


The logo for ELLE HOME, featuring the brand name in a white, serif font on an orange rectangular background.

ELLE  
HOME

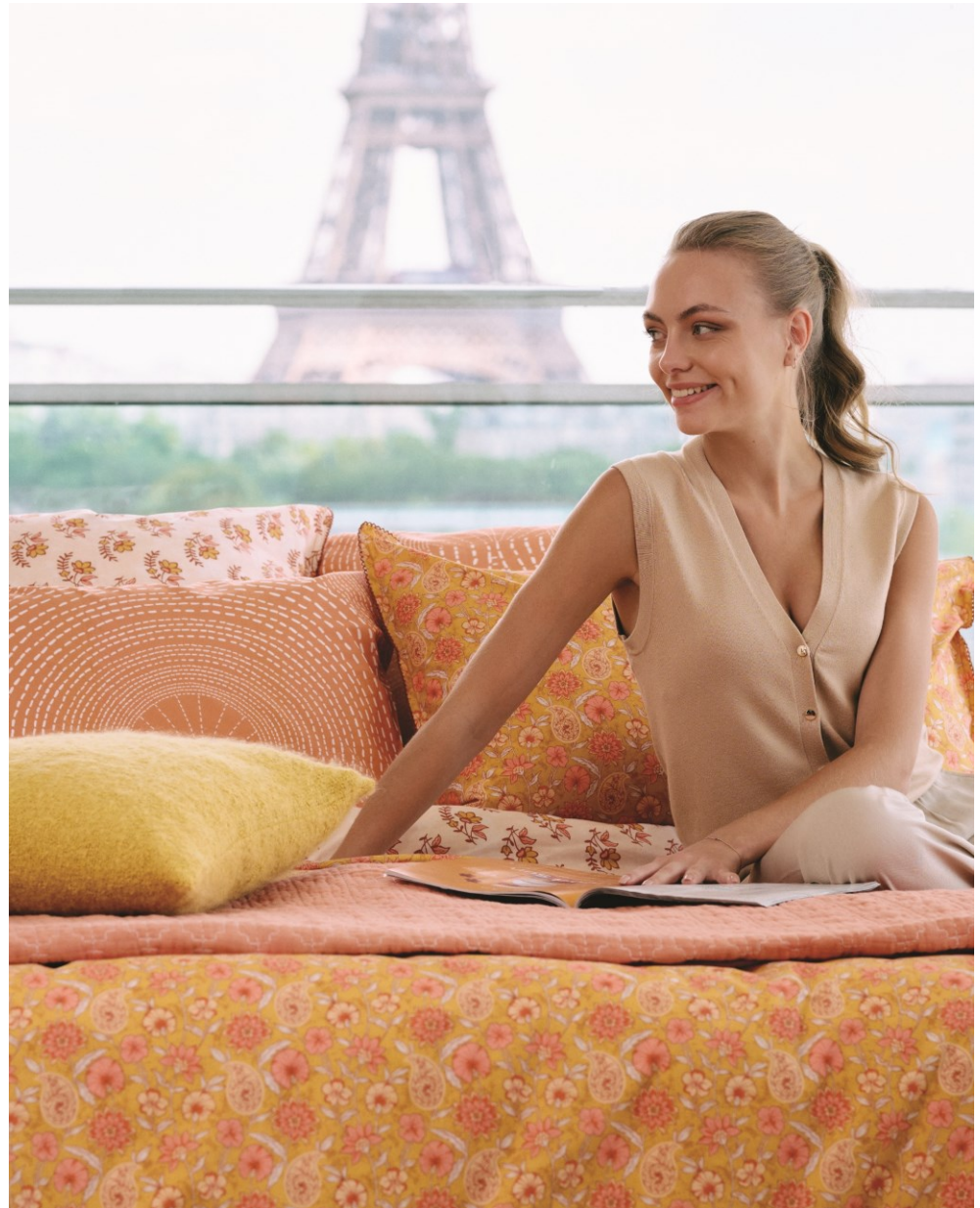
A woman with voluminous curly hair is lying on a bed covered with a light-colored duvet. She is wearing a light blue and white striped button-down shirt. Behind her are several pillows, including one with a large blue and white wavy pattern and another with a smaller blue and white geometric pattern. The room has large windows and a balcony railing, offering a view of a city with a river and a bridge. The overall atmosphere is bright and airy.

