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# IKEA's first-ever Christmas advert is the best thing you'll see all day

By [Georgia Coggan](#)

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Genius festive



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(Image credit: IKEA)

Did you know IKEA has never released a Christmas advert until today? We found it hard to believe too. But later tonight TV screens will see the first-ever festive IKEA ad, and, well, we love it. The perfect antidote to the usual tear-jerkers offered up in the festive period, this hip-hop themed offering from IKEA and [Mother London](#) had us both laughing and cringing (at how relatable it is) at the same time.

Encourage the nation to defy 'home shame' and open up their homes to guests this festive