



Title:

Introducing “Whispers of Nature”: A Collection Crafted by Women, Made with Purpose

Press Release Text:

HYA Concept Store is proud to unveil its latest collection of beautifully handcrafted dining and lifestyle accessories — all made by women-owned businesses and by NGO’s from the region.

“Whispers of Nature”, this new collection is inspired by the quiet beauty of nature. From artichokes and bees to mushrooms and floral motifs, each design evokes a sense of calm, connection, and organic beauty. More than just tableware, this collection is a tribute to life’s peaceful moments — inspired by the rhythms of nature and the hands of women artisans who brought it to life.

Our product range includes elegant dining pieces such as napkins, placemats, tablecloths, coasters, cutlery, and bottle and bread covers, as well as soft, high-quality towels and prayer mats and prayer suits. Each piece reflects the artistry, culture, and resilience of the women behind the work.

HYA Concept Store is based in the United Arab Emirates and was founded on the belief that empowered women build stronger communities. Our mission is to provide a platform for creative, skilled women across the region to showcase their talents to a global audience.

Visitors to Maison&Objet this September are invited to discover the soul behind every piece, meet the stories behind the makers, and experience the warmth of handmade luxury. The collection reflects HYA’s ongoing mission to support skilled women across the region while offering timeless design rooted in authenticity.

We look forward to welcoming you to our booth and sharing this journey of craftsmanship with you.