

HOUSE OF
CASSANDRE

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EDITORIAL P.3

THE FOUNDER P.5

THE BRAND STORY P.7

THE SHOWROOM P.9

OUR DNA P.11

SPIRITED HOMEWARE P.12

BRAND VALUES P.29

PRACTICAL INFORMATION P.33

EDITORIAL

The Art of Magnetic Living : a living pulse

House of Cassandre was born from an intuition: beauty is never merely ornamental. It is a vibration — a living pulse that influences our inner balance.

Each piece reimagines our relationship with space. The brand holds a deep conviction: material has its own language, and ancestral techniques carry a memory that no machine can replicate. Our collections are a subtle alchemy between raw natural fibers, botanical pigments, hand-crafted textures, and energetic patterns. Colors and forms breathe together to uplift the energy of the room.

Operating on a slow rhythm, our maison embraces limited series, seasonal cycles, plastic-free production, and non-toxic materials, all in service of a new luxury where decoration becomes a grounding ritual.

Now, for the first time, House of Cassandre opens its doors with a permanent showroom nestled in the heart of Paris's 7th arrondissement. The space invites visitors to discover the Art of Magnetic Living - natural, restorative, and vibrant.



Marie-Cassandra Bultheel,
the founder

THE FOUNDER

The cofounder of the Institute of Sustainable Design launch her own brand

Entrepreneur and cofounder of the *Institute of Sustainable Design*, Marie-Cassandre Bultheel has been at the forefront of promoting sustainable creative practices in France. She has curated acclaimed exhibitions including *Amour Vivant*, *Cosmos and Matter*, and *Bâtir Vivant*, and is the author of *Traité d'Humanité Durable*. Today, she launch her own maison, House of Cassandre.

Through a cross-disciplinary approach that bridges design and art, she reimagines our relationship to spaces. Guided by ancestral wisdom and modern approach to wellbeing, she approaches sustainability not as a limitation, but as a profound act of love for the earth. The result is a vision that intersects aesthetic excellence with an unwavering respect for the living world.

With House of Cassandre, she brings this philosophy into the heart of the home. Where industry speaks of style, Marie-Cassandre speaks of energy. For her, a living space can become a ritual of care for both body and spirit.



Today, decoration markets are oversaturated with fleeting trends and impersonal objects, consumption has long overshadowed intention. Design lovers, overwhelmed by the noise, are searching for an authenticity that industrial production simply cannot deliver. The desire for meaning is undeniable, yet true alternatives are few and far between.

House of Cassandre steps in to fill that void with a new vision : energetic and regenerative decoration that stands against this trend driven market.

An art of living where every object is designed to brings us back to ourselves : an object becomes sacred when it carries the rhythms of the earth, the wisdom of ancestral practices, and the intention of the heart. It then resonates with us deeply, and we feel nourished by life itself.

THE BRAND STORY

A new signature in the world of interiors

Born in Paris and launched in 2026, House of Cassandre is a new high-end homeware brand founded by Marie-Cassandre Bultheel. Built around the **power of energetic aesthetics**, the maison offers a collection of rugs, cushions, ritual objects, and artistic works. Its mission is to make the home a space for ritual, care, and harmony.

The brand was born from a profound awareness of the environmental cost of modern production, and its impact on our physical and mental wellbeing. House of Cassandre questions the production processes that shape our living spaces, which are too often standardized and deplete of daily life : plastic saturation, chemically treated textiles, industrial overproduction, and a lack of transparency.

Across the world, ancestral crafts are slowly disappearing, and with them, our connection to the rhythms of the living world and the energy that flows through all things. **House of Cassandre collections are created in collaboration with ateliers and artists chosen for their intuitive approach to material, their respect for the earth, and their consciousness of natural cycles.**

Each object is an alchemy between the earth, its people, and ancestral wisdom passed down through generations. Natural fibers, handmade artisanal production, sustainable and organic resources, respect for the living world, and small-batch production are at the heart of every creation. **Our collections restore soul and substance to interiors.**



A pulse of color, light, and beauty –
for the good of people and the planet

THE SHOWROOM

In the heart of Saint-Germain-des-Prés



House of Cassandre is proud to announce the opening of its flagship showroom at 29 Boulevard Raspail, in Paris

More than a showroom, it is an immersive and sensory destination where visitors can discover the collections, connect with a community of conscious creatives, and explore energetic experiences. The space will evolve with the seasons, offering a curated programming centered on the Art of Magnetic Living.

