



**AVENIDA  
HOME**

**BEAUTIFUL THINGS  
FOR BEAUTIFUL  
LIVING**

**PRESS RELEASE: A/W 2019**



## WHAT'S TRENDING THIS AUTUMN?

**Tablescaping is the buzz word this autumn and there is no brand more dedicated to the table than Avenida Home.**

Avenida Home will be sharing with the community at Maison et Objet original, timeless pieces that tell their own story and are set to shape our dining tables this Autumn.

There is plenty to look, feel and discover.

"The Blue Story" in collaboration with Nathalie Lété will take the centre stage.

Forever inspired by our mantra of 'Live Beautifully' and our love for things made the right way, with passion, authenticity and integrity, this exquisite collection includes: delicate handcrafted bone china pieces made in one of the oldest potteries in Stoke on Trent and beautiful European linen tablecloths, table runners and napkins.

And for a fabulous tablescape full of artistry, there are blue table mats, placemats and coasters hand made in England and trays crafted in Sweden all featuring painterly motives of birds and flowers.

New this autumn, is our collaborating with award winning British artist Karen Mabon who is renown for her fun and colourful simple line illustrations.

We have joined forces to celebrate our love and consideration for our precious wildlife and together we have created "On the Wild Side" - a capsule collection of 10 birch wood trays each featuring a unique story telling wildlife illustration in a different size and shape. These fun pieces, cleverly put together, make an entertaining and fascinating tablescape for kids and joyful friends and family gatherings.

Last but not least are our new pieces by Don and John the duo behind Patch NYC. Deco Japan inspired the elegant "Crested Crane" – "Elephants", a friend for our Zebra, Tiger and Giraffe designs and "Basket Bouquet", a new floral design Victoriana in style that is perfect for the festive table.

So fall in love with our exclusive collections or mix beautiful individual pieces that express your own creativity and style.



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collections



**The Blue Story**



**On The Wild Side**



**Wildlife**



**Animal**



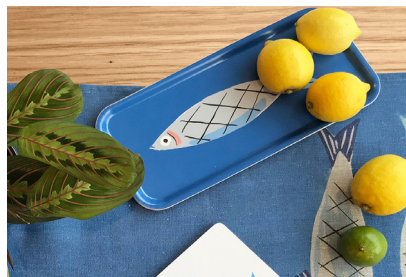
**Flora**



**Koi**



**Birds in the Dunes**



**Sardines**



**In the Garden of my Dreams**



**Cats**



**Alice in Wonderland**



**Dogs**

t h e e d i t e d c h o i c e



**Panthera Large Tray**



**Elephants Placemat**



**The Blue Story Round Tray**



**A Pair of Stonechats Placemat**



**Water Lily Pond Mini Tray**



**Elephants Tablemat**



**Elephants Coaster**



**The Blue Story Fabric**



**Parrots Round Tray**



**The Blue Story Tray**



**Swan Lake Mini Tray**



**The Blue Story Tablecloth**



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## Notes to editor

Avenida Home is the brainchild of Isabel Saiz. Winner of the prestigious International Effectiveness Design Award, Saiz has worked for prestigious British brands: Farrow & Ball, National Trust, National Gallery and the National Archives in creative and senior marketing roles.

Avenida Home products are stocked by influencers, discerning galleries and individual retailers. You can find eclectic selections at Liberty's, SCP, Heal's, Article Design in Dublin, Isetan in Tokyo, Le Bon Marche in Paris, Bergdorf Goodman in New York and many others.

The price point for these affordable luxuries ranges from £6 to £500

Large tablemats, placemats and coasters - Made by laminating exquisite prints over the highest quality wooden board. A protective melamine coating is then applied to the face and non-slip, black baize felt or cork on the underside. Hardwearing, easy-to-clean and heat and stain resistant, all placemats have rounded corners and contoured edges to give smooth lines and symmetry. These pieces beautifully balance everyday functionality with exciting, intricate design.

Birch wood trays - Individually hand made from the finest Scandinavian birch wood specifically sourced for its fine grain and rare width - the trays have no joins and are made from single sheets of birch providing a high quality finish and longevity of use. They can be used with food and are dishwasher friendly.

*Melamine coated products comply with the quality requirements of ISO 9001:2008. and pass the Food Contact Test to ensure that those materials that come into contact with food will not emit dangerous substances or in any other way affect the food. Table mats, placemats and coasters are heat resistant to 320°F. The Eucalyptus base, birch wood veneers and ply used are FSC and PEFC certified (No: 14-35-00014) and 100% Formaldehyde Free.*

Cork tablemats - Simple and environmentally conscious, made of 100% recycled cork. Screen printed by hand using metallic inks and laminated at the back with recycled rubber for longevity and functionality.

Linens – 100% European linen. Tablecloths and Table runners have mitred corners. Machine washable.

Porcelain mugs - Made of fine but durable porcelain these colourful mugs are sprayed glazed by hand - only this way can we achieve the beautiful enamel like finish and the unique colours. The quirky flower motive glistens in metallic gold. Hand wash only. A small price to pay for such a different mug.

Fine Boned China mugs - Hand crafted in one of the oldest factories still surviving in England. Stoke on Trent was the heart of the Victorian potteries, today there is only a handful of workshops making their wares in the traditional way.

Chopping Boards - Made in Sweden from high quality waterproof birch wood ply. The cutting boards can be used as chopping boards as well as decorative cheese and charcuterie boards on the table. Available in a selection of sizes.

Glass platters - Made from 100% recycled glass and printed in England. The inks used pass the food contact safety test. Heat resistant to 356°F.