

Vibrant femininity and considered modern collectables at the heart of Poetry SS19 homeware range

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This season's Poetry homeware, décor and lifestyle range will launch in store and online from October onwards. As the first whispers of a languid summer unfurl, the stage is set for a season of vibrant femininity and boundless celebrations.



Recognising the hand of the maker

This year, interior enthusiasts can look forward to a collection that recognises the hand of the maker, featuring exquisite, one-of-a-kind handmade pieces with exquisite tactile detailing and plenty of vibrant colours. Organic materials and mix-and-match patterns speak to the universal notion of wanderlust and evoke the joy of indoor/outdoor living that calls for long, lazy lunches, poolside lounging and spending time in nature with family and friends.

Floral prints continue to dominate on the local and international front and have been woven into the SS19 collection in several fresh new ways, supported by a serene palette of blues, aqua, teal and blush pink that merge seamlessly with whites, off-whites and gold accents to arrive at a truly harmonious collection that is as wonderful to use as it is delightful to look at.

Dreamy tablescapes and local treats

This season, dress your tablescapes with a fresh blue dinner set and dishes complemented by an array of mix-and-match tablecloths, napkins and tea towels; or brighten the mood with feminine pink serve ware and ombre glassware in blush with gold detailing - including champagne classes to toast those special occasions.

Heading outdoors? Throw open a picnic blanket designed exclusively for Poetry by local company Indigi and put out a relaxed spread of tapas accompanied by olive oil, chilli oil, salt and spices sourced from local makers, served on platters and bowls designed by SA artist Gemma Orkin.

Alternatively, set the scene for a contemporary tea party with brightly coloured floral crockery from local supplier Kapula, warm your tea in a cast iron design teapot and treat your guests to a new festive range of Ma Mère Confections.

Exciting new additions to the lifestyle line-up

As always, the Poetry woman is invited to indulge in a variety of handmade soaps, bath oils and various bath products. This season marks the launch of our locally-made Skin Creamery product range, as well the eagerly-awaited Cowshed collection. Get ready for new flavour profiles that include White Blossom, Blush Peony and Lemongrass, as well as an expanded bath accessories range that features luxurious bath towels and marble and brass shelving.

There are also a few other exciting additions to the standard lifestyle line-up. The Poetry woman can now brighten her home with textured, patterned, colourful or monochromatic rugs in 100% wool and cotton across various price points, or choose a belly basket to accompany her to the beach or house a potted plant. Prefer more traditional planters? No problem. Rehome your violets and delicious monsters in our new gold and blue planters using our delightful rose gold gardening tool set.

Oh, and did we mention the games? Poetry now offers a range of games, perfect as gifts and great to play with family and friends while you switch off and relax for the holidays. This includes everything from marble and brass dominoes, and marble Chinese checkers, to beautiful floral-design Poetry playing cards and some retro-style trivia games.

With all this and more in the pipeline, the Poetry SS19 homeware collection is poised to paint a gorgeous backdrop to a beautiful summer. Whether you punctuate your current look and feel with a few choice items, or choose to reinvigorate your entire homeware palette, there is a wide variety of inspiring elements with which to experiment this season.

Homeware & Festive Campaign Images credits

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