

IKEA + SOCIAL ENTREPRENEURS PRESENT

THE LIMITED EDITION HEMGJORD COLLECTION



PH141099



INTRODUCING THE HEMGJORD COLLECTION

PRODUCTS WITH A SOCIAL MISSION HANDCRAFTED BY SOCIAL ENTREPRENEURS IN INDIA

The HEMGJORD collection is the sixth limited edition collection co-created by IKEA and social entrepreneurs in India. HEMGJORD is available from March 2017 at IKEA stores in the UK, Italy, Germany, Belgium, Norway, the Netherlands, Spain, Korea and Japan.

HEMGJORD includes hand embroidered and finished cushion covers, chair pads, table runners and boxes and hand-woven bags, baskets, boxes, place mats, floor cushions, accessory bags, laundry bags and pouffes in renewable banana fibre.

One of the main challenges facing rural artisans is connecting to markets outside of their own communities. Through long-term partnerships with social entrepreneurs, we can support with access to a global market and share our business and design knowledge. These partnerships give us a chance to work directly with artisans to offer our customers unique handcrafted products. Plus, by supporting small-scale social enterprises focused on handicraft we are nurturing a new generation of suppliers.

WE'RE PROUD TO PARTNER WITH SOCIAL ENTREPRENEURS IN INDIA WHO ARE CREATING SUSTAINABLE LIVELIHOODS FOR ARTISANS

The social enterprises that IKEA works with in India use business to create social change. Through the production of handicrafts they can provide regular income for women in communities where few other livelihood opportunities exist.



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"For the most vulnerable members of society, earning an income opens up new opportunities. Women in rural communities often have little or no access to education, healthcare or a paid employment. Forming long-term partnerships with social entrepreneurs gives women a chance at independence and a better future."

VAISHALI MISRA,
BUSINESS LEADER,
IKEA OF SWEDEN

HEMGJORD

MEET THE ARTISANS

"The fire that was lit in the hearts of women [through this partnership] cannot be extinguished."

SHANTI SAROJ, ARTISAN, RANGSUTRA



At the home of her mother-in-law, Shanti Saroj learned how to stitch to earn money for her and her four children. She then met people from Rangsutra and was asked to participate in an exhibition in Delhi. Because of restrictions placed on her by society and her family, she struggled to participate in the training offered by Rangsutra. But, she eventually managed to complete a Training of Trainers residency in Varanasi. Now she and her husband are proud of all that she has accomplished both in skills and confidence. Her income has helped her husband finish his education in teaching and, most importantly, pay for the treatments that saved her son's life when he became very ill.

NEWS

More than 1500 artisans now work with the limited edition co-created collections. Back in 2013, when we launched our first collection together with Rangsutra and Industree PT, there were 175 artisans who participated in the creation of the collection.



HEMGJORD

MEET THE COLLECTION

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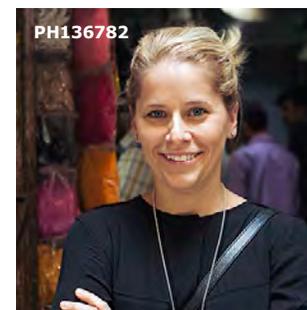
CO-CREATING HEMGJORD

For centuries the women of northern India have used intricate embroidery and weaving skills to create their own unique wedding dresses. In a country where everyday saris dazzle with colour and patterns, wedding dresses have to be even more spectacular. A particularly impressive dress would use different patterns and techniques that can still only really be done by hand.

For HEMGJORD designer Sarah Fager, it's exactly these skills that helped shape the look of the collection whose name fittingly means 'homemade'.

Working together, Sarah and artisans from the social enterprises Rangсутra and Industree PT developed the design for HEMGJORD. "Overall this project is like what we do at IKEA every day but with an important difference," Sarah explains. "Here we're actively working with women, working with the makers, which of course is very different to visiting a factory and machines. I was really conscious of the fact that if my designs didn't utilize different techniques then some of the women would be out of work. So we really tried to integrate all the amazing skills that these women have."

