

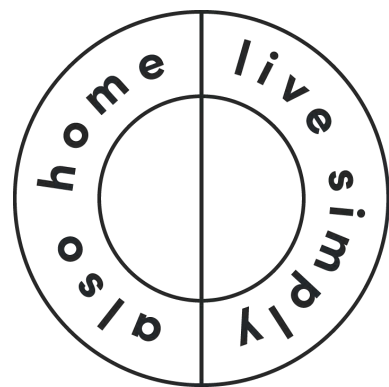
# AL SΘ

home



Autumn/Winter 2022









Welcome to our Autumn Winter 2022 Edit.  
We can't believe after a hot summer, that we are heading into the cooler months and a cosy Autumn.

We love Autumn at ALSO Home for the cosy corners we can create and this collection is full of sumptuous texture, colour and cosiness.

As always, the new products are designed to sit effortlessly within the existing collection and allow it to unfurl and grow naturally.

As we end another year, our hope is that we can spend time with loved ones being mindful of the moment we are in, being intentional with our time and valuing the things that really matter - time, family, friendship and our health.

Thank you for your continued support of our brand. We hope we can journey together towards the end of this year in a positive and hope filled way.









**LUFT TEDDY FLEECE  
THROW CAPPUCCINO**  
150X200CM | AHTH134  
100% POLYESTER  
£189



**LUFT TEDDY FLEECE  
CUSHION CAPPUCCINO**  
48X48CM | AHCU241  
100% POLYESTER  
£68



**LUFT TEDDY FLEECE  
BOUDOIR CAPPUCCINO**  
30X50CM | AHCU240  
100% POLYESTER  
£52

- All cushions and pillows are filled with a luxury feather pad -







**LIA FAUX SHEEPSKIN  
THROW BLACK**  
150X200CM | AHTH133  
100% POLYESTER  
**£189**



**LIA FAUX SHEEPSKIN  
CUSHION BLACK**  
50X50CM | AHCU239  
100% POLYESTER  
**£68**



**LIA FAUX SHEEPSKIN  
BOUDOIR BLACK**  
30X50CM | AHCU238  
100% POLYESTER  
**£52**

- All cushions and pillows are filled with a luxury feather pad -

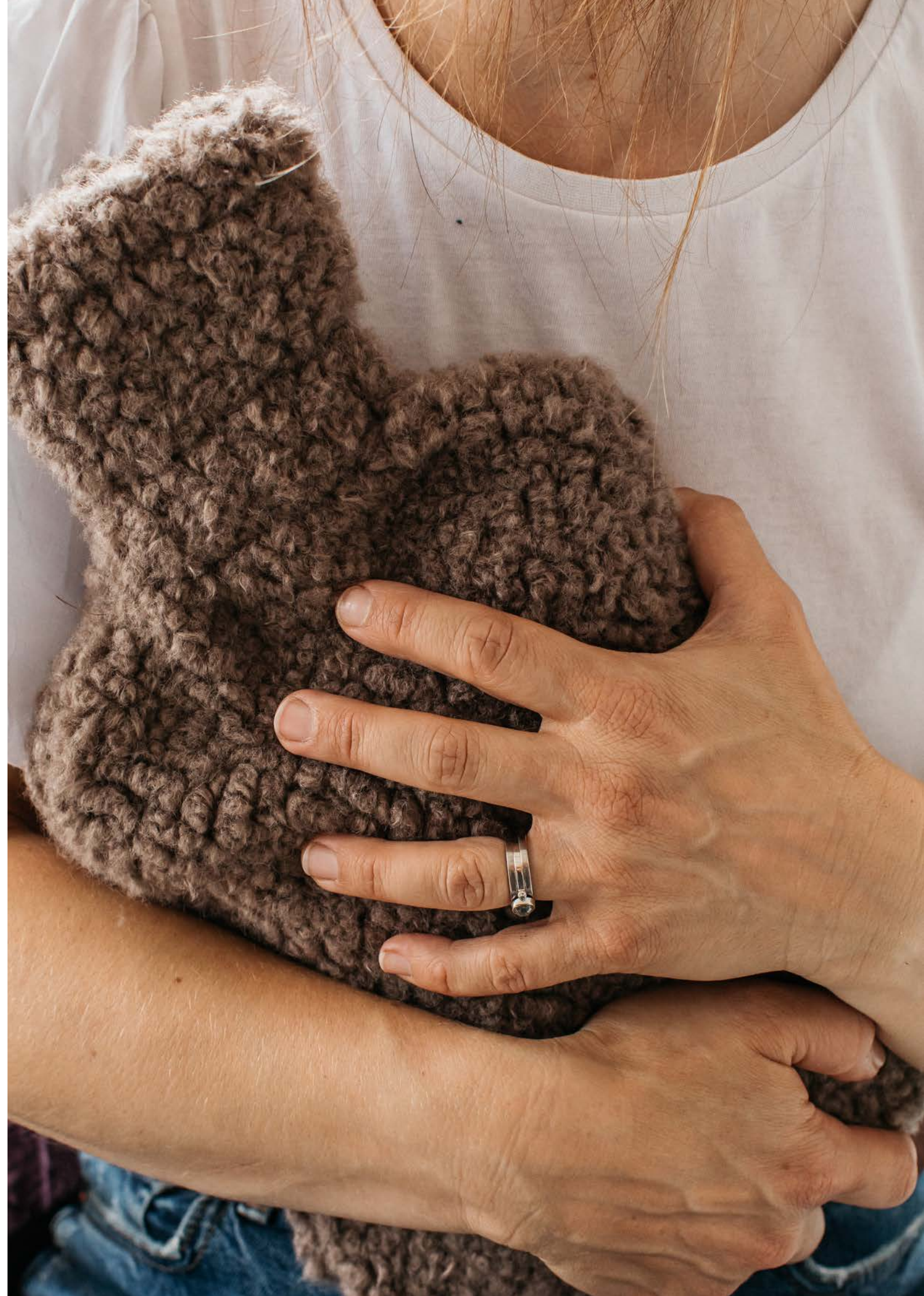




LUFT TEDDY FLEECE  
CAPPUCCINO HOT WATER  
BOTTLE  
AHHB102  
100% POLYESTER  
£42



LIA FAUX SHEEPSKIN  
BLACK HOT WATER  
BOTTLE  
AHHB101  
100% POLYESTER  
£42











**STOCKHOLM BERRY  
BEDSPREAD**  
220X230CM | AHBD1068  
100% COTTON  
£165



**STOCKHOLM BERRY  
CUSHION**  
50X50CM | AHCU234  
100% COTTON  
£54

- All cushions and pillows are filled with a luxury feather pad -



*new larger size*



**FYN GEOMETRIC  
SEAGREEN BEDSPREAD**  
220X230CM | AHBD108  
100% COTTON  
£165



**FYN GEOMETRIC  
GREY BEDSPREAD**  
220X230CM | AHBD109  
100% COTTON  
£165



**FYN GEOMETRIC  
POMEGRANATE BEDSPREAD**  
220X230CM | AHBD107  
100% COTTON  
£165







**OLIVIA PILLOW**  
**POMEGRANATE**  
65X65CM | AHC235  
100% LINEN  
£82



**LISBON CUSHION**  
**POMEGRANATE**  
50X50CM | AHC237  
100% LINEN  
£54

- All cushions and pillows are filled with a luxury feather pad -





OLI CUSHION  
POMEGRANATE  
40X40CM | AHCU236  
100% LINEN  
£48

- All cushions and pillows are filled with a luxury feather pad -







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MO MANGO WOOD TROUGH  
LARGE | DARK WASH  
70X35X8CM | AHTG105  
£105



MO MANGO WOOD TROUGH  
SMALL | DARK WASH  
50X28X6CM | AHTG104  
£84

- All cushions and pillows are filled with a luxury feather pad -





**MO MANGO WOOD SERVING  
BOWL LARGE | DARK WASH**  
60X17X6CM | AHTG107  
**£62**



**MO MANGO WOOD SERVING  
BOWL MINI | DARK WASH**  
35X16X6CM | AHTG106  
**£52**

- All cushions and pillows are filled with a luxury feather pad -