A vibrant and living manifesto, open to all those seeking to bring harmony into their interiors.



Maison Cassandre
29 boulevard Raspail, 75007 Paris

OUR DNA



An energetic aesthetic

While design tends to stop at form, House of Cassandre starts with energy. This creative vision moves beyond conventional decoration to deliver an energetic experience - contemporary pieces designed to elevate both body and mind.

At House of Cassandre, harmony comes down to attention and intention : to light, to form, to material, to the hands that bring each piece to life. An awareness of the rhythm and resonance specific to every space. Harmony is our signature, the invisible thread between a place and its people.

SPIRITED HOMEWARE

A dialogue between art and craft

What sets House of Cassandre apart lies in its commitment to create each collection as a collaborative work. At the heart of the maison lies a creative ecosystem where artists, artisans, and creatives come together in a genuine exchange of sensibilities. The result is collections that carry the energetic imprint of shared knowledge, intention, and vision.

This collaborative spirit gives rise to a living art.



Iconic collection

At the core of the maison, our Iconic Collection pulses with the rhythm of color, geometric form, and natural materials. Created in collaboration with conscious ateliers and women-led collectives who preserve and master ancestral crafts, this collection awakens the energy of a space while nurturing our wellbeing.



H 28 x W 18 cm
Glass
Acacia wood
Bamboo sticks
Organic essential oils
3 colors

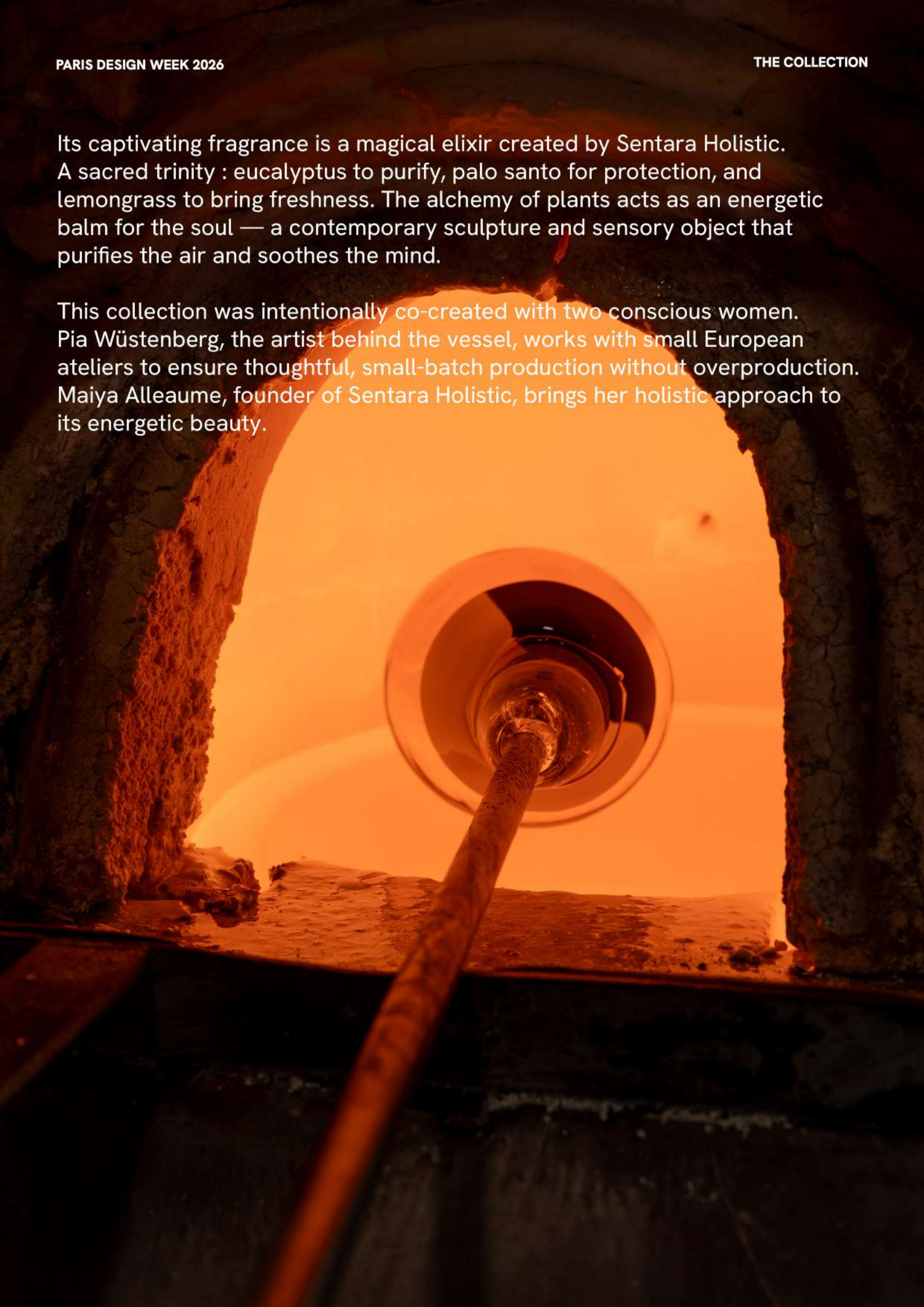
The Room harmoniser – Orange

A sensory piece of art where botanical wisdom and energetic resonance unite to harmonize the space

Our Room Harmonizer bridges two worlds : the power of scent and the subtle language of energy. Each piece combines hand-blown glass from a master glassmaker with a turned wooden lid, sourced and shaped in honor to nature's cycles.

Its captivating fragrance is a magical elixir created by Sentara Holistic. A sacred trinity : eucalyptus to purify, palo santo for protection, and lemongrass to bring freshness. The alchemy of plants acts as an energetic balm for the soul — a contemporary sculpture and sensory object that purifies the air and soothes the mind.

