

APPAREL AND ACCESSORIES

## IKEA responds to Balenciaga's Arena tote in comical advert

April 26, 2017



*IKEA used fashion photography for its Frakta response ads*

By STAFF REPORTS

Swedish home furnishings maker IKEA has created a cheeky guide to help consumers unable to tell the difference between its .99 cent tote from Balenciaga's \$2,000 handbag.

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IKEA's Frakta plastic weave tote bag is identifiable by its blue color and branded handles and is quite often the go-to for both students and professionals alike in need of a laundry or grocery bag. Last week, a very similar style of handbag was debuted by French fashion house Balenciaga, but for a much steeper price and made of better quality materials.

High and low

The IKEA Frakta and Balenciaga Arena are very similar in design. The two bags share a similar color, shape and structural design.

IKEA's description of its bag reads, "Easy to clean – just rinse and dry. Takes little room to store as it folds flat." To compare, retailer Barneys New York, who sells the Arena handbag for \$2,145, describes the men's tote as an "extra-large shopper" made in a "blue wrinkled, glazed leather."



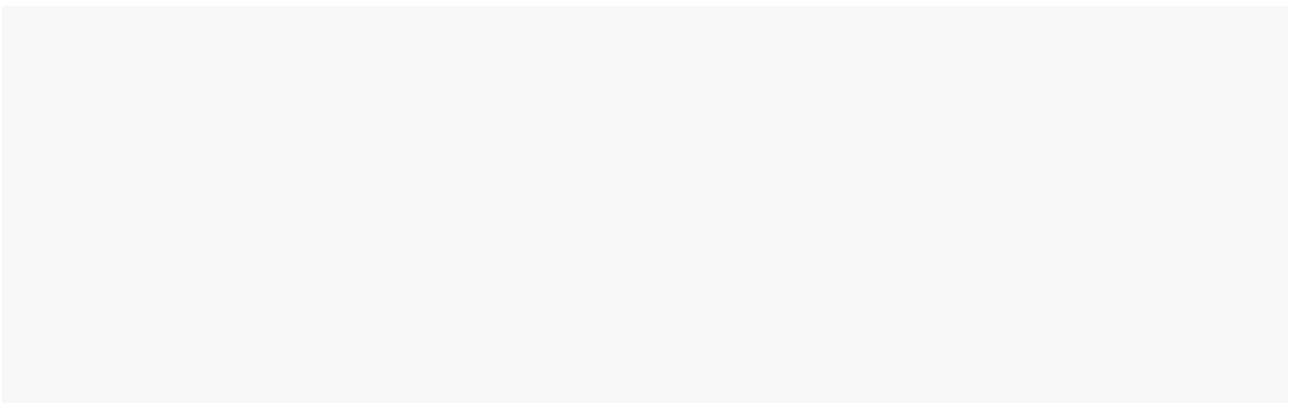
*The Balenciaga Arena shopping tote as seen on Barneys New York's Web site*

