

BIDK Home joins forces with Urban Nature Culture Amsterdam



From January 2022 BIDK Home will join forces with Urban Nature Culture Amsterdam, to extend the business within the United States of America. BIDK will serve Urban Nature Culture Amsterdam's existing customers as well as aiming to grow the brand further overseas.

BIDK Home is a wholesaler of European design trends for the home, garden, gift and hospitality industries. They aim to present more than commodities; their brands have design pedigree, responsible production methods, and artisanal heritage. We think this proposition fits well within our values as Urban Nature Culture Amsterdam.

About Urban Nature Culture Amsterdam

Since the age of 19, Anne Marie Hermans has been travelling the world, finding beauty and treasures in every corner of the planet. Ever inspired by inventive minds and the incredible products that can come to life from that, her travels always lead her to find new products, hidden gems and creative people, who inspire her for new collections to come. Curating ancient techniques and art, in harmony with nature, is one of the most important goals in her life. Which is exactly why she started her own Urban Nature Culture Amsterdam brand.

One of the reasons Urban Nature Culture Amsterdam was brought to life, is because Anne believes that taking care of the future of our world, nature and its inhabitants, can only be achieved by looking at ourselves. The change lies within ourselves. Urban Nature Culture Amsterdam is a home and lifestyle brand that continuously challenges her – wondering about ways to add better value to our planet and its inhabitants, us people.

Step by step, we find more ways to produce products in a sustainable way. Not just by paying fair wages to the talented craftsmen or honest dealers and companies who provide great products for our homes, but also by using new and planet-friendly sources, or secondary instead of new, raw materials. It is our obligation to invest in the future and to be transparent about the way we produce our goods.

That way, we wake up each morning with the best intentions – of helping each other and our world, to make the world a little bit better every day. Urban Nature Culture Amsterdam, for the love of our world.

To get a visual representation of the brand click on the link below:

<https://www.youtube.com/watch?v=WifM-sRemfs>