

hoii<sup>®</sup>  
*Coming home*

- WELCOME -

[www.hoii.nl](http://www.hoii.nl)

HALINA 43X43 CM MOCHA  
JEANETTE 45X45 CM DOESKIN



MARENT 40X60 CM WHITE PEPPER  
JEANETTE 45X45 CM SEPIA TINT

- OUR STORY -

hoii®

Welcome to the majestic world of Hoii.

Following in the footsteps of our ancestors, our designers have been traveling the world for years. During these journeys they have been in search of hidden interior treasures such as extraordinary design, vibrant textiles and authentic craftsmanship with royal allure. During these journeys, our designers have gained an endless amount of inspiration.

These experiences are cherished and translated into memorable stories,  
when *Coming home.*

We would like to take you on a journey through the world of Hoii.

FOLLOW OUR JOURNEY & BE INSPIRED BY THE WORLD OF HOII.

With love,  
*Team Hoii*

HALINA 43X43 CM MOCHA  
JEANETTE 45X45 CM DOESKIN  
JEANETTE 30X50 CM DOESKIN  
MARCELLO 45X45 CM PUMICE STONE  
ODETTE 45X45 CM SEPIA TINT



# Coming home



ODETTE 45X45 CM DARK OLIVE

HALINA 43X43 CM MOCHA  
JEANETTE 45X45 CM DOESKIN  
JEANETTE 30X50 CM DOESKIN  
MARCELLO 45X45 CM PUMICE STONE  
ODETTE 45X45 CM SEPIA TINT

AMORELLA 150X200 CM CHOCOLATE MARTINI  
ANNABELLA 150X200 CM CHOCOLATE MARTINI  
ALEXA 45X45 CM CHOCOLATE MARTINI  
CELESTE 30X50 CM CHOCOLATE MARTINI



ALEXA 45X45 CM CHOCOLATE MARTINI  
CELESTE 30X50 CM CHOCOLATE MARTINI



ANNABELLA 150X200 CM CHOCOLATE MARTINI



CELESTE 30X50 CM MILITARY OLIVE  
FILIPPA 40X60 CM SEPIA TINT



ANNABELLA 150X200 CM MILITARY OLIVE



CELESTE 45X45 CM MILITARY OLIVE  
FILIPPA 30X50 CM SEPIA TINT

CELESTE 30X50 CM MILITARY OLIVE  
FILIPPA 40X60 CM SEPIA TINT  
ANNABELLA 150X200 CM MILITARY OLIVE

# VELVET GREENS



LORENZO 45X45 CM MILITARY OLIVE

# TIMELESS DREAMS





GABRIEL 30X50 CM NATURAL  
GABRIEL 45X45 CM NATURAL

GABRIELLA 140X180 CM NATURAL  
JULIA 30X50 CM OTTER  
JULIA 45X45 CM OTTER



DELPHINE 60X60 CM DOESKIN  
DELPHINE 45X45 CM DOESKIN  
JULIA 45X45 CM WHITE PEPPER  
JULIETTE 140X180 CM WHITE PEPPER



DELPHINE 60X60 CM DOESKIN  
DELPHINE 45X45 CM DOESKIN  
DELPHINE 30X50 CM DOESKIN  
JULIA 45X45 CM WHITE PEPPER  
JULIA 30X50 CM WHITE PEPPER  
JULIETTE 140X180 CM WHITE PEPPER



# Bright Serenity

DELPHINE 60X60 CM DOESKIN  
DELPHINE 45X45 CM DOESKIN  
JULIA 45X45 CM WHITE PEPPER  
JULIETTE 140X180 CM WHITE PEPPER

The brand was founded in 2021, but the story behind Hoiï began decades ago. Hoiï is part of a large family business where passion for textiles and interior design come together. Conveying the luxurious feeling is the main focus of our team. Every collection of cushions is inspired by our many journeys.

As a brand, we are inspired by different cultures, architecture, art and trends within the interior and fashion industry.

Fall in love with the warm colours, vibrant dessins, extraordinary details and handmade finishing. The cushions of Hoiï are manufactured through authentic craftsmanship. All cushions are hand-filled with a natural feather filling in our warehouse in the Netherlands.

