

# LURVIG

Press kit

# Designed by experts

Our pets are our constant companions at home, with little quirks and big personalities that bring joy to our everyday lives. We only want the best for our four-legged family members – to make them feel comfortable, safe and happy at home. So, we created IKEA's cat and dog home collection from the perspective of the “real” experts – our pets. We figured that to understand what cats and dogs need, we need to think like them. So we brought in pet-loving designers and trained veterinarians to help develop LURVIG. By using our pets' natural needs and behaviors as starting points, LURVIG covers all the bases of our shared life with our furry loved ones.



## Pets are family

"I feel that my pets are the ones who can really take me to the present moment. When we share our time together, my head is more free and other worries and stress fall away. They teach us respect, and their unconditional love is priceless."

If you're a pet owner, designer Inma Bermudéz's words might be something that rings true to you too. We feel that our cats and dogs are truly members of our family. They are our constant companions at home, with little quirks and big personalities that bring joy to our everyday lives.

"Our pets have their own personalities but they have five things in common: they love sleeping, eating, playing and exercising and being close to us," Inma says. "So these behaviors have been the first thing on our minds when designing the LURVIG range."

### DESIGNED BY EXPERTS

Naturally, we only want what's best for our four-legged family members. The LURVIG collection consists of beautifully designed, long-lasting and affordable products, which fit with your existing home furnishings. More importantly, it is designed with the pet's perspective in mind. Since we couldn't talk to our pets directly, we brought in experts to help figure out how cats

*"Cats will definitely scratch on most surfaces and are sensitive to smell and texture. So safe, durable materials are very important."*

and dogs think. Dr. Barbara Schäfer, who works with product risk assessment at IKEA, happens to be a trained veterinarian.

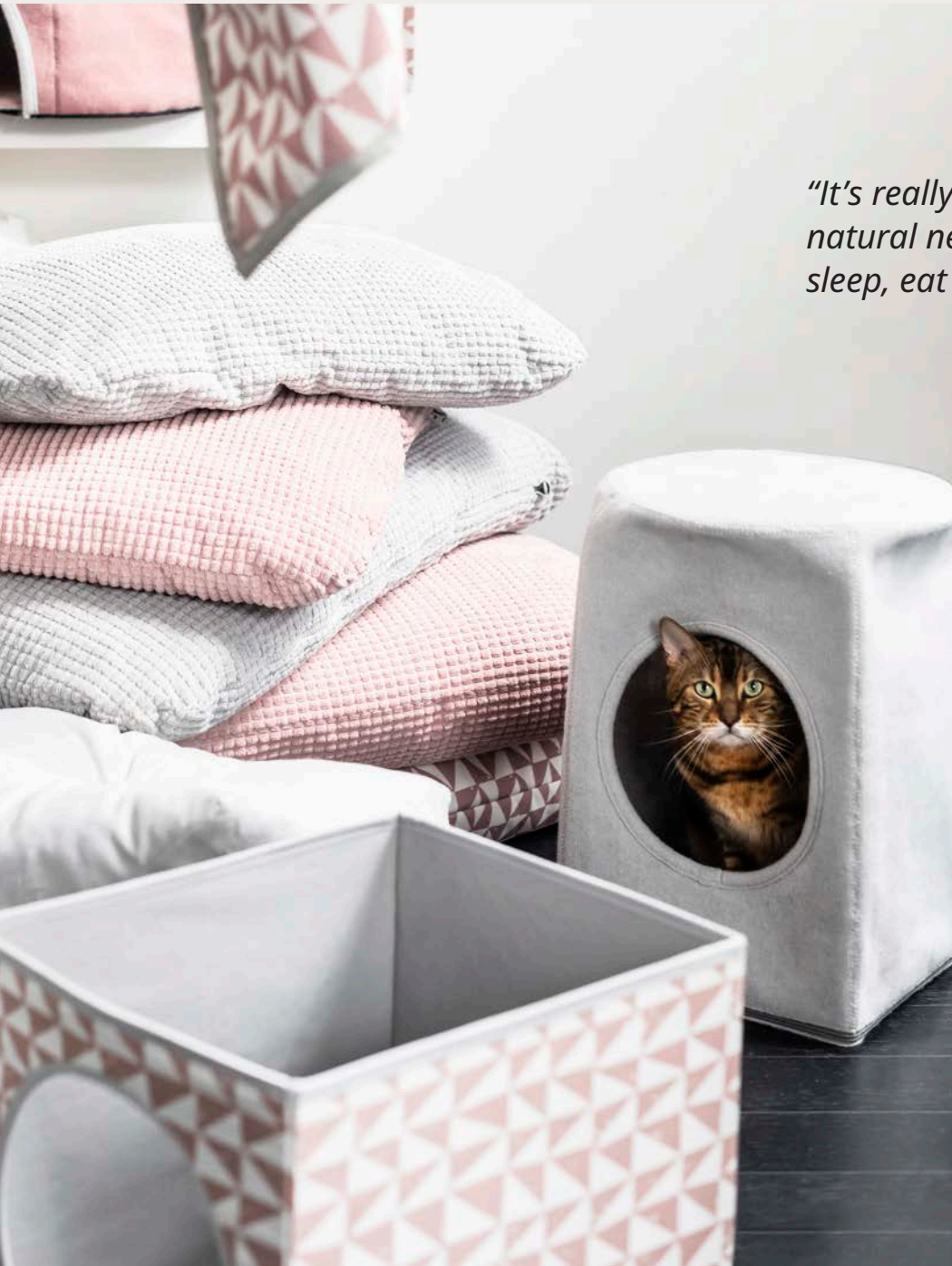
"The biggest challenge is not to humanize pet products," Barbara explains. "It's really important to use animal's natural needs and behaviors like how they sleep, eat or play as starting points. Then we can design a product that fits in with our 'human needs' such as style and form."

