

etúHOME



**etúHOME AND ANNETTE JOSEPH DEBUT FIRST COLLABORATION COLLECTION,
DEEPLY ROOTED IN EUROPEAN SENSIBILITY**

For Immediate Release — For two decades, etúHOME has captured the European lifestyle through treasured accents and timeless pieces. Similarly, author, stylist, and entertaining expert Annette Joseph, who spends the majority of her time at her Tuscan fortress La Fortezza, has embodied it. Now, the two lifestyle brands have capitalized on their shared appreciation for and deep understanding of European style in their first collection together.

Joseph believes that living in the Italian countryside is the best vehicle for a life well-lived: to feel the seasons fully, to have them expressed in local abundance, and to entertain widely and share deeply. She shares these principles with etúHOME, and has even used etúHOME pieces in projects around the world. The collaboration is a natural fit, and Joseph is proud that etúHOME is the place where the embodiment of her philosophy comes to life.

Launching October 4th, the Annette Joseph x etúHOME collection nod to 19th-century Italian design and join Annette's exuberance for the Italian way of life with etúHOME's skillful, classical European design.

"After the past few years, we all place such a strong importance on enjoying time with family, friends, and food around a table. This collection is meant to help live out those moments", says Stacy Borocz, President of etúHOME. "These pieces are generational – they are ones that customers will pass down for ages and are built from a material that lasts. We are thrilled for this collection to debut and be in homes and around the table for many years to come".

Done in the spirit of Italian *aperitivo* and meant to evoke the same cultural ritual, the collection features six handcrafted ceramic pieces that are inspired by Joseph's life at La Fortezza. Each piece requires approximately 35 hours of artisan work, demonstrated by their unique coloring, sizing and glaze drips.

Divided into small and large crocks, small and large pitchers and small and large jars, the collection comes in two colorways: a cream glaze with a rich chestnut olive branch motif and the inverse, a chestnut glaze with cream detailing, drawing upon Old World themes. Each piece is

versatile and rich in function, while epitomizing the glamour and simplicity of *la dolce vita*. These pieces are sure to turn into timeless heirlooms getting passed down through generations to come.

The Annette Joseph x etúHOME is available at etuhome.com, annettejosephstyle.com, and etúHOME retail locations. Prices range from \$25 to \$140.

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 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 the Atlanta flagship location, Charleston storefront, etuhome.com and in retailers globally. <https://etuhome.com>

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