

BePureHome



2019
2020

MID-CENTURY *Modern*

The design movement

Including
#THEREALRODEO

STORYTELLING

Where **IDEAS**
come together

Launching a
new sofa: **FAME**



BePureHome is a brand of De Eekhoorn Dutch Furniture

A visual record of an inspirational label

10th
EDITION

Old times **REVIVE**

THE NEW BEPUREHOME COLLECTION GIVES YOUR INTERIOR GREATNESS. IT MAY FEEL A LITTLE RICHER AND MORE LUXURIOUS, LIKE IN A BOUTIQUE HOTEL. BRASS AND ART DECO INFLUENCES MAKE IT DISTINCTIVE. THE NEW LIGHTING COLLECTION AND SOFA FAME ARE THE ICONS OF THE COLLECTION, BUT THERE IS SO MUCH MORE... BROWSE THROUGH THIS MAGAZINE AND FEEL THE ATMOSPHERE OF THE NEW BEPUREHOME COLLECTION!



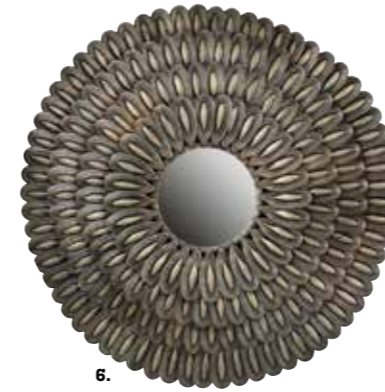
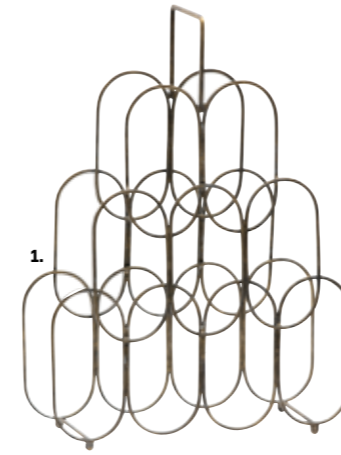


I've never seen elegance go out of style,

- Sonya Teclai -



Carousel
rotation arm chair
76x87x88cm, khaki
800928-G



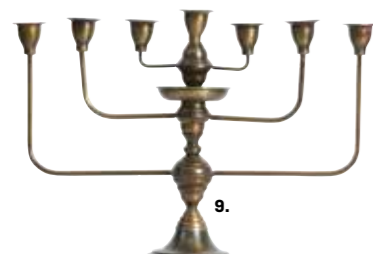
Brass & glass

IT NOT ONLY RHYMES, IT ALSO MATCHES WELL TOGETHER. COMBINE THESE SHINY PRODUCTS WITH WARM FABRICS TO CREATE A LUXURIOUS BOUTIQUE HOTEL ATMOSPHERE.



1. Feast wine rack, 800065-B • 2. Engrave hanging lamp S, 800967-G • 3. Engrave hanging lamp L, 800966-G • 4. Contact cushion, 800068-S
5. Occasional sidetable, 800063-B • 6. Husk mirror, 800162-S • 7. Projector table lamp, 800847-Z • 8. Proud vase, 800780-T • 9. Rank rack, 800053-B
10. Matrix cabinet, 800901-B • 11. Rodeo hocker, 800897-149 • 12. Vogue cushion, 800922-85 • 13. Soft herringbone plaid, 800072-M





1. Giro trolley L, 375870 • 2. Kettle hanging lamp, 800823-M • 3. Iron lady tray, 800432-A • 4. Spotlight wall clock, 800736-M • 5. Drum bowl M, 800845-W
 6. Discus tray M, 800857-W • 7. Drum bowl L, 800846-W • 8. Discus tray L, 800858-W • 9. Totem candleholder, 800700-B • 10. Posh mirror, 800864-B
 11. Odd cabinet, 800808-Z • 12. Admit dining chair, 800172-S • 13. Twined rug, 800612-N • 14. Find tray M, 800850-D • 15. Big waitress tray, 800429-A
 16. Fifties stool, 800174-G