**Bed and Bath collection**  
**AW24 / SS25**



At ELLE Home, we're committed to using BCI cotton sourced through ethical labour practices, ensuring our products are made with care for both people and the planet.

Sustainability is at the core of our creative process, from the seed in the field to the meticulous crafting of each product. We strive to deliver exceptional quality with every item.





**MEDIA**  
+ 80 EDITIONS

**NON-MEDIA**  
5 COLLECTIONS  
UNIVERSES



GLOBAL NETWORK

**ELLE**

**ELLE**  
DECORATION

**+ 250M touchpoints**



**EVENTS**

**EXPERIENCES**



**ELLE decoration  
collections around  
the world...**



**POP-UP STORE  
ELLE DECO SHANGHAI**



**CAFÉ ELLE DECOR  
@PLAZA NYC**



**ELLE DECOR COLLECTION  
X SB DESIGN SQUARE THAILAND**



## Positioning

***INSPIRATION, STYLE & FANTASY...  
PARTNER FOR HOME STYLE***

in everyday's life



ESSENTIAL  
**STYLE&DESIGN GUIDE**

**FANTASY** AT HOME FOR  
**FASHION LOVERS**

**NON SELECTIVE** DISTRIBUTION  
WITH **LOW PRICE POINT**

## Values

“ *The desire to inspire dreams, the wish to be useful* ”



### INSPIRATIONAL

inspired  
surprising  
creative  
beautiful



### ECLECTIC

cheerful  
enthusiast  
playful  
confident



### PRACTICAL PLEASURE

accessible  
sharing  
conscious  
simple



**PRINTS**  
COLORS

**DUAL**  
GENDER

**ELLE**  
**HOME**



**BASIC**  
ACCESSIBLE



**SIMPLE**  
SOLIDS & FABRICS

The logo for ELLE HOME, featuring the word 'ELLE' in a large, white, serif font above the word 'HOME' in a smaller, white, sans-serif font, both set against a solid orange rectangular background.

ELLE  
HOME

# Bed Linen

All our Bedding is made from  
152 TC 100% BCI Cotton





# Willows Coral



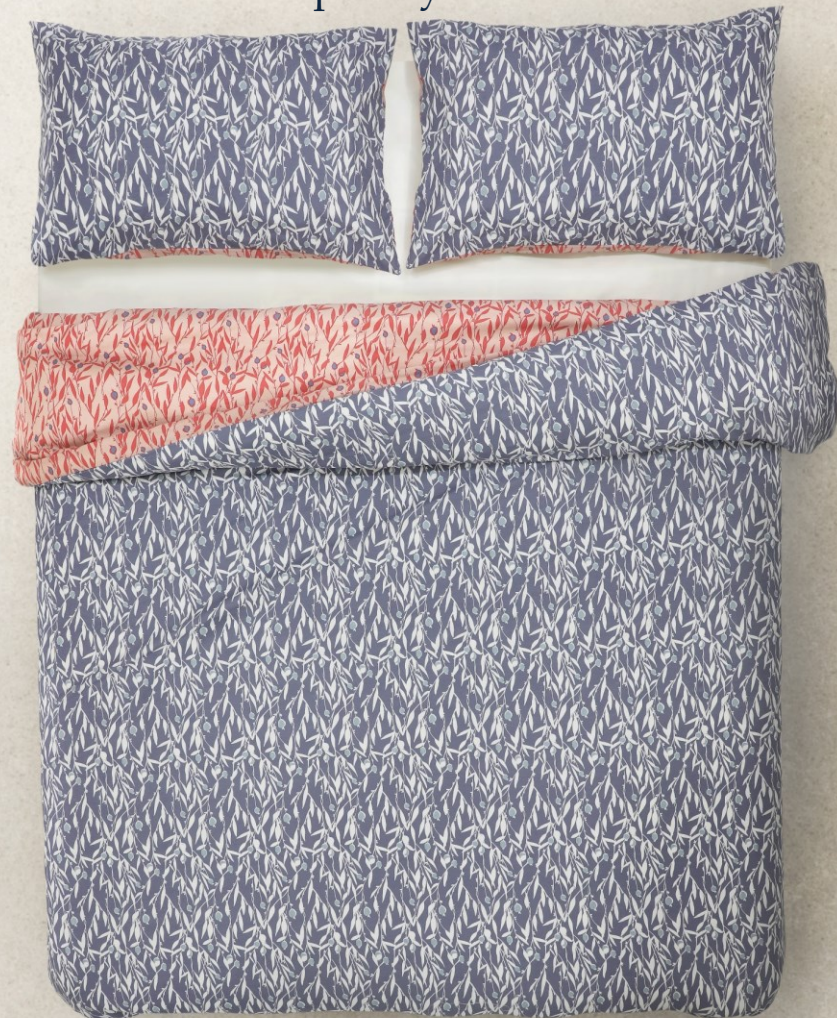
A tranquil design of Willow tree leaves in a coral color way gives warmth to any bedroom. A clever contrasting second color way of cream on the reverse offers a completely new look.



