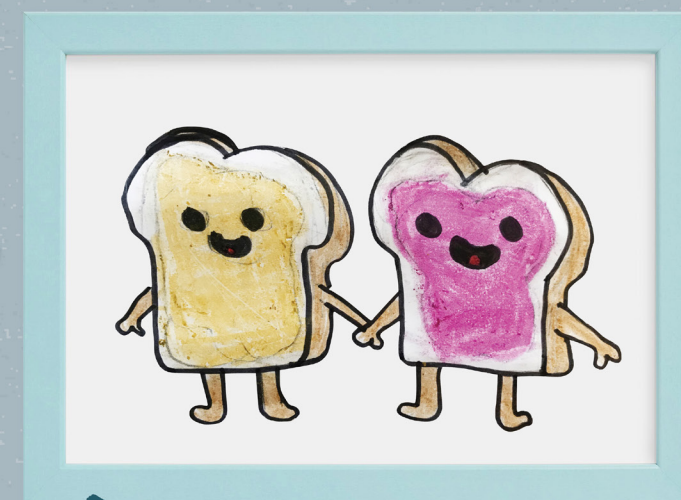
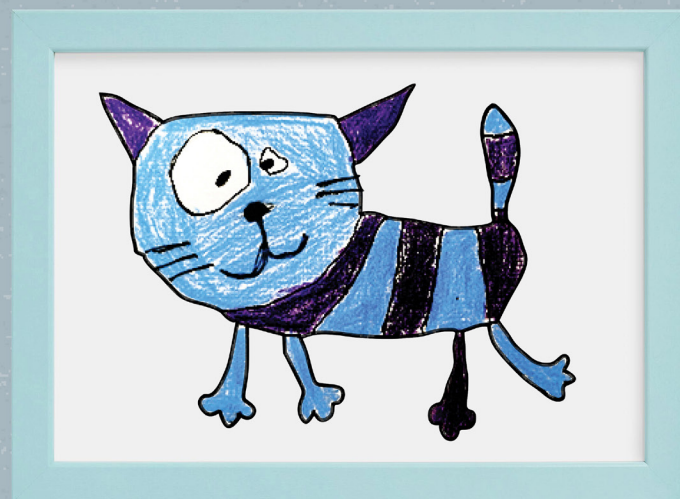




SAGOSKATT collection

Designed by kids, supporting children's right to play

Available October 2021





A new soft toy collection designed by the greatest designers on Earth!

Bird, Cat, Fried egg, Mermaid dog and Sandwich friends – these cuddly friends form our new SAGOSKATT soft toy-collection. They're all designed by kids that participated in our annual drawing competition. The full purchase price goes to local initiatives supporting children's right to play, develop and have fun.

Five favourites chosen from 66 259 entries

Our annual drawing competition encourages children around the world to create the soft toy of their dreams. Of the 66 259 imaginative entries we received last year, 5 were selected and turned into real soft toys. The temporary collection SAGOSKATT is one of our many contributions to support all children's right to play, develop and have fun. Just as all countries promised when they signed the UN Convention on the Rights of the Child.

