

Stoov x i-did - Stylish design with a good conscience



Stoov launches selected design products made of recycled felt in cooperation with the social organization i-did.

The Dutch lifestyle brand Stoov is known for its stylish design heat cushions, which are characterized by innovative functionality and modern design. In its corporate philosophy, the brand places a special focus on sustainable thinking and action and is constantly working on reflecting this in its product portfolio and developing it further.

With the launch of the limited Stoov x i-did collection, Stoov takes another step in this direction and presents selected Stoov products made of recycled felt in cooperation with the Dutch textile company i-did. The cooperation with i-did as a partner is the very first in the history of the Stoov brand and is based on a common set of values.

Sustainable & Fair - Design with a mission

The felt of the Stoov x i-did collection is made at the i-did factory in The Hague from recycled textiles, such as old uniforms and consumer textiles that are no longer wearable and would otherwise be thrown away. The products of the Stoov x i-did collection are then created, which are carefully handmade by people who, for a variety of reasons, have not worked for a long time or have never worked before, and are given the chance to be integrated into the labor market through i-did.

“The way of thinking of sustainability and a socially friendly working environment are very close to ours at Stoov. With every decision we make, we always have the future in mind. That is why we are particularly pleased about the cooperation with the social project i-did, which is based on these values, just like Stoov. With the Stoov x i-did collection, we want to show once again what possibilities there are to create stylish, sustainable products that put people and the environment first.”

- Ilse van Loon,
Director Brand & Communications

Natural color palette

Inspired by the uniqueness of nature, Stoov launches the limited edition felt collection in the four mottled shades - marble grey, moss green, dune beige and stormy blue - reflecting the natural elements and their colors and textures.

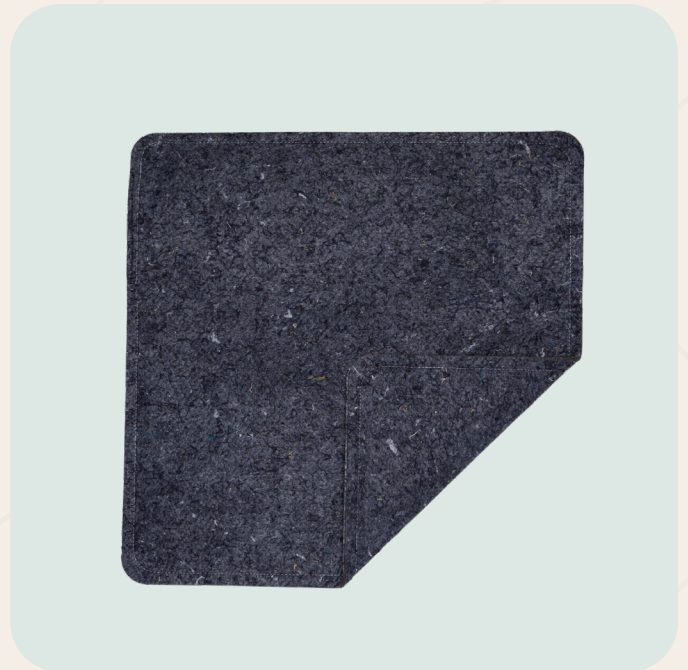
The limited Stoov x i-did edition includes the popular PLOOV 45 x 45 cm heat cushion and the PLOOV 45 x 45 cm cushion cover in all four colors. The practical Stoov carrying bag BAG for storing the PLOOV 45 x 45 cm in stormy blue and dune beige as well as the storage container BASKET in the colors marble grey and dune beige.

The Stoov x i-did edition is available now in the Stoov online shop at www.stoov.com.

Stoov x i-did limitierte Kollektion



PLOOV heat cushion
Colors: Marble grey, Moss green, Dune beige,
Stormy blue.
Dimensions // Price: 45 x 45 cm // 119,95 €



PLOOV cushion cover
Colors: Marble grey, Moss green,
Dune beige, Storm blue
Dimensions // Price: 45 x 45 cm // 34.95 €



BASKET storage basket
Colors: Marble grey, Dune beige
Dimensions // Price: 40 x 36 x 39 cm // 49,95 €



BAG carrying bag
Colors: Dune beige, Storm blue
Dimensions // Price: 50 x 18 x 39,5 cm // 69,95 €