With the products of Hoiï we want to give you a feeling of coming home. Coming home is a luxurious moment with the ambiance and warmth of Hoiï.



JULIA 45X45 CM PARCHMENT  
JULIA 30X50 CM PARCHMENT



# Refined Charm



DELPHINE 45X45 CM RAVEN  
CELESTE 30X50 CM RAVEN  
ANNABELLA 150X200 CM RAVEN



JEANETTE 45X45 CM SEPIA TINT  
MARENT 40X60 CM WHITE PEPPER

DAVIDE 43X43 CM NATURAL  
MARENT 45X45 CM WHITE PEPPER  
JEANETTE 30X50 CM SEPIA TINT



**Tote bag Evita**  
43X34X13 CM | PUMICE STONE



**Cosmetic bag Eleonora**  
23X12,5X6,5 CM | PUMICE STONE



**Key pouch Eleonora**  
14X8,5 CM | PUMICE STONE

**Tote bag Elisabeth**  
43X34X13 CM | TOBACCO BROWN



**Tote bag Evita**  
43X34X13 CM | PUMICE STONE



**Tote bag Charlotte**  
43X34X13 CM | PUMICE STONE



**Cosmetic bag Elisabeth**  
23X12,5X6,5 CM | TOBACCO BROWN



**Key pouch Elisabeth**  
14X8,5 CM | TOBACCO BROWN



**Cosmetic bag Evita**  
23X12,5X6,5 CM | PUMICE STONE



**Key pouch Evita**  
14X8,5 CM | PUMICE STONE



**Cosmetic bag Charlotte**  
23X12,5X6,5 CM | PUMICE STONE



**Key pouch Charlotte**  
14X8,5 CM | PUMICE STONE

ELEONORA 45X45 CM PUMICE STONE  
EVITA 45X45 CM PUMICE STONE  
ELISABETH 45X45 CM PUMICE STONE



Tote bag Davide  
43X34X13 CM | DARK OLIVE



Tote bag Marcello  
43X34X13 CM | PUMICE STONE



# Tote Bags

JULIETTE 140X180 CM PARCHMENT  
MARCELLO 45X45 CM PUMICE STONE  
ODETTE 45X45 CM DARK OLIVE



CELESTE 45X45 CM CHARCOAL GRAY  
AMORA 45X45 CM CHARCOAL GRAY  
NATALIE 30X50 CM PUMICE STONE  
ANNABELLA 150X200 CM CHARCOAL GRAY



ALEXA 45X45 CM CHARCOAL GRAY  
ALEXA 30X50 CM CHARCOAL GRAY  
CELESTE 30X50 CM CHARCOAL GRAY  
AMORA 30X50 CM CHARCOAL GRAY  
ALEXANDRA 150X200 CM CHARCOAL GRAY

CHARLOTTE 40X60 CM RAVEN  
CHARLOTTE 30X50 CM RAVEN

DAVIDE 43X43 CM NATURAL  
CHARLOTTE 40X60 CM NATURAL

*A new  
Perspective.*

GHISLAINE 140X180 CM NATURAL  
ODETTE 45X45 CM SEPIA  
HALINA 43X43 CM MOCHA  
GISELE 30X50 CM NATURAL  
GISELE 45X45 CM NATURAL





LORENZO 30X50 CM POTTER'S CLAY



LEONARDO 45X45 CM RAVEN  
LORENZO 30X50 CM RAVEN



LEONARDO 45X45 CM POTTER'S CLAY  
FRANCESCO 30X50 CM POTTER'S CLAY

With love,  
*Team Hoi*

# FIND THE ROYAL ESSENCE.



ANNABELLA 150X200 CM INSIGNIA BLUE  
ALEXANDRA 150X200 CM INSIGNIA BLUE  
ALEXA 45X45 CM INSIGNIA BLUE  
ADRIANE 45X45 CM PUMICE STONE  
AMORA 30X50 CM INSIGNIA BLUE





# SUSTAINABLE LIVING,

Coming home is a luxurious moment with the ambiance and warmth of Hoii. In addition to ambiance and warmth, we also like to come home “consciously”. Aware of our ecological footprint and its impact on the world. Therefore, we are constantly working on making Hoii more sustainable. This includes the entire process from cotton to the finished product. We want to contribute to a more sustainable world.