## Our Story

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ALSO Home was created in 2008 by Anna Schmidt. She had carried a vision and desire to create her own lifestyle homewares brand for many years. Anna had travelled the world for other companies working as a Design Director and had been inspired to create stylish homewares that were uniquely made by artisans from the countries she visited.

Starting small, Anna launched alsohome.com in May 2008 alongside a mail order catalogue. The first collection was influenced by Japanese and Vietnamese design and the refined look and style of the products used in these cultures every day.

Having launched the business just as the recession hit, the start of the business was tough. The housing market crashed and Anna really thought about stopping her dream. However, she carried on and soon started working with some of the largest retailers in the UK, creating and producing their Own Label ranges for them. The team expanded and with their joint knowledge, experience and passion for Home Textiles, ALSO Home grew over the years into a key supplier for many of these top High Street Retailers. Some of these accounts are still major customers of ALSO Home today.

Despite working with these great names and brands, Anna's original vision for her business never left her. Her dream was always to create her own brand and she felt that she needed to get back to that original vision. In January 2015 with a sense of the tides turning within Retail and Homewares, Anna decided to re-launch the ALSO Home brand. The new website went live in October 2015.

Bumping into an old colleague at a Trade Fair, Anna caught a fresh new vision and felt that the time was right to launch the brand as a wholesale offering. Starting small again with a new capsule collection, the brand launched at Top Drawer in January 2016. Within 2 years the number of stockists around the UK and Europe had grown from a handful to hundreds and is still growing.

With an ever-expanding range of soft-washed linen and cotton bed linen, cushions, bedspreads and throws the range builds on its successes season after season. In addition to ALSO Home's textile heritage, the range now includes furniture, rugs, handmade and handcrafted baskets, handcrafted ceramics, table linen and lacquerware.

## Our Values

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We are an approachable brand and business and value the communities we work with and the community we work in.

Influenced by the world around us we work to protect the environment wherever possible and cause no unnecessary harm through the products we produce.

We are socially conscious and work uncompromisingly to keep traditional techniques and crafts alive by adding a modern twist. We value happiness and bringing joy through the products we design and for the artisans and crafts people who produce them.

We are forward thinking, personable and inspirational, valuing communication and honesty.







# Contact

**GENERAL ENQUIRIES**  
INFO@ALSOHOME.COM  
01483 608611

**TRADE ACCOUNT ENQUIRIES**  
ALISON COLLISON  
MORGAN WRIGHT  
ALI@MORGANWRIGHT.CO.UK  
0115 9533007

**PRESS & MARKETING ENQUIRIES**  
PRESS@ALSOHOME.COM  
01483 608611

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