



20 July, 2025

## Originalhome reveals its new candle colour of the year AW2526: Plum

A powerful purple perfect with pop hues and earthy neutrals

Originalhome proudly introduces **Plum**, its **Candle Colour of the Year AW2526**. A rich, fashionable purple designed to pair beautifully with vibrant accents and natural tones. The new collection launches at **Maison & Objet in Paris from September 4–8, 2025**, celebrating the deep shades defining next season's fashion and interiors with sustainability in mind.

### PLUM: A POWERFUL STATEMENT INSPIRED BY FASHION

Plum is a luxurious, dynamic purple inspired by leading fashion forecasts for Autumn/Winter 2025/26. Deep and refined, this shade fits seamlessly into contemporary interiors, echoing trends from Italian Plum to Purple Basil as featured across the industry. This season, Originalhome presents **vegan, paraffin-free candles in Plum**, offering long-lasting design that reflects both aesthetic and ethical quality.

With a spotlight on wellness-led and nature-connected design, Plum stands out in both fashion and interiors. As the world moves toward emotional, color-rich environments, Plum candles offer style, sustainability, and statement.

**New:**



Dinner candles - set of 10 ø 2,2 x 20 cm (MSRP 16.95 €)

Long candles ø 2,5 x 30 cm (MSRP 3.95 €)

Pillar candle ø 7,5 x 20 cm (MSRP 16.95 €)

### COMBINING PLUM WITH VIBRANT POP COLOURS

Plum enriches the palette with bold pairings like **Pink**, **Grass** green, and **Blue**. These pops of brightness shine in Originalhome's Spiral and Sculpture candle & holder, and now appear in the Essential collection with Pillar, Long, and Dinner candles in Plum.



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Dinner candles - set of 10- ø 2,2 x 20 cm (MSRP 16.95 €)

Long candles ø 2,5 x 30 cm - (MSRP 3.95 €)

Pillar candle ø 7,5 x 20 cm (MSRP 16.95 €)

Candle & holder (MSRP 19.95 €)

Big Lazy Spiral candle (MSRP 8.95 €)

## FASHION TREND AW25/26 PLUM



### BLENDING PLUM WITH EARTHY TONES

Plum also enhances earthy neutrals like **cognac** and **peach**. This trend comes through in the new **Diagonal Earthy Plum** candle sets, featuring a dynamic mix of lines and curves. Now available as sets of 3 long candles and Pillar Tall.

New:



Diagonal candles Earthy Plum - set of 3 ø 2,5 x 30 cm (MSRP 18.95 €)

Pillar Diagonal Tall Earthy Plum ø 6,5 x 30 cm - (MSRP 21.95 €)

### PLUM ROOTED IN SUSTAINABILITY AND COMMUNITY

Originalhome's Plum candles are more than beautiful pieces, they're purposeful. **Hand-poured** in rural Indonesia by women using plant-based, paraffin-free wax, they support fair trade and community empowerment. Even more, **for every candle sold, Originalhome plants a tree in Africa** via the Trees for the Future Foundation, aiding land restoration, soil health, and food security, aligning perfectly with consumer demand for meaningful, eco-conscious interiors

### About originalhome

Originalhome offers sustainable & ethical home decoration and eco-design and earth-friendly (waste) materials with social trade. Originalhome works closely together with small workshops located in the rural and remote areas of Bangladesh, Indonesia and Tanzania to create more job opportunities. The products are solely made by hand on a non-industrial scale using traditional craftsmanship. We give back 20% of our profits back to social causes.

### Availability

The new collection is available per August on pre-order for resellers at [originalhome.nl](https://www.originalhome.nl) and per October for individual gifting at [originalhomegifts.com](https://www.originalhomegifts.com). For more information, visit [www.originalhome.nl](https://www.originalhome.nl)

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