



Creative Designs from Nature's Bounty

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**Design Direction begins by understanding
Your Consumer's **psychographic** information**

Tell a story...

Ideas, lifestyle, users' experience...

My design secrets!

The guidelines that establish design direction

The phases of the aesthetic appreciation and lifestyle

Phase One

From Nothing to Something

**Appreciating product mostly based on
the values of function,
less attention to designs and aesthetic appeal
Mostly made out of first time furniture buyers.**

Phase One

For consumers form the rural area...

STYLISH LIVING ROOM

组合的搭配方式，
让电视柜选择更加随意，
加上强大的收纳，
发挥出最大的优势

No exaggeration and grotesque, no polish
and overfitted, with minimalist design, simple
language, merge from happiness, surprise
you no exaggeration



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Phase One

For consumers form the urban area...



电视组合柜02
TV Cabinets



床/床头柜02
Bed with Nightstand

Phase Two

From Possession to Richness

Understand the essentials of style, begin to look at furniture as part of decorative element.

116-117



Relaxing 117

«Creating a room in a room gives you two living spaces — one for your teens and one for you. So everyone can be together and still do their own thing.»

- 01 IKEA 2016 BRASA floor reading lamp 80349**
The lamp head is adjustable so you can direct the light on the book you are reading, use it as a night lamp or to focus on a specific area in the room. The height is adjustable to suit your lighting needs. Steel and aluminium. H100cm. 501 499.35
- 02 Ikea NOCKEY two-seat sofa with ottoman 80348**
The cover is easy to take clean and is removable and can be machine washed. Synthetic fibre seat covers, wood finished beechwood frame. H171x104x107cm. Three high grey. 300 336.91
- 03 STOCKHOLM cushion cover 80293**
Soft, smooth finish with a subtle sheen. This cover cushions 50x70cm. 100% cotton. Designer: Maria Ullsten. 1 50x70cm. Range 002 812 55. Also available in green and yellow.
- 04 BOKSIL coffee table 80440**
The panel of tempered glass protects the surface from stains, spills, clear liquid and vapour and tempered glass. Designer: K Hagberg. Haggberg. 1.75x1.75, 442cm. Black-brown 502 071 99
- 05 GRER rug, high pile 80999**
Durable, stain-resistant and easy to care for since the rug is made of synthetic fibres. The rug is machine washable. 100% polypropylene. Backing: synthetic latex. 1617x1240cm. Dark grey 052 351 69. Also available in off-white.
- 06 ERER armchair 80499**
Fitted cover. 100% polyester. Designer: Eva Lilla Lönnström. 817x673, 1175cm. Synthetic yellow 802 406 92

NOCKEY gives you extra comfort and support. The thick seat cushions have a core of reinforcing pocket springs inside.

GRER rug, high pile
RM 899

ERER armchair
RM 499

Ikea NOCKEY two-seat sofa with ottoman 80348
RM 3,995

Home Delivery service
Let us deliver your purchases home for you.
Prices start at RM75
+ Find out more at IKEA.my or at the IKEA store.

106-107



Relaxing 107

Many small mirrors can make a big impression and make a small space feel bigger, too.

02 LOTS mirror RM29.90 /4pcs

>If you love being surrounded by friends, go ahead and surround your living room with seating that can fit them all!

01 KNOPPARP two-seat sofa RM249/ea. The cover is easy to wash clean so it is comfortable and can be machine washed. Cover: 100% polyester. Designer: Nils Karlsson. 9119x1684, 115cm. Bright yellow 902.950.07

02 ÅKERVILLA rug, low pile RM229 The rug is machine-washable. Flat. 100% polypropylene. Backing: synthetic latex. Designer: Eva Lundgreen. 9012x1216cm. White/multicolor 902.790.01

03 LACK side table RM29.90 Low weight, easy to move. Flat finish. 100% particleboard. Orange 902.712.09

04 HETTA wall/lamp spotlight RM176.50 Steel and aluminum. Designer: Gösta Berg. 611cm. 902.190.42

05 LOTS mirror RM29.90/4pcs Can be added on top, behind any shade or lamp. Includes added tape included. Mirror glass. 1.30x1430cm. 101.708.08

06 AVONNE SPETS net curtains, 1 pair RM29.90 The soft-folding pleats give it a light, airy feel. 100% polyester. 1024x1230cm. 101 white 401.708.62

07 ÅKERVILLA rug, low pile RM229 The rug is machine-washable. Flat. 100% polypropylene. Backing: synthetic latex. Designer: Eva Lundgreen. 9012x1216cm. White/multicolor 902.790.01

Phase Three

Plentifulness leads to "show-off"

**Furniture becomes a subject to represent
the characteristic of the home owners**







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Phase Three

For those who show-off their wealthy lifestyle...





NATURAL

- 100%实木框架，结实环保
- 美国进口白杨木，不易开裂
- 环保级油漆，安全无毒
- 顶级工艺水平，手艺高超
- 精心科学设计，坐感舒适



在线客服



Phase Three

**For those who show-off their understanding
of high quality luxurious design...**





端庄妆镜套装

典雅四门衣柜

贵族气质双人床

在线客服

小巧床头柜

精致床尾凳





端庄妆镜套装

典雅四门衣柜

贵族气质双人床

小巧床头柜

精致床尾凳



Phase Three

For those who show-off their unique lifestyle...

**"Presenting the richness of style may not
have to be expensive..."**









Phase Four

Extravagance to realizing Refinement

**A Phase where consumers are reaching for
high quality and refined craftsmanship**













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handcrafted OF INTERIORS



Phase Five

Understand the Art of Simplicity

The consumers are able to see designs within the simplest form, the highest level of design values.





















①
Mamagreen Allux
dining table and
stacking chairs, from
Journey East.



②
The Vintage dining
chair and outdoor table,
are made from solid
reclaimed teak, all from
Mountain Teak.







Kartell available at Pavilion



The phases of the aesthetic appreciation and lifestyle

From Nothing to Something

From Possession to Richness

Plentifulness leads to "show-off"

Extravagance to realizing Refinement

Understand the Art of Simplicity

first...

Broaden your preference...

second...

Understand your target users...

then...

Explore your own imagination...