## Our principles

To be transparent and provide a good working and living environment, not only for our own employees but also for our suppliers. We have been working closely with our long-term partners in the Far East for years. We are very aware of social compliance and ensure that our partners in the Far East are encouraged through audits to continue to meet our requirements within working and environmental conditions.



We are proud to tell you that we as Hoii are members of Amfori BSCI, a global initiative that promotes responsible and sustainable business practices in supply chains.



**STANDARD  
100**

## High quality and safe products

Hoii want to be able to guarantee that we offer a good and safe product. Therefore, a number of cushion covers are OEKO-TEX STANDARD 100 certified.

The OEKO-TEX STANDARD 100 is a global certification system for both raw materials and textile products. At Hoii it concerns a selection of cushion covers.

Our entire production process is tested so that we can say with assurance that our products are harmless to humans.

Our products are tested for compliance with the legal rules and regulations concerning environmentally harmful substances such as heavy metals, harmful dyes and plant protection products.



## Recycled feathers

The quality team of Hoiï is continuously improving and innovating the production process and obtaining the necessary certifications for our products. We are proud of the fact that all our feather cushion fillings contain 100% recycled feathers certified by the Global Recycled Standard (GRS).

With love,  
*Team Hoiï*



# THE COLLECTION



**Adriane**  
45X45 CM | PUMICE STONE  
100% POLYESTER  
8714165642266



**Alexa**  
30X50 CM | CHARCOAL GRAY  
100% VISCOSE  
8720367925885



**Alexa**  
30X50 CM | CHOCOLATE MARTINI  
100% VISCOSE  
8720367925878



**Alexa**  
30X50 CM | INSIGNIA BLUE  
100% VISCOSE  
8720367925892



**Amora**  
30X50 CM | CHOCOLATE MARTINI  
100% VISCOSE  
8720367925991



**Amora**  
30X50 CM | INSIGNIA BLUE  
100% VISCOSE  
8720367926011



**Amora**  
45X45 CM | CHARCOAL GRAY  
100% VISCOSE  
8720367925977



**Amora**  
45X45 CM | CCHOCOLATE MARTINI  
100% VISCOSE  
8720367925960



**Alexa**  
45X45 CM | CHARCOAL GRAY  
100% VISCOSE  
8720367925854



**Alexa**  
45X45 CM | CHOCOLATE MARTINI  
100% VISCOSE  
8720367925847



**Alexa**  
45X45 CM | INSIGNIA BLUE  
100% VISCOSE  
8720367925861



**Alexandra**  
150X200 CM | CHARCOAL GRAY  
60% COTTON, 40% ACRYL  
8720367926202



**Amora**  
45X45 CM | INSIGNIA BLUE  
100% VISCOSE  
8720367925984



**Amorella**  
150X200 CM | CHARCOAL GRAY  
60% COTTON, 40% ACRYL  
8720367926035



**Amorella**  
150X200 CM | CHOCOLATE MARTINI  
60% COTTON, 40% ACRYL  
8720367926028



**Amorella**  
150X200 CM | INSIGNIA BLUE  
60% COTTON, 40% ACRYL  
8720367926042



**Alexandra**  
150X200 CM | CHOCOLATE MARTINI  
60% COTTON, 40% ACRYL  
8720367926196



**Alexandra**  
150X200 CM | INSIGNIA BLUE  
