



**AVENIDA  
HOME**

**BEAUTIFUL THINGS  
FOR BEAUTIFUL  
LIVING**

**PRESS RELEASE : Maison et Objet  
September 2020**



## **WELCOME TO OUR AUTUMN WONDERLAND...**

Once upon a time there was an enchanted forest, whose trees sang the most exquisite songs to all who would listen. The natural world was captivated by its sheer beauty and the curious wildlife came close to listen in pure wonder...

This autumn, Avenida Home brings the magic and colour of deep woodlands into the home, infusing our living spaces with richness, warmth and cosiness to reflect the change of season and our shifting mood.

As hazy summer days come to an end, leaving behind memories of meadow picnics and sun-dappled shoulders, our thoughts turn to foraging in the woods and unearthing the exciting mysteries and discoveries that lay within.

Look then, to our unique homage to autumn, with touches of the unexpected and glorious colour and details to add a flamboyant feeling of abundance and pleasure to our homes.





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## IN THE GARDEN OF MY DREAMS

We continue to work with the fabulous Nathalie Lété and our new mushroom and forest pieces are based on an amazingly detailed collage made up of elements taken from her paintings. There are also folk touches which are part of Nathalie's style influenced from her childhood summers in Babaria with her mother and grandparents. Our new bistro-sized tablecloth would also make a fantastic cover for an accent round table somewhere in the sitting room.



Other pieces to find, discover and love are the Nest, Rabbit in the Cabbage Garden, Bambi - unique painterly tea towels which are beautiful enough to frame, use to make a little curtain for a pantry cupboard or half apron. Let your imagination run free! There's an emerald tray with Bambi in the forest, and cutting boards adorned with a hedgehog, owls, and magic mushrooms. These make lovely servers for food and can hang on display to brighten the kitchen.

We've also introduced new additions to our Nathalie Lété pieces with a softer feel and lighter fresher tonality, which can be found in our 'Birds' and 'Flowers' collections.





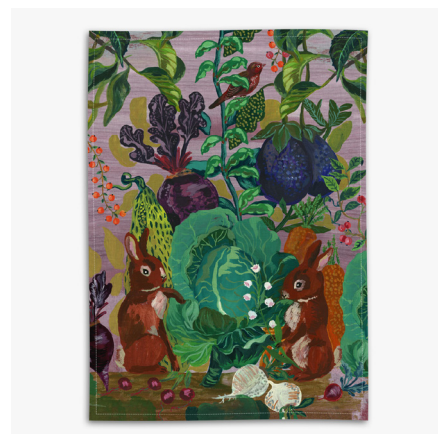
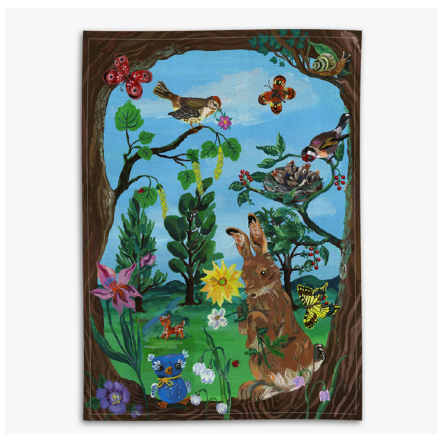
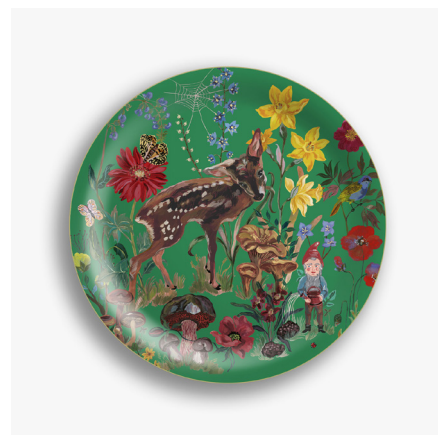
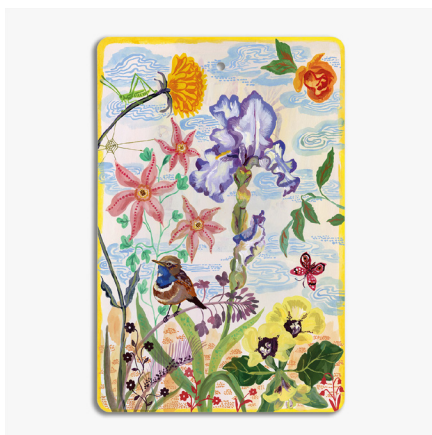


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## HIGHLIGHTS

Our latest collections welcome a burst of vivid celebration of the natural world to the home, blooming with spectacular flora, wildlife and beasts. All things bright and beautiful come to the table with a host of decorative serving accessories - trays, placemats, cutting boards and linens. Featuring artwork from favourites such as Patch NYC, Nathalie Lété, Karen Mabon and Puddin'head, to bring a dash of surprise and delight to everyday living.





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#### NOTES TO EDITOR :

Avenida means avenue in Spanish, a word filled with connotations of discovery.

It's exactly what **Isabel Saiz** had in mind when she founded Avenida Home in 2010. Her dream; to bring new and unexpected designs, beauty and quality to home accessories.

**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. Heat resistant to 160°C.

**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.

**Linens** - 100% European linen. Tablecloths and Kitchen Towels have mitred corners. Machine washable.

**Porcelain** - 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.

**Bone China** - Our Bone China is hand crafted in Stoke on Trent, a quintessential British industrial town in the middle of the country know as "The home to the potteries". Each piece is individually made from the finest bone china British clay and cast using moulds dating back to the 1800's. Thereafter screen printed decorations are applied by hand and finished with paint using fine artists brushes. They are robust enough to be use every day, recommended to be hand wash only.

**Chopping Boards** - Made in Sweden from high quality waterproof birch wood ply, they can be used as cheese and charcuterie boards on the table.