

Press release

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Heimstaden and IKEA Launch E-Commerce Platform for Students

Heimstaden and IKEA Sweden launch the collaboration in offering students a customised and flexible e-commerce experience on 1 July. The collaboration is piloted in Sweden with an ambition to introduce the concept to other countries.

Heimstaden and IKEA share the passion for life at home, and the collaboration will contribute to simplify students' interior design experience when they move in with Heimstaden. By offering students access to a customized e-commerce platform, Heimstaden and IKEA will make students' living environments more functional, aesthetic, and sustainable.

"With a shared vision to improve the lives of our customers, IKEA and Heimstaden are a perfect match and we are excited to launch this collaboration. Together, we give students the opportunity to create a personal and pleasant living space, while at the same time facilitating a sustainable lifestyle which is important for so many today," says Karmen Mandic, Chief Brand & Marketing Communications Officer.

"We're excited about this collaboration with Heimstaden, as it reinforces our commitment to improving life at home for students. By combining the unique home furnishing expertise of IKEA with Heimstaden's insight into student living conditions, we've designed a range of tailored home furnishing packages that will make it even more simple and affordable for students to furnish their new homes," says Adéle Elmgart, IKEA Business Key Account Manager at IKEA.

The project pilots in Sweden and runs between 1 July and 31 October. Heimstaden Sweden offers student accommodation in the cities Uppsala, Linköping, Växjö, Norrköping, Malmö, Umeå, Stockholm, and Luleå.

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Heimstaden is a leading European residential real estate manager and investor with around 161,000 homes across 10 countries with a property value of SEK 342 billion. We acquire, develop, and manage properties with an evergreen perspective. Guided by our Scandinavian heritage and values Care, Dare and Share – we fulfil our mission to enrich and simplify our customers' lives through Friendly Homes. Heimstaden is listed on Nasdaq First North Growth Market. Read more at www.heimstaden.com.
