



PRODUCT CATALOGUE

2025



A notebook with a green cover and a gold leaf pattern is the central focus. The cover features a repeating pattern of stylized leaves and branches. A small rectangular label at the bottom center of the cover reads "Notebook" in a cursive font. The notebook is surrounded by various tropical plants, including red and yellow flowers and large green leaves. The background is a solid dark green color.

JOURNALS
THAT FEEL
LIKE ART.
MADE FROM
COTTON.
CRAFTED
BY HAND.

OUR STORY

Immerse yourself in the artistry, craftsmanship, and tradition of Tula journals.

In Sanskrit, Tula means balance. Owning a Tula journal invites a slower, more mindful pace—away from screens and into your world. Perfect for thoughts, gratitude, ideas, and art. A cherished present!

Crafted from handmade cotton rag paper, each journal tells a beautifully rich story of history and centuries-old craftsmanship of handmade paper and books. And each sun-dried sheet is created from pre-consumer cotton waste, doing its part to care for Mother Earth.

Our artisans hand-stitch every book with precision, transforming covers into art through block foiling, screen-printing and other refined techniques.

At the House of Tula, we honour these skills, presenting the Tula journal as a symbol of craftsmanship, tradition, and artistry.

Embark on your mindful journey with a Tula journal by your side.

OUR MISSION

At House of Tula, our mission is to honour heritage through modern craft, creating elegant, meaningful stationery and lifestyle pieces that connect people to tradition, creativity, and conscious living.

We are committed to celebrating artisanship, supporting ethical practices, and inspiring intentional moments through design.

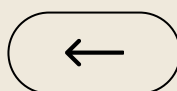
OUR CUSTOMER

The House of Tula customer is intentional, drawn to texture, meaning, and the quiet power of thoughtful design. They may be a poet, a writer, a creative, or someone who simply appreciates the beauty of well-crafted, meaningful objects. They value the weight of words, the feel of paper, and the joy found in slow, mindful moments. Often found browsing concept stores, museum shops, or boutiques that celebrate craftsmanship and conscious living, they make choices with care and purpose. They are drawn to ethical practices, timeless design, and pieces that carry soul. Wherever they are in the world, they seek connection, beauty, and a deeper sense of presence.

OUR CORE VALUES

At House of Tula, we are rooted in heritage, honouring the stories, symbols, and traditions that shape our craft. Each piece is created through a commitment to craftsmanship, where human hands bring intention and beauty to every detail. We believe in designing with purpose, where form follows feeling, and every product carries quiet meaning. Guided by sustainability, we choose conscious materials and mindful processes that respect people and the planet. At our core, we embrace a life of poetic living, where stationery becomes a ritual, and creativity is held in every stroke, fold, and word.

