

# Home Textiles Today

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## Elsie Home launches artisan-made spring collection

Celebrates women-owned business partners



Manhattan Beach, Calif. – Elsie Home is calling its new spring 2020 collection “a refreshing take on today’s difficult times.”

The upstairs decorative accessories company developed this new seasonal offering to be “full of light and bright patterns, earthy and natural elements, and luxurious texture.”

All thanks to the artisans who made each pillow by hand.

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“We are especially excited about this collection because of the number of small, women-owned businesses we worked with to bring this line to life,” Lauren Meichtry, founder of Elsie Home, told POSH. “From the places we source our fabric [to] the seamstresses who make our pillows and the small embroidery shop that worked so hard to get these pillows finished while they were forced to shut down due to the global pandemic – this was a collaborative effort and we could not be happier with the result.”

In line with its eco-friendly approach to home textiles, Elsie Home’s newest offering employs fabrics like linen that use far less water than their alternatives, and inserts that meet [Responsible Down](#) standards.

“Our goal as a company is to be the least impactful to the environment as possible,” Meichtry said. “In the future we look forward to working towards minimizing waste through fabric reusability efforts, with the ultimate goal of creating a sustainability loop for our products that utilizes only materials that have been recycled or up-cycled.”

She founded Elsie Home about six years ago after receiving the vintage sewing machine that belonged to her grandmother, for whom she named the company.

With the help of a close friend, Meichtry learned how to sew her first pillow. It took several tries, including experimenting with burlap, until she was ready to launch Elsie Home.