

THE BASKET ROOM

FOR IMMEDIATE RELEASE

BACK IN BLACK: ETHICAL HOME STYLE IN 2019



Ethical homewares brand The Basket Room stays ahead of the curve with a range of ethically-produced home storage baskets and basket bags in monochrome designs for SS19.

It started with fashion and beauty as the colour that never goes out of style, and now matte black is tipped to be the biggest interiors and homewares trend of 2019.

The Basket Room would like to draw your attention to some of our newest and most popular baskets which celebrate this dramatic shift with bold black stripes, tribal-inspired patterns in charcoal-dyed tones, and woven baskets in all-out swathes of black.

MKAA Cloud Weave Baskets (Kenya) - From £16

Tie Dye deep midnight black on pure white dyed sisal. Hand woven by a small rural weaving cooperative in South Western Kenya, these woven baskets come in three different sizes and can be used all over the home as fruit baskets and desk tidies, large planters and flower pots.

TAMALE Moses Basket (Ghana) - From £169

This ethically-produced Moses basket boasts a simple design with a bold, black diamond and soft black carry handles made from sustainably-sourced goat's leather.

ZANGIRA Cubed Storage Boxes (Ghana) - From £39

Bold and stylish storage baskets boasting black stripes against natural undyed grass. These storage cube baskets come in three different sizes, can be used with IKEA shelving, and are hand woven in Northern Ghana.

YULE Laundry Baskets (Kenya) – From £78

Checked design in black and natural, these lidded laundry baskets are woven by the Turkana women of North Western Kenya. Turkana is a semi-desert area where the Doum Palm leaves are harvested to weave baskets.

USIKU Storage Baskets (Kenya) - From £16

Charcoal black and hand woven in Kenya, the bold USIKA range of storage baskets comes in three set sizes. You can use our smaller baskets as flower pots or desk tidies, whilst our medium and larger sizes are perfect as large planters for your indoor plants.

WAVU Storage Baskets (Tanzania) - From £30

Stunning open weave technique in bold black, WAVU was produced by a skilled weaver belonging to a cooperative of 580 members. The Milulu grass reeds used to produce these woven storage baskets are often found in swamps and riverbeds, but also grown specifically for basket weaving.

SAKAFU Tie Dye Floor Mat/Runner (Kenya) - £55/£89

Woven on a handloom in rural Kenya by master weaver Bernard, these tie dye floor rugs & runners boast a striking black and white design. Made from the sisal plant, each goes through a long process of stripping, rolling, dyeing and finally weaving.

*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 holly@thebasketroom.com
01608 239482/ 07853 158625**