Watch the film about Sarah Fager working in India:
<https://www.youtube.com/watch?v=wDOKlIDqd9M>



SARAH FAGER, DESIGNER, IKEA

"This collaboration is a project that is really close to my heart. It's a fantastic feeling to be part of something that will help people to get a more decent life. That's an inspiration that will stay with me for a long time!"

INSPIRED BY NATURE

In addition to the skills of the artisans, the nature surrounding the sacred city of Varanasi, where some of Rangсутra's production centres are located, also influenced the collection's design. The design of HEMGJORD features hand-woven natural materials and a fresh green, organic look that's accentuated by large hand-embroidered leaf patterns.

"To make these products, the stitching, crafting and sewing can only be done by hand. They might be slightly imperfect compared to machine made, but to me that makes them immediately recognisable as beautifully human."

SARAH FAGER, DESIGNER, IKEA

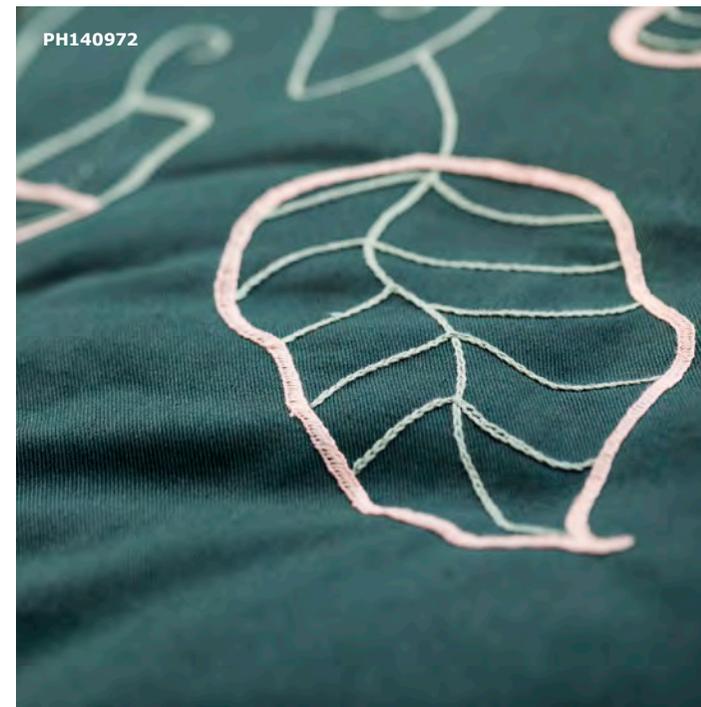


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See glimpses of Indian traditional embroidery:
https://www.youtube.com/watch?v=U9I1_fY-7Aw



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Cooking and sharing food is a natural way for people to come together and get to know one another. That's why, for the co-created HEMGJORD collection, we designed products for serving and sharing food using traditional handicrafts. Breaking bread brings us all closer together.



DESIGNED FOR
A POSITIVE CHANGE

"These products come from the heart from a beautiful part of India, which still has restrictions for women due to a lack of awareness. These products work as a bridge to empower women."

