

# THE BASKET ROOM

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## SUSTAINABLE & STYLISH MARKET BASKETS FROM GHANA



***Ethical homewares brand The Basket Room announces a brand new collection of Ghanaian handwoven shopping baskets and hampers for SS19.***

An evolution of the perennial basket bag trend, the collection offers pot-shaped statement baskets in traditional Ghanaian Bolga style, carry-handle market baskets, and two fabulous picnic hampers.

These colourful and fashion-forward market baskets are a celebration of Northern Ghana's abundant natural raw material, and the age-old weaving skills of its people: **sustainable style and ethical production**, through and through. In our ongoing commitment to fair trade, these baskets are produced from **natural materials** indigenous to the region they are woven in.

Each one is made from veta vera grass (also known as elephant grass) which grows wild in Ghana and is incredibly robust when woven: a durable and sustainable alternative to plastic and cloth shoppers. This indigenous grass is hand-rolled and dyed in boiling water before being skilfully woven by a skilled member

of The Basket Room's partner weaving cooperative in Northern Ghana. Grasses are picked from the tip, enabling the root to produce again.

These ethical baskets each tell an important story about **collaboration and sustainable living**. To become an owner of one of our woven baskets is to become a part of our journey, directly supporting the weavers in becoming less dependent on the unpredictable nature of self-sufficiency farming.

*Hand woven storage baskets, planters, basket bags & bicycle baskets available online at [thebasketroom.com](http://thebasketroom.com) and [Amara.com](http://Amara.com), and in store at The Conran Shop and independent shops in London, Oslo, Santa Barbara, New York, Paris, Cape Town, Melbourne and Tokyo.*

*In 2016 The Basket Room collaborated with Jigsaw to produce a line of woven basket bags and clutches. A selection of their basket bags are sold online at Urban Outfitters.*

*The Basket Room's products have been featured in Vogue, The Telegraph, World of Interiors, Elle Decoration and Martha Stewart.*

**ENDS**

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