

Conscious approach

a home & lifestyle brand, started in 2016. Sustainability is something we strive for daily and we do what we can to keep all our practises as responsible as possible. We reuse, recycle and regenerate and keep an eye on the whole production chain; from factory to delivery.

Tableware Ateljé,
made of recycled ceramics



Reuse, recycle and regenerate

Reused, recycled and regenerated materials are an example of secondary materials; materials that have been used somewhere in a (product) life cycle.

- Recycled glass, processing waste glass into useable material.
- Cotton mache, made of cotton fabric, waste of the fashion industry.
- Ecomix, mixture of recycled paper, natural gum and chalk.
- Recycled ceramic, made from 50% recycled ceramic and 50% virgin material.
- Reclaimed wood, upcycled from old barns, warehouses and other places.

Vase Veli and Elia,
made of recycled glass



Packaging

- Decreasing plastic use and increasing recycled and FSC carton in packaging.
- 26% of our products were sustainably packed in fall 2023.
- 46% of our products are sustainably packed in spring 2024.
- We strive to deliver all goods plastic and styrofoam free in 2030.

CO₂ reduction

- 20% of our items are produced in Europe.
- We are targeting to produce more in Europe to reduce our CO₂ emission.
- We are decreasing the number of UPS parcels and shipments by air.

People

- We demand from all our suppliers a BSCI or SEDEX certification; a due diligence report to ensure working environment meets our high standards.
- 100% of our suppliers have this certification.



Our ambition

We strive to be a globally known feelgood brand with a positive presence in many homes. We offer affordable and timeless home & lifestyle products that not only look good and feel right but are all produced from planet friendly sources.

