

HOME FURNISHINGS

Prabal Gurung collaborates with Etsy on home dcor line

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Prabal Gurung designed an exclusive line with Etsy sellers. Image credit: Etsy

By LUXURY DAILY NEWS SERVICE

New York-based fashion designer Prabal Gurung is partnering with online marketplace Etsy on an exclusive home dcor collection celebrating his nomad lifestyle.

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Mr. Gurung, who was raised in Nepal, collaborated with Etsy sellers to codesign pieces that reflect his aesthetic of bright colors, unique textures and hand-dyed fabrics. Etsy, an online marketplace for small sellers of vintage or handmade goods, has seen strong growth during the COVID-19 pandemic as consumers turned to ecommerce and more intentionally supported small and diverse businesses.

"I believe that we are more connected to each other when we celebrate the diversity that makes the world a more joyful and colorful place," Mr. Gurung said in a statement. "This collection welcomes you to take a seat at the table and celebrate the art of living, with a worldly sensibility that shines a light on the diverse independent makers in the global Etsy community."

Creator collaboration

Mr. Gurung, whose designs have been worn by U.S. Vice President Kamala Harris and the Duchess of Cambridge, worked with 11 Etsy sellers to codesign the line.

The limited-edition line, which can be found on etsy.com/prabalgurung, focuses on home dcor and small accessories, allowing Mr. Gurung to expand beyond his expertise in womenswear. Sales of home dcor items, especially online, are also up amid the pandemic as consumers look to personalize their spaces.

The collaboration emphasizes Mr. Gurung's passion for diversity in design

The Etsy-only line includes embroidered linen face masks, hand-painted velvet pillows, dip-dyed candles, gold foil note cards, canvas tote bags, gilded dinnerware, planters, embroidered cocktail napkins and more. Prices range from \$30 to \$250, making the line accessible for a wider market.

"I thought about what I would want to see on my own dinner table when I'm making memories with family and friends," Mr. Gurung said. "I wanted to create something that would be a part of those intimate moments."

"And as an independent brand myself, I know how important it is to feel seen so I was excited to partner with small business owners and share our vision with the world," he said.

Mr. Gurung will also be collaborating on a holiday collection with Etsy, set to debut this fall.

The designer has also had more high-end partnerships, collaborating with Scottish whisky brand The Glenlivet on a flask and flask bag inspired by a special edition single malt. The bottle features a bold purple label, which inspired the rich shade of the flask bag, while the gold flask mimics the smooth amber color of the whisky ([see story](#)).

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