Rhombic dining table
 76x180x90cm, natural
 800950-N



- 1. **Valued** cabinet, 800081-B
- 2. **Vintage** cushion, 800073-S
- 3. **Waving** plaid, 800926-I
- 4. **Statement** corner sofa, 378655-14
- 5. **Feast** wine rack, 800065-B
- 6. **Flowerpower** vase L, 800942-G
- 7. **Stylish** deco, 800107-G
- 8. **Position** sidetable, 800057-B
- 9. **Carousel** rotation arm chair, 800928-G
- 10. **Split** floor lamp, 800163-B
- 11. **Tender** coffee table, 800080-M
- 12. **Ravel** rug, 800192-G



1. **Treasury** storage tin - set of 3, 800832-B • 2. **Dressed** wall rack, 800881-B • 3. **Hi** mirror, 800587-Z • 4. **Talent** cabinet, 800806-B
 5. **Waxwing** cushion, 800968-W • 6. **Vintage** cushion, 800073-K • 7. **Chimney** vase, 800613-C • 8. **Fortune** storage box - set of 2, 800805-B
 9. **Sultry** hanging lamp, 800130-B • 10. **Split** hanging lamp, 800165-B • 11. **Stream** hanging lamp, 800131-B • 12. **Split** floor lamp, 800163-B
 13. **Birds** plate - set of 3, 800812-M • 14. **Giro** trolley M, 375875

Valued cabinet
 196x90x30cm, antique brass
 800081-B



Mosquito
 sidetables - set of 2
 59xø35/55xø30cm
 Black nickel/antique brass
 800055-Z

Clasp candleholder
 4x12x12cm, bronze
 800110-B



Wisp arm chair
68x60x64cm, natural
800939-N

Tack
sidetable
57xø40cm
Dark brown
800056-B



Future arm chair
73x73x74,5cm, grey 800755-G



Chill arm chair
75x68x72cm, black 800952-Z



Wisp arm chair
68x60x64cm, black 800939-Z



Quadro chair
77x54x56cm, black 800578-Z



Spun chair
85x53x46cm, black 378615-Z



Stylish sidetable
57x42x35cm, gold 800109-G



Tack sidetable
57xø40cm, dark brown 800056-B



Mellow sidetables marble - set of 2
45x40x40/35x36x36cm
Antique brass 800759-B



Mellow sidetables marble - set of 2
45x40x40/35x36x36cm
Black 800759-Z



Metallic sidetables - set of 2
45x40x40/35x36x36cm
Antique brass 800564-B



Tea trolley
85x99x36.5 cm, black 800488-Z



Greenery plants table
70x96x36cm, black 800738-Z





Mood

A COOL SOFA, CARVING IN THE CABINET... CLEAN LINES COMBINED WITH HANDCRAFT MAKE THIS WHOLE AN EXCITING SETTING.

- 1. **Dome** floor lamp, 800052-Z
- 2. **Bequest** cabinet, 800074-Z
- 3. **Husk** mirror, 800162-S
- 4. **Observer** wooden head, 800997-Z
- 5. **Headman** wooden head XL, 800998-Z
- 6. **Level** candleholder, 800179-Z
- 7. **Sludge** vase, 800132-Z
- 8. **Avaler** cushion, 800069-K
- 9. **Sense** plaid, 800070-S
- 10. **Night Blossom** cushion, 800078-Z
- 11. **Statement** corner sofa, 378655-17
- 12. **Stylish** sidetable, 800109-G
- 13. **Ravel** rug, 800192-A
- 14. **Place** sidetable, 800115-B





