

@home and Gavin Rajah collaborate on Prêt À Vivre homeware collection

South African designer Gavin Rajah and homeware retailer @home will launch a limited edition collection of hand crafted linen and scented candles in store on 23 November 2017. The range, Prêt À Vivre (ready to live), is available for pre-order online from 17-31 August 2017.

Homeware inspired by fashion



Known for its couture creations, the Gavin Rajah brand has followed what it believes to be “a natural progression from fashion to homeware.” Inspired by the joy of living, and a nod to the historical roots of the couture movement, the collaboration forms an integral part of the greater vision to make couture more accessible to those who love style.

Throughout the creative process, the Gavin Rajah and the @home team says they kept one important factor central to all that they did: the customer’s well-being. This pushed them to find a balance between entrenching the luxurious aesthetic in the market and being commercially sensible, particularly when it came to finding the ideal price point.

@home says it is proud to be the first to offer their customers top tier, proudly South African designs that have been locally manufactured and hand-embroidered. Gavin’s team, who often works on homeware solutions for clients and events, was afforded complete creative freedom, from product and

packaging design, right down to the creative direction of the shoot.

Linen range

Launching with a French-inspired collection, rich with intricate hand embroidery and fine detailing, the unique designs stand out as a top tier offering within the @home ranges. Incorporating 2018’s key trends, customers can expect to see an evolution of the geometrics and metallics that have dominated the last few seasons, as well as vintage floral embellishment.

While the range draws strongly from SS18 fashion trends, the collection seeks to transcend these themes, creating pieces that stand the test of time in terms of both style and function.

Hand-poured massage candles

Inspired by Rajah’s love for travel, alternative healing and flowers, the range of scents has been designed to comfort and uplift, creating a sense of opulence in any room. With scents named Versailles, La Belle Époque and Rajahstan, the candles are made from 100% soy wax and essential oils and, once melted, can be used as a moisturiser or massage oil.



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