This collection was intentionally co-created with two conscious women. Pia Wüstenberg, the artist behind the vessel, works with small European ateliers to ensure thoughtful, small-batch production without overproduction. Maiya Alleaume, founder of Sentara Holistic, brings her holistic approach to its energetic beauty.





H 45 x W 45 cm
100% silk
Botanical dye with sappanwood
Cotton lining
Plastic-free zipper in metal and cotton
3 colors

The Lakshmi silk cushion – Khaki

Plant wisdom, woven in Silk

Inspired by Ayurvedic rituals, the Lakshmi cushion honors the living beauty of the plant world. Each piece is hand-dyed using an ancestral technique, drawing its organic color from the heart of catechu (*Acacia catechu*), a locally sourced tree revered for its restorative virtues.

No synthetic chemicals are used — only a botanical dye with naturally soothing properties, giving the silk a living depth and a nuance that no synthetic could ever imitate. The subtle variations in shade are a testament to nature's alchemy, making each cushion a unique expression of authentic, responsible luxury.



H 45 x W 45 cm
100% raw silk
Botanical dye with sappanwood
Cotton lining
Plastic-free zipper in metal and cotton
3 colors

The Devi silk cushion – Pink

A ritual for the Home

The Devi cushion is a ritual of care for the home. This exclusive collection is rooted in an ancestral practice, passed down through generations.

Hand-dyed with Sappan wood, it reveals a deep, vibrant rose hue.

Revered in Ayurvedic medicine for thousands of years, this botanical pigment does more than bring color — it supports balance, natural purification, and skin wellbeing, weaving ancient wisdom into the very fabric.

Each cushion is meticulously hand-pleated, giving it a contemporary, feminine elegance. Created with 100% botanical dye and free from chemicals, this living process ensures that every cushion possesses a unique depth, an evolving texture, and a beauty that no synthetic color can replicate.

We are proud to have co-created this collection with Saheli Women, a women-led social enterprise founded by Madhu Vaishnav. The organization is driven by a powerful mission : to economically empower women in rural Rajasthan, to honor the symbiotic relationship between land and community, and to safeguard ancestral craftsmanship for generations to come.





