

# 2024 Style Guide





## Seasons change – design trends do, too.

But unlike seasonal shifts, the endless pursuit of the latest design trends can distract us from filling our homes with pieces we love and that love us back.

As we step into 2024, let's stop chasing trends. Instead, let's create happier homes based on real life experiences.

We want to help you create a home based on your celebrations, your real routines, your authentic needs, your shared grievances and everything in between. It's important to remember that simple everyday rituals, when created with passion, can bring immense joy.

The 2024 IKEA Style Guide is intended to show how design and everyday living are intertwined and how, together, they can create a beautiful, more comfortable life. Whether you fall head over heels in love with one style, or decide to experiment and mix them up, is up to you. What matters is you choose what works best for your home and what fills your everyday life with comfort and joy.

Cheers to a present and peaceful 2024!

*Seana Strawn*

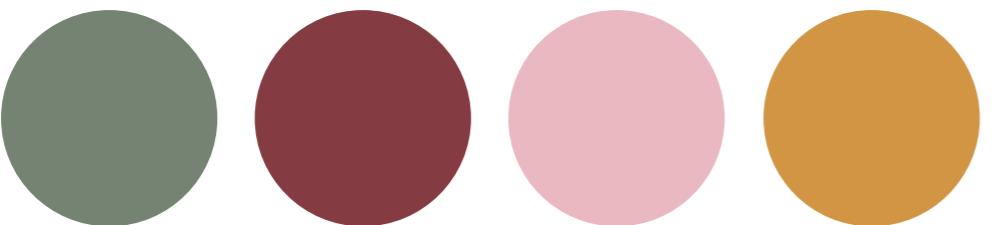
**Seana Strawn,**  
Country Home Furnishing & Retail Design Manager

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# Warm minimalism

Kickstart the new year with a fresh look

This style balances playfulness and bold statements with simplicity, functionality and organization. Think clean lines, geometric patterns and natural materials in clutter-free spaces that have a refined minimalist aesthetic but remain warm and welcoming. An eclectic, organized home where you can relax with the family or entertain in beauty and comfort.



**sleek  
playful  
comfortable  
elegant**



## Calm colors

Choose warm, muted, soft, neutral colors. Mix blues and browns with hints of pink in different, dramatic intensities.

## Soft contrasts

Combine colored glass, velvet, corduroy, woven textures, metal and warm woods for gentle drama and sophisticated comfort.



IKEA designer tip

"Add colored glass and walnut woods for midcentury vibes."



## Organized routines

45% of people feel like organization is overwhelming.\*

If you're one, don't fret. Cut clutter with closed storage – then add bins, containers and baskets with natural materials.



## Organic shapes, sleek lines

Accessorize with objects you love and textiles that feature abstract and geometric patterns, nature-inspired shapes, clean lines and tactile textures.

