

etúHOME



COCOCOZY

**ETÚHOME COLLABORATES WITH ESTEEMED INTERIOR DESIGN BLOGGER AND
PRODUCT DESIGNER COLETTE SHELTON TO LAUNCH A CAPSULE COLLECTION**

*COCOCOZY X etúHOME Seamlessly Combines Colette's Signature Designs with etúHOME's
Sustainable Materials*

For Immediate Release — European-inspired lifestyle brand, etúHOME, is partnering with entrepreneur, design blogger and product designer, Colette Shelton of COCOCOZY, to release a capsule collection — the COCOCOZY x etúHOME Collection.

Founded by husband and wife duo, Joseph and Stacy Borocz, etúHOME is inspired by the quintessential European lifestyle, capturing the spirit that life is best enjoyed around food, wine, friends, and family. etúHOME transforms that lifestyle into treasured accents for the modern home, creating timeless pieces that are intended to be woven into day-to-day living. While European lifestyle drives the brand's inspiration, the heartbeat of etúHOME is their sourcing. etúHOME uses reclaimed and recycled materials, producing sustainable and responsible products that are meticulously crafted with precision and sophistication by European artisans. Additionally, etúHOME believes sustainability should extend beyond the product's core materials to the factory where the product is made, ensuring a safe environment, a fair living wage, and the contribution to a prosperous and healthy community. From reclaimed wood charcuterie boards and serving pieces to farm tables and modular kitchens, etúHOME products transform a home and tell a story.

A Los Angeles native, Colette Shelton is an entrepreneur, design blogger and product designer. Colette began blogging in 2008 on COCOCOZY, her interior design blog, with the goal of providing design and style inspiration with a personal and sometimes humorous approach. Wanting to take her passion one step further, Colette introduced the Cococozy textiles collection in 2011, which showcases her signature designs on rugs, wallpapers and more. Nine years after first entering the design sphere, Coco has been named as one of Forbes Magazine's Top 30 Influencers, has been featured for her design work in numerous online and print publications and has received recognition from celebrities and top interior design influences. Most recently, Coco starred in and produced the mini docu-series, COCOCOZY Design House that streamed on Amazon Prime Video; the series followed Coco as she remodeled a 1930 built Spanish Colonial style home in Los Angeles. Colette, a multi-hyphenate entrepreneur, is also the founder of retail tech start up, Chirpyest.

etúHOME and Colette have joined forces and combined similar missions of design that is rooted in worldly inspiration to create a collection that celebrates functional art. The COCOCOZY x etúHOME collaboration features a classic yet relevant natural design aesthetic that combines signature COCOCOZY patterns with etúHOME's artisan crafted reclaimed wood and recycled glass materials. Celebrating fresh and bold patterns paired with classic European silhouettes inspired by Colette's heritage and family visits to France, the collection includes serving boards featuring artisan engraved COCOCOZY patterns and hand forged recycled glass cloches and domes. Each piece in the collection embraces a utilitarian design aesthetic and can be used for everyday entertaining or showcased as a piece of art in the home.

"The most important part of our collaboration is its roots in promoting inclusivity and diversity within our industry," says Founder of etúHOME Stacy Borocz. "It's a space where the industry and even our organization has room to grow. I hope that the collection brings joy to people's homes and elevates their every day, but also encourages others to support under-represented communities in whatever ways they can."

"Together we were able to incorporate signature COCOCOZY patterns along with classic etúHOME materials of reclaimed wood and recycled glass." says Colette Shelton of COCOCOZY. "Each piece is its own blend of fresh and modern elements, inspired by everyday use. The collaboration perfectly showcases the COCOCOZY style with an artisan crafted twist."

The COCOCOZY x etúHOME Collection launched July 23rd, 2021 for retail customers and will be making its wholesale debut at High Point Market this fall.

ABOUT ETÚHOME

etúHOME was founded on the belief that entertaining beautifully can elevate the everyday. Influenced by classic European design, etúHOME creates timeless accents for the modern home. Always conscious of the resources, the brand utilizes reclaimed and recycled materials to create sustainable pieces that are meticulously crafted with precision and sophistication. Handmade by local artisans in Europe, etúHOME believes that the quality and craftsmanship of how products are made are equally important to how they look. etúHOME products are available at their Atlanta flagship location, etúHOME.com, and in retailers across the country. <https://etuhome.com/>.