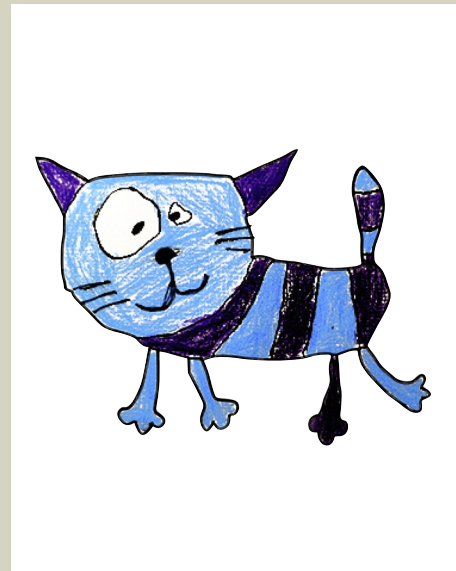


SAGOSKATT collection drawings



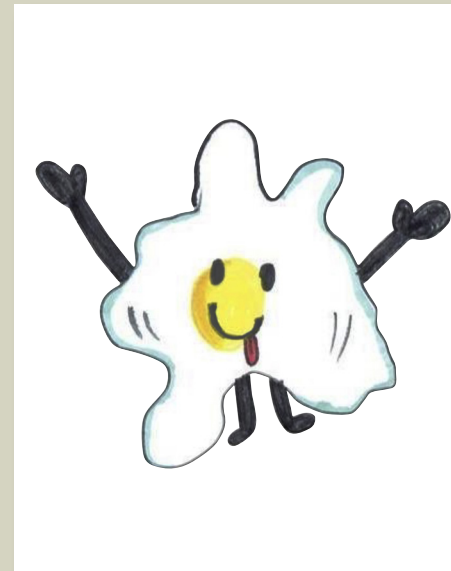
"I drew a prehistoric dodo bird that looks goofy. The tongue sticks out since they're not very smart. If we were to pretend to do math together, he'd say in his dorky voice: – I can't count."

Nick, 10



"I love cats and this one is blue, the colour of dreams. A mischievous, happy friend who's interested in everything, likes people who are kind to animals and curls up with his toy fish when he's sleepy."

Liepa, 8



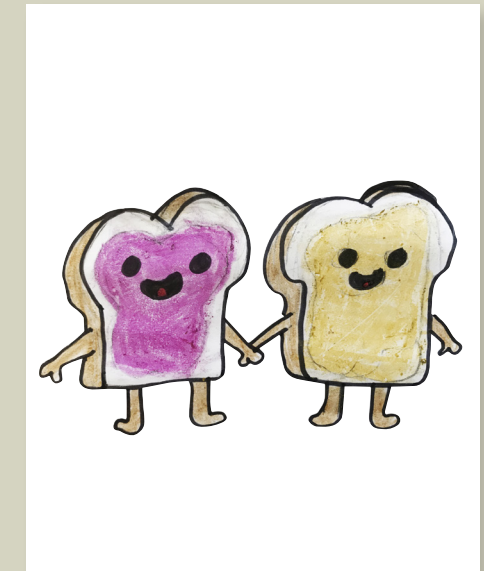
"I like seeing my parents crack eggs over a pan – the different shapes they make, and so delicious! My toy practices yoga and football, but now he's reading a book about chickens to see how eggs are made."