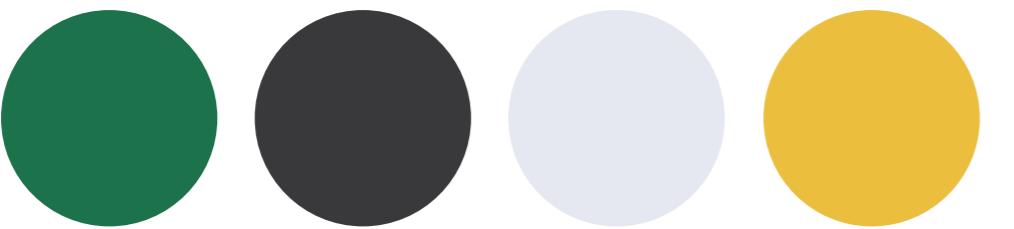


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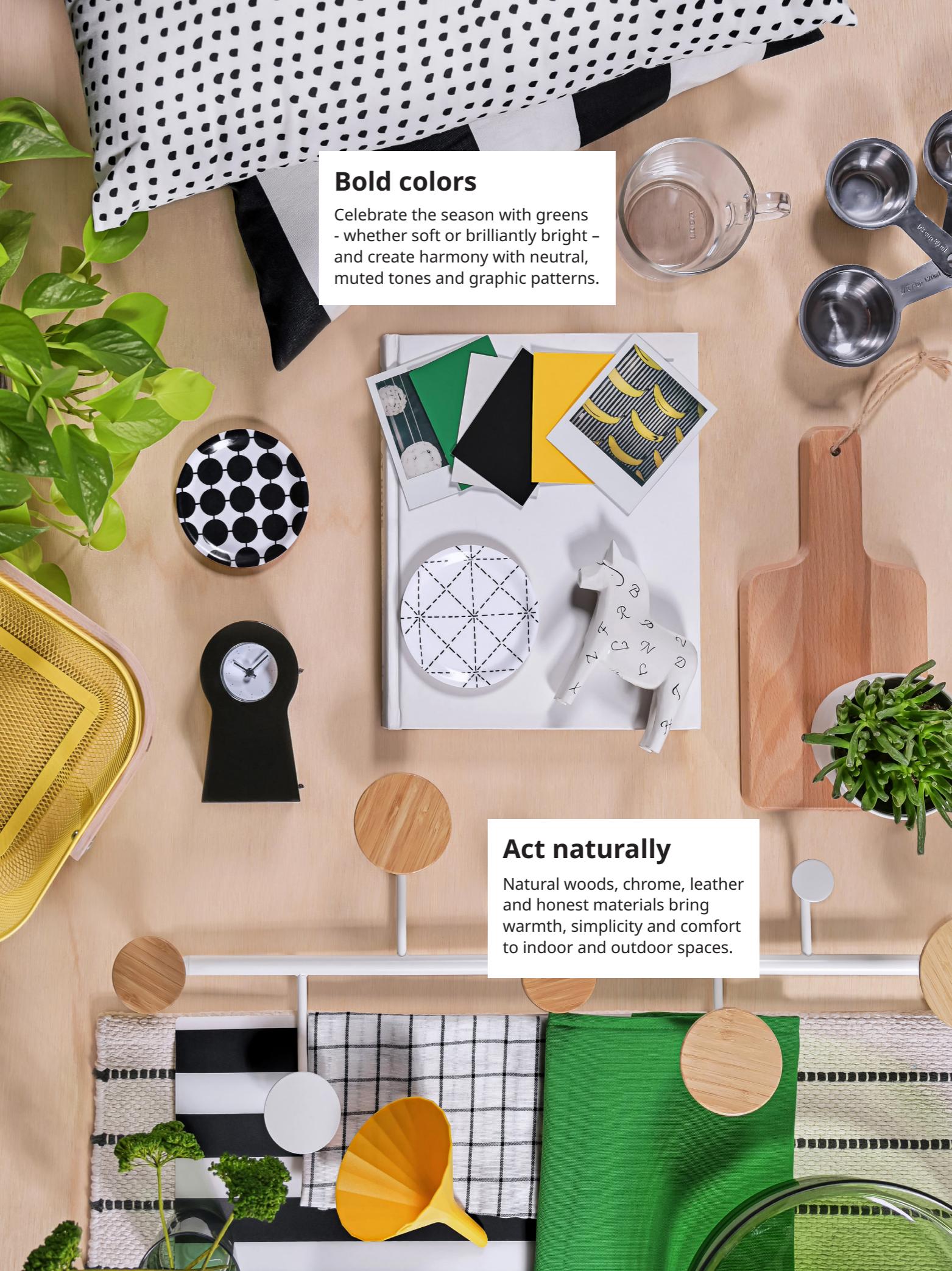
# Swedish roots