Night Blossom cushion
ø45cm, black 800078-Z



Flower cushion
ø45cm, black 800077-Z



Vintage cushion
48x48cm, steel 800073-S



Vintage cushion
48x48cm, burgundy 800073-B



Vintage cushion
48x48cm, khaki 800073-K



Avaler cushion
40x55cm, steel 800069-S



Avaler cushion
40x55cm, khaki 800069-K



Flower cushion
40x60cm, black 800076-Z



Contact cushion
48x48cm, steel 800068-S



Contact cushion
48x48cm, burgundy 800068-B



Contact cushion
48x48cm, khaki 800068-K



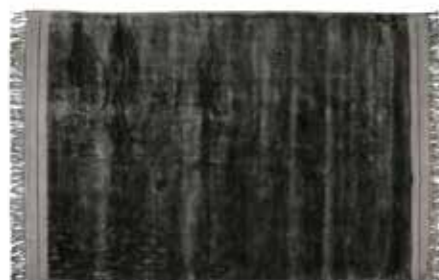
Sense plaid
130x170cm, steel 800070-S



Sense plaid
130x170cm, khaki 800070-K



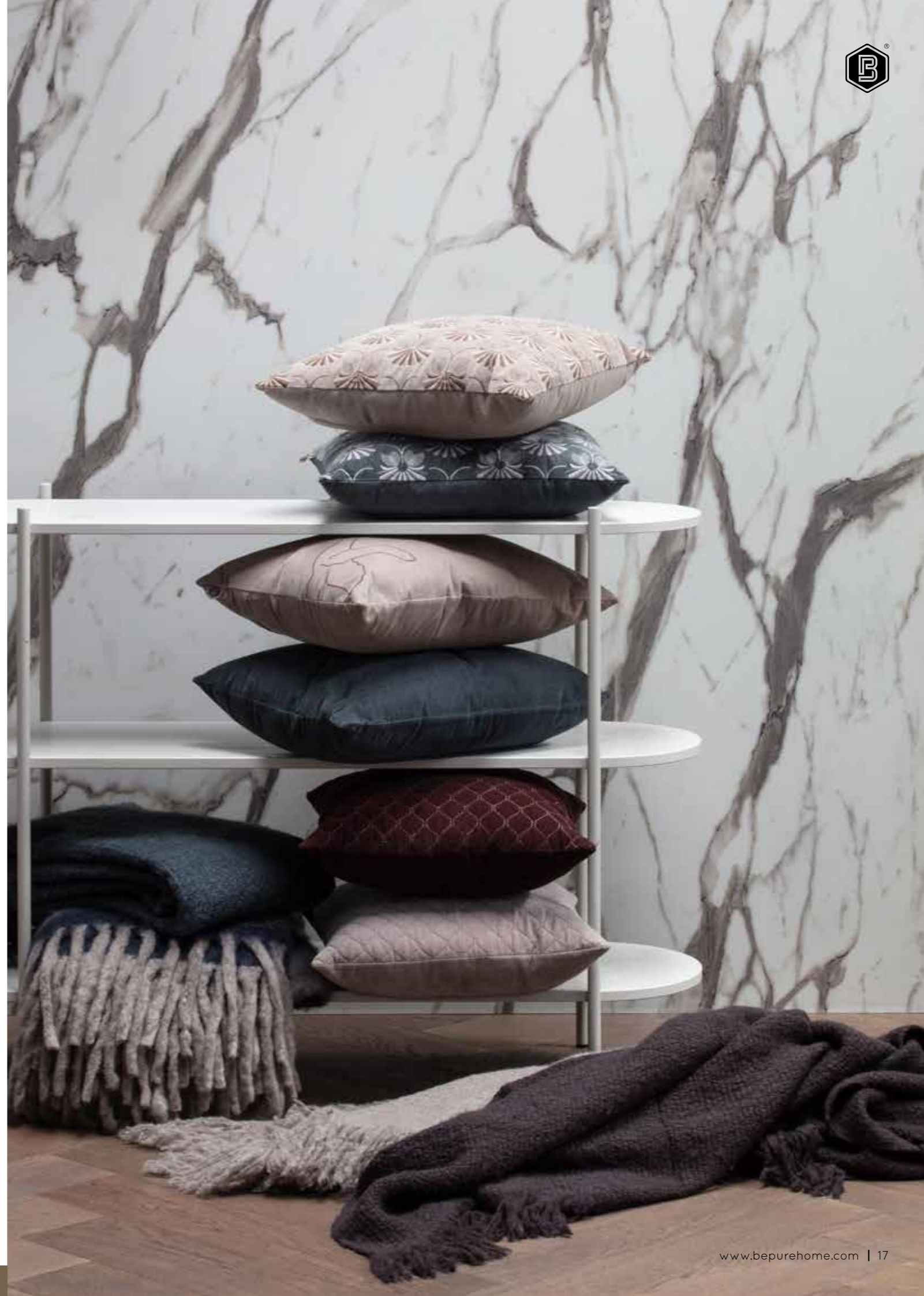
Soft plaid
130x170cm, multi 800072-M



Ravel rug
170x140cm, anthracite 800192-A

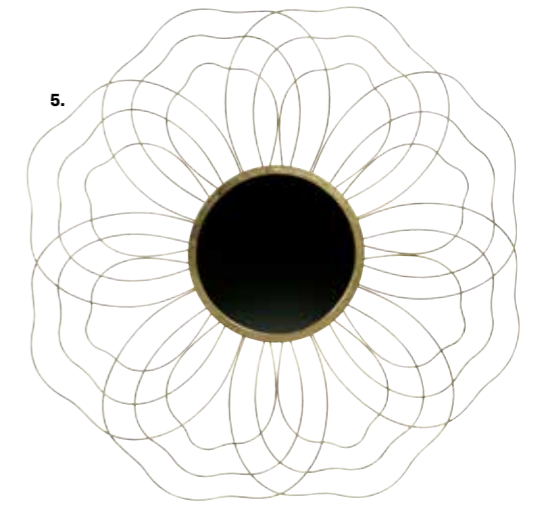
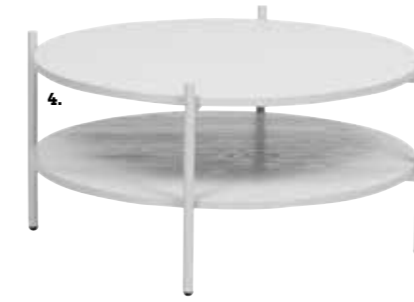


Ravel rug
170x140cm, warm green 800192-G





Fame
3-seater sofa
71x282x92cm, teal
800093-198



Fame
A NEW SOFA IN OUR COLLECTION!
THE HOTEL-CHIC FEELING IS ALL
IN THIS SOFA. THE VELVET FABRIC,
THE RICH COLOR, THE CLASSY
MODEL. CHIC, ISN'T IT?



1. Stardust glass light L, 800615-B • 2. Stardust glass light XL, 800616-B • 3. Stardust glass light S, 800614-B • 4. Tender coffee table, 800080-M
5. Handsome mirror L, 800802-B • 6. Spool cushion warm green, 800739-156 • 7. Spool cushion honey yellow, 800739-14 • 8. Spool cushion ochre, 800739-132
9. Jewels jewellery box, 800776-B • 10. Simple hanging lamp M, 800622-B • 11. Simple hanging lamp L, 800623-G • 12. Fame 3-seater sofa, 800093-198
13. Pure hanging lamp antique brass, 800624-B • 14. Pure hanging lamp grey, 800624-G • 15. Bright sidetable ø40cm, 800786-G • 16. Tender rack, 800079-M



