix of decorations with different shapes and colors inspired by Indian folklore. The collection is also perfect to build a nice table setting or create a festive atmosphere elsewhere in a home.

"The festive season is one of the most awaited times of the year for many people. Every festival in India has a special significance and is the time for togetherness. As a brand we are committed to India and what can be better than launch a festive mix made in India; inspired by Indian folklore. The collection is a good mix of textiles and decorations without which, no home décor for festive celebration is complete." says *Kavitha Rao, Country Commercial Head, IKEA India*.

The collections are ideal to turn around a dull moment into something joyful. It extends from bed textiles, cushion covers to multi-functional decoration items such as tealight holders, lanterns, and more. The products will help break the existing monotony and touch-up your house's ambience.

Festive collection by IKEA, made in India- https://www.youtube.com/watch?v=FIFIXQuefKY

Shop for this limited collection online at IKEA.in or visit IKEA Hyderabad store, you can also try IKEA's Click & Collect service in Hyderabad

ABOUT INGKA GROUP AND IKEA INDIA

Ingka Group (Ingka Holding B.V. and its controlled entities) is one of 12 different groups of companies that own and operate IKEA retail under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres. Ingka Group is a strategic partner in the IKEA franchise system, operating 374 IKEA stores in 30 countries. These IKEA stores had 839 million visits during FY19 and 2.6 billion visits to www.IKEA.com. Ingka Group operates business under the IKEA vision - to create a better everyday life for the many people by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible can afford it.

IKEA India, part of Ingka Group opened its first retail store in Hyderabad in August 2018, followed by online stores in Mumbai, Hyderabad and Pune. The Navi Mumbai store and two other smaller format stores will open in Mumbai during 2021. The ambition is to enter prioritized markets in India with an omnichannel approach. IKEA Purchasing has been sourcing from India for over 35 years. There are 50+ suppliers with 45,000 direct employees and 400,000 people in the extended supply chain in India producing for IKEA stores worldwide. Two Indian social entrepreneurs are engaging 1500+ women artisans in India to make special limited-edition collections for IKEA.