UMA DEVI, ARTISAN AND CRAFT MANAGER,
RANGSUTRA

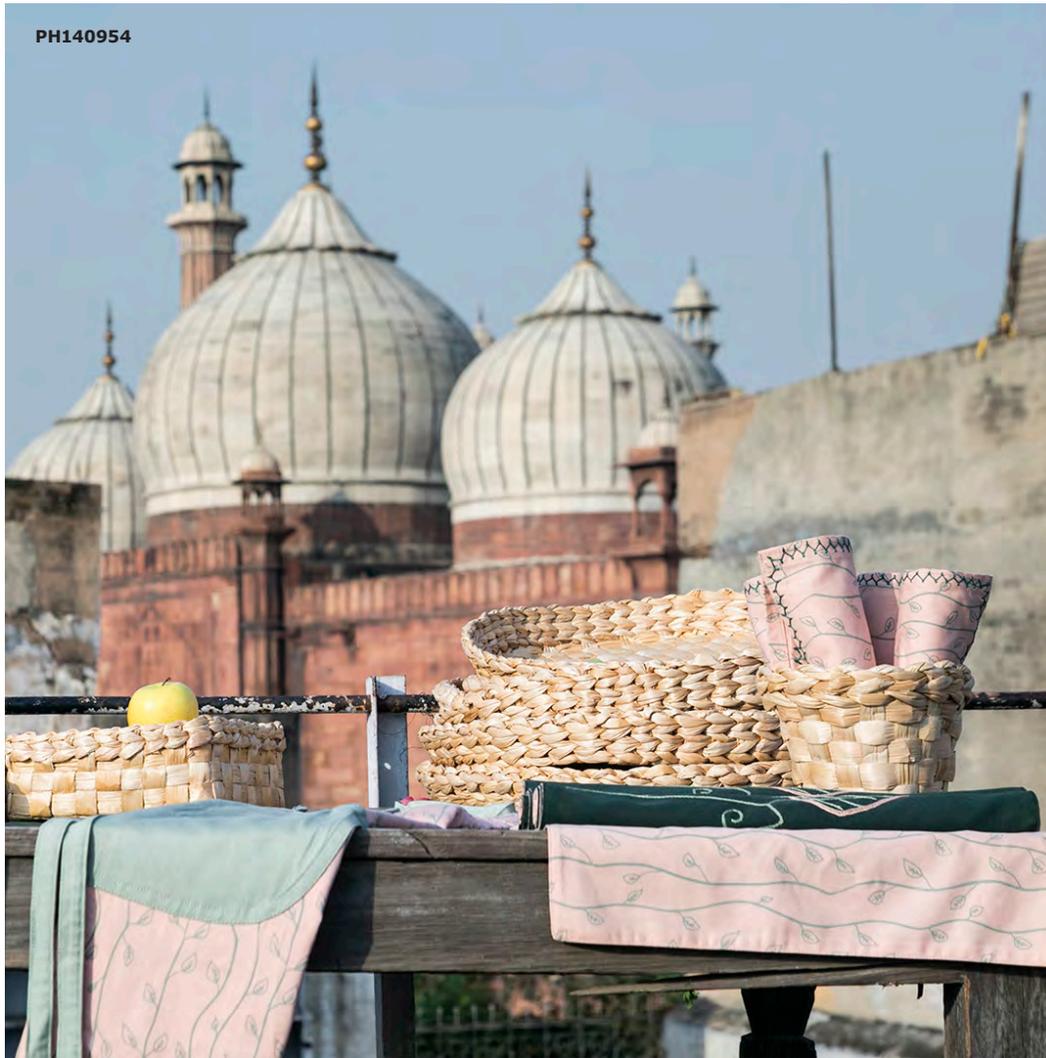


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"My work travels to far off lands that I may never travel myself. For me it's like a part of me travelling with every product I make. My work takes my story to far off lands."

SUDHA, ARTISAN, INDUSTREE P.T.



"My work gives me the confidence that I can support myself and my family on rainy days. My work makes me happy."

ANANDI, ARTISAN, INDUSTREE P.T.

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"This is not only embroidery or stitching but a respect and importance to women who have not seen opportunity in their lives."

SHIMLA DEVI, ARTISAN, RANGUTRA

SUSTAINABLE HANDICRAFT WITH RENEWABLE MATERIALS

Fibres from the stem of the banana plant, once thought of as a waste product, are now used as a renewable raw material. The dried stems are stripped into the individual fibres and hand-woven or braided together to create things like baskets, bags and place mats.



