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IKEA starts selling furniture for gamers – 17th February, 2021

Level 0

IKEA has made a range of gaming furniture. It made more than 30 products, like desks and sofas to make gamers comfortable. It made a big wooden hand to hold headsets. There is also a pillow with pockets to keep your hands warm. IKEA got help by working with the gaming laptop maker Republic of Gamers.

IKEA hopes its furniture will get millions of gamers to its stores. It created, "beautiful and affordable products". It said the needs of billions of gamers around the world are very different. It said: "We take the first step on our gaming journey, and we do it by presenting...products...that we hope reflect people's personalities."

Level 1

IKEA has made a range of gaming furniture. Gamers can buy desks, chairs and other items to get comfortable when they play computer games. IKEA made more than 30 products. There is an accessory that is like a big wooden hand to hold your headset. There is also a pillow with pockets to keep your hands warm. IKEA spent many years designing the furniture. It got help by teaming up with the gaming laptop maker Republic of Gamers.

IKEA said furniture for gamers was a "natural step". It wants to get millions of gamers to its stores. The company said it created, "beautiful and affordable products and complete gaming solutions". It added: "The needs of billions of gamers around the globe are very diverse." It said: "Now we take the first step on our gaming journey, and we do it by presenting affordable...products...that we hope reflect people's personalities and taste."

Level 2

The furniture maker IKEA has a new range of products - gaming furniture. Gamers can buy desks, chairs, sofas and other items that make them more comfortable when they play computer games. IKEA made more than 30 products. One unusual thing is an accessory that is like a big wooden hand that holds your headset. There is also a pillow with pockets for you to put your hands in to keep them warm. IKEA spent many years on designing the furniture. It got expert help by teaming up with the gaming laptop maker Republic of Gamers.

IKEA said furniture for gamers was a "natural step" for the company. It wants to attract millions of gamers to its stores. The company said it created, "relevant, functional, beautiful, and affordable products and complete gaming solutions". It added: "The needs of billions of gamers around the globe are very diverse...46% of gamers are women." It said: "Now we take the first step on our gaming journey, and we do it by presenting affordable, high-performing gaming products and complete solutions that we hope reflect people's personalities and taste."

Level 3

The Swedish furniture maker IKEA has released its new range of products - gaming furniture. Now gamers can buy special desks, chairs, sofas and other items to make them more comfortable when they play computer games or online games. There are more than 30 products in IKEA's gaming line. One of the more unusual things is an accessory that is like a big wooden hand, to hold your headset. There is also a special pillow with pockets where you can put your hands to keep them warm. IKEA said it spent many years on designing the furniture. It got expert help in making sure it created the right products. To do this, it teamed up with the gaming laptop maker Republic of Gamers.

IKEA said making furniture for gamers was a "natural step" for the company. It wanted to attract millions of gamers around the world to its stores and website. The company said it has created, "relevant, functional, beautiful, and affordable products and complete gaming solutions". It added that it wanted to make products that also appealed to female gamers, saying: "The needs of billions of gamers around the globe are very diverse...46% of gamers are women." It said: "Now we take the first step on our gaming journey, and we do it by presenting affordable, high-performing gaming products and complete solutions that we hope reflect people's personalities and taste."