# Willows Blue



A tranquil design of Willow tree leaves in a mid tone blue. A clever contrasting second color way of warm coral tones on the reverse offers a completely new look.



# Jack Arches Yellow



A cool retro inspired geometric design in a vibrant color palette.  
\* Fully reversible.



# Jack Arches Teal



Geometric design in contemporary colors; teal, green and cream.

\* Fully reversible



# Elodie Blue



A classic ditsy floral in fresh blue and cream tones with a beautiful stripe reverse



# Elodie Pink



A classic ditsy floral in warm pink and beige tones with a beautiful stripe reverse.



# Lemons Lilac

A vibrant design in a joyful lilac color way, featuring a gradiated striped reverse.



# Lemons Yellow



A fresh, vibrant design,  
with a gradiated stripe  
reverse.





# Peas Charcoal



A delicate design featuring a contrast reverse in monochrome tones.



# Peas Pearl



A delicate design in a neutral palette is both fresh and stylish.



# Amelie Blue



A classic, mid scale floral design in tones of blues and creams, with a simple contrast stripe reverse.



# Amelie Pink



A classic, mid scale floral design in tones of blues and creams, with a simple contrast stripe reverse.



# Louis Stripe Grey



A casual sketchy stripe design with a contrast scale reverse.



# Louis Stripe Blue



A casual sketchy stripe design with a contrast scale reverse.