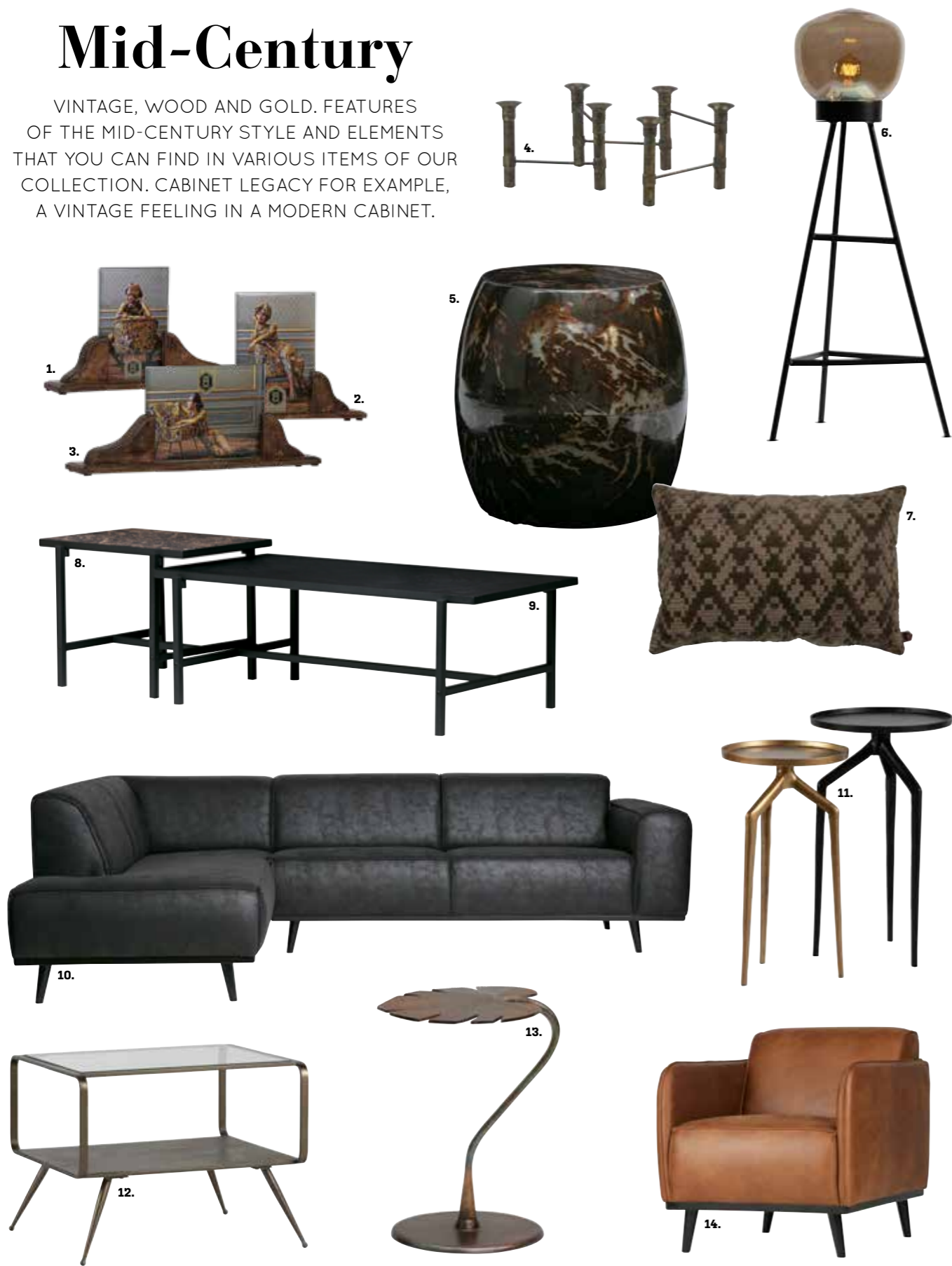


‘Design
is where
science
& art
break
even’

- Robin Mathew -

Mid-Century

VINTAGE, WOOD AND GOLD. FEATURES OF THE MID-CENTURY STYLE AND ELEMENTS THAT YOU CAN FIND IN VARIOUS ITEMS OF OUR COLLECTION. CABINET LEGACY FOR EXAMPLE, A VINTAGE FEELING IN A MODERN CABINET.



