



# TOP 10

## ECO-HOME BRANDS

JULY 2021

The past year spent at home has brought new life to the home market as many reworked their living spaces to better accommodate life in lockdown. [Comscore e-Commerce research](#) indicated that online spending in the furniture, appliances, and equipment categories shot up to over \$12 billion in Q2 2020, making it the highest quarter ever; a nearly 50% increase compared to Q1 2020.

As it forced us to spend more time at home, the pandemic also heightened our awareness of systemic issues like climate change. A survey conducted by [BCG](#) reported that 70% of participants were more aware that human activity threatens the climate now than before COVID-19. Furthermore, the pandemic is changing how and what we consume as our behaviors shift to align with our ethics. Featured in [BBC News](#), a 2020 global survey showed that 60% of participants reported making more environmentally friendly or sustainable purchases since the start of the pandemic, and that 9 out of 10 of that percentage said they were likely to continue doing so. Keywords like [sustainable](#) (+16% to LY) and [circular economy](#) (+17% to LY) are currently experiencing accelerated growth.

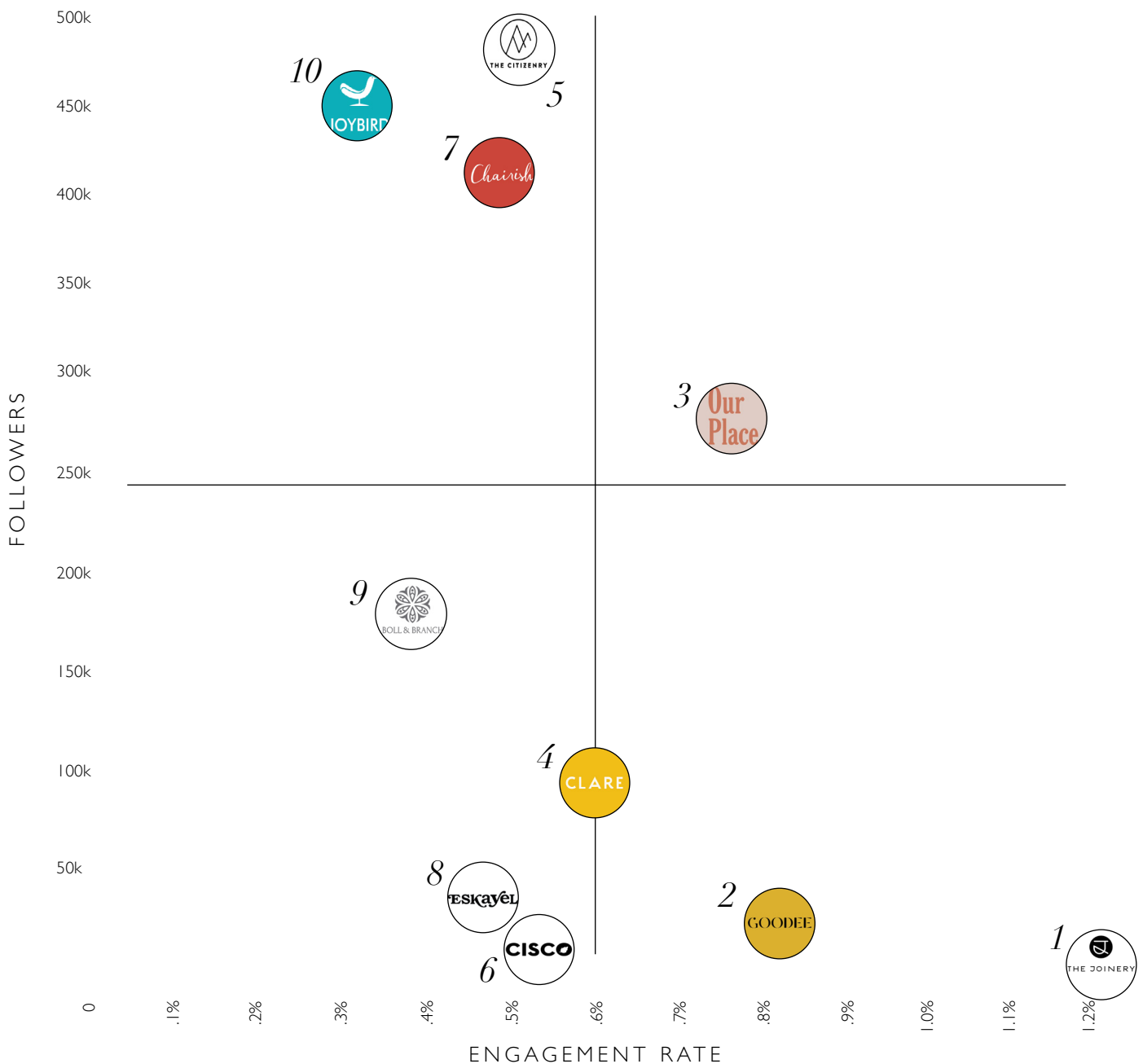
Proving that style doesn't have to hurt the planet, many brands are focusing on the intersection between home decor and sustainability. One such brand, [The Joinery](#), emphasizes quality over quantity. The Portland-based company's small but mighty following makes it the top brand to watch based on Instagram engagement. From bath decor to bedding to kitchenware, brands like [Goodee](#) and [Our Place](#) also offer a range of eco-friendly options. Read on to discover the top ten sustainable home brands engaging the conscious-minded consumer.