H 42 x W 42 x D 28 cm
Glass and copper finish
Lead-free Tiffany technique
18 cm metal chain
Suspension hook

The Stella Pendant – Blue

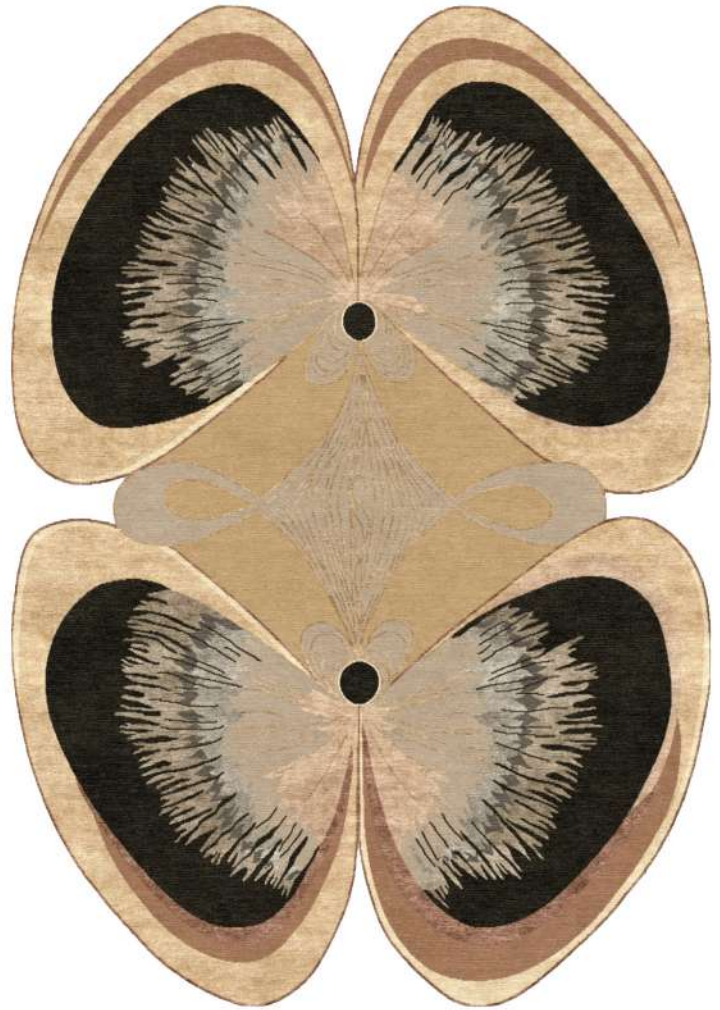
A magnetic presence that shift the energy of a room

Stella is the magnetic signature of House of Cassandre, a piece that transcends decoration to become an energetic presence, conceived to bring harmony into interiors. Its name, drawn from the Latin word for « star », reflects the invisible bond between the earthly and the celestial. Designed to balance the energy of any space, this multi-faceted stained-glass pendant captures light to reveal a universal truth : harmony is woven into the very fabric of the living world.

Each sculpture is handcrafted by Alexandre Dejean in his small atelier, tucked away in the heart of the French countryside. Every piece embodies the universal principles of sacred geometry and the golden ratio; the hidden proportion that guides the growth of shells, the blooming of flowers, and the very spirals of galaxies.

No two pieces are alike. Each bears the subtle, one-of-a-kind marks of intention-filled creation.





H 240 x W 170 cm and custom sizes available
60% Tibetan wool, 40% silk
Natural dyes : Walnut, indigo, sandalwood,
safflower, black myrobalan, heera kasis
150 knots

The Butterfly Portal rug

A luxury piece of Art dancing with light.

The Butterfly Portal rug is born from an exclusive collaboration with London-based artist Nicole Frobusch.

Inspired by cymatics, the study of how vibrations shape matter. Her artwork captures the energy of the cosmos, inviting us to surrender to its harmony.

Handwoven in Nepal according to an ancestral technique, the rug unites Tibetan wool, celebrated for its robustness and naturally soft lanolin with silk. Its palette is born from a 100% botanical alchemy : walnut, indigo flower, sandalwood, safflower, black myrobalan-soft, profound tones that breathe.

A true contemporary art piece, this exceptional creation carries a frequency that elevates any interior by its mere presence.





H 300 x W 240 cm and custom sizes available

Tibetan wool

Natural dyes : Indigo, walnut, sandalwood,
safflower, myrobalan

100 knots

The Floral Awakening rug

Alchemy without chemistry

The Floral Awakening rug emerges from the visionary mind of London-based artist Nicole Frobusch. She sees flowers as star-flowers, linked by an invisible fabric to the cosmos.

