

IKEA Celebrates Eight Decades of Design with the "IKEA ICONIC" Event in Mumbai

IKEA, globally renowned for its innovative designs, marks its 80th anniversary and celebrates 5 successful retail years in India. To commemorate this milestone, they have unveiled the Nytillverkad collection, a limited edition ensemble echoing the brand's rich design heritage.

In the vibrant city of Mumbai, the "IKEA ICONIC" event showcased IKEA's hallmark home furnishing products, highlighting the newly launched 80th-year anniversary collection, "Nytillverkad". This curated collection is a nod to the timeless IKEA designs, blending the iconic with contemporary elements, radiant hues, and enhanced material quality.

Modern Indian homes are increasingly embracing revamped classic pieces, harmoniously merging a sense of nostalgia with contemporary aesthetics. This prevailing trend is encapsulated in IKEA's new collection, illustrating the brand's return to its foundational design principles with a fresh spin.

Nytillverkad, translating to 'newly made' in Swedish, is a testament to IKEA's 80-year design evolution. Each item in this collection radiates a novel yet timeless aura. It offers an array of classic furniture, bedding, and accessory pieces, all enhanced with lively and dynamic shades. Prioritising quality and sustainability, the revamped products cater to the discerning tastes of the modern generation. It's noteworthy to mention the active involvement of IKEA's Indian suppliers, exporting local products like the TUVKORNELL candle holder, DOMSTEN stool, and KULTURSKOG plant stand, to global markets.

Erik-Jan Middelhoven, Country Home Furnishings and Retail Design Manager, encapsulated the essence of the collection at its launch: "IKEA ICONIC encapsulates our cherished range, resonating with many across India and the world. This year, our exploration of the past was with an intention to shape the future alongside our patrons. Nytillverkad is our tribute to eight decades of design ingenuity. Through the year, we aim to unveil products from our design treasury, each rejuvenated to resonate with the audacious aspirations of the forthcoming generation."

On display at the event were quintessential IKEA products, emblematic not just globally, but also cherished by Indian consumers who have integrated these into their daily lives. This includes the widely purchased POÄNG armchair, KLIPPAN sofa, LACK side table, and BILLY bookcase over the past 5 years. The Nytillverkad collection featured reenvisioned classics like the BONDSKÄRET coat stand, DOMSTEN stool, and LÖVBACKEN side table.

Explore the full collection on the official IKEA website: [Nytillverkad Collectio](#)