### SAFETY FIRST

The first thing to consider was safety, for all members of the family. "Dogs will definitely chew on their toys and bring in dirt from their daily walks. Cats will definitely scratch on most surfaces and are sensitive to smell and texture. So safe, durable materials are very important." Pets often live with children at home, so we cross-check all products to make sure they are safe for children as well.







*"It's really important to use animals' natural needs and behaviors like how they sleep, eat or play as starting points."*

#### **DESIGNED TO FIT NATURAL BEHAVIOR AND NEEDS**

"When it comes to sleeping, cats love to relax in clean and enclosed spaces and to lie on furry and cozy textiles," Barbara says. "Dogs, on the other hand, don't care so much, as long as they have a space close to their owner." With these kinds of insights, LURVIG was designed to fit their natural behavior and needs. For example, the cushions come in two different covers: one with a furry texture, and the other with a smoother, dirt-resistant surface.

Eating behaviors play an important part as well. The tall ceramic bowl from the LURVIG range is perfect for cats as they tend to eat with their necks on a higher position. Meanwhile, the flexible travel bowl is great for active dogs who love snacking anytime, anywhere.

#### **MATCHING HUMAN DESIGN WITH PET DESIGN**

What's wonderful about LURVIG is how it easily fits into IKEA classics, like a cat house that fits perfectly into a KALLAX shelving unit. Or a pet-sized version of the iconic KLIPPAN sofa that matches our human-sized ones. The range comes in Scandinavian design-inspired colors, textures and patterns for different personalities.

Barbara's favorite item is the cat house that can be propped up with a MARIUS stool. "With the cat house solution, I think we really cracked the code between fulfilling the basic needs of animals and home furnishing: the owner can use it as a stool and a cat or even a small dog for resting and sleeping in a cozy environment." All the while being close to each other. With these kinds of thoughtful solutions, both you and your pet can enjoy your home together.