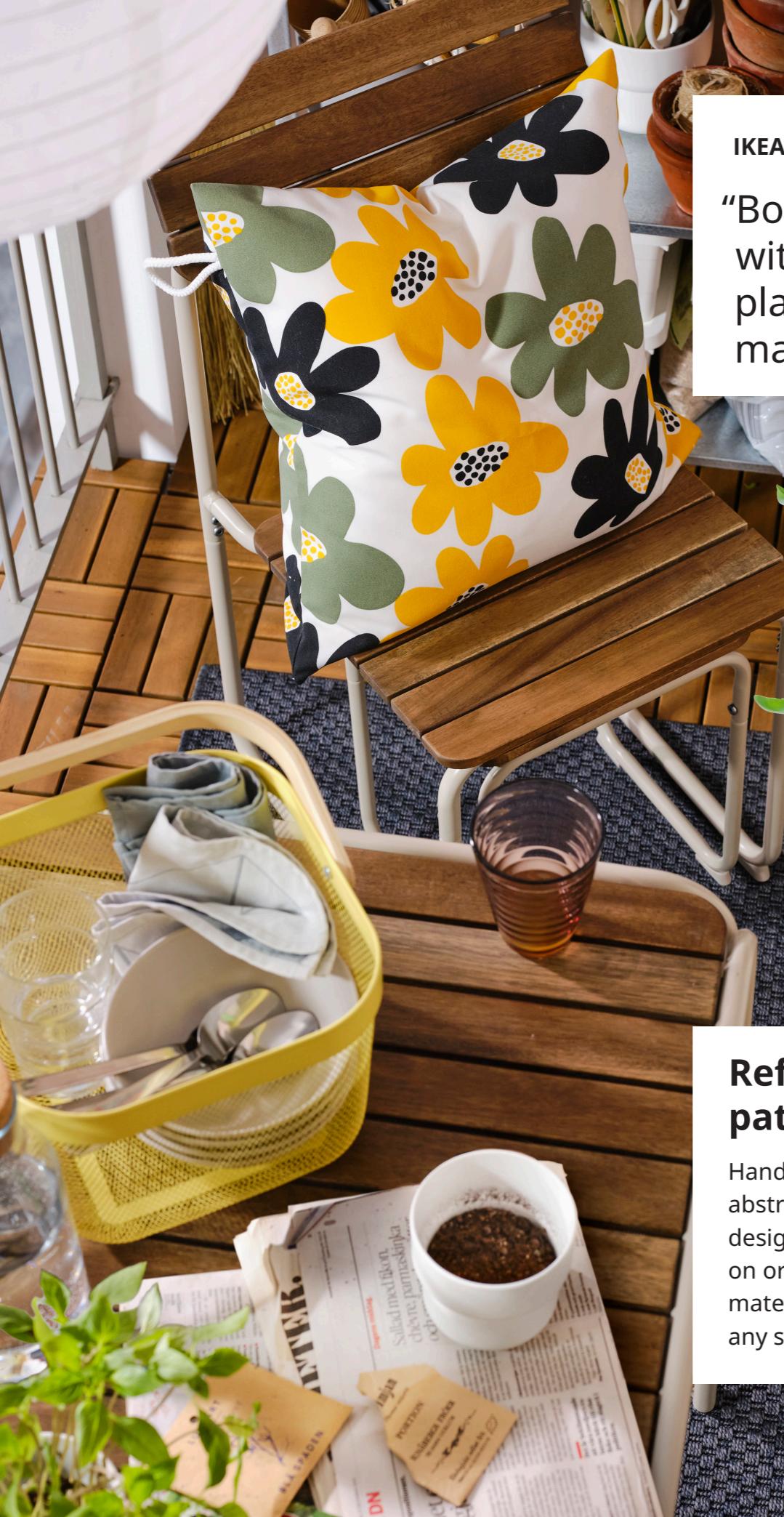
Recharge and refresh your space

Scandinavian design focuses on family life, simple design solutions and gathering in comfort both indoors and outdoors. Modern, playful and suited to people's everyday needs, it balances carefree living with staying organized. Natural tones and blonde woods, primary colors and functionality create welcoming, casual spaces with a fluid relationship between living room lounging and al fresco entertaining.



simple  
versatile  
natural  
harmonious





## IKEA designer tip

“Boost wellbeing with natural light, plants and organic materials.”



