Pimkie launches home decoration collection

By Anne-Sophie Savenier - May 27, 2016

Pimkie has recently revamped its fashion positioning, launched a new store concept and its first sport line. It is now the time to unveil Pimkie Home, the retailer's new home decoration collection.

The collection consists of about fifty items, including rugs, cushions and small decorative objects, such as reflective lamps and baskets, all of them available at accessible prices (between €4.99 and €59.99).

In terms of style, the retailer haling from northern France played the trend card, drawing inspiration from ethnic, folk, Scandinavian and graphic design.

As for materials, Pimkie has focused on copper, wood, glass and wool.

The Pimkie Home collection is available at Pimkie stores featuring the dedicated retail corner, and in its entirety on the brand's website.

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