1. **Beloved Too** photoframe M, 800827-B • 2. L 800828-B • 3. XL 800829-B • 4. **Surround Too** candleholder, 800694-B • 5. **Sludge** sidetable, 800170-Z
 6. **Dome** floorlamp, 800052-Z • 7. **Cross** cushion, 800924-K • 8. **Turn around** sidetable, 800954-Z • 9. **Turn around** coffee table, 800955-Z
 10. **Statement** corner sofa left, 378652-17 • 11. **Musquito** sidetable - set of 2, 800055-Z • 12. **Fancy** sidetable, 800064-B
 13. **Stylish** sidetable, 800109-G • 14. **Statement** arm chair, 378670-09



Legacy cabinet
 220x123x45cm, black
 800900-Z



Storytelling



Stylist Irene wants to tell stories with the BePureHome collection.

Unique heirlooms and vintage finds give an interior personality. By mixing those with the BePureHome collection, a warm and approachable atmosphere is created that appeals to a lot of people. In any of their many permutations, together, they represent the soul of the BePureHome brand.

Irene: 'I'm always seeking out contrasts, they make things interesting. I put old black-and-white photos in new photo frames and fill metal cabinets with wooden bowls and old dinner sets.'

The combination of the various materials and new and old elements gives a piece of furniture character and creates an inspiring effect. We try to create a fresh collection every season, supported by in-keeping photography. The latest collection is a nod to fashion and the vibe of a boutique hotel from the 1930s.

It's amazing to see our things in the shops and in people's homes; maybe even having been given the same look & feel we gave them. That's the greatest compliment you can get.'

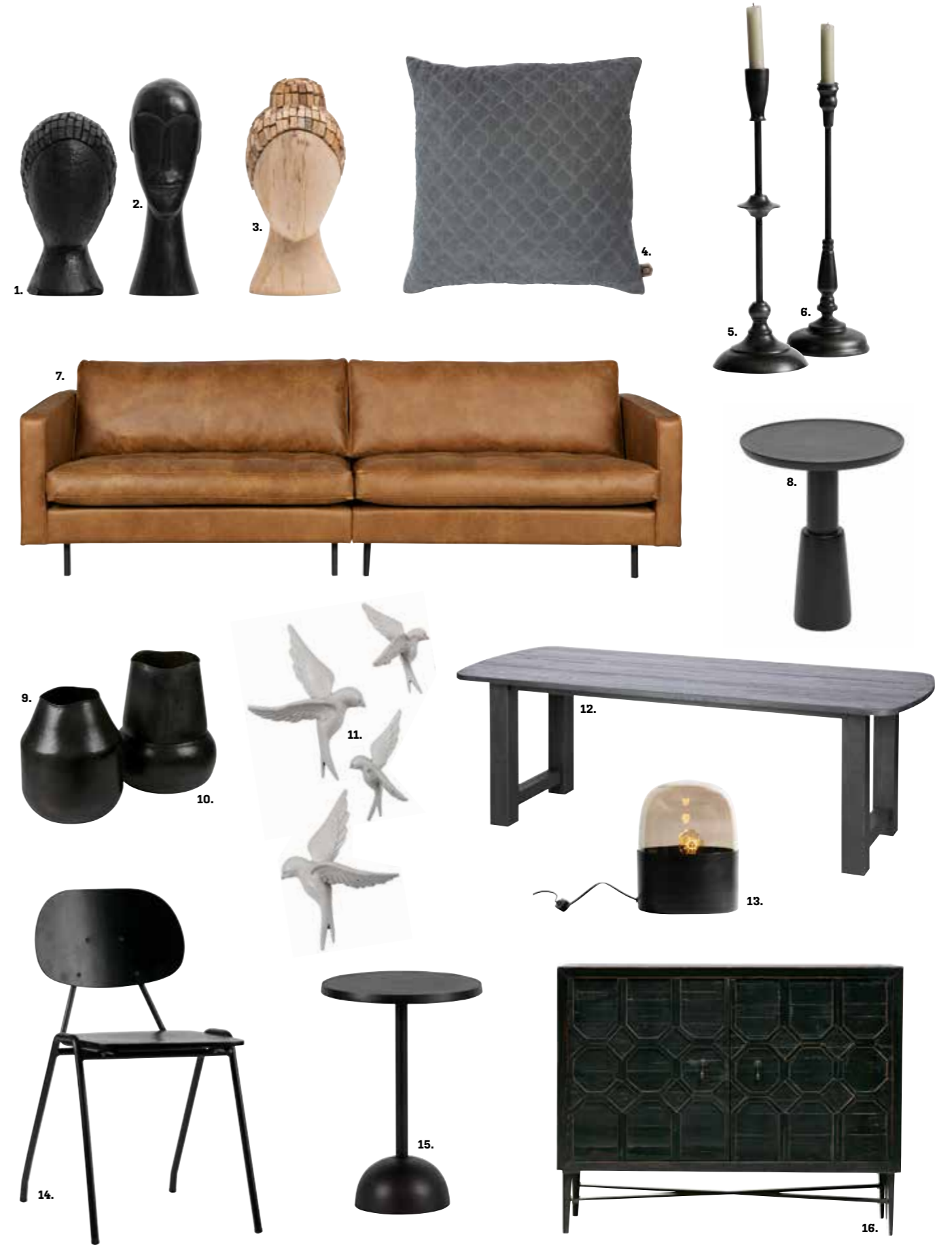
- 1. Artistic vase XL, 800830-S
- 2. Seminary school chair, 800887-Z
- 3. Masterpiece table lamp, 800843-G
- 4. Beloved too photoframe M, 800827-B