# Refreshing patterns

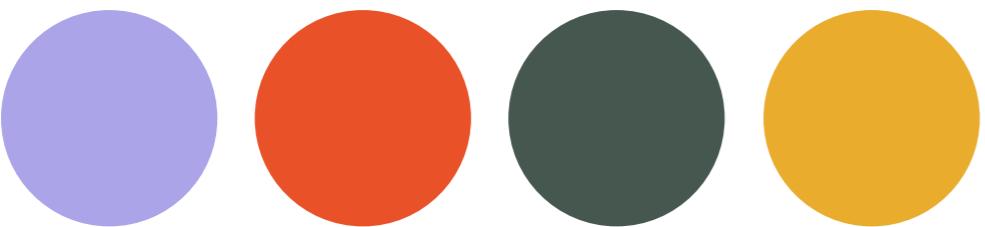
Hand drawn, graphic, abstract and geometric designs with an emphasis on organic shapes and materials bring life to any space.



# Modern playfulness

Tidy up – but style up, too!

Our take on international modern style is elegant, urban, playful and eclectic. It brings together bright colors and pastels with high intensity in an unexpected mix with dirtier and more muted tones. Patterns are bold and playful, and there's an overall vibe of stylistic experimentation. It's all about leaning into relaxing and staying active – and finding an exciting balance between trying new things to see what works and staying organized.



**joyful  
expressive  
colorful  
contemporary**



## Bolder and brighter the better

But be sure to combine those brilliant, popping colors with calmer, more muted and natural tones, too!

## Dramatic expressions

Get experimental and strive for playful contrasts by mixing metals and soft textiles, warm woods and cool plastics, clean lines with organic shapes.



IKEA designer tip

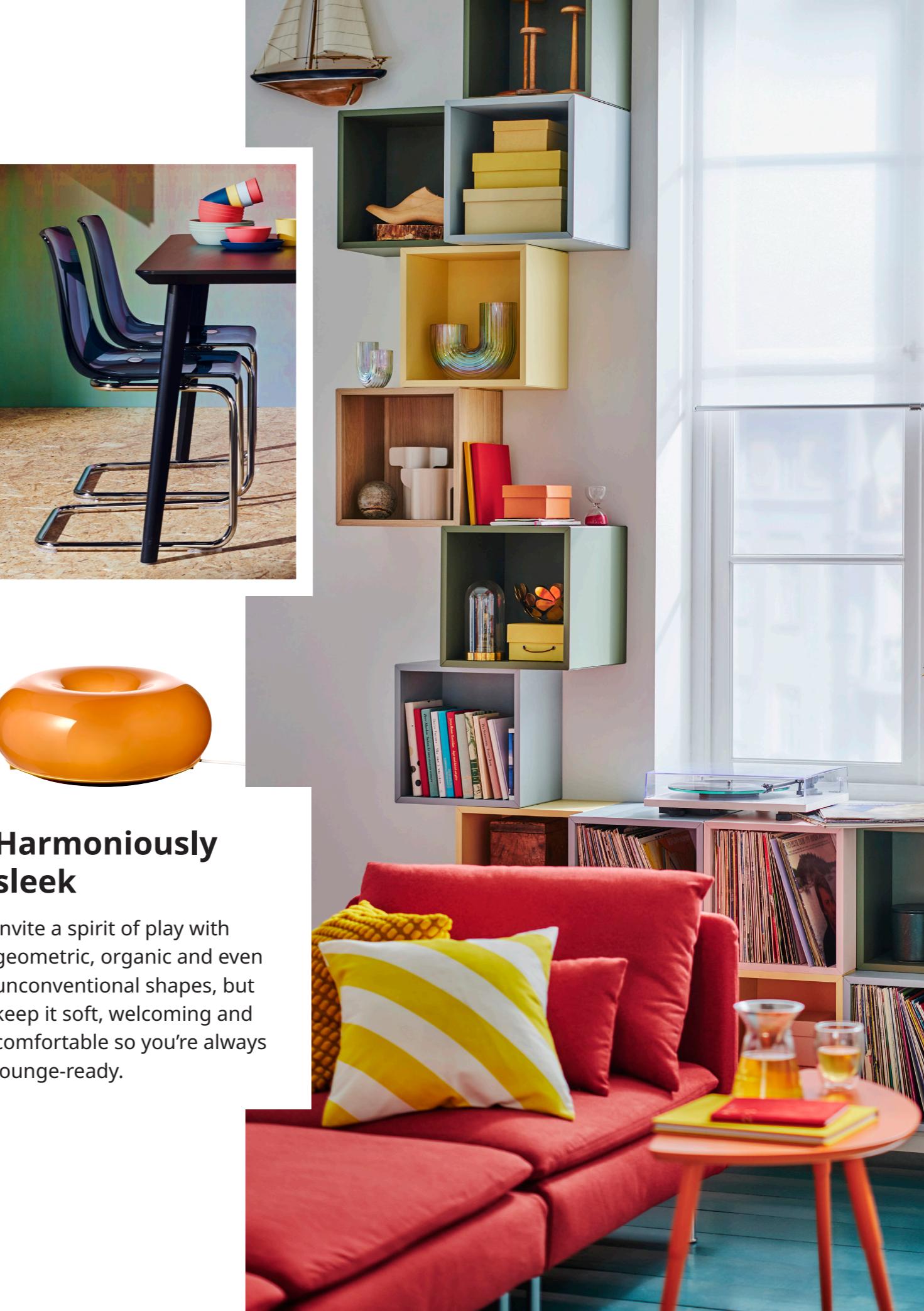
"Aim for harmony in every detail and make comfort a priority."