# Top 10 Eco-Home Brands

1	<a href="#">The Joinery</a>	6	<a href="#">Cisco Home</a>
2	<a href="#">Goodee</a>	7	<a href="#">Chairish</a>
3	<a href="#">Our Place</a>	8	<a href="#">Eskayel</a>
4	<a href="#">Clare</a>	9	<a href="#">Boll &amp; Branch</a>
5	<a href="#">The Citizenry</a>	10	<a href="#">Joybird</a>

## Brand Matrix

Based on the 20 most recent Instagram posts  
(click for more details)





## The Joinery

@THEJOINERY

Using primarily locally sourced wood from Oregon and Washington, [The Joinery](#) creates handcrafted furniture from sustainable forest resources. In an effort to go green, the Portland-based brand also embraces solar and wind energy, and uses biodiesel to fuel its delivery trucks. Additionally, the facilities have high-efficiency lighting and reuse or recycle scrap lumber.



## Goodee

@GOODEEWORLD

This ethical design shop is an online marketplace that features a wide variety of sustainable brands, ranging from furniture to lifestyle to baby products. Embodying their motto of being givers, [Goodee](#) is part of the 1% for the planet movement. They are committed to donating 1% of annual sales to environmental causes, regardless of whether or not the company was profitable that year.







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## Our Place

@OURPLACE

This Los Angeles-based kitchenware startup uses plastic-free, fully recyclable packaging made from recycled materials. The brand's famous Always Pan, made partially of recycled materials, is an 8-in-1 pan designed to do it all—fry, boil, sauté, and more—which cuts down on the need to purchase multiple products. Additionally, [Our Place's](#) factory workers are paid above living wages, and the facilities are audited by third-party organizations.