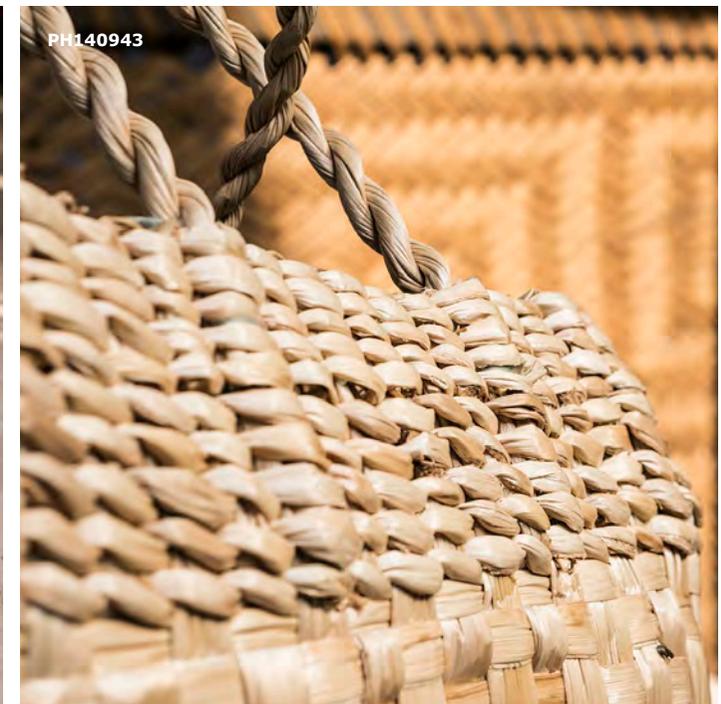
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See the entire process from harvest to finished product:
<https://www.youtube.com/watch?v=spXtVcdY-2w>

NEW FOR THE HEMGJORD COLLECTION

NEW FOR THE HEMGJORD COLLECTION

HEMGJORD was made for springtime. The collection includes a large hand-woven banana fibre basket that's perfect for picnics, and an apron in fresh spring colours that's great for potting seedlings or for preparing a meal 'al fresco'.



HEMGJORD bag €0.00, 25x23 cm, banana fibre 503.562.67 HEMGJORD apron €0.00, printed leaves 203.563.63

PH141117



HEMGJORD cushion cover €0.00, 40x65 cm, embroidery stripes 603.546.06

PH141119



HEMGJORD dish €0.00, banana fibre, set of 2 103.563.30

PH141112



PH141118



PH141123



PH141115



HEMGJORD basket €0.00, 14 cm, banana fibre 603.562.81

PH141116



HEMGJORD cushion cover €0.00, 65x65 cm, printed leaves 203.546.27 **HEMGJORD cushion cover €0.00**, 65x65 cm, embroidery leaves 203.546.08

A NEW WAY TO WORK

The social entrepreneurs we partner with provide decent jobs for people on the margins of society. They are businesses that use economic empowerment to create social change. They are truly successful when people and communities profit.



GOOD BUSINESS

We think social enterprises are a great idea! That's why we are forming long-term partnerships with social enterprises around the world. It's good business because the social enterprises we work with provide livelihoods for vulnerable groups and can grow their businesses step-by-step together with IKEA. We support their development in the best way we know how: through business, design and access to a global market.

We've already established partnerships with social entrepreneurs in India, Thailand, Sweden, Denmark, Indonesia, the Netherlands, Belgium and the USA.

With some social enterprises we collaborate to create unique handmade collections of products for the home using traditional handicraft techniques. With other social enterprises near IKEA stores we work together to offer sewing services or to create smaller collections of products using textile scraps from IKEA stores.

We believe that the best way to support people escaping the long-term cycle of poverty is through decent jobs. That's why we're proud to partner with social entrepreneurs who are doing just that.

THE SOCIAL ENTERPRISES WE WORK WITH IN INDIA

- * Are small-scale producers using local handicraft skills in areas where there are very few opportunities for a sustainable income.
- * Offer an additional livelihood to agriculture, which is the main source of income in rural areas of India.
- * Are managed and operated by women. Many of the artisans are either shareholders or co-owners through self-help groups.

NEWS

Rangсутra and Industree PT, our partners in India, are now 100% IWAY compliant: IWAY is the IKEA supplier code of conduct that outlines IKEA requirements for social, economic and environmental conditions. This is a tremendous accomplishment and shows how far the social enterprises have developed in the past four years. Both, however, still have a very limited production capacity. For now they will continue to work on collections for sale in a limited number of stores, which will increase as their capacities increase.