## Organize and chill

34% of people say being organized helps them feel the most relaxed in their homes.\*

So start smarter storage habits now so you're ready to unwind later!



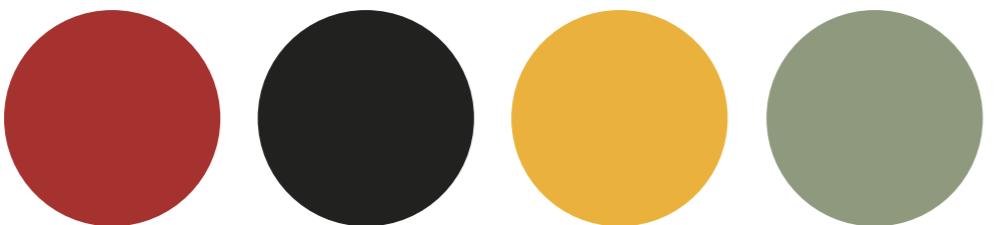
## Harmoniously sleek

Invite a spirit of play with geometric, organic and even unconventional shapes, but keep it soft, welcoming and comfortable so you're always lounge-ready.

# Scandinavian folklore

Get cozy for gatherings with friends and family

Inspired by life in rural Sweden at the turn of the 20th century, traditional Scandinavian style is down-to-earth, warm and welcoming. Furniture is simple and rustic, while décor and accessories embrace natural materials and tones. As your hosting calendar fills up with celebrations, it's time to craft a cozier space to bring together friends and family.



**cozy  
natural  
earthy  
rustic**





IKEA designer tip

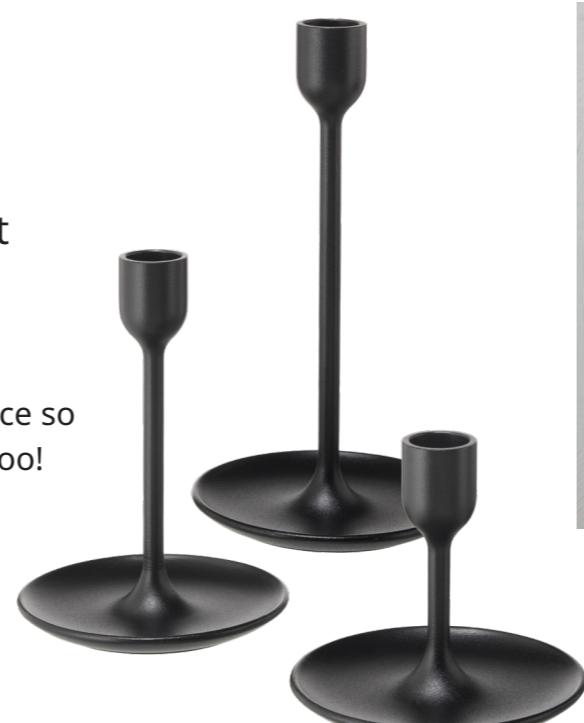
"Focus on simplicity and coziness to create perfect imperfection."