This meditative piece, reimagined as a one-of-a-kind contemporary rug, captures that fleeting, magical instant before manifestation, where roots hold the memory of intention and flowers carry the frequency of life.

Hand-knotted in Nepal, by artisans who honor slowness as the ultimate luxury. Tibetan wool is rich, soft, and naturally silky ; is dyed with 100% botanical pigments : deep indigo, earthy walnut, warm sandalwood, vibrant safflower, and mysterious myrobalan. This is alchemy without chemistry, where color breathes naturally.

A vibratory work of art for your floor, transforming your home with positive energy.





Beeswax
Foraged flowers and plants
Organic essential oils
Cotton wick
Unique piece, limited edition

The ritual candles

A pause offered by nature

Every candle begins with the intention of Anna Karhu-Cormier, an herbalist rooted in the tradition of Finnish medicinal plants. The plants and flowers are hand-picked locally at the end of their natural cycle, then dried in a slow, mindful rhythm that respects the cadence of nature itself.

In her workshop, Anna crafts the wax and infuses it with her own organic essential oils of lavender and black spruce. The flower becomes the heart of the candle, its stem extended by the wick suspended in the wax.

No two candles are identical, form, color, and texture shift with each harvest. Held in the palm of your hands, each candle invites a moment of ritual, a pause from the pace of everyday life, and a gentle return to the oneself.





H 80 x W 140 cm and custom sizes available
Wood : Walnut, maple, plane, larch
Formaldehyde-free plywood
Bio-based glue

The Corolle headboard

A meditative presence, born from the ancient art of marquetry

The Corolle headboard unfolds like the graceful opening of a fan. Its organic, petal-inspired forms radiate a serene, almost meditative presence that invites contemplation.

This exceptional piece was born from our creative collaboration with Hermine Torikian, a Paris-based artist and cabinetmaker who brings a contemporary vision to the ancestral craft of marquetry, dating back to the 16th century.

Entirely handcrafted, the Corolle Headboard is composed of wood veneers sourced from sustainably managed forests. Each piece reveals the natural palette of its timbers. Unique grains and shifting light reflections that create a depth only nature can provide. Made without hidden chemicals and assembled with non-toxic glue, it is a reinvention of heritage, captured in the colours of ethical luxury.



BRAND VALUES

Design that respects both people and the planet

Every House of Cassandre piece is conceived without plastic or toxic substances. Sustainably sourced wood, locally cultivated natural fibers, plant dyes, botanical pigments, organic essential oils. A living manifesto protecting our bodies, our homes, and the living world around us.

Ethical luxury

Behind every piece lies a long, intentional process, away from mass production. The maison refuses the relentless pace of trends. Craftsmanship is slow and aligned with the rhythms of nature. Hand-weaving on looms, botanical dyeing with locally harvested plants and flowers, locally grown natural fibers, and short-supply production.

Each piece presents a tangible alternative to overconsumption, generating a positive impact on its ecosystem, without sacrificing quality.