'The latest collection is a nod to fashion'





Fresco cabinet
155x81x41cm, mist
800940-M



1. Observer wooden head, 800997-Z • **2. Headman** wooden head L, 800050-Z • **3. Witness** wooden head, 800999-N • **4. Contact** cushion, 800068-S
5. Ripple candleholder L, 800883-B • **6. Ripple** candleholder M, 800884-B • **7. Rodeo classic** 3 seater sofa, 800576-C • **8. Place** sidetable, 800115-B
9. Artistic vase L, 800831-S • **10. Artistic** vase XL, 800830-S • **11. Avaler** birds - set of 4, 800898-M • **12. Identity** dining table, 800653-BN
13. Dome table lamp, 800051-Z • **14. Seminary** chair, 800887-Z • **15. Tack** sidetable, 800056-B • **16. Bequest** sideboard, 800935-Z





*‘Polished
brass
will
pass
upon
more
people
than
roug**ht**
gold,*

- Lord Chesterfield -





Matrix cabinet
189x61x44cm, antique brass
800901-B



Nouveau 215cm sofa
74x215x93cm, ink
800815-802



Filmy sidetable
54xø36cm, antique brass
800885-B



1. Confess mirror, 800187-B • **2. Little snap** candleholder, 800171-G • **3. Sense** plaid, 800070-K • **4. Embrace** sidetables - set of 2, 800067-B
5. Heirloom vase L, 800856-B • **6. Heirloom** vase M, 800855-B • **7. Triplet** floor lamp, 800196-B • **8. Nouveau** 275cm sofa, 800749-910
9. Feathers deco - set of 2, 800729-B • **10. Luxurious** tray, 800788-G • **11. Forest** cushion, 800071-B • **12. Clasp** candleholder, 800110-B
13. Contact cushion, 800068-B • **14. Chill** arm chair, 800952-B



THAT'S HOW IT GOES

Where **IDEAS** come together

There's a lot that has to happen before the latest BePureHome collection hits the shops. A whole team of designers, buyers and account managers spends a year or more developing a collection. Here's a peak behind the scenes.

