



IKEA x Virgil Abloh Collection Series

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What is the collection about?



A timeline recap

- First rumour on the collection
 - Summer 2017
- Presentation of preliminary collection at 2018 Paris Fashion Week
 - September - October 2018
- First available item on sale (Rug: Retail Price of \$250)
 - May 2019
- More to come (See Next Slide)

IKEA x Virgil Abloh Keep Off Rug 200x300 CM Grey/White

Condition: **New** | Ticker: OW-IKKOR2BW | 100% Authentic

Last Sale: **\$740** ▲ **\$15** (2%)
[View All Sales](#)

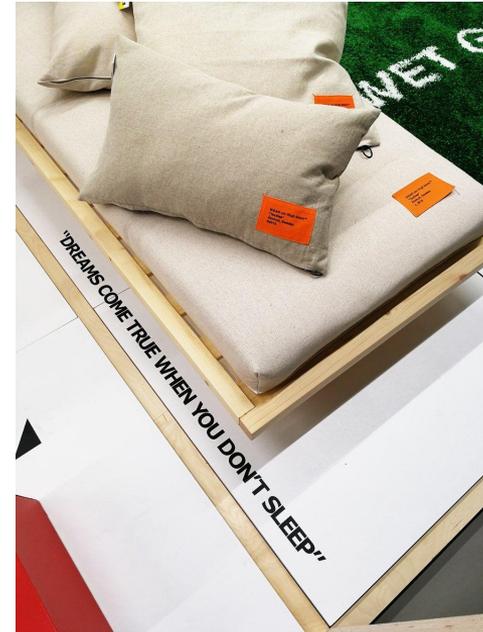
\$748 Buy
Lowest Ask or Bid
[View All Asks](#)

\$701 Sell
Highest Bid or Ask
[View All Bids](#)



The Next Move

- Full collection of the items available on November 1st 2019
- In stock in IKEA physical stores
- Each customer is limited to purchase one item out of the 15 pieces in the collection



SWOT Analysis on IKEA

Strengths

- Clear business focus -> Leading retailer of furnitures
- Sizable operations with economies of scale
-> Low product price delivered

Weaknesses

- Sell regular products -> Boring, untrendy brand image

Opportunities

- Expansion into new products -> Target Millennials and Gen Z markets

Threats

- Low cost business model imitated by numerous rivals
- Online retailers stealing the market share

Product, Price, Place, Promotion of Markerad

Product

- 15 piece collection
- Considered art pieces
- Goes beyond "just" furniture

Price

- Increased price in comparison to normal Ikea products
- Shopping bags for 30\$
- Chairs 140\$
- Rug 250\$

Place

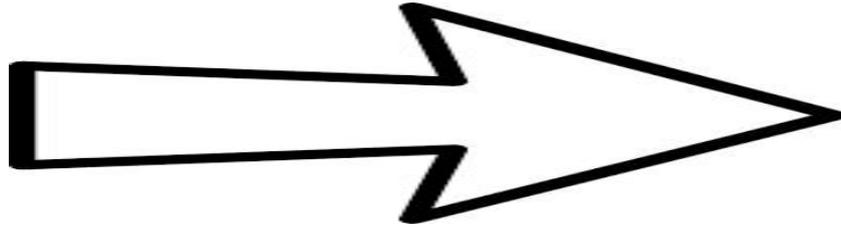
- Will only be sold in select Ikea stores worldwide

Promotion

- First teaser in 2017
- Continuous information and presentation of products through 2019
- Mostly instagram
- Paris Fashion Week exhibition

New Product Line: Markerad

“New Product Line → Increase of breadth”



Untypical product line extension:

- Targeted at only a small segment, specifically at millenials (and collectors)
- Increased price in comparison to normal Ikea product lines
- No mass production, rather limited numbers

So why do this?

Low availability, so most likely no massive revenue through sales

→ Create brand awareness among targeted group

- Massive news coverage on instagram and online magazines
- Afterbuzz of release on selling and news platforms

→ Increase perceived brand value (offering designer products at reduced cost)

→ Probably create brand loyalty

→ Counteract the perception of Ikea as a mass mainstream brand