# Fitted Sheets



Chalk



Grey



Latte

# Bath Linen

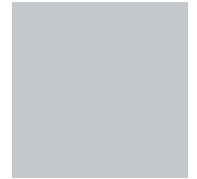




# Linear Floral

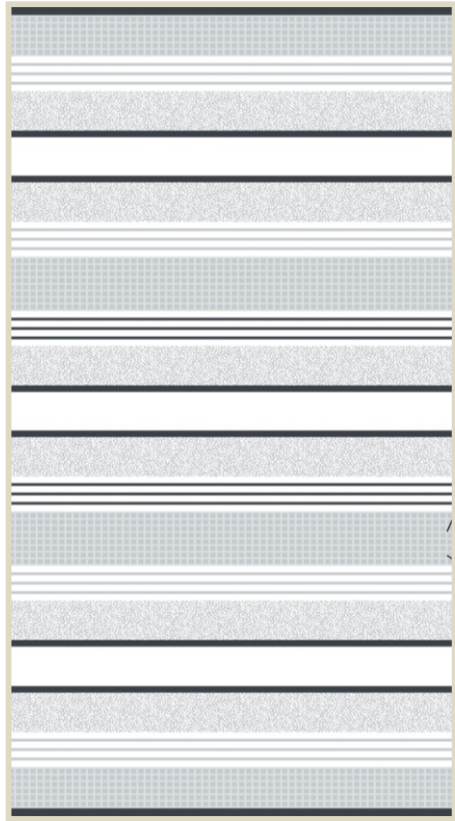


**Latte**

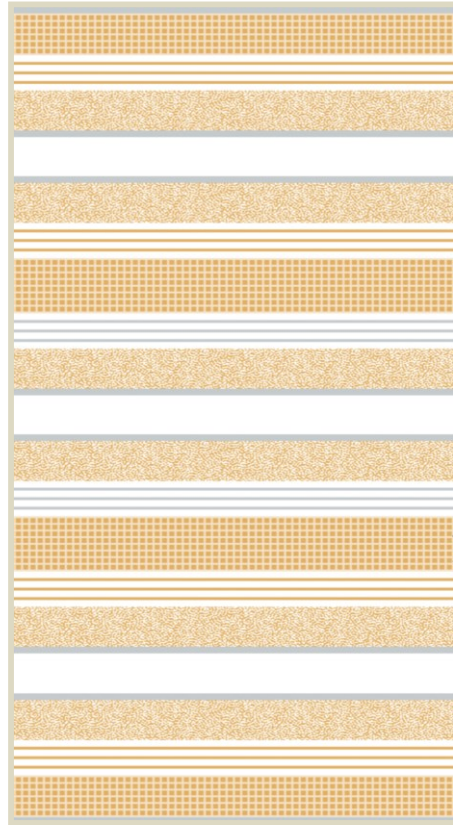


**Grey**

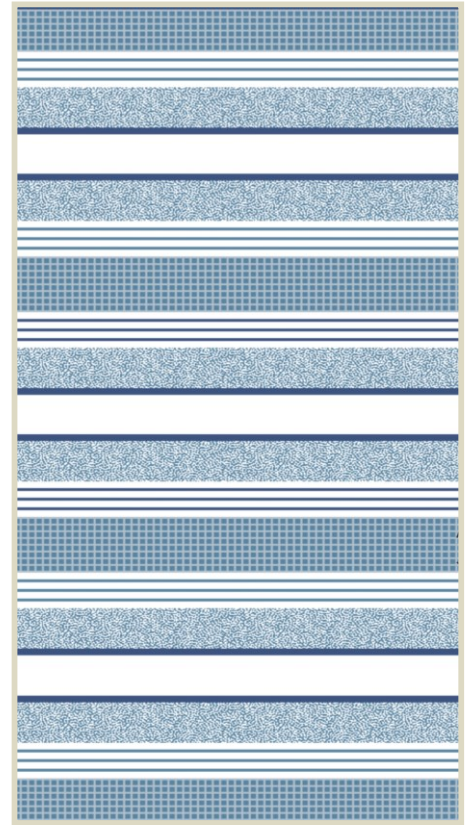
# Waffle Stripe



Grey

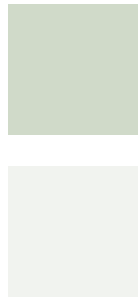
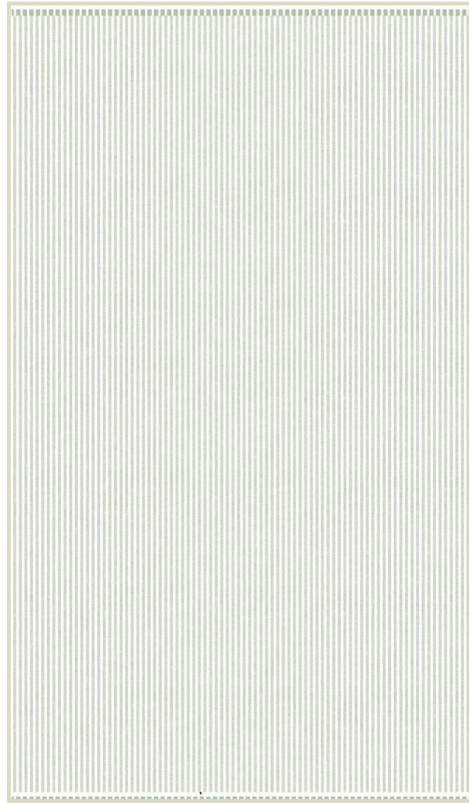