## Product highlight

Every pet has its own personality and needs. That's why LURVIG offers a wide range of cat and dog furniture and accessories with plenty of colors, patterns and textures to choose from. These sleek and patterned blankets are inspired by modern Scandinavian design. They are great for travelling and is made from water-resistant material. Just put them over the car seat to protect it from wet and dirty paws.



**LURVIG Blanket \$19.99** 100% polyester fabric. Polyester wadding filling. Imported. Designer: Inma Bermudez. W39¼×L59". Black/triangle 404.632.15



**LURVIG Blanket \$19.99** 100% polyester fabric. Polyester wadding filling. Imported. Designer: Inma Bermudez. W39¼×L59". White/black 304.632.06

PH163994.jpg





## Product highlight

The LURVIG range comes in Scandinavian design-inspired colors, textures and patterns that seamlessly fits into your existing home interiors.



### LURVIG Cushion \$19.99

100% polyester cushion cover. Polyester fiber ball filling. Imported. Designer: Inma Bermudez. W24½×L39¼". Pink 904.632.27



**LURVIG Blanket \$19.99** 100% polyester fabric. Polyester wadding filling. Imported. Designer: Inma Bermudez. W39¼×L59". Pink/triangle 504.632.10



### LURVIG Cat house for stool \$12

100% polyester. Imported. Requires assembly. Ø12½, H17¾". Light gray 804.670.23 Available Winter 2019.

+



**MARIUS Stool \$5.99** Powder-coated steel and polypropylene plastic. Requires assembly. Ø12½, H17¾". Black 101.356.59

PH164000.jpg



**ONE OF THE HIGHLIGHTS** of the collection is a cat house that easily slips over a simple MARIUS stool. It is the favorite product of IKEA's in-house veterinarian Dr Barbara Schäfer. According to her, "With the cat house solution, I think we really cracked the code between fulfilling the basic needs of animals and home furnishing: the owner can use it as a stool and a cat or even a small dog for resting and sleeping in a cozy environment. All the while being close to each other."