Read more about IWAY at http://www.ikea.com/ms/en_SG/about_ikea/our_responsibility/iway/index.html

EMPOWERING WOMEN

For women in rural India especially, a decent work opens up a world of new possibilities like having a bank account, being able to invest in their children's healthcare and education, building a home, self-confidence and skills as artisans and businesswomen.



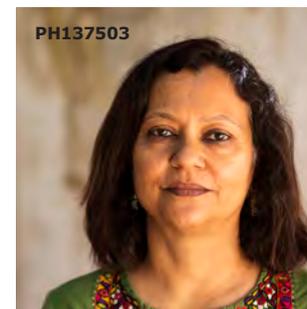
HOW SOCIAL ENTERPRISES ARE CHANGING WOMEN'S LIVES

- * A chance for women in rural communities to learn valuable new skills in handicraft, management, entrepreneurship and women's rights.
- * The ability to save money for the future, individually and collectively, to set up bank accounts and to make small loans to purchase things like bicycles for commuting to work.
- * The possibility to stay with their families in their villages rather than moving to cities to find work.



USHA U, ACCOUNTANT, INDUSTREE P.T. (CURRENTLY ON MATERNITY LEAVE WITH HER SECOND CHILD)

"My work provides me with a daycare centre where my son can be cared for while I work. It is a relief to know that my son has a safe place to spend his day while I work."



SUMITA GHOSE, FOUNDER AND MANAGING DIRECTOR, RANGSUTRA

"Some of the main issues that face women in rural India are access to an education, good healthcare, very basic needs like clean drinking water and of course livelihoods. By giving regular work to women it gives them an opportunity to get out of their homes. Having income has given them more of a say."



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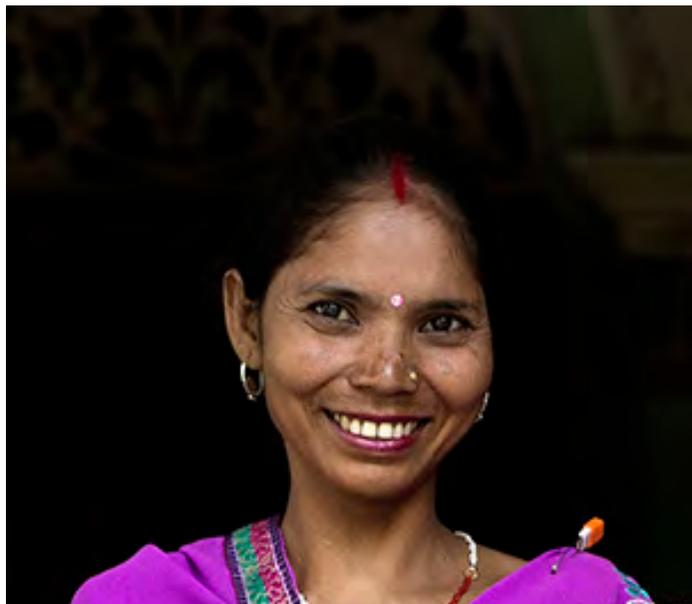
"Rangutra has made my dream come true."

SAROJ, CRAFT MANAGER, RANGSUTRA

Before joining Rangutra, Saroj had a very restrictive life. She wasn't allowed to cross over the boundaries of her property, and she was afraid to go out alone. She fought with her family in order to participate in the training at Rangutra, which they eventually let her do. The skills she has learned has given her confidence and earned her the respect of her family who now see her as a professional working woman. Her work allows her, "to stand on my own two feet with confidence and dignity."

Watch the film about Saroj:

<https://www.youtube.com/watch?v=uPXOXmFCgNA>



"The true empowerment will come mainly through economic empowerment and it's the key for social and community empowerment"

NEELAM, CRAFT MANAGER, RANGUSTRA

Neelam became a mother at the age of 20. She now has two children. Paying to educate her children has always been a struggle for her and her husband who drives a tractor for a living. When she began training with Rangutra her family was reluctant to let her go, as her children were still rather young. But, her mother in-law offered to care for her children, which allowed Neelam to complete training as a craft manager. With the income she earns she has made improvement to her home and can pay for the education of her children. Her dream is to send her son to college.