60% COTTON, 40% ACRYL  
8720367926219



**Amelie**  
45X45 CM | TOBACCO BROWN  
100% POLYESTER  
8720367906266



**Amora**  
30X50 CM | CHARCOAL GRAY  
100% VISCOSE  
8720367926004



**Annabella**  
150X200 CM | CHARCOAL GRAY  
60% COTTON, 40% ACRYL  
8720367925762



**Annabella**  
150X200 CM | CHOCOLATE MARTINI  
60% COTTON, 40% ACRYL  
8720367925755



**Annabella**  
150X200 CM | INSIGNIA BLUE  
60% COTTON, 40% ACRYL  
8720367925779



**Annabella**  
150X200 CM | MILITARY OLIVE  
60% COTTON, 40% ACRYL  
8720367912496

# THE COLLECTION



**Annabella**  
150X200 CM | POTTER'S CLAY  
60% COTTON, 40% ACRYL  
8720367912519



**Annabella**  
150X200 CM | PUMICE STONE  
60% COTTON, 40% ACRYL  
8720367912502



**Annabella**  
150X200 CM | RAVEN  
60% COTTON, 40% ACRYL  
8720367912489



**Celeste**  
30X50 CM | CHARCOAL GRAY  
100% VISCOSE  
8720367926493



**Celeste**  
45X45 CM | INSIGNIA BLUE  
100% VISCOSE  
8720367926400



**Celeste**  
45X45 CM | MILITARY OLIVE  
100% VISCOSE  
8720367926387



**Celeste**  
45X45 CM | POTTER'S CLAY  
100% VISCOSE  
8720367926363



**Celeste**  
45X45 CM | PUMICE STONE  
100% VISCOSE  
8720367926394



**Celeste**  
30X50 CM | CHOCOLATE MARTINI  
100% VISCOSE  
8720367926486



**Celeste**  
30X50 CM | INSIGNIA BLUE  
100% VISCOSE  
8720367926479



**Celeste**  
30X50 CM | MILITARY OLIVE  
100% VISCOSE  
8720367926455



**Celeste**  
30X50 CM | POTTER'S CLAY  
100% VISCOSE  
8720367926431



**Celeste**  
45X45 CM | RAVEN  
100% VISCOSE  
8720367926370



**Charlotte**  
30X50 CM | NATURAL  
41% VISCOSE, 40% COTTON,  
19% POLYESTER  
8720367932913



**Charlotte**  
30X50 CM | RAVEN  
41% VISCOSE, 40% COTTON,  
19% POLYESTER  
8720367904903



**Charlotte**  
40X60 CM | NATURAL  
41% VISCOSE, 40% COTTON,  
19% POLYESTER  
8720367932906



**Celeste**  
30X50 CM | PUMICE STONE  
100% VISCOSE  
8720367926462



**Celeste**  
30X50 CM | RAVEN  
100% VISCOSE  
8720367926448



**Celeste**  
45X45 CM | CHARCOAL GRAY  
100% VISCOSE  
8720367926424



**Celeste**  
45X45 CM | CHOCOLATE MARTINI  
100% VISCOSE  
8720367926417



**Charlotte**  
40X60 CM | RAVEN  
41% VISCOSE, 40% COTTON,  
19% POLYESTER  
8720367904897



**Tote bag Charlotte**  
43X34X13 CM | NATURAL  
100% POLYESTER  
8720367939462



**Cosmetic bag Charlotte**  
23X12,5X6,5 | NATURAL  
100% POLYESTER  
8720367947559



**Key pouch Charlotte**  
14X8,5 CM | NATURAL  
100% POLYESTER  
8720367947597

# THE COLLECTION



**Davide**  
30X50 CM | NATURAL  
100% POLYESTER  
8720367932524



**Davide**  
43X43 CM | NATURAL  
100% POLYESTER  
8720367932517



**Delphine**  
30X50 CM | DOESKIN  
100% POLYESTER  
8720367947702



**Delphine**  
30X50 CM | RAVEN  
100% POLYESTER  
8720367947719



**Key pouch Eleonora**  
14X8,5 CM | PUMICE STONE  
60% VISCOSE, 40% POLYESTER  
8720367947566



**Elisabeth**  
30X50 CM | TOBACCO BROWN  
100% VISCOSE  
8720367906181



**Elisabeth**  
45X45 CM | TOBACCO BROWN  
