

THE BASKET ROOM

FOR RELEASE 1ST MARCH 2019

NEW FOR SS19: HAND EMBROIDERED MOTIF BASKETS



We are thrilled to introduce a new collection of embroidered baskets in collaboration with British illustrator Jacqueline Colley and Kenyan craftswomen.

Beautifully depicted llama, cacti, pineapples, watermelon slices and rainbow motifs adorn these ethically hand-woven sisal baskets, each of which is hand embroidered by one exceptionally talented artist working in Nairobi.

- Woven from natural undyed sisal and sand-dyed sisal
- Rainbow, cactus and watermelon designs 15 x 15cm
- Pineapple design 20 x 20cm
- Llama design 25 x 25cm

Not just practical and on-trend, these baskets also serve a fundamental purpose for their Kenyan makers. The weavers, taught by their own mothers and grandmothers, make a vital secondary income fulfilling orders from THE BASKET ROOM. In times of unpredictable drought, flexible work like weaving enables these women - who otherwise rely solely on farming income - to better support their families throughout the seasons.

These ethical baskets make delightful children's storage and will also appeal to all of those with a playful approach to interiors. Use as desk tidies and planters, on bedside tables and coffee tables - or for knitting, crafting, toys, muslins or toiletries.

Jacqueline Colley is a British illustrator and pattern designer whose popular work takes inspiration from travel, nature, play and colour. Clients include Ohh Deer, Mollie Makes, Kate Spade, Oasis, Geo-Fleur, Heals, and the V&A.

Hand woven storage baskets, planters, basket bags & bicycle baskets available online at thebasketroom.com and 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

**For further information, imagery and samples please contact: Holly McMullen
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