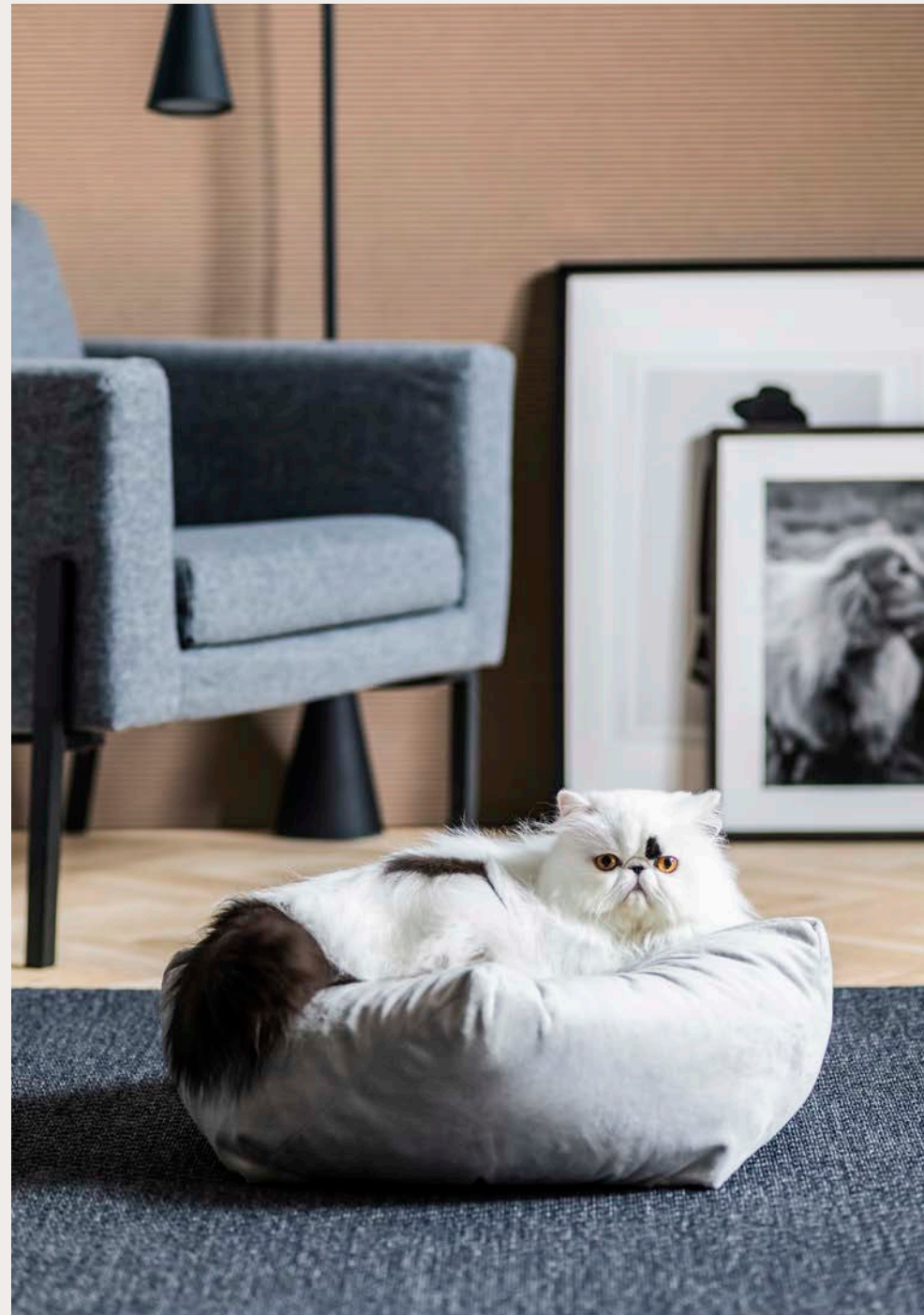
## Product highlight

Cats definitely know how to live like the kings and queens that they are. From cozy pouffes and reversible cat igloos, to soft cushions and fluffy blankets, the LURVIG product range has plenty of options for the discerning divas of the home.



**LURVIG Pouffe \$TBD** 100% polyester.  
Imported. Designer: Inma Bermudez.  
W20¾×H6". Light gray 804.677.54  
Available Winter 2020.

PH164665.jpg





## Product highlight

Dogs are cute and cuddly. But sometimes they can be messy too; plopping down on the furniture right after rolling around outside. No worries, you can easily keep this cozy cushion clean. Just take off the removable cover and toss it in the machine.



### LURVIG Frame for pet bed \$27

Painted finish. Designer: Inma Bermudez. L27¼×W17½×H9½". White 803.766.31



### LURVIG Cushion \$12.99

100% polyester cushion cover. Polyester fiber ball filling. Imported. Designer: Inma Bermudez. W18×L29¼". White/black 204.632.35



### LURVIG Reflective harness \$5.99

Fits dogs up to 11 lbs. 100% polyester. Imported. Circumference chest 10¼–15". Circumference neck 9¾–13½". Black 503.606.98

PH164008.jpg



## Product highlight

This delicate diva only eats from ceramic food bowls, please. Well, these tall bowls actually make it easier for cats to reach their food or water. Plus, it's reversible so that you have two sizes to choose from.



### **LURVIG Reversible food bowl \$6.99/ea**

Stoneware. Ø3½/4½, H2½". White 204.642.73  
Available Spring 2020.



**LURVIG Tray \$6.99** High-pressure melamine laminate. Designer: Inma Bermudez. L17×W13". White/pink 404.655.68



**LURVIG Cat house, igloo \$14.99** You can change color from pink to gray by turning the cat house inside out. 100% polyester. Imported. Designer: Eléa Nouraud. Ø13½, H9¾". Light gray/pink 704.675.99 Available Winter 2019.