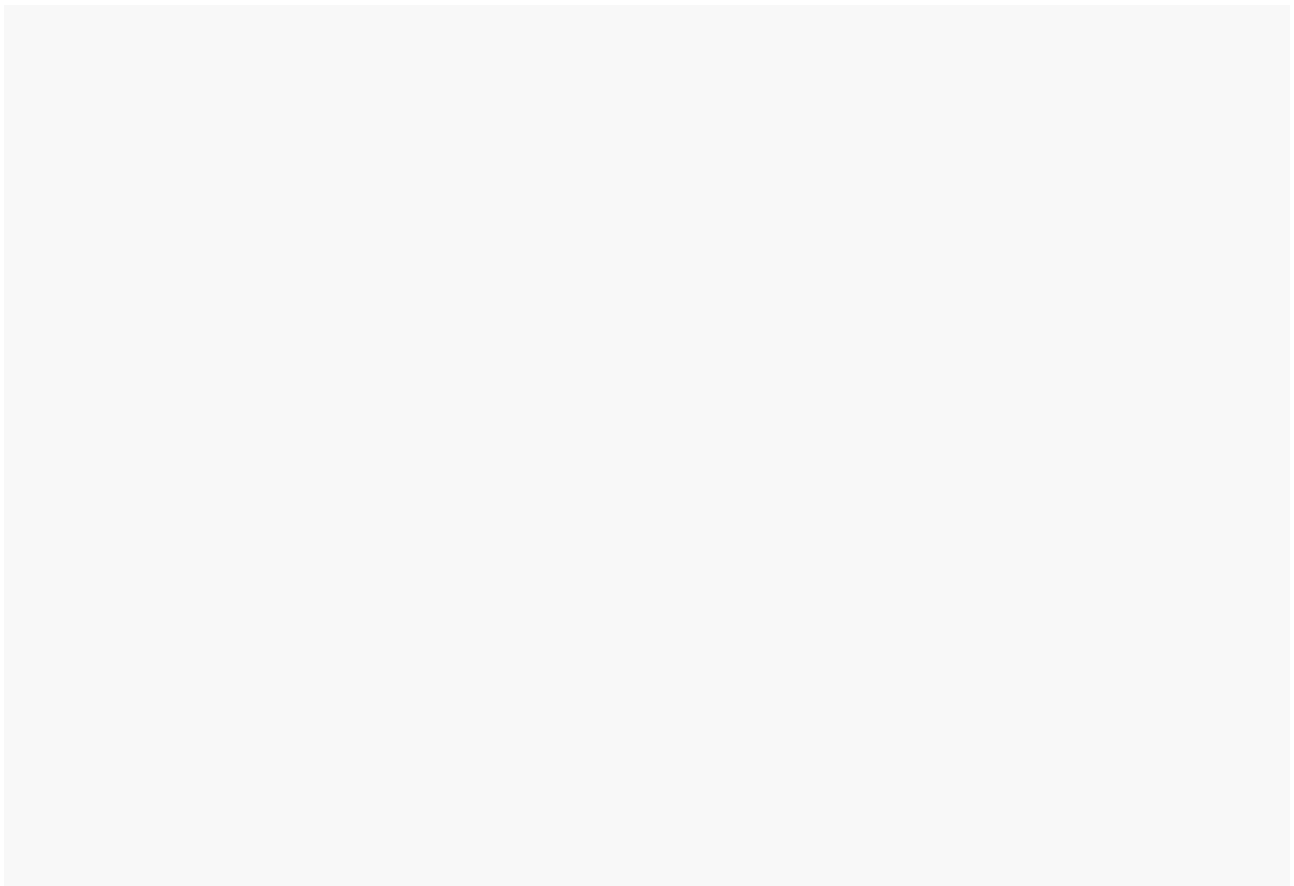
Although fashion editorials and social media drew the association immediately, IKEA just yesterday released a response after playful encouragement by its agency, Acne.

While made for print, Acne has shared the witty content on its Instagram account.

The first panel of the ad unit shows the Frakta tote with "The original" placed above. The tote is described as being a "affordable fashion bag, blue" with its 99 cent price in bold.

IKEA's second ad features the tote at the center and four ways to easily "identify an original."





You know the original you know the #FRAKTA bag. Our response to @Balenciaga is pick of the day at #CreativityOnline. Read more about it following the link in our bio.

A post shared by ACNE (@acnecollective) on Apr 25, 2017 at 7:05am PDT

In a statement, Acne creative director Johan Holmgren said, "We contacted our client the day after the Balenciaga bag was launched and I said, 'we'll have the creative work ready within two hours,'

"We then went to one of our fashion photographers Anders Kylberg and shot the bag in his studio, with the same feeling and lighting as the Balenciaga bag," he said. "That same day we sent the finished work to all markets."

The print version of the ads can be found [here](#).

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