100% VISCOSE  
8714165648961



**Tote bag Elisabeth**  
43X34X13 CM | TOBACCO BROWN  
60% VISCOSE, 40% POLYESTER  
8720367922983



**Delphine**  
45X45 CM | DOESKIN  
100% POLYESTER  
8720367947726



**Delphine**  
45X45 CM | RAVEN  
100% POLYESTER  
8720367947733



**Delphine**  
60X60 CM | DOESKIN  
100% POLYESTER  
8720367947740



**Delphine**  
60X60 CM | RAVEN  
100% POLYESTER  
8720367947757



**Cosmetic bag Elisabeth**  
23X12,5X6,5 | TOBACCO BROWN  
60% VISCOSE, 40% POLYESTER  
8720367947535



**Key pouch Elisabeth**  
14X8,5 CM | TOBACCO BROWN  
60% VISCOSE, 40% POLYESTER  
8720367947573



**Evita**  
30X50 CM | PUMICE STONE  
100% VISCOSE  
8720367906204



**Evita**  
45X45 CM | PUMICE STONE  
100% VISCOSE  
8714165649005



**Eleonora**  
30X50 CM | PUMICE STONE  
100% VISCOSE  
8720367906198



**Eleonora**  
45X45 CM | PUMICE STONE  
100% VISCOSE  
8714165648985



**Tote bag Eleonora**  
43X34X13 CM | PUMICE STONE  
60% VISCOSE, 40% POLYESTER  
8720367922969



**Cosmetic bag Eleonora**  
23X12,5X6,5 | PUMICE STONE  
60% VISCOSE, 40% POLYESTER  
8720367947528



**Tote bag Evita**  
43X34X13 CM | PUMICE STONE  
60% VISCOSE, 40% POLYESTER  
8720367922976



**Cosmetic bag Evita**  
23X12,5X6,5 | PUMICE STONE  
60% VISCOSE, 40% POLYESTER  
8720367947542



**Key pouch Evita**  
14X8,5 CM | PUMICE STONE  
60% VISCOSE, 40% POLYESTER  
8720367947580



**Filippa**  
30X50 CM | SEPIA TINT  
100% POLYESTER  
8720367947627

# THE COLLECTION



**Filippa**  
40X60 CM | SEPIA TINT  
100% POLYESTER  
8720367947634



**Francesco**  
30X50 CM | MILITARY OLIVE  
100% VISCOSE  
8720367912403



**Francesco**  
30X50 CM | POTTER'S CLAY  
100% VISCOSE  
8720367912410



**Francesco**  
45X45 CM | MILITARY OLIVE  
100% VISCOSE  
8720367912380



**Isabella**  
150X200 CM | MILITARY OLIVE  
60% COTTON, 40% ACRYL  
8720367912472



**Isabella**  
150X200 CM | POTTER'S CLAY  
60% COTTON, 40% ACRYL  
8720367913325



**Isabella**  
150X200 CM | RAVEN  
60% COTTON, 40% ACRYL  
8720367912465



**Jeanette**  
30X50 CM | DOESKIN  
100% POLYESTER  
8720367947481



**Francesco**  
45X45 CM | POTTER'S CLAY  
100% VISCOSE  
8720367912397



**Gabriel**  
30X50 CM | NATURAL  
100% POLYESTER  
8720367933002



**Gabriel**  
45X45 CM | NATURAL  
100% POLYESTER  
8720367932999



**Gabriella**  
140X180 CM | NATURAL  
100% POLYESTER  
8720367933019



**Jeanette**  
30X50 CM | SEPIA TINT  
100% POLYESTER  
8720367947504



**Jeanette**  
45X45 CM | DOESKIN  
100% POLYESTER  
8720367947498



**Jeanette**  
45X45 CM | SEPIA TINT  
100% POLYESTER  
8720367947511



**Julia**  
30X50 CM | OTTER  
100% POLYESTER  
8720367934474



**Ghislaine**  
140X180 CM | NATURAL  
100% POLYESTER  
8720367932982



**Gisele**  
30X50 CM | NATURAL  
100% POLYESTER  
8720367932975



**Gisele**  
45X45 CM | NATURAL  
100% POLYESTER  
8720367932968



**Halina**  
43X43 CM | MOCHA  
100% POLYESTER  
8720367932500



**Julia**  
30X50 CM | PARCHMENT  