OUR OFFERINGS



Small Journal

Weight: approx: 250 g

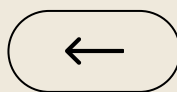
Dimensions: 17.4cm x 10.4cm x 2cm

No. of pages: 136 approx

GSM: 90-120

Plain/Lined RRP (Incl. VAT): £48

Gratitude RRP (Incl. VAT): £54



A5 Journal

Weight: approx: 510 g

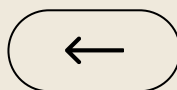
Dimensions: 21cm x 14.5cm x 2.6cm

No. of pages: 200 approx

GSM: 90-120

Plain/Lined RRP (Incl. VAT): £66

Gratitude RRP (Incl. VAT): £72



Wrapping paper

Dimensions: 56cm x 76cm

GSM: 90-120

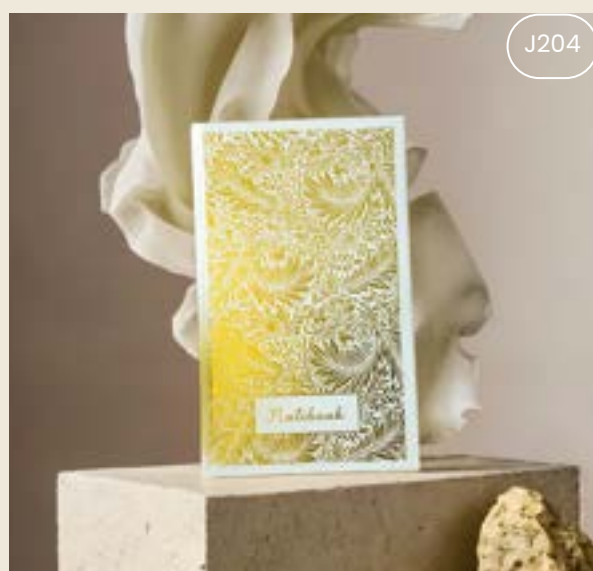
Suggested RRP (Incl. VAT): £4.5 - £5.5

THE LARKSPUR COLLECTION

Our Original collection featuring 'Larkspur' by
William Morris



WILLIAM MORRIS LARKSPUR SMALL



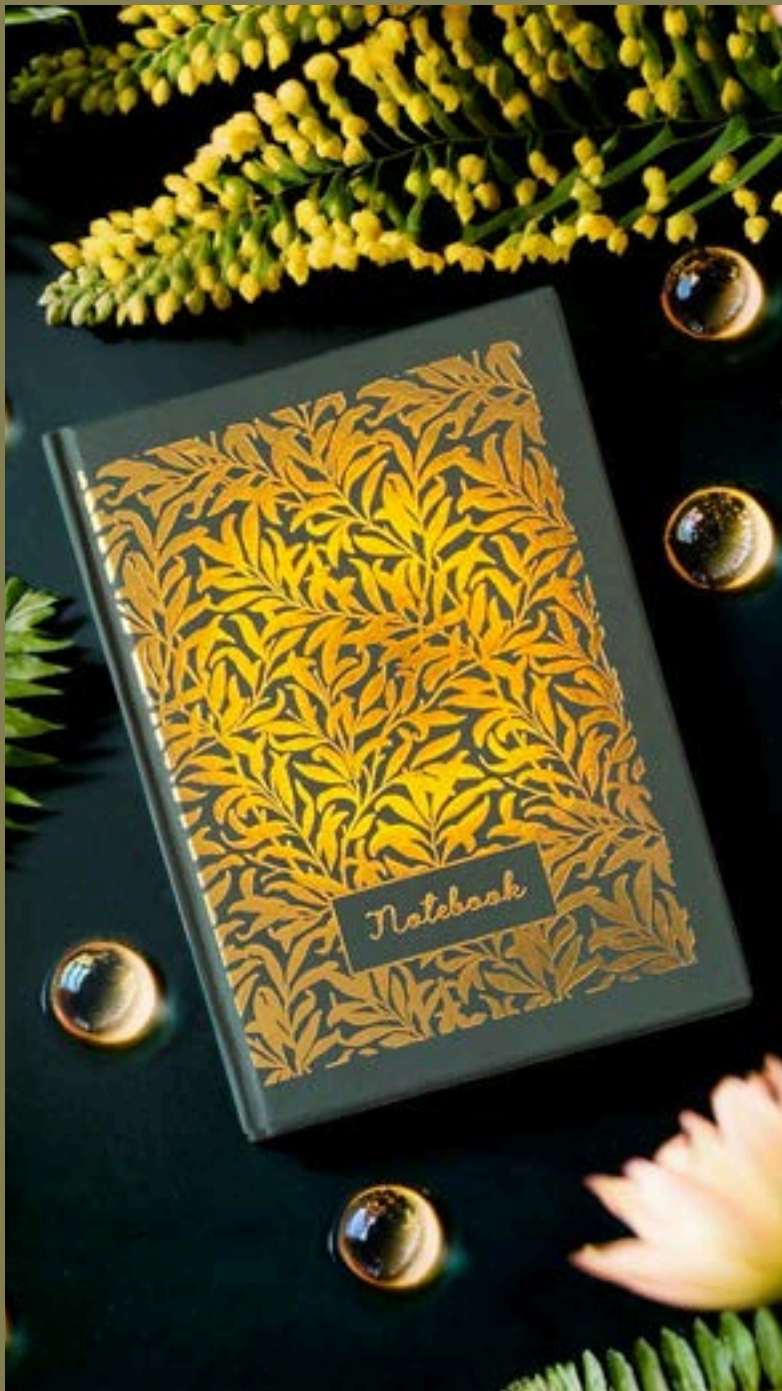
WILLIAM MORRIS LARKSPUR A5



NEW COLLECTION



J107



Chrysanthemums and Willow

TULIP GARDEN COLLECTION

Tulip Garden by William Morris



TULIP GARDEN

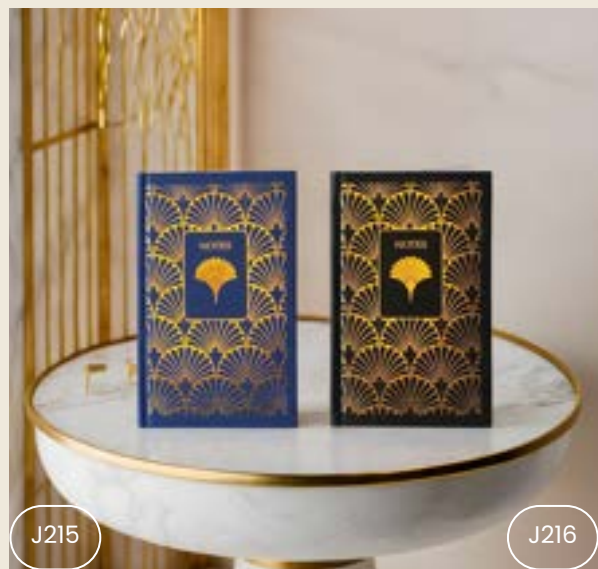
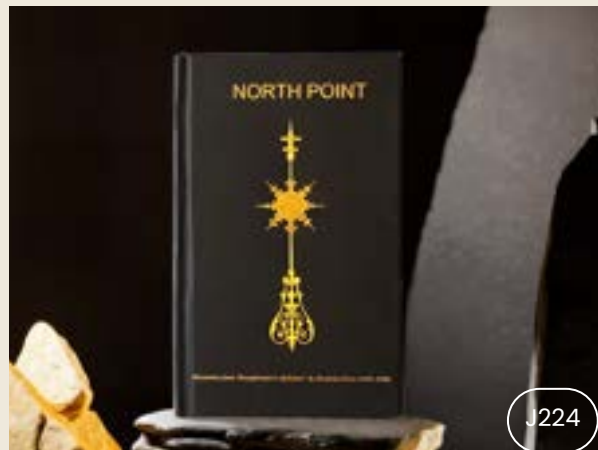
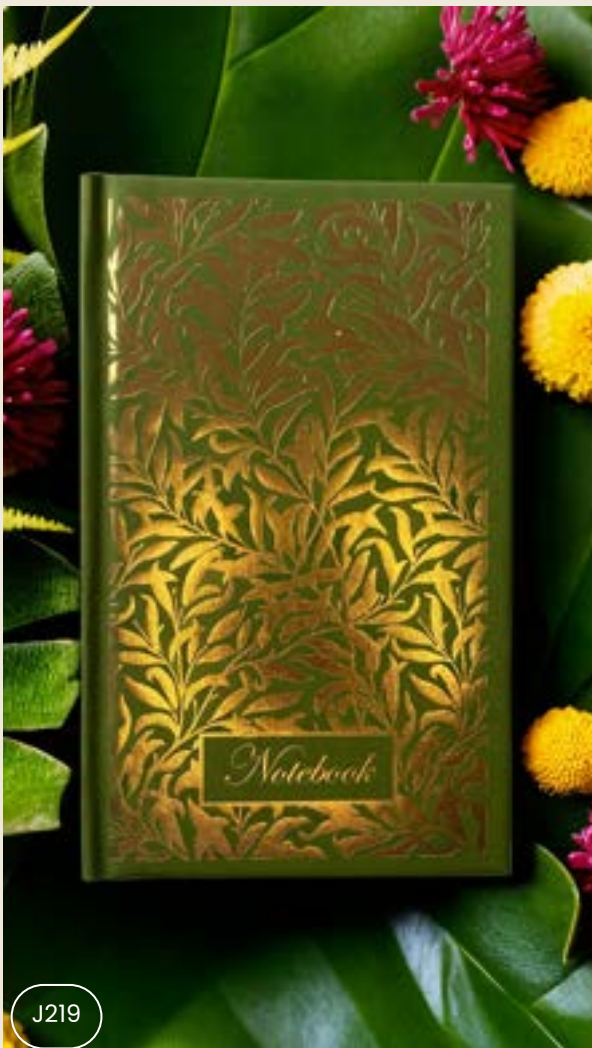


