

HUMDAKIN IS READY FOR AUTUMN

Although it may feel like Christmas is only just over, at Humdakin they're already looking forward to the calendar saying December again. They can already present this year's Christmas collection as well as the autumn news.

Nordic Christmas and coziness at the center

The focal point of the new Christmas collection has been Nordic Christmas, which also serves as inspiration for the name of the collection. Therefore, coziness and minimalism are at the center of the collection, which features candles, tea towels, Christmas decorations, and a limited-edition dishwasher detergent. *"We made a point to make something for those who love everything about Christmas while being subdued enough for those who want to keep it minimalist. That way, the products can also be used as we enter the dull first months of the year,"* says Camilla Schram, founder and CEO of Humdakin.

With the collection, it is hoped that coziness will be truly invited in Danish as well as European homes when Christmas announces its arrival.

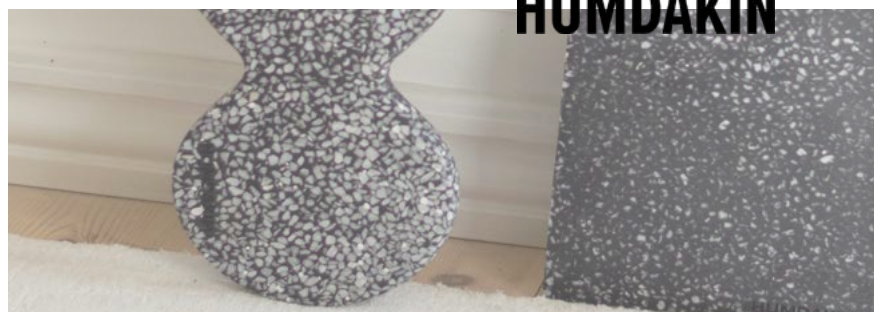
Luxury for body and home

The autumn collection is also made with Nordic minimalism in mind, but also for body and soul in the same style as the rest of Humdakin's products. Therefore, the new autumn collection offers beautiful, organic shapes in natural stone and luxury for hands and body. *"We have had great success with our products in terrazzo and marble, which have been sold out several times, as in it lands in our warehouse. Therefore, we also have great expectations for our new collection in the same materials, in shapes that have not been seen before,"* says Camilla Schram.

In addition to beautiful styles in marble and terrazzo, the new collection also offers more allergy-friendly and mild products for the skin. Humdakin is launching its first scrub for the body and hands, and customers and their four-legged friends can also look forward to dog shampoo, room spray, and intimate soap. *"We always listen to our customers and received many requests for these particular products. We've also always wondered why an intimate wash should be pink and stand out in the bath, but now there's a neat and discreet alternative."*

In the collection, you can also find toilet bags, knitted textiles, and bath bombs among other beautiful and luxurious items in the best Humdakin style.

Humdakin's autumn and Christmas collections will be in stores from August and September. If you have questions or anything else, please feel free to contact us at press@humdakin.com



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