Yellow

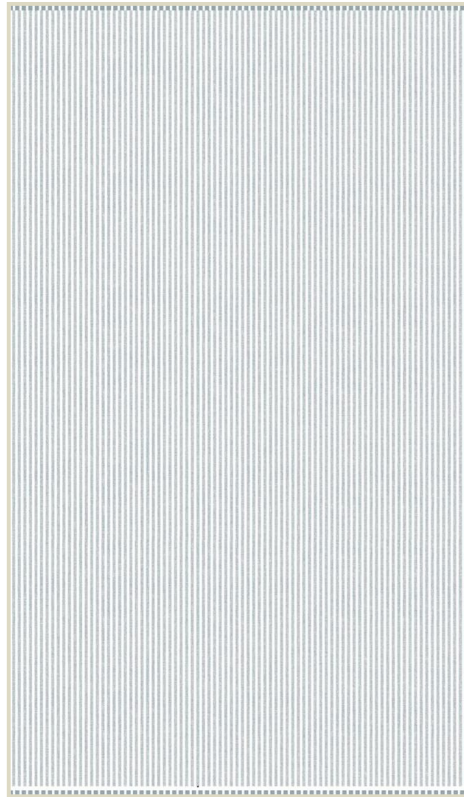


Blue

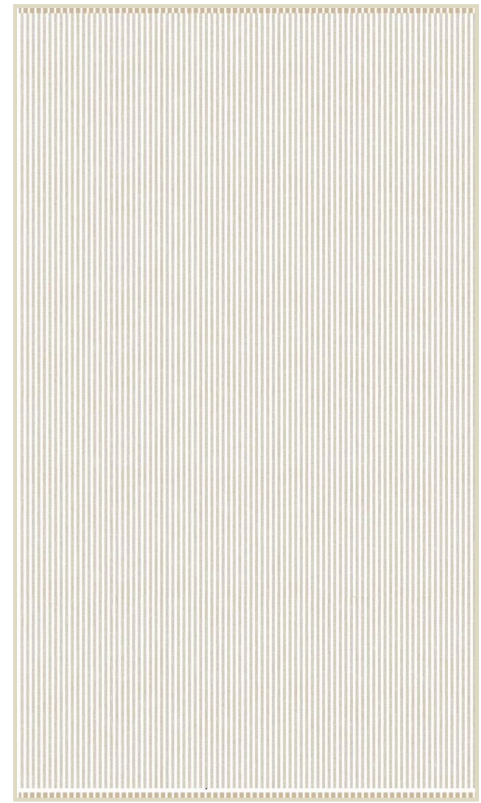
# Fine Stripe



**Green**



**Latte**



**Smokey Blue**

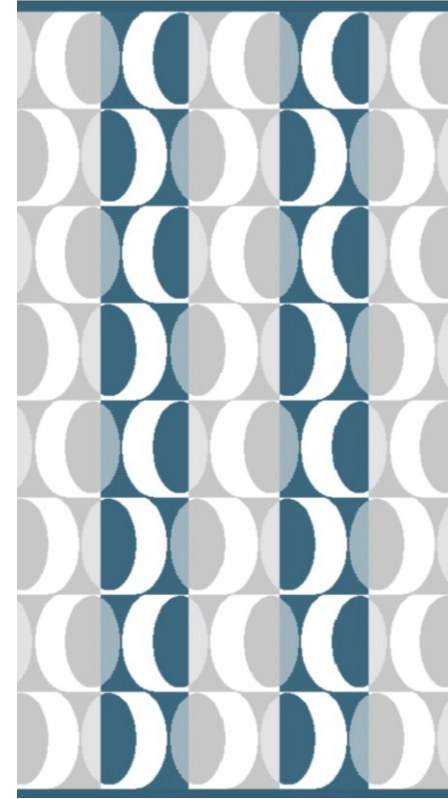
# Oval Jacquard



**Green**



**Natural**



**Blue**

**MERCI!**

**ELLE**  
HOME



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