TULIP GARDEN A5

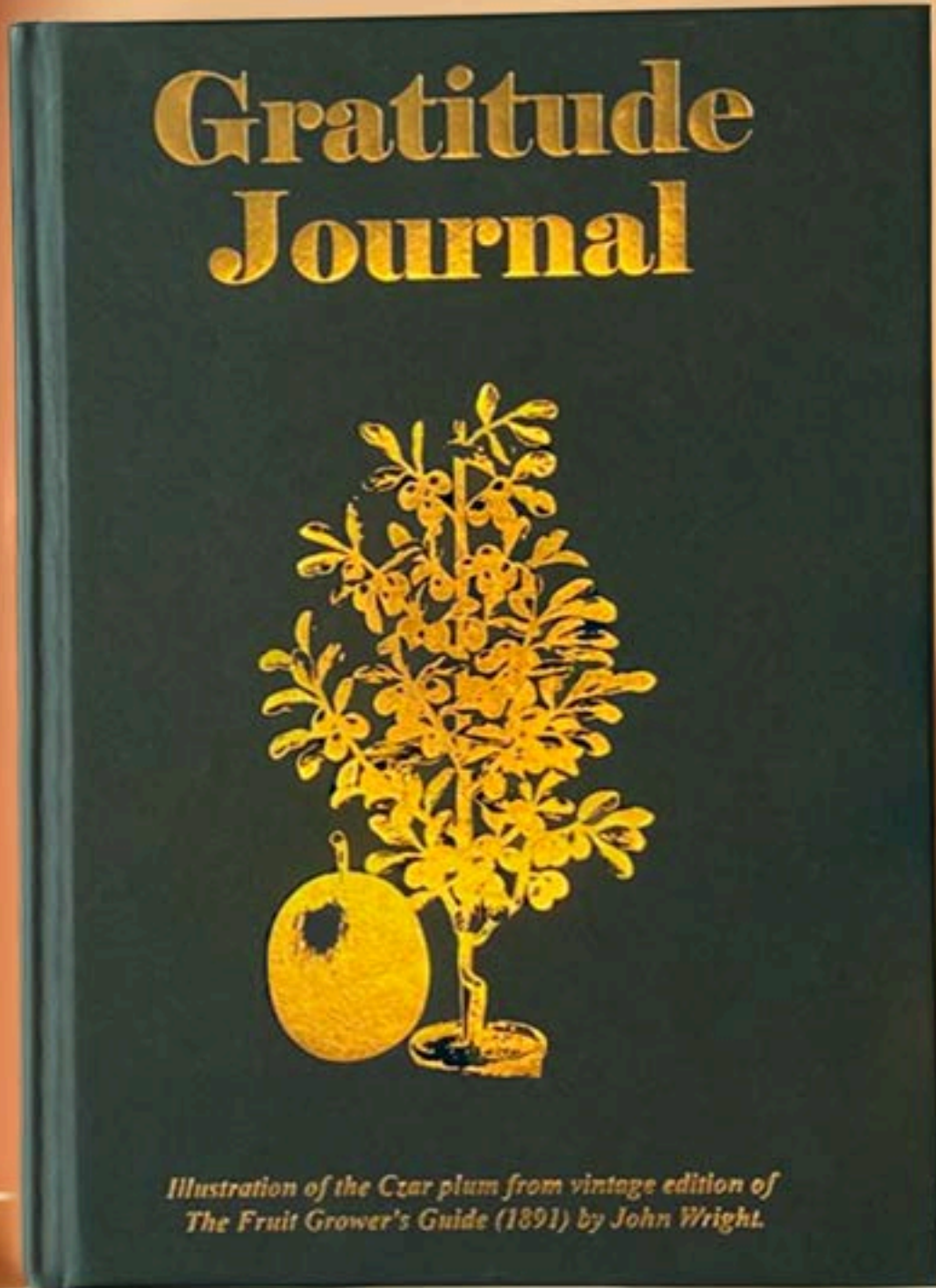


Maroon and Red

MORE FROM NEW COLLECTION



GRATITUDE JOURNALS



GRATITUDE COLLECTION SMALL



GRATITUDE JOURNALS A5





LUXURY WRAPPING PAPER

SHIMMERING MULBERRY





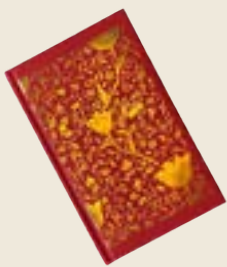
J201



J202



J203



J213



J214



J215



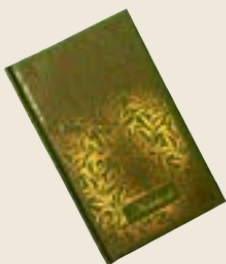
J216



J217



J218



J219



J220



J226



J221



J222



J223



J224



J225



J501



J502



J503



J101



J102



J107



J108



J109



J110



J111



J112



J113



J114



J115



J116



J601



J602



W005



W121



W120



W119

Please email info@houseoftula.com for the full wrapping paper collection and other products.

Order with us



Contact Us



info@houseoftula.com



www.houseoftula.com



Mailing Address: House
of Tula, 124 City Road,
EC1V 2NX



**TREE-FREE
HANDMADE
MADE FROM
RECYCLED
COTTON WASTE**

Our artisans hand-stitch every book with precision, transforming covers into art through block foiling, screen-printing and other refined techniques.

At the House of Tula, we honour these skills, presenting the Tula journal as a symbol of craftsmanship, tradition, and artistry.

Embark on your mindful journey with a Tula journal by your side.