PH164023.jpg





## Product highlight

Of course your furry friend should join on trips. This travel bag keeps them safe and can easily transform into a bed at your destination. The matching travel bowl is great for snacking and drinking on the run.



**LURVIG Travel bag for pets \$24.99**  
100% polyester textile. Imported.  
Steel frame. Designer: Inma Bermudez. L19¾×W12½×H13¾".  
15 gal. White/black 104.648.72



**LURVIG Bowl \$1.99** Polyester, polyurethane and polypropylene textile. Imported. EVA plastic lining. White/black 604.648.79

PH164105.jpg





## Product highlight

What's wonderful about LURVIG is how it easily fits with IKEA classics, like a cat house that fits perfectly into a KALLAX shelving unit. The range comes in Scandinavian design-inspired colours, textures and patterns that seamlessly fits into your existing home interiors.



**LURVIG Cat house \$4.99**

100% polyester and paperboard.  
Imported. Requires assembly.  
W13×D15×H13". Pink 204.648.62

+



**KALLAX Shelf unit \$69.99**

Painted finish. Requires assembly.  
W30¾×D15¾×H57¾". White 802.758.87

PH164009.jpg



## Product highlight

You know when they say that a pet is a reflection of its owner? With this pet-sized version of the iconic KLIPPAN sofa, they mirror your good taste too. The seat folds out and creates a spacious bed where your furry loved one can fully stretch and relax. Plus, the removable cover is easy to clean and can be machine washed.



