

Habitat Stories

Q3 A/W

Creative & Brand

May 2021

Our home
our style

Small Seasonal Refresh

Aimed at trend led families

Bitesize weekend trend refreshes

Refresh your room this weekend for only £xxx. Value?

Includes homewares and furniture

- **Lounge** - Cabin retreat
- **Dining** - Studio
- **Bedroom** - Japonica



Lounge
Cabin retreat

That little lift

Improve your mood with our wallet friendly home hacks.

Escape space

Create a spot to rest and relax with a weekend refresh.

Quick fix

Take a moment to update your lounge this weekend. And relax.

Pause.

And make space to breaaaathe this weekend with a quick refresh.



Dining
Studio

A pop of playful

for the dinner table.

Dish-up the unexpected

with a splash of colour.

Unique update

Splash colour on your table with playful pieces and vibrant accessories.

Table transformation

Layer colour onto neutral furniture for a quick refresh.

Brighten breakfast Lighten up lunch Ditch dull dinners

Swap out plain pieces for coloured ceramics and pop some colour on the table.



Bedroom
Japonica

Sleep statement

Transform your space with a weekend update.

Lie-in luxury

Drifted off snuggled up in soft soothing sheets.

Be lured into luxury

With a lavish bedroom refresh for less than you'd think.

Orient express

Turn a basic boudoir into a sumptuous sanctuary with a weekend refresh.

Me & my room

Habitat kids

Aimed at trend led families

- **Life stages** – Into the wild/homespun
Toddlers to kids, one room styled, showing life stages with one bed extending throughout.
- **Kids destination** - Pop
Learn: Tactile interactive study solutions
Play: Interactive, creative play environments.
Grow: Products which grow with your child. Room zoning.
- **Bedding** – Collection mix
Create a bedding wigwam den.



Life stages
Into the wild/homespun

Create a jungle den

From cubs to lions

We've got just the bed for your little one to grow up in.

Products that grow with your child

The mighty jungle

Create a space your little one will love to grow up in.

Products that grow with your child

Room to GRRow

Create space your little one will love for years to come.

Fun wall accessories

Bedroom adventure

Explore the jungle and learn all about animals with our playful designs.

habitat 

Love to learn

Kit your kids room out with a study space that's fun to learn in.

Let's study

Kit your kids room out with a study space that's fun to learn in.

Budding bookworms

Build a library your little one will love with a special shelf for their favourite stories.

Bright sparks

Create a haven for homework with a study corner.



Bedding
Collection mix

Say no to boring bedding

Duvets dotted with colour and cute characters bring playfulness to your kids room. Psst, they're great for den building too!

Fort bedding

Enter at your own risk, this bedding is den building ready.

Who goes there?

Enter at your own risk, this bedding is den building ready.

No parents allowed!

Create a space that's just for them with bedding made for den building.

Just

for

me

Wellbeing

- **Everyday luxuries** – Cabin retreat/Folklore
Small self indulgent gifts? Which make a difference to how you feel. Take back my space.
- **Sleep patterns** - Cabin retreat/Folklore
Bedroom Zen space with a sense of clam. Rejuvenation sleep to appeal to your senses?
- **Me time** – Japonica – Cosy corner/ book nook and coffee
Create a cosy nook for reading and relaxing this autumn.



Everyday luxuries
Cabin retreat/Folklore

Candles & fragrance

Something for me

Switch off from the day with soothing scents and flickering candles.

Time for fizz

Sipping pretty

Be celebration ready with beautiful barware designed to be displayed.

Pop. Fizz. Clink.

Upgrade your favourite tippie with fresh flutes and coupes.

Luxury towels

Bath time bliss

Give your bathroom a little boost with fluffy towels and calming ceramics.

Handmade vases

Made to be moved

Our handmade vases can revamp a room in a moment. Why not fill an empty space with flowers? Or switch it up to suit the season with dried displays and twinkling lights.



Sleep patterns
Cabin retreat/Folklore

Lighting

Soothing glow

Switch to softer lighting as you slip into sleep with a bedside lamp.

Faux florals

Mindful moments

Plants connect us with nature and are proven to improve moods. So nurture your soul and sprinkle bursts of greenery around your bedroom.

Bedroom zen

Zzzzen bedroom

Soothe your senses with calming whites, natural neutrals and warming woven woods.

Fragrance & candles

Sleepy scents

Set the mood in a moment with scented candles and a relaxing room fragrance.



Me time
Japonica

Book nook

Create a spot for sipping coffee and dipping into a good book.

Cosy on over

Create a soothing space just for you with accessories that will make you reluctant to move.

Snuggle up

Create a cosy spot just for you. Don't forget to grab a blanket, you'll be snoozing in no time.

Soothing space

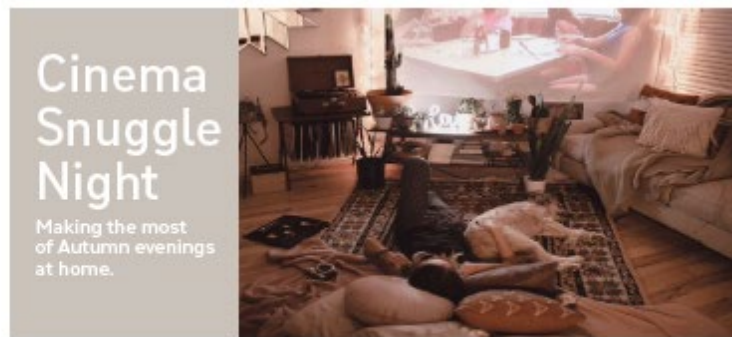
The house is quiet. You find yourself with nothing you need to do. Go on, sneak off to that secret spot. Grab a brew and lose yourself in a good book.

Family snuggles

Family time

- Cinema nights with family

Family snuggles, cosy down evening with your favourite bedding.



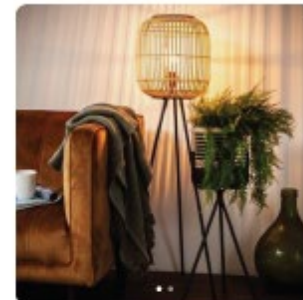
Shot 1.
Get comfy!



Shot 2.
Perfect cushions & throws.



Shot 3.
Drinks & nibbles . . . tick!
Kids Treats



Shot 4.
Ambient light



Shot 5.
Ambient light

Lights, camera, action!

Nibbles at the ready? It's movie night at home.

In the mood for movies

Dim the lights and hit play it's time to unwind.

Pop to the pictures

Create your own cosy cinema at home with bean bags, cuddly cushions and snug throws.

Cosy cinema

Pile up the pillows, throw on the throws it's time for movie night at home.