## Home must be the place

51% of people say that home is their favorite place to be.\*

Create a cozier, inviting space so your guests feel that love, too!



## Traditional textures

Graphic, figurative, woven and embroidered patterns and textiles bring a calming, natural touch and feel, so you're ready to warm up in comfort with loved ones.



## Product overview

### Warm minimalism



PE898488.JPG

**ACKJA/MOLNART Table lamp with LED bulb \$24.99**  
Nickel-plated steel.  
Bulb Ø5". Base: Ø6, H6".  
Requires assembly. 695.555.87



PE872281.JPG

**RÄFFELBJÖRK Vase \$29.99**  
Glass. Designer: Lisa Hilland.  
W4×L8¾×H7¾". Mother of pearl-color 005.376.52



PE835259.JPG

**OMBONAD Tray \$39.99**  
Beech veneer, walnut veneer and beech plywood. Ø17, H2". Walnut 505.047.34



PE901264.JPG

**VATTENVÄN Cushion cover \$12.99** Cotton and viscose/rayon. Imported. 20×20". Beige stripe 405.432.98



PE907972.JPG

**BÄTSPINNARE Cushion cover \$5.99** 100% cotton. Imported. 20×20". Multicolor 405.714.89



PE878298.JPG

**EKET Cabinet \$15**  
Foil finish. Honeycomb structured paper filling. Requires assembly. W13¾×D9¾×H13¾". Brown walnut effect 305.305.74



PE836271.JPG

**KONSTFULL Vase \$7.99**  
Tinted lacquered glass. Ø3½, H4". Frosted glass/green 905.119.59



**STOCKHOLM Nesting tables \$329.99/set of 2**  
Clear lacquered solid walnut, walnut veneer and paper finish. Requires assembly. W18½×L28¾×H14¾". Walnut veneer 102.397.13

### Swedish roots



PE653241.JPG

**STRELITZIA Plant \$34.99**  
For indoor use in a bright sunny area. Water moderately. Cultivated potted plant and polypropylene pot. Ø9¼, H42". White bird of paradise 102.870.49



PE728095.JPG

**KLUNKA Laundry bag \$13.99**  
100% recycled polyester. Imported. Ø14¼, H23½". 16 gal. White/black 103.643.73



PE891576.JPG

**RISATORP Wire basket \$15.99**  
Powder-coated steel. Clear lacquered birch. W10½×L9¾×H7". Light yellow 705.573.97



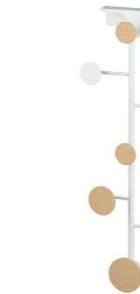
PE658473.JPG

**BURVIK Side table \$39.99**  
Tinted clear lacquered birch and plywood. Powder-coated steel. Requires assembly. Ø15, H17¾". Height including handle 30¾". White/birch 603.403.89



PE872286.JPG

**ÄRTBUSKE Vase/watering can \$16.99** Powder-coated stainless steel. Designer: Bruno Adrien Aguirre. W4×L8¼×H9½", 50 oz. Bright green 605.376.54



PE896053.JPG

**BÄRFIS Hanger for door \$19.99**  
Recommended for ages 8 years and older. Powder-coated steel. Clear lacquered bamboo. Door thickness 1½". W11×H29½/39¼". White/birch 505.271.27



PE896421.JPG

**GULLBERGSÖ Cushion cover \$11.99** In/outdoor use. 100% polyester. Imported. 20×20". Multifloral 305.472.06 Available February 2024.