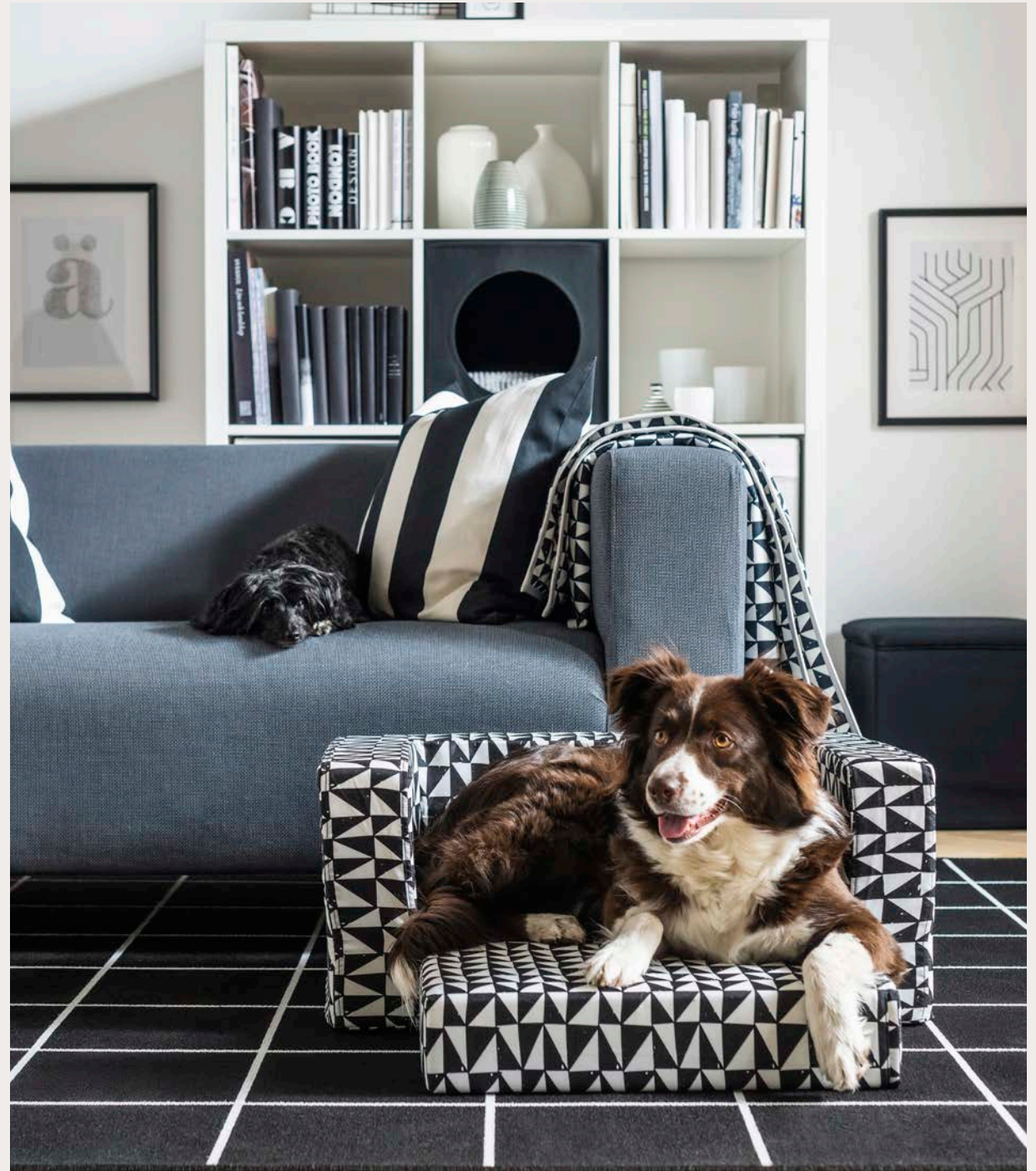
**LURVIG Cat/dog bed \$49.99**

100% polyester. Imported. Designer: Inma Bermudez. Requires assembly. L27½×W26¾×H11¾". Black 103.766.15



**LURVIG Cover for cat/dog bed \$15**

100% polyester. Imported. Requires assembly. L27½×W26¾×H11¾". Black/white 104.648.86



PH164018.jpg



## Product highlight

Dogs love eating with abandon. To make it easier to clean up, place their bowls on top of this handy tray.



**LURVIG Tray \$6.99** High-pressure melamine laminate. Designer: Inma Bermudez. L17×W13". White/black 604.655.67



**LURVIG Bowl \$1.99** Polypropylene plastic. Designer: Inma Bermudez. Ø5, H2". 10 oz. Black 103.752.63

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## Overview – images



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## Overview – images



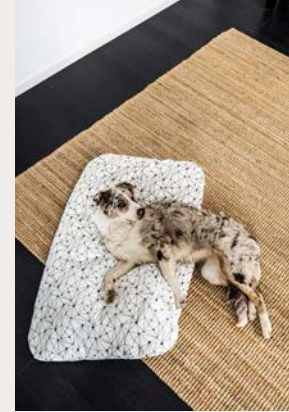
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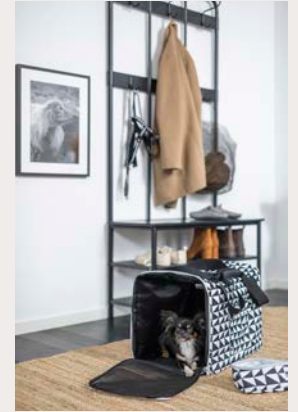
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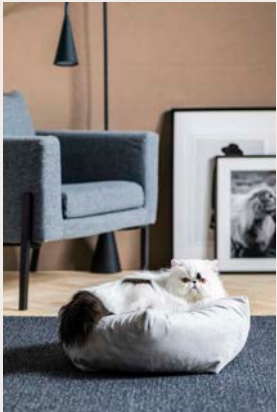
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## Overview – images



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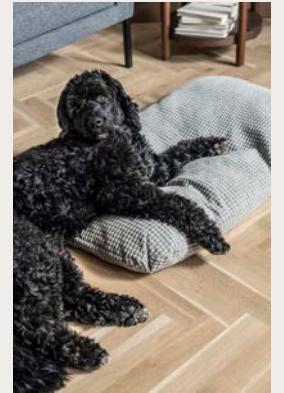
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# Overview – products



