



**PRESS RELEASE
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YUME – BRIDGING SUSTAINABILITY AND DESIGN



On September 29, YUME, the first one-stop destination for sustainable design, is launching globally online. Offering globally sourced furniture and many other lifestyle products, YUME is the long-awaited answer to discerning consumers' quest for sustainably and ethically created items for their homes and workplaces.

The Copenhagen-based company was founded by Anja Holm and Marie Engberg: both mothers to two young children, aged 1-3, both business women, and both philanthropists with a dream to change the world into a more sustainable place for future generations. Most appropriately, the name of the company, YUME, (pronounced you-meh) means dream in Japanese.

THE YUME EDIT

YUME is much more than a shopping portal selling sustainable furniture, lighting, home accessories and lifestyle products. It is also a lifestyle destination with an online magazine, THE YUME EDIT. "If we need to change our buying patterns, more information is required to inspire people to live a sustainable life that is fun and appealing. We need people to understand that we are by no means taking things away, but presenting exciting, sustainable new options," says YUME co-founder Marie Engberg.

CURATED PORTFOLIO

Bridging design and sustainability, all items in the YUME portfolio are as beautiful as they are clever. The portfolio is curated by the two founders based on their love for the Scandinavian design heritage – and fused with products featuring eclectic style from Africa and The Far East. This approach has resulted in a more versatile portfolio of clean, subtle lines combined with a warmer feel and bolder colours. The most important criteria, however, is that the design looks good and does good at the same time.

Y U M E



“We have travelled the world and found ethical Danish furniture, hand-hammered trays from Algeria, handmade chairs made from sustainably harvested trees from the forests of Nicaragua, and gorgeous sustainable lamps from London,” says Anja Holm, co-founder of YUME. The YUME portfolio includes products by Mater, Paper Collective, Phaidon, O MY BAG, Masaya & Co., Chhatwal & Jonsson and many more, with the entire collection available at yumecph.com.

YUME will serve as a single bridge to the many skilled artisans, craftsmen and designers around the world who truly live by the principles of sustainable production and design.

THE YUME PROMISE

YUME is founded on the UN’s 17 Sustainable Development Goals, with each product contributing to one or more of the goals. Moreover, YUME has teamed up with UNIDO, a specialised agency under the UN, in order to support selected projects to help artisans and designers in Middle Eastern countries.

“YUME will donate 10% of its profits to local artisans around the world. The donations will, ultimately, lead to the development of new products that can be sold in the online shop. This way, we are not only fostering local artisans’ ability to create, but also providing them with an opportunity to sell their pieces and thus make a living for themselves. This is what we call the YUME promise,” says Marie Engberg.

“Consumers will expect better and more sustainable products in the future. Products that are also visually appealing. Consumers will want to know the source of origin and the story behind the products so that they can relate to what they buy. YUME is the best offer I have seen so far connecting the design world to the consumer of tomorrow.”

Rikke Skytte, Trend Forecaster, PEJ Trend Forecast Agency

FOR FURTHER INFORMATION, PLEASE VISIT WWW.YUMECPH.COM OR CONTACT:

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YUME IS AN ONLINE STORE SELLING SUSTAINABLE AND VISUALLY APPEALING FURNITURE AND LIFESTYLE PRODUCTS FOR THE PRIVATE HOME AND WORKPLACE. YUME’S ACCOMPANYING ONLINE MAGAZINE, THE YUME EDIT, INVITES READERS TO IMMERSE THEMSELVES IN STORIES THAT INSPIRE A MORE SUSTAINABLE LIFESTYLE – AND TO GET TO KNOW THE PRODUCTS AND COMPANIES IN THE YUME PORTFOLIO. YUME WAS FOUNDED IN COPENHAGEN IN 2017 BY ANJA HOLM AND MARIE ENGBERG.



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