

AMITY HOME RETURNS TO ITS ROOTS WITH SIMPLY STYLED

Mixable textures and natural materials take center stage in a fresh expression of an enduring Amity Home point of view.

As Amity Home looks forward to a new season, the brand is also returning to its roots. Alongside new patterns, prints and richly layered introductions, Amity Home is giving renewed attention to something that has long been fundamental to its collections: beautiful, mixable textures that create interest through material, weave and hand.



Texture has always been part of the Amity Home vocabulary. Natural fibers, tactile weaves and versatile solids were designed to work together, allowing a bed to evolve through layers while remaining relaxed and approachable. This season, the design team is giving that story room to be showcased afresh.

The result is a simply styled approach that feels both familiar and renewed. Wool plaid meets cotton knit jersey, soft cotton and linen. Subtle differences in weave, weight and finish create dimension, while warm, grounded palettes allow the character of each textile to emerge. These pieces can live beautifully alongside pattern or create an expressive story entirely through texture.

“Amity Home has always believed that comfort and beautiful design should feel effortless,” says Ben Chhabra, President of Amity Home. “Returning to our foundation of mixable textures gives us an opportunity to show that part of our story in a fresh way while continuing to build on everything our customers already love about the brand.”

Rather than signaling a move away from pattern, the simply styled story broadens the possibilities within the collection. Prints, plaids, florals and historical motifs bring their own personality, while quieter textural pieces provide a natural counterpoint. Together, they give designers the freedom to determine how much pattern, texture and layering a room needs.

For Amity Home, simply styled is not a new direction. It is a return to a longstanding strength and an opportunity to see familiar design principles through a new lens. Thoughtful materials, inviting texture and pieces made to mix create rooms that feel comfortable, collected and quietly luxurious.

Amity Home. Where comfort whispers luxury.