Zosia, 7



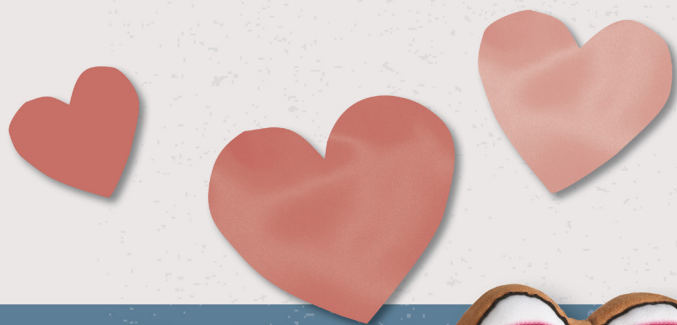
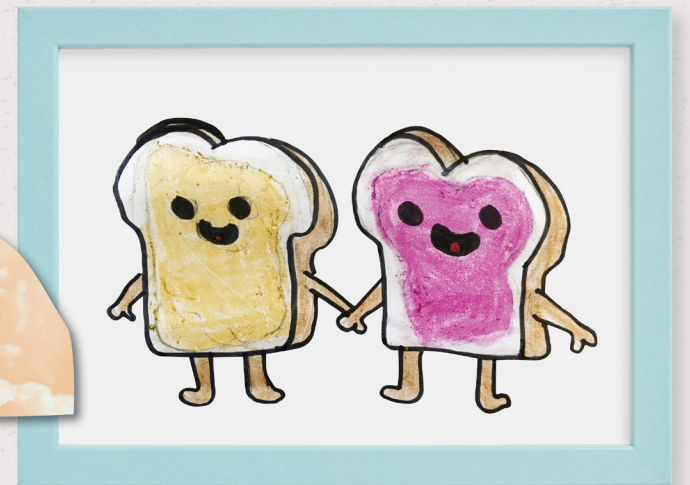
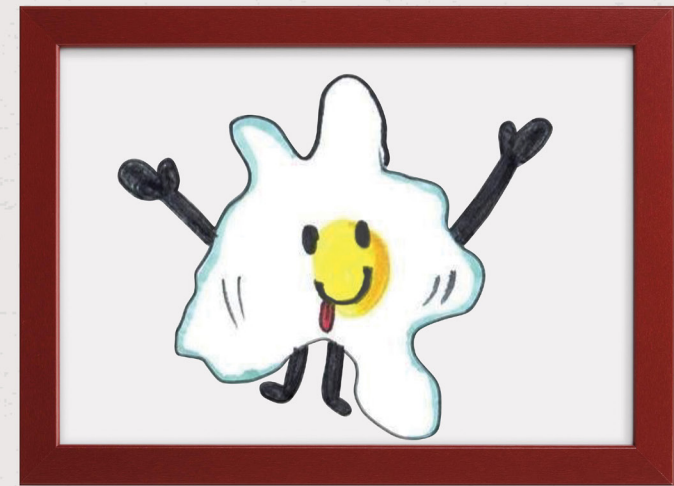
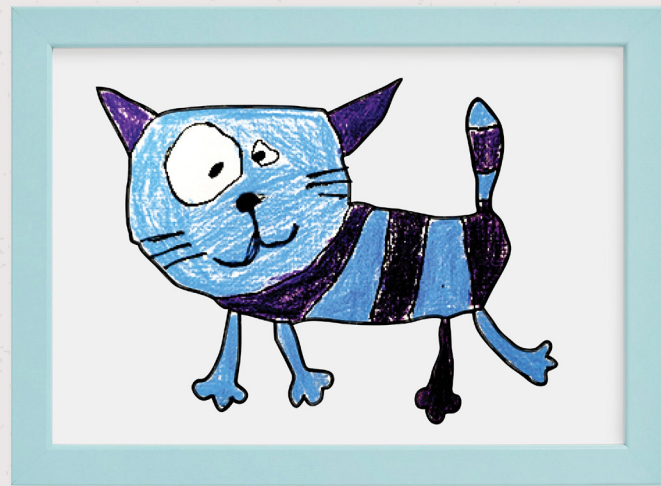
"My mermaid-dog lives in an underwater cave and her most important task is to help people and animals who get into trouble. I love the sea and I believe that such a kind and funny creature can live there!"

Savva, 9



"Peanut butter is soft and Jelly is sweet – and they're best friends. Together they taste great! I told them to be careful and kind, and to always take care of each other."

Audrey, 9



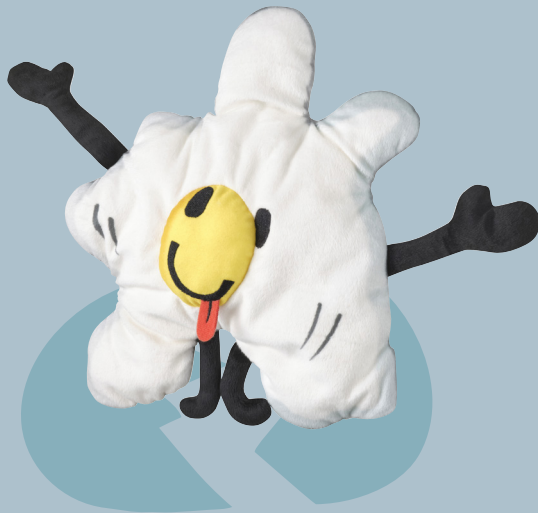
SAGOSKATT collection products



SAGOSKATT 2021 soft toy, bird 169 THB The soft toy makes a squeaking sound if you press on the tummy. Fabric: 100% polyester. Filling: 100% polyester - hollow fibre. Designer: Nick, aged 10 from the USA. L31cm. Multicolour 205.181.34



