



originalhome
100% ECO DESIGN



15 May, 2025

Sustainable gift & tableware collection that supports retail growth

How intentional, value-driven gifting can drive business forward

Originalhome, the home décor brand rooted in ethical and sustainable design, introduces its latest initiative: a Curated Gift Guide for Every Soul, featuring personal, meaningful gifts across decoration and tableware.

As consumers increasingly prioritise intentional and conscious gifting, Originalhome is helping retailers meet this shift with a curated collection that blends **style with purpose**. Each product is designed to reflect individual values while supporting the planet and the people behind the craftsmanship.

This initiative also highlights how sustainable design can drive growth for retailers: by offering collections that are not only visually appealing and accessibly priced, but also carry a deeper story. Today's customers are no longer just shopping for aesthetics; they're seeking products that align with their values: authenticity, transparency, and impact. For retailers, this opens the door to stronger loyalty, deeper engagement, and a more future-proof business model.

In a fast-paced world where thoughtful moments matter more than ever, Originalhome's curated gift guide offers a relevant and responsible alternative, proving that design can be both beautiful and transformative.

The collection is available now on originalhomegifts.com for consumers and originalhome.nl for retail professionals.

The Shift Toward Ethical, Personal, and Planet-Friendly Gifting

Consumers are becoming more intentional in the way they give. As sustainability, transparency, and emotional connection become key decision drivers, the home & gift industry is seeing a strong rise in demand for products that are not only beautiful but also meaningful and responsibly made.

From green interior design to eco-conscious gifting, today's shoppers are looking for items that reflect their values: products that care for people, the planet, and personal wellbeing. This presents a real opportunity for retailers: to stay relevant, meet evolving expectations, and grow with a generation that prioritises impact as much as aesthetics.

Originalhome was founded on this very vision. Since day one, sustainability has been our foundation. Not a campaign, but a daily practice. Every piece in our collection is ethically produced, made with natural or recycled materials, and designed with purpose. Our mission is to make sustainable living the standard, not the exception, and to support retailers in transforming their assortments to reflect that shift.

With our **Curated Gift Guide for Every Soul**, we offer not only accessible, personal products, but also a blueprint for responsible retailing. From supporting women artisans and fair trade practices to rethinking waste through upcycled materials, **Originalhome helps retailers transition from conventional gifting to a more intentional, values-driven model.**

CURATED GIFTS FOR EVERY SOUL



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1. For the Flexible Ones – Big Lazy Spiral Candles (€7.95)

Twisted, joyful, and graceful, just like them. A 40cm plant-based wax candle that adds charm to any table while protecting indoor air quality and the planet.

2. For the Multi-Tasking Wonders – Multipurpose Cloth (€29.95)

A throw, a tablecloth, a picnic blanket... One cloth, endless uses. Handwoven from recycled textiles by women in fair working conditions.

3. For the Ones with Many Layers – Layered Candle Limestone (€21.95)

Softly stacked and full of meaning, this candle reflects their many sides. For every candle sold, a tree is planted for farmers in Africa.

4. For the Culinary Kings and Queens – Recycled Apron (€29.95)

Crafted from surplus textile waste, this durable apron honours the love and creativity they bring to every meal.

5. For the Outdoor Lovers – Lampion Carry-On (€89.95)

A perfect centrepiece for outdoor dining on summer nights. Made from recycled coastal plastic: small lamp, big impact.

6. For the Best Listeners – Upcycled Glassware (Set of 2 Glasses M: €19.95 / Carafe: €19.95)

Made from reclaimed wine bottles from Zanzibar's tourism industry, these glasses are ideal for toasting to every shared story and cherished conversation.

7. For the Free Spirits – Gradient Pine Apple Candles (Set of 3: €17.95)

For the spiritual, colourful soul. These three plant-based candles bring calm, joy, and a touch of retro magic to any space.



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Now Available

For consumers: originalhomegifts.com

For professionals & retailers: originalhome.nl

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