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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Ngala Trading Introduces a New Line of Soft Textiles: Evolution Product
Evolution Product offers hand-stitched and environmentally friendly dyed pillows and wallcoverings featuring the history, landscape, and geography of South Africa.

February 28, 2024; New York, NY – Ngala Trading introduces a new brand partner, Evolution Product, to its large selection of sustainably and ethically sourced luxury African goods. The artisans at Evolution Product have created original designs featuring organic shapes in muted colors that draw on the history, landscape, and geography of Southern Africa.

Evolution’s mission is to create homeware textile products through heartfelt collaboration and sincere connection by creating a narrative that speaks to a deep sense of history, place, and time. Interwoven in what they create are stories that tell a deeper narrative of the beauty, fragility, and magic of nature.

Their products evoke emotion and embrace a heritage of discovery reflected in the layered approach to everything they do. True to their commitment in leaving a positive impact; Evolution Product contributes financially to the sources of our inspiration and aims to embrace sustainable practices while creating an inspiring environment for its staff. As a woman-owned company that supports local manufacturers in South Africa, the product’s base cloths are 100% linen, the print process uses a nontoxic pigment, and select items are handstitched.

“We’re thrilled to expand our soft furnishings offering with such a unique product that has a strong story and admirable business practices,” says Lawson Ricketts, creative director, and co-founder of Ngala Trading. “Evolution Product’s original designs start with historical references, working with many archives in South Africa to obtain visual references of historical artworks, processes, and techniques to create an accurate visual representation of South Africa’s creative history. Evolution Product prioritizes sustainable generosity within their business model, solidifying our decision to bring their line into the North American marketplace.”

The introductory Evolution Product collection starts at \$245 for the pillows and \$450 for the wall panels. The collection is available online at www.NgalaTrading.com as well as to the trade. To view in person, the collection is showcased at trade shows including High Point Market and Atlanta Market, and the collection is on display in the Ngala Trading flagship showroom at the New York Design Center. For more information, please visit NgalaTrading.com.

About Ngala Trading: Ngala Trading is a leading resource to North America's premier boutique home furnishing stores and interior design firms for their lighting, furniture, décor, and accessories requirements. Founded in 2016 by Nick Geimer and Lawson Ricketts, Ngala



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Trading is now the largest importer and distributor of sustainably and ethically sourced handmade, luxury lighting, furniture, and home decor curated from across the African continent. Design headquarters for Ngala Trading is based in New York, New York. To learn more, visit www.ngalatrading.com.

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