**LURVIG Cushion \$5**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W13×L15".  
Pink 304.630.65



**LURVIG Cushion \$5**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W13×L15".  
Light gray 504.630.69



**LURVIG Cushion \$12.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W18×L29¼".  
Pink 604.632.19



**LURVIG Cushion \$12.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W18×L29¼".  
Light gray 804.632.23



**LURVIG Cushion \$12.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W18×L29¼".  
White/black 204.632.35



**LURVIG Cushion \$12.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W18×L29¼".  
Pink/triangle 804.632.61



**LURVIG cushion \$12.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W18×L29¼".  
Black/triangle 704.632.66



**LURVIG Cushion \$19.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W24½×L39¼".  
Pink 904.632.27



**LURVIG Cushion \$19.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W24½×L39¼".  
Light gray 104.632.31



**LURVIG Cushion \$19.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W24½×L39¼".  
White/black 604.632.57

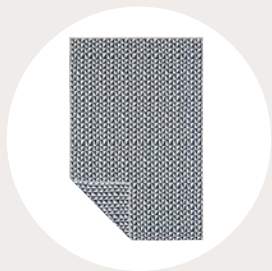


**LURVIG Cushion \$19.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W24½×L39¼".  
Pink/triangle 104.632.74



**LURVIG Cushion \$19.99**  
100% polyester cover.  
Polyester fiber ball filling.  
Imported. Designer: Inma Bermudez. W24½×L39¼".  
Black/triangle 104.632.69

## Overview – products



### LURVIG blanket \$19.99

100% polyester fabric.  
Polyester wadding filling.  
Imported. Designer: Inma Bermudez. W39¼×L59".  
Black/triangle 404.632.15



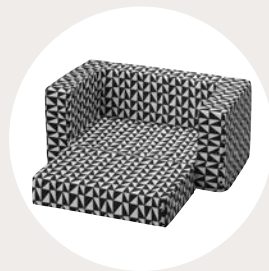
### LURVIG Blanket \$19.99

100% polyester fabric.  
Polyester wadding filling.  
Imported. Designer: Inma Bermudez. W39¼×L59".  
Pink/triangle 504.632.10



### LURVIG Blanket \$19.99

100% polyester fabric.  
Polyester wadding filling.  
Imported. Designer: Inma Bermudez. W39¼×L59".  
White/black 304.632.06



### LURVIG Cover for cat/dog bed \$15

100% polyester.  
Imported. Requires assembly. L27½×W26¾×H11¾".  
Black/white 104.648.86



### LURVIG Cat/dog bed \$49.99

100% polyester. Imported.  
Designer: Inma Bermudez.  
Requires assembly. L27½×W26¾×H11¾". Black  
103.766.15



### LURVIG Frame for pet bed \$27

Painted finish. Designer: Inma Bermudez. Requires assembly. L27¼×W17½×H9½".  
White 803.766.31



### LURVIG Cat house \$4.99

100% polyester and paperboard. Imported.  
Requires assembly. W13×D15×H13".  
Pink 204.648.62



### LURVIG Cat house \$4.99

100% polyester and paperboard. Imported.  
Requires assembly. W13×D15×H13".  
White 404.648.61



### LURVIG Cat house \$4.99

100% polyester and paperboard. Imported.  
Requires assembly. W13×D15×H13".  
Black 703.862.92



### LURVIG Cat house, igloo \$14.99

You can change color from pink to gray by turning the cat house inside out. 100% polyester. Imported. Designer: Eléa Nouraud. Ø13½, H9¾". Light gray/pink 704.675.99 Available Winter 2019.



### LURVIG Cat house for stool \$12

100% polyester. Imported. Requires assembly. Ø12½, H17¾". Light gray 804.670.23 Available Winter 2019.