100% POLYESTER  
8720367934504



**Julia**  
30X50 CM | RAVEN  
100% POLYESTER  
8720367935273



**Julia**  
30X50 CM | WHITE PEPPER  
100% POLYESTER  
8720367935273



**Julia**  
45X45 CM | OTTER  
100% POLYESTER  
8720367934467

# THE COLLECTION



**Julia**  
45X45 CM | PARCHMENT  
100% POLYESTER  
8720367934498



**Julia**  
45X45 CM | RAVEN  
100% POLYESTER  
8720367935266



**Julia**  
45X45 CM | WHITE PEPPER  
100% POLYESTER  
8720367935266



**Juliette**  
140X180 CM | OTTER  
100% POLYESTER  
8720367934481



**Leonardo**  
45X45 CM | RAVEN  
100% VISCOSE  
8720367912168



**Leonelle**  
30X50 CM | PUMICE STONE  
75% POLYESTER, 25% RAYON  
8714165642303



**Leonelle**  
45X45 CM | PUMICE STONE  
75% POLYESTER, 25% RAYON  
8714165642297



**Lorenzo**  
30X50 CM | MILITARY OLIVE  
100% VISCOSE  
8720367912328



**Juliette**  
140X180 CM | PARCHMENT  
100% POLYESTER  
8720367934511



**Juliette**  
140X180 CM | RAVEN  
100% POLYESTER  
8720367935280



**Juliette**  
140X180 CM | WHITE PEPPER  
100% POLYESTER  
8720367935280



**Leonardo**  
30X50 CM | MILITARY OLIVE  
100% VISCOSE  
8720367912205



**Lorenzo**  
30X50 CM | POTTER'S CLAY  
100% VISCOSE  
8720367912335



**Lorenzo**  
30X50 CM | RAVEN  
100% VISCOSE  
8720367912311



**Lorenzo**  
45X45 CM | MILITARY OLIVE  
100% VISCOSE  
8720367912298



**Lorenzo**  
45X45 CM | POTTER'S CLAY  
100% VISCOSE  
8720367912304



**Leonardo**  
30X50 CM | POTTER'S CLAY  
100% VISCOSE  
8720367912212



**Leonardo**  
30X50 CM | RAVEN  
100% VISCOSE  
8720367912199



**Leonardo**  
45X45 CM | MILITARY OLIVE  
100% VISCOSE  
8720367912175



**Leonardo**  
45X45 CM | POTTER'S CLAY  
100% VISCOSE  
8720367912182



**Lorenzo**  
45X45 CM | RAVEN  
100% VISCOSE  
8720367912281



**Marcello**  
45X45 CM | PUMICE STONE  
100% POLYESTER  
8720367932425



**Tote bag Marcello**  
43X34X13 CM | PUMICE STONE  
100% POLYESTER  
8720367936904



**Nadine**  
30X50 CM | INSIGNIA BLUE  
100% POLYESTER  
8714165643225

# THE COLLECTION



**Nadine**  
45X45 CM | INSIGNIA BLUE  
100% POLYESTER  
8714165643188



**Natalie**  
30X50 CM | PUMICE STONE  
100% POLYESTER  
8714165643201



**Natalie**  
45X45 CM | PUMICE STONE  
100% POLYESTER  
8714165643164



**Nicola**  
30X50 CM | TOBACCO BROWN  
100% POLYESTER  
8714165643195



**Nicola**  
45X45 CM | TOBACCO BROWN  
100% POLYESTER  
8714165643157



**Odette**  
45X45 CM | DARK OLIVE  
100% POLYESTER  
8720367932494



**Tote bag Odette**  
43X34X13 CM | DARK OLIVE  
100% POLYESTER  
8720367936911

- SEE YOU ONLINE -

# Stay in touch



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- MORE INFO -

# BE INSPIRED BY OUR SHOWROOM EXPERIENCE

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[www.hoii.nl](http://www.hoii.nl)

We invite you to make an appointment  
and welcome you to our showroom.

## Head office & showroom

Rogon Products B.V.

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The Netherlands

