



August, 5th, 2025

Originalhome introduces Mindful Minimalism

The interior trend at the heart of the brand's design philosophy

Originalhome presents its newest story: **Mindful Minimalism**, a design direction that reflects the brand's essence. Launching at Maison & Objet in Paris from **September 4-8, 2025**, the new collection blends **earthy colours, refined silhouettes, and sustainable materials** to offer a calm, purposeful alternative to the bold and vibrant trends that are shaping the season.

MINDFUL MINIMALISM: MORE THAN A TREND, A WAY OF LIVING

While maximalist colour palettes and dopamine décor dominate the headlines, mindful minimalism offers a counterbalance.. It focuses on intentional design, natural harmony, and subtle impact. It champions fewer but higher-quality objects that bring calm, clarity, and meaning to everyday spaces. Think soft neutrals, tactile finishes, and authentic materials. This isn't about empty spaces, it's about thoughtful choices

New: Diagonal Candles in Burgundy Cream. Elegant and sculptural, the new Diagonal Candles in Burgundy Cream perfectly reflect this mood. Their balanced tones and flowing lines bring softness and rhythm to a table or shelf, creating an atmosphere of understated elegance.



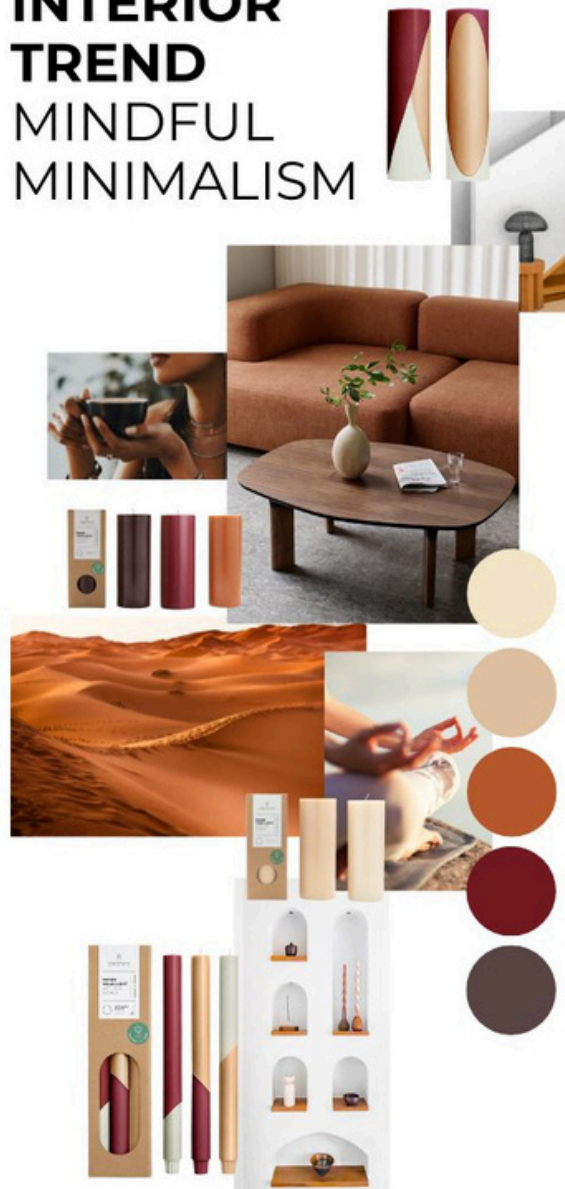
Diagonal candles Burgundy Cream
set of 3 ø 2,5 x 30 cm (MSRP 18.95 €)

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

ORIGINALHOME: MINIMALISM WITH A MISSION

At Originalhome, minimalism is not just a seasonal trend, it's a founding principle. Each product is designed to combine aesthetic simplicity, sustainable craftsmanship, and social value. Every product is designed to offer beauty with meaning, form with function, and simplicity with impact. From candles to lighting and textiles, the collection is designed to last in terms of both style and quality

INTERIOR TREND MINDFUL MINIMALISM



EARTHY TONES, REIMAGINED

The Basic Candle Collection continues to evolve with new warm neutrals like cognac, terracotta, peach, and beige, tones that feel grounded and timeless. This season introduces **15 new colours** from the earthy palette in a thin silhouette: the **Dinner Candle Ø 1.3 cm**. Its slender, refined shape is ideal for minimalist styling and layered tablescapes.

a dynamic mix of lines and curves. Now available as sets of 3 long candles and Pillar Tall.

Dinner candles - set of 10- ø 1,3 x 20 cm (MSRP 16.95 €)



SIMPLICITY THAT GIVES BACK

Originalhome's candles are hand-poured by women artisans in rural Indonesia using **plant-based, paraffin-free wax**. Every piece contributes to **fair trade employment**, and for every candle sold, a tree is planted in Africa through the **Trees for the Future** foundation, restoring land, supporting farmers, and making your space beautiful with purpose.

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 **Mindful Minimalism** collection, including the Diagonal Candles and Dinner Candles Ø 1.3 cm in earthy tones, is available now for resellers at originalhome.nl and for consumers from October at originalhomegifts.com. For more information, visit originalhome.nl

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