

2017

**HEMLÖS**

the new IKEA collection

**THE  
CAMPAIGN**

The city is hostile. IKEA is hospitable.

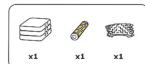


We go where you go.



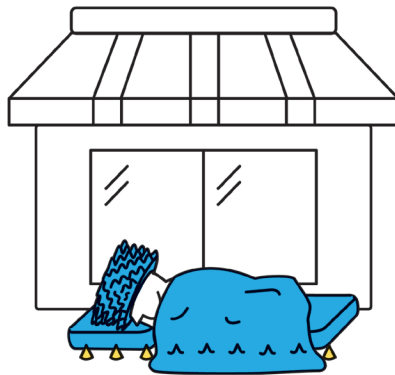
## HEMLÖS

*NEW*  
homeless sleep set



make yourself at home

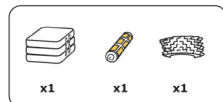




It's a moot point.

# HEMLÖS

NEW  
homeless sleep set



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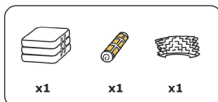
## Bus Shelter

We go where you go.



# HEMLÖS

NEW  
homeless sleep set



make yourself at home



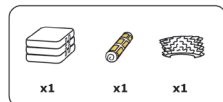
**Bus Shelter**

Do it with the lights on



# HEMLÖS

*NEW*  
homeless sleep set



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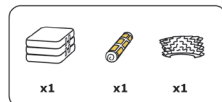
## Bus Shelter

Together is better.



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homeless sleep set



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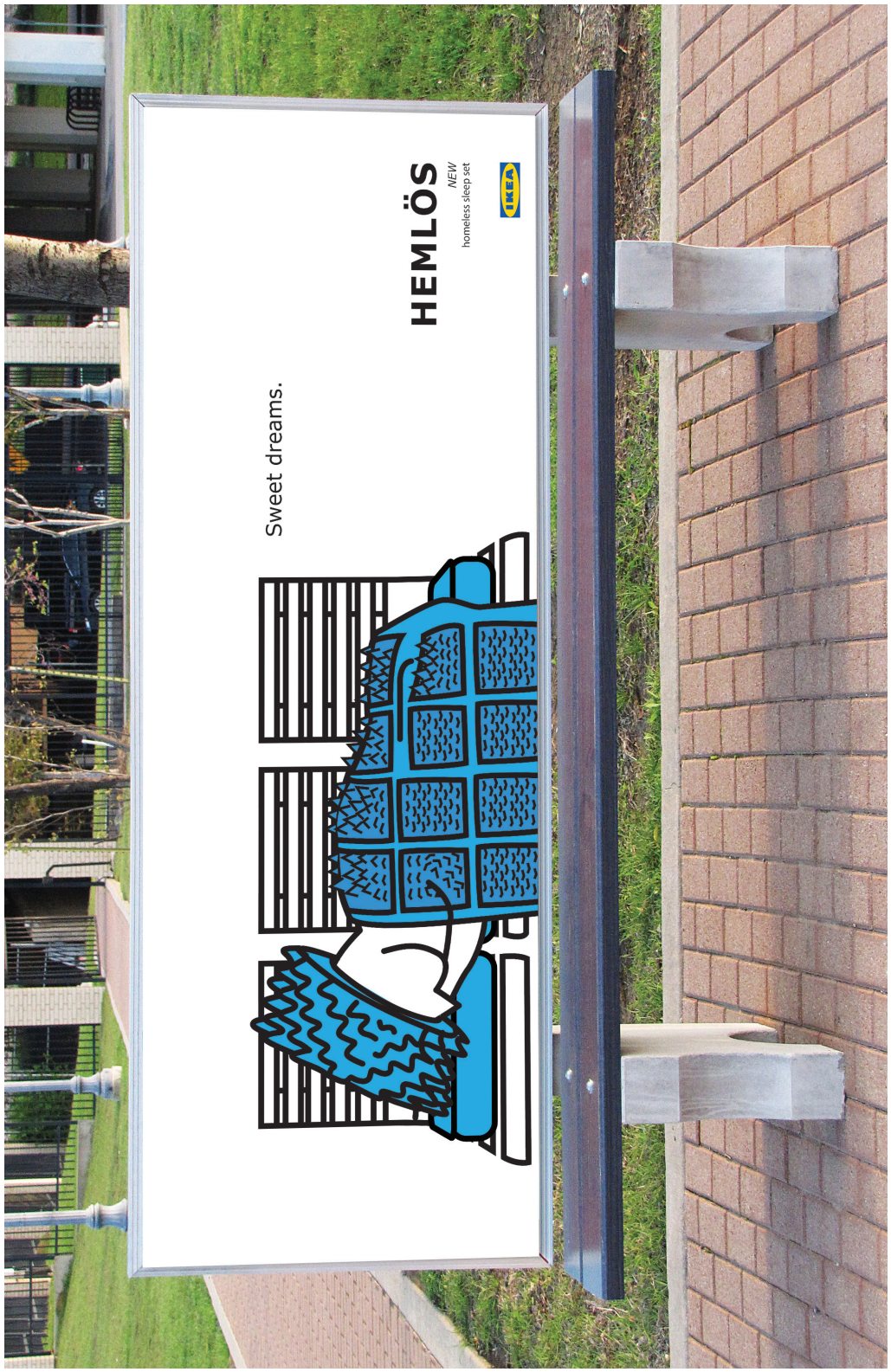
**Bus Shelter**



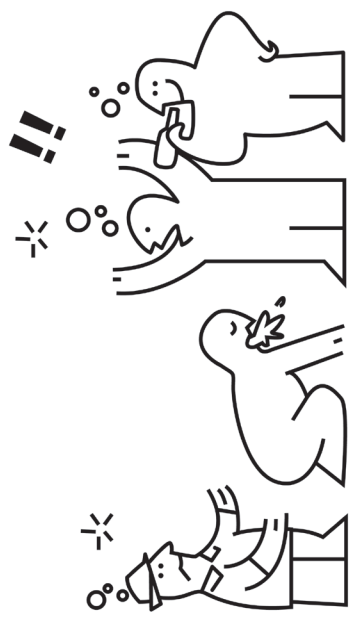
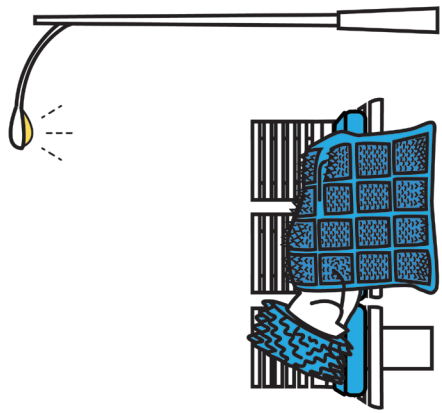
Sweet dreams.

# HEMLÖS

NEW  
homeless sleep set



Block out the haters



**HEMLÖS**  
NEW  
homeless sleep set



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## Bus Bench



Sweet dreams.



**HEMLÖS**

NEW  
homeless sleep set



Don Your Armor



**HEMLÖS**

NEW  
homeless sleep set



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**Bus Bench**