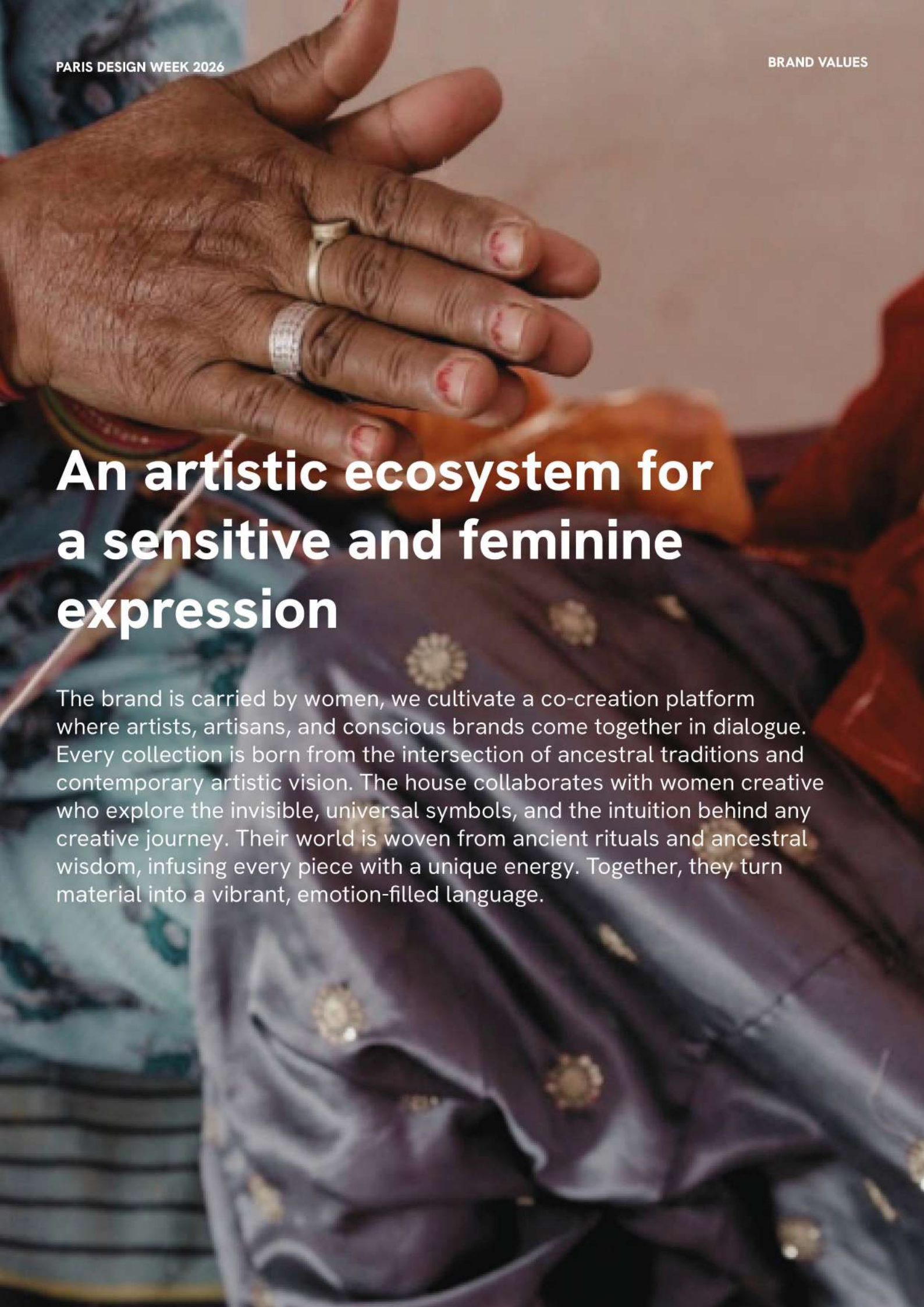
The results achieved through natural dyeing are never perfectly uniform. House of Cassandre celebrates these imperfections as the very expression of a ethical luxury.

Support to small ateliers and women's collectives

House of Cassandre is committed to supporting small ateliers by working directly with them, eliminating intermediaries to ensure ethical production of home collections and sustainable textiles crafted from premium, eco-friendly materials.

The maison collaborates exclusively with artisans and women-led collectives across France, Europe, Nepal, India, and Mexico. These partnerships are built on fair compensation and mutual respect, free from cultural appropriation, while fostering local empowerment and contributing to ecosystem regeneration. Hence, artisans are able to preserve their culture, heritage, skills, and way of life. Production is intentionally kept to limited series, ensuring meticulous attention to every detail, uncompromising quality, and the true value of handmade craftsmanship.





An artistic ecosystem for a sensitive and feminine expression

The brand is carried by women, we cultivate a co-creation platform where artists, artisans, and conscious brands come together in dialogue. Every collection is born from the intersection of ancestral traditions and contemporary artistic vision. The house collaborates with women creative who explore the invisible, universal symbols, and the intuition behind any creative journey. Their world is woven from ancient rituals and ancestral wisdom, infusing every piece with a unique energy. Together, they turn material into a vibrant, emotion-filled language.

Showroom Apartment
29 boulevard Raspail, 75007 Paris

Press Day
September 9,
9:00 AM to 5:00 PM

PDW Dates and Hours
From September 10 to September 19,
9:00 AM to 6:00 PM

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