"This project is helping women to sustain their needs as well as their aspirations."

NIRMALA, CRAFT MANAGER, RANGSUTRA

When Nirmala looks back on her life before joining Rangutra, it all seems so unreal to her. She struggled very hard to participate in the training and to travel as her family, and especially her husband, were very reluctant to let her go, and at times even became violent. As a mother of daughters with no sons, she faced financial and societal hardships. One of her daughters also has a medical condition that puts even more of a financial strain the family. However, Nirmala persevered with her training and began to work and provide income for the family. The change it brought to her life was dramatic. Her husband now even joins her in her work and is proud of her courage and strength. "I'm proud of having [her] as my life partner."

MEET OUR PARTNERS

RANGSUTRA IS FOCUSED ON PROVIDING INCOME TO RURAL WOMEN

Rangsutra has been in business for 10 years working to secure sustainable livelihoods for rural women and to nurture local handicraft traditions

Artisans at Rangsutra specialize in traditional Indian embroidery, textile and grass weaving and come from rural areas in northwest and central India. Over 900 artisans are involved in the creation of hand-embroidered products in the IKEA collections (they have been working on both KRYDDAD and HEMGJORD). 95% of the artisans at Rangsutra are women. Many of the artisans are shareholders in the company and participate in design and production decisions.

NEWS

Rangsutra now has two main production centres and five small village centres in Uttar Pradesh, which means that now all artisans have a place to work close to their village. Production centres become a small community for the artisans and are a good reason for people to work outside of the home, which is a huge step for many of the women.

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MEET OUR PARTNERS

INDUSTREE PT WORKS WITH SELF-HELP GROUPS MADE UP OF MOSTLY WOMEN

Industree Producer Transform production centres are artisan-owned self-help groups located primarily in southern India in the states of Karnataka and Tamil Nadu. The artisans here specialise in hand-woven natural fibres. Over 600 artisans are involved in the creation of the natural banana fibre products in the IKEA collections.

80% of the artisans at Industree Producer Transform are women. The artisans are voting members of self-help groups where they elect their own leaders on a rotational basis. It's a democratic way of working, which empowers the artisans to do things such as decide together how much money they will collectively save each month and what the money will be used for.

In addition to creating collections together with IKEA, Industree PT also sells its own unique products wholesale and in stores across India.



"We make a promise of fulltime work. In rural India, the most critical thing is the regularity of income. And that's what [the artisans] get, at [production centres] close to their homes."

NEELAM CHIBBER, MANAGING TRUSTEE AT THE INDUSTREE CRAFT FOUNDATION

Neelam visits the IKEA headquarters in Sweden:
<https://www.youtube.com/watch?v=I1reQCMFSlo>



HEMGJORD PRODUCT OVERVIEW



PE631478
HEMGJORD cushion cover 65x65 cm, printed leaves 203.546.27



PE631477
HEMGJORD cushion cover 65x65 cm, embroidery leaves 203.546.08



PE631476
HEMGJORD cushion cover 40x65 cm, embroidery stripes 603.546.06



PE631498
HEMGJORD place mat 35x45 cm, embroidery leaf and printed leaves (back). 2-pack 303.545.99



PE631472
HEMGJORD bag 25x23 cm, banana fibre 503.562.67



PE631471
HEMGJORD apron, printed leaves 203.563.63



PE631484
HEMGJORD folder 33x23 cm, printed leaves 003.546.85



PE631485
HEMGJORD napkin 40x40 cm, printed leaves. 2-pack 403.546.50



PE631499
HEMGJORD table-runner 35x130 cm, embroidery leaves and printed leaves (back) 003.546.47



PE631475
HEMGJORD bread basket 21x21 cm, banana fibre 103.562.26

HEMGJORD PRODUCT OVERVIEW



PE631473

HEMGJORD basket 14 cm, banana fibre
603.562.81



PE631474

HEMGJORD basket 20 cm, banana fibre
803.562.99



PE631482

HEMGJORD dish (big) , banana fibre, set of 2
803.563.03



PE631483

HEMGJORD dish (small), banana fibre, set of 2
103.563.30

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