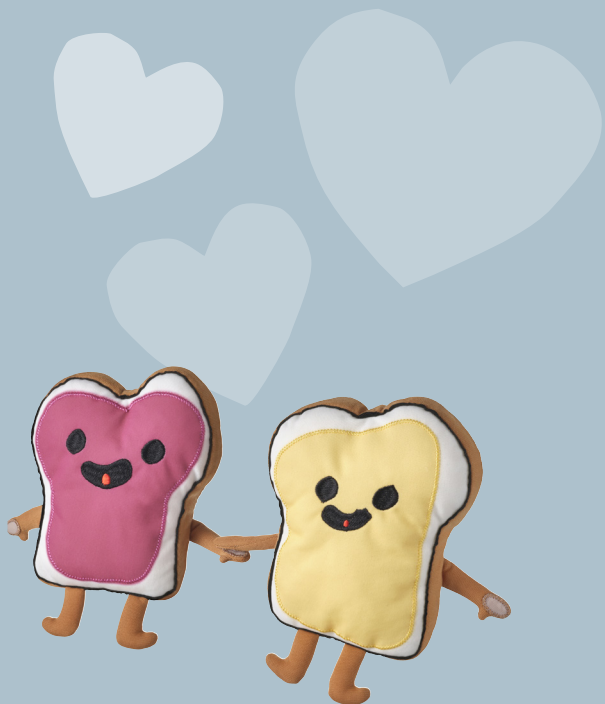
SAGOSKATT 2021 soft toy, cat 169 THB Fabric: 100% polyester. Filling: 100% polyester - hollow fibre. Designer: Liepa, aged 8 from Lithuania. L30cm. Multicolour 205.181.29



SAGOSKATT 2021 soft toy, fried egg 169 THB When you touch the egg white, the soft toy sounds like an egg being fried. Fabric: 100% polyester. Filling: 100% polyester - hollow fibre. Designer: Zosia, aged 7 from Poland. L27cm. Multicolour 805.181.50



SAGOSKATT 2021 soft toy, mermaid dog 169 THB Fabric: 100% polyester. Filling: 100% polyester - hollow fibre. Designer: Savva, aged 9 from Russia. L35cm. Multicolour 305.181.38



SAGOSKATT 2021 soft toy, sandwich friends 169 THB The 2 bread slices can hold each other's hand or turn into a sandwich by using the touch-and-close fastening. Of course your child can also play with them one at a time. Fabric: 100% polyester. Filling: 100% polyester - hollow fibre. Designer: Audrey, aged 9 from Canada. L16cm. Multicolour 605.181.46

SAGOSKATT collection images



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PE828033.JPG



PE828043.JPG



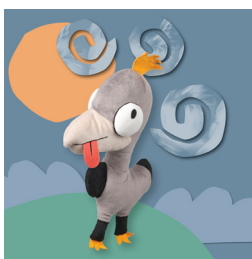
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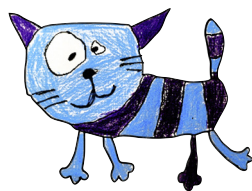
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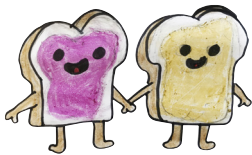
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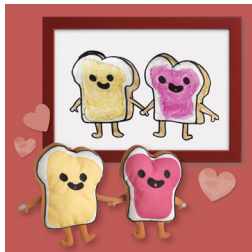
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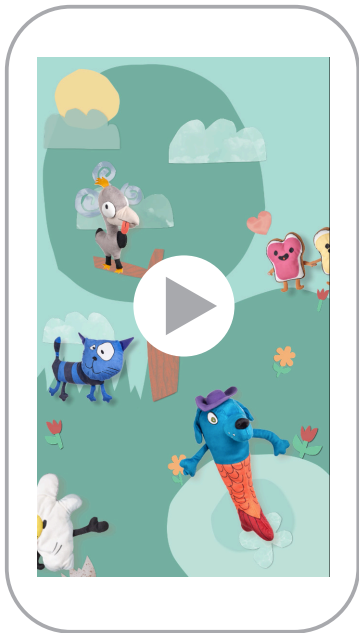