### LURVIG Pouffe \$TBD

100% polyester. Imported. Designer: Inma Bermudez. W20¾×H6". Light gray 804.677.54 Available Winter 2020.

## Overview – products



**LURVIG Bowl \$1.99** Dishwasher safe. Polypropylene plastic. Designer: Inma Bermudez. Ø5, H2". 10 oz. Pink 704.583.21



**LURVIG Reversible food bowl \$6.99** Stoneware. Ø2½/3½, H4½". White 204.642.73 Available Spring 2020.



**LURVIG Bowl \$1.99** Polyester, polyurethane and polypropylene textile. Imported. EVA plastic lining. White/black 604.648.79



**LURVIG Place mat for food bowl 99¢** Polypropylene plastic. W10¾×L14¾". Light gray 504.568.13



**LURVIG Tray \$6.99** High-pressure melamine laminate. Designer: Inma Bermudez. L17×W13". White/pink 404.655.68



**LURVIG Tray \$6.99** High-pressure melamine laminate. Designer: Inma Bermudez. L17×W13". White/black 604.655.67



**LURVIG Bowl \$5.99** Dishwasher safe. Stainless steel. Designer: Inma Bermudez. Ø9, H3". 54 oz. 103.770.78



**LURVIG Bowl \$4.99** Dishwasher safe. Stainless steel. Designer: Inma Bermudez. Ø7, H2". 27 oz. 503.770.76



**LURVIG Bowl \$3.99** Dishwasher safe. Stainless steel. Designer: Inma Bermudez. Ø5¼, H1½". 10 oz. 003.770.74



**LURVIG Bowl \$1.99** Dishwasher safe. Polypropylene plastic. Designer: Inma Bermudez. Ø5, H2". 10 oz. White 603.752.65



**LURVIG Bowl \$2.99** Dishwasher safe. Polypropylene plastic. Designer: Inma Bermudez. Ø7, H2". 24 oz. White 003.752.73



**LURVIG Bowl \$1.99** Dishwasher safe. Polypropylene plastic. Designer: Inma Bermudez. Ø5, H2". 10 oz. Black 103.752.63



## Overview – products



**LURVIG Bowl \$2.99** Dishwasher safe. Polypropylene plastic. Designer: Inma Bermudez. Ø7, H2". 24 oz. Black 803.752.69



**LURVIG Play tunnel for cat \$6.99** 100% polyester and steel. Designer: Inma Bermudez. Ø9¾, L50½". White/pink 004.648.77



**LURVIG Travel bag for pets \$24.99** 100% polyester textile. Imported. Steel frame. Designer: Inma Bermudez. L19¾×W12½×H13¾". 15 gal. White/black 104.648.72



**LURVIG Travel bag for pets \$24.99** 100% polyester textile. Imported. Steel frame. Designer: Inma Bermudez. L19¾×W12½×H13¾". 15 gal. Black/gray 904.648.68



**LURVIG Scratching mat \$7.99** Sisal and jute. Imported. Designer: Inma Bermudez. W9¾×L24¾". Natural 303.777.94



**LURVIG Reflective leash \$9.99** Fits dogs up to 71 lbs. 100% polyester. Imported. W1×L48½". Black 703.605.79



**LURVIG Reflective harness \$5.99** Fits dogs up to 10 lbs. 100% polyester. Imported. Circumference chest 10¼–15". Circumference neck 9¾–13½". Black 503.606.98



**LURVIG Reflective harness \$9.99** Fits dogs up to 50 lbs. 100% polyester. Imported. Circumference chest 15–22¾". Circumference neck 13½–20½". Black 303.606.99



**LURVIG Reflective harness \$12.99** Fits dogs up to 71 lbs. 100% polyester. Imported. Circumference chest 22¾–34¾". Circumference neck 20½–26". Black 703.606.97

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