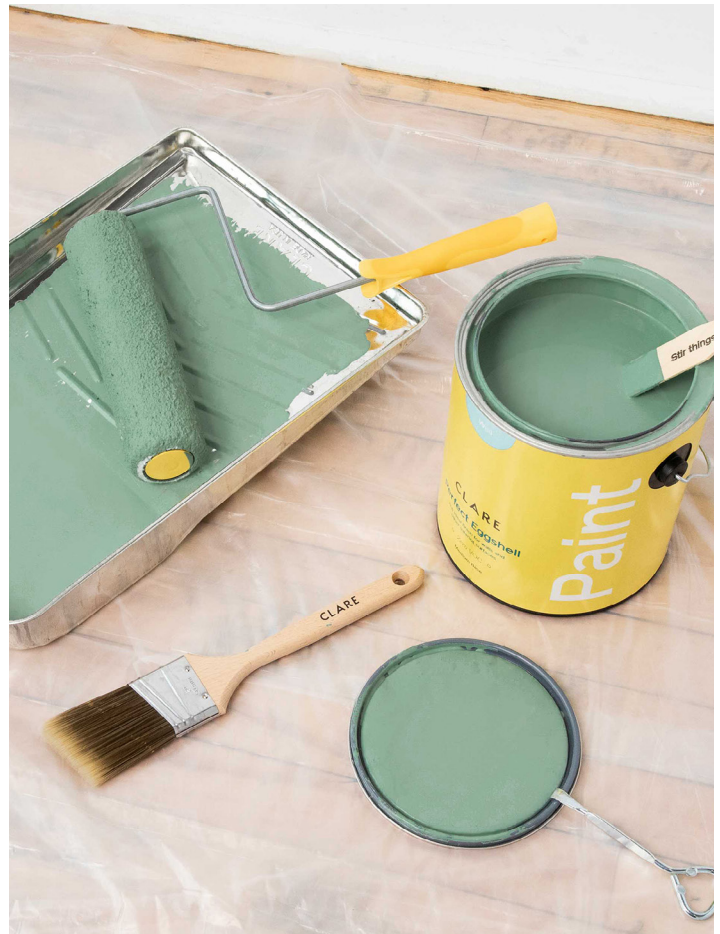
4



## Clare

@CLAREPAINT

Committed to providing safer paint, [Clare's](#) products are free of VOC's (volatile organic compounds), which are toxic, carbon-based solvents that pollute the air and pose health risks to both the environment and the people breathing them in. Greenguard Gold Certified, the brand's paint meets rigorous emissions standards, releases fewer pollutants, and allows for healthier indoor air.







## The Citizenry

@THE\_CITIZENRY

Pulling inspiration from around the globe, this brand offers locally sourced pieces from Mexico, India, Ghana, and more. Committed to providing fair wages and happy working environments, [The Citizenry's](#) home decor and bedding are all small-batch, guaranteeing uniqueness. As an added bonus, the company is able to offer international pieces at affordable prices by eliminating the middleman and selling directly to consumers online.



## Cisco Home

@MYCISCOHOME

[Cisco Home](#) is a founding member of the Sustainable Furnishing Council, which is committed to using ethically sourced materials with minimum waste, only buying from vendors who share these practices. The Los Angeles-based brand features every manner of home goods, from coffee tables to accent chairs. All of these sustainably made options are customizable.







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## Chairish

@CHAIRISHCO

We all know that buying secondhand is a great way to reduce waste, and [Chairish](#) makes thrifting easy with a one-stop shop for home furnishings and art, offering options to both buy and sell. Awarded Newsweek's best online shop of 2021, the brand's website lists vintage products and connects over 10,000 small businesses, ensuring there is an eco-friendly piece to suit any decor need.

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## Eskayel

@ESKAYEL

Known for beautiful patterns and colors, [Eskayel's](#) eye catching designs add a pop to any room. The brand's print-to-order model significantly reduces waste in comparison to traditional home goods manufacturers. The New York-based textile design studio uses sustainably sourced materials, chemical-free paper, and water-based ink to produce one-of-a-kind wallpaper, pillows, and rugs.







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## Boll & Branch

@BOLLANDBRANCH

[Boll & Branch's](#) bath and bedding products are made from 100% organic cotton, which saves 90% of the water used in conventional farming methods—the brand saved over 592 million gallons of water in 2018 alone. Last year, the company helped keep 12,800 farmers out of debt by buying fair trade cotton, preventing debt-related suicides and pesticide poisoning, the two leading causes of death for cotton farmers.

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## Joybird

@JOYBIRD

Inspired by the 1950s and 60s, [Joybird's](#) bright sofas, sectionals, and chairs add a customizable pop of color to any home. In an effort to restore forests, the brand partners with conservation groups such as One Tree Planted, which helps spread awareness about sustainability and the value of trees. Practicing what they preach, all of the brand's products are made with responsibly sourced raw materials.



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