



CONSCIOUS CONVERT

FOREVER HOME COLLECTION

2023/24

[CONSCIOUSCONVERT.COM](https://consciousconvert.com)



In February 2021, I founded Conscious Convert, to create a range of beautiful home furnishings that is as big on conscience as it is on quality.

Working directly with expert Portuguese craftspeople we have developed a conscious collection of bed & table linen, cushions and throws. Designed in Ireland and inspired by the coastline, our forever home collection, is created with the highest quality materials that leave the least impact on the earth.

Our entire collection is made to the highest environmental and ethical standards as certified by the leading standard in organic textiles, the Global Organic Textile Standard (GOTS). All Conscious Convert products are produced to the most stringent standards to ensure protection of the environment and the social welfare of every creator involved, from the farmer to the sewer, as we truly believe that aesthetics and ethics can go together.

We've created a loyal community dedicated to high quality craftsmanship, comfort and conscious timeless products. Our nature inspired designs have featured in our first pop-up in Brown Thomas in Summer 2022. Bricks & mortar stockists include Wolf & Badger's flagship store in London. We have featured in several publications including Gloss Interiors, The Times, Ireland's Homes Interiors & Living, The Sunday Business Post, Sunday Independent.

We are committed to creating beautiful homeware that provides you with a long lasting comfort and warmth and leave the least impact on our earth because "A beautiful home doesn't have to cost our earth."

*Lelia*

Founder Conscious Convert

*"A beautiful home doesn't have to cost our earth"*








100% GOTS Certified Organic Cotton  
Large Waffle Cushion: Blue, Ecru, Green  
RDS certified Down Filler




*Hypoallergenic*

"Relaxed Percale" Stonewashed Sandstone Bed Linen  
Waffle Throw in Ecrú  
100% GOTS Organic Cotton  
Un-dyed Linen Scatter Cushions  
100% European Linen  
Varn certified by The Masters of Linen

A photograph of a bed with coral pink and terracotta red linens. A sage green cushion with a dark green border is placed on the bed. The background is a light blue wall with white trim.

*Designed in Ireland*

"Relaxed Percale" Coral Pink Bed Linen  
100% GOTS Certified Organic Cotton  
Linen Scatter Cushions Terracota Red &  
Un-Dyed Linen  
100% European Linen  
Yarn Certified by The Masters of Linen

A close-up photograph of two white pillows stacked on a light surface. The pillows have a soft, ruffled texture along their edges, which are described as being hand-stitched by Portuguese artisans. The lighting is soft and even, highlighting the fabric's texture.

*Frills hand stitched by  
Portuguese artisans*





*Made in Portugal*

Herringbone Cushion Natural  
Waffle Cushion Ecru  
100% GOTS Certified Organic Cotton  
Natural Linen Cushion - Un-dyed



*Made to last*

Waffle Green Throw Blanket  
Waffle Blue Cushion  
100% GOTS Organic Cotton



Cascais Table Runner & Napkins Coral Pink  
Hand-Stitched piping  
100% GOTS Organic Cotton



### **Thoughtful Design**

Created with nature's best & kindest materials, exceptional craftsmanship & Irish design.



### **Organic Cotton**

Hypoallergenic - Skin-Kind. No toxins & harmful chemicals used from sowing of the seed to sewing of the final thread. Eliminating toxins from our homes



### **Protect our world & others**

88% Less water & 63% less energy usage, no pesticides or toxins, protecting the livelihoods of farmers & the entire ecosystem



### **Made in Europe**

Entire collection created in limited quantities by expert craftspeople in Portugal



### **Give-back**

1% of every sale to 1% For The Planet giving back to environmental non-profits working to protect the future of our world

## CERTIFICATIONS



## CONSCIOUS CONVERT



## CONTACT

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