PE875183.JPG

**BILLY Bookcase with drawer \$79** Secure It! Prevent tip-over injury. Furniture with included restraints must be secured to the wall according to the assembly instructions. Paper foil finish. Requires assembly. W31½×D11¾×H41¾". White 294.878.40

## Product overview

### Modern playfulness



PE894990.JPG

**DOMSTEN Stool \$29.99**  
Clear lacquered solid pine.  
Powder-coated steel. Requires  
assembly. W13%×H17¾".  
Orange/pine 305.551.59



PE887344.JPG

**PAPPERSBJÖRK Glasses \$15.99/4pk** Dishwasher safe.  
Painted glass. H4". 4 oz. Mixed  
colors 405.570.92



PE872820.JPG

**SVARTPOPPET Cushion cover \$7.99** 100% polyester. Imported.  
20×20". Yellow 305.430.10



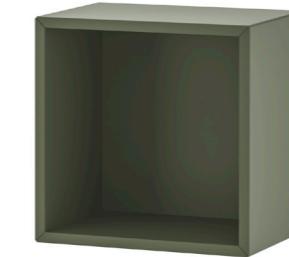
PE872535.JPG

**VARMBLIKT LED table/wall lamp \$69.99** Built-in light source.  
Glass. Requires assembly.  
Ø12, H4". Orange 905.251.50



PE735605.JPG

**TOBIAS Chair \$125**  
Polycarbonate plastic.  
Chrome-plated steel. Requires  
assembly. W21%×D22×H32¼".  
Blue/chrome-plated 603.347.22



PE913337.JPG

**EKET Cabinet \$15**  
Foil finish. Honeycomb structured  
paper filling. Designer: Nike  
Karlsson. Requires assembly.  
W13¾×D9¾×H13¾". Gray-green  
905.562.26



PE893259.JPG

**BLÄSVERK Table lamp \$17.99**  
Light bulb sold separately.  
Polypropylene plastic. Requires  
assembly. Ø7, H14". Blue  
805.209.21



PE896673.JPG

**LÖVBACKEN Side table \$99.99**  
Tinted clear lacquered ash  
veneer and paper finish. Tinted  
lacquered solid beech. Requires  
assembly. W15%×L39%×H20%".  
Orange 305.571.01

### Scandinavian folklore



PE872908.JPG



PE643714.JPG

**PINNTORP Chair \$55** Stained  
and clear lacquered solid  
pine. Requires assembly.  
W15¾×D19¼×H32¾".  
Red stained 405.294.76



PE904950.JPG

**KOPPARBJÖRK Vase \$19.99**  
Color-glazed stoneware.  
Ø6¼, H8¼". Bright yellow  
305.595.48



PE899037.JPG

**KUSTGRAN Cushion cover \$11.99** Offers a new take on the  
old Monk's Belt pattern used in  
traditional Scandinavian textile  
crafts. 100% cotton. Imported.  
L23×W16". Red 505.634.41



PE702481.JPG

**FABRIKÖR Glass-door cabinet \$179.99** Powder-coated steel  
and tempered glass. Requires  
assembly. W31¾×D16½×H44½".  
Black-blue 003.631.71  
Secure It! Prevent tip-over  
injury. Furniture with included  
restraints must be secured to the  
wall according to the assembly  
instructions.



PE899901.JPG

**SVÄRDTÅG Cushion covers \$7.99/set of 2** Color-coordinated  
set of two cushion covers with  
two different floral patterns.  
100% cotton. Imported. 20×20".  
Dark yellow-floral pattern  
305.620.08



PE874932.JPG

**PERSBOL Armchair \$199.99**  
Includes 10-year limited warranty.  
See IKEA-USA.com/warranty  
for details. Tinted lacquered,  
birch veneer, plywood and  
layer-glued wood veneer.  
100% polyester. Polyester foam  
filling. Imported. Requires  
assembly. W27½×D27½×H33¾".  
Black/Tibbleby beige-gray  
805.259.14



PE904838.JPG

**VÄXTHUS Basket \$36.99**  
Handmade. Recommended for  
indoor use only. Not approved  
for food contact. Stained and  
clear-lacquered poplar. Jute  
handle. Ø19¾, H10¾". Poplar  
705.511.35



Valid as of January 24, 2024 posting. All the products (shown here) may not be available at the store. Please contact the staff or look at IKEA-USA.com for more information. Prices and availability of products are subject to change without notice. Please see IKEA-USA.com or your local IKEA store for the most up to date pricing.

\*See the IKEA Life at Home Report for more information and statistics.