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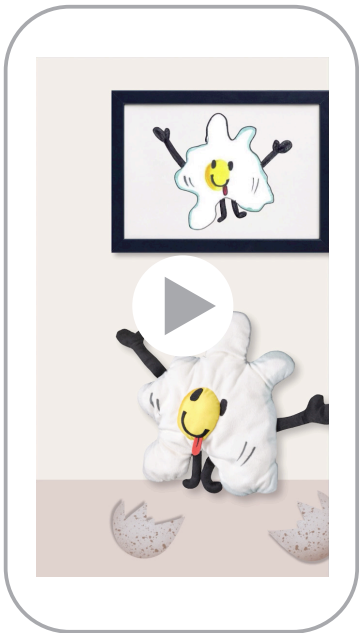
SAGOSKATT collection moving content



9:16
SoMe Stories

Film with all 5 soft toy from the fantasy landscape world.

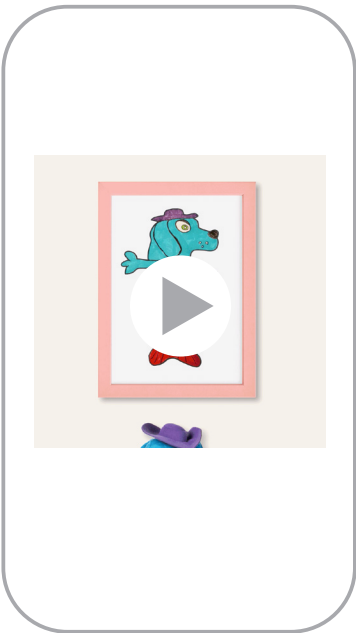
Fantasy landscape
Film_fantasy_landscape_9x16.mp4



9:16
SoMe Stories

Film with all 5 soft toy together with framed drawing.

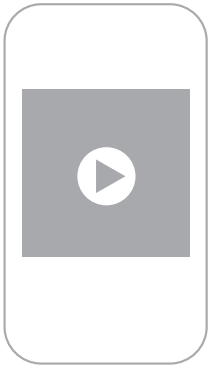
Vernissage world
Film_vernissage_world_9x16.mp4



1:1
SoMe Post

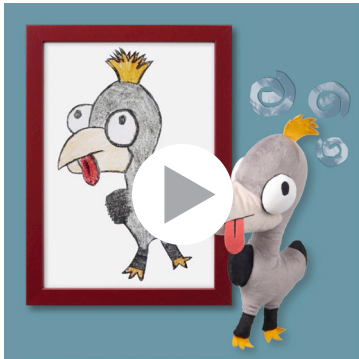
Film with all 5 soft toy together with framed drawing.

Vernissage world
Film_vernissage_world_1x1.mp4



1:1
SoMe Post (x5)
IKEA.com (PIP pages)

One film/soft toy together with framed drawing



1:1
SoMe Post

Bird (sound)
Film_Bird.mp4



1:1
SoMe Post

Cat
Film_Cat.mp4



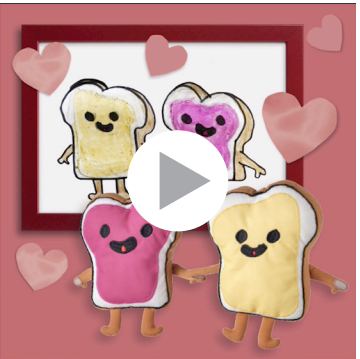
1:1
SoMe Post

Fried egg (sound)
Film_Fried_egg.mp4



1:1
SoMe Post

Mermaid dog
Film_Mermaid_dog.mp4



1:1
SoMe Post

Sandwich friends
Film_Sandwich_friends.mp4

Thank you!

**For questions, photos, moving content
and additional info please contact:**

IKEA Thailand

Kamonporn Abhinoraseth
kamonporn.sr@ikano.asia
Phone: +662 708 7977

ABM

Jaruwan Vorarakthananun
Email: jaruwan.v@abm.co.th
Phone: +662 - 252 9871

