

Ethnicraft celebrates Belgian heritage with the Outdoor 2026 collection



Antwerp, January 12th 2025, Belgium — Ethnicraft proudly unveils its *Outdoor 2026 collection*, presented through the meaningful campaign *Under Belgian Skies*. Rooted in the quiet pride of Belgium, this collection honours the brand's origins — celebrating authenticity, craftsmanship, and the beauty of everyday life lived outdoors. Instead of travelling to distant, sun-drenched landscapes, Ethnicraft turned its lens inward, capturing the subtle richness of a true Belgian summer.

Rooted in authenticity

Belgium may be modest, yet it quietly excels — through its enduring craftsmanship, thoughtful design, and traditions that bring people together. From shared meals of mussels at the seaside to long garden evenings with friends, from cycling through the polders to walks in the Ardennes, Belgian life unfolds in quiet, meaningful moments.

It is this spirit that inspires Ethnicraft's outdoor collections: furniture that is subtle yet expressive, timeless yet deeply relatable. Each piece reflects the brand's commitment to reliability, quality materials, and designs that invite connection — integrating naturally into the landscape while standing strong through the seasons.



Crafted for life outdoors

The *Outdoor 2026 collection* reveals new stories across Ethnicraft's evolving outdoor range, from bold debuts to thoughtful extensions. Ethnicraft's first modular outdoor sofa, *Monocle*, offers sculptural flexibility and indoor-level comfort designed for open-air living. The new *Safari lounge chair* introduces vintage-inspired character with a removable, durable seat cover for enduring ease. Expanding the beloved *Jack collection*, a *bar table* and *bar stool* add a fresh social dimension, while two new cushion tones — the natural calm of *Green* and the warm depth of *Burgundy* — add character to a proven favourite.



Furthering this evolution, the *Blend bistro table* concept makes its outdoor debut with a galvanised bronze-coated steel base and hand-finished concrete top options, while the *Zahara poufs* and *deco cushions* invite easy layering of texture, tone, and comfort.



Together, these novelties embody Ethnicraft's sense of harmony between material honesty and human warmth — built to live naturally, breathe freely, and stand strong beneath changing skies.

Shot entirely in Belgium, the campaign imagery embraces soft minimalism and a palette of muted tones — a visual ode to Belgian living that feels intimate, honest, and enduring.

A quiet celebration of home

Through *Under Belgian Skies*, Ethnicraft invites us to see the extraordinary in the familiar. The campaign's refined compositions, grounded in local landscapes, reflect the brand's essence: creating spaces where simplicity meets soul.

*"We deliberately chose the Belgian outdoor lifestyle as the foundation of our campaign, because it perfectly reflects what Ethnicraft stands for," says **Stefan Dusart, Marketing Director**. "By shooting our own outdoor furniture in Belgium, we wanted to showcase the strength of the everyday outdoor life that surrounds us: understated, authentic, and surprisingly rich. This campaign brings our roots back to the forefront and highlights how beauty is often found right in our own backyard."*



Availability

The *Outdoor 2026 Collection* will be available from **January 2026** through Ethnicraft's retail partners and online at www.ethnicraft.com. A preview will be presented at Maison & Objet, 15–19 January 2026, Hall 3 Booth D28.