At the head office in Zwaagdijk-Oost (the Netherlands), a small team works on new products for BePureHome under the direction of the three De Smit brothers. Over the next few months, the latest collection will be launched in eleven different countries throughout Europe. Category manager, Laura Kortebos: 'People are always surprised when they find out there are only six or seven of us behind an entire brand. I'm very proud of that. We launch a new collection twice a year, and will often have been working on it for at least a year prior. The products are produced in our own wood factory in the Netherlands and abroad. My colleague Sandy and I travel to India and China every year to touch base with suppliers, view samples in real-life and buy new products. We usually return home with a healthy dose of inspiration and crazy ideas for new products.'

SHOWPIECE OF THE COLLECTION
Before heading off on their travels, Laura and Sandy review current interiors trends with project manager and stylist, Irene Ursem to decide what a new collection needs. Laura: 'I personally look to fashion a lot. It's a good barometer for what's up-and-coming in

the home furnishings sector. Irene has a good radar for picking up on interior trends for the next few years. She always puts together a presentation showing which colours, materials and shapes will be the rage. In 2019, for example, we are seeing a lot of purple shades such as aubergine, but also beige and pastel shades. In terms of materials, velvet remains a hit, and we're currently working on developing a new fabric we have high hopes for. Eco leather is still proving popular: it's a combination of leather and polyester. It's what our Rodeo sofa is made from. Irene is very pioneering, full of ideas and suggestions for new products. She recently came up with a metal serving tray that had an image of a woman printed onto it. A really cool product. But the print was too outlandish. Not something everyone would want at home. So yes, I do consider the commercial aspect; we want to be able to sell those trays after all. That's not to say that every product needs to be super commercial. Sometimes you just need that one product that gives a collection pazzaz, like a stand-out sofa or cupboard.' >



Laura's favourite
Blossom poster
Velvet



1
WHO Laura Kortebos
TITLE category manager.
'I develop new collections.'
FAVOURITE ITEM from
the new collection: 'Velvet
poster Blossom with an
image of a bird. It's just
gorgeous!'

2
WHO Manouk Vertelman
TITLE account manager.
'I find the right outlets
for the collection.'
FAVOURITE ITEM from the
new collection: 'The Wisp.
It's a stackable indoor
and outdoor chair. It looks
designer, is comfy and
reasonably priced. I can't
wait to sit on it on sultry
summer evenings.'

3
WHO Bibi Sennema
TITLE product designer.
'I transform ideas into
new designs.'
FAVOURITE ITEM from
the new collection: 'The tall
Legacy unit with metal frame
and solid pine compartments.
The unit has both closed
storage compartments and
open ones, which keeps it
from looking too bulky. Ideal!'

Idea

BIBI: 'I USUALLY START WITH MY 'PAPER BRAIN', MY SKETCHBOOK'

IN SEARCH OF A DINING TABLE

Laura also takes the wants and needs of colleagues such as account manager, Manouk Vertelman on board. She knows what consumers need. Manouk: 'I have a lot of dealings with the larger home stores in the Netherlands that sell our collections. The likes of Trendhopper, Eijerkamp and Sissy Boy. Last year, for example, we identified a shortage of really good dining tables on the market. Our sales outlets had the same experience, who in turn were being told the same from their customers. I let Laura know what our customers want, so that she can look out for a new dining table in India and China. Of course, we also look ahead, on the hunt for a new hit. I have high expectations for a leather sofa that's coming out this year. It's a real eye-catcher in an interior. And no, sadly I can't show it to you yet!'

FIFTIES IN SPO

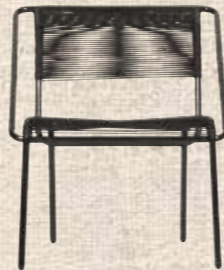
In the meantime, product designer Bibi Sennema is also busy working on new products at the head office in Noord-Holland. Bibi: 'Last year, Irene had an idea for a cupboard unit that was inspired by the 1950's. I started working on the idea. I usually start by sketching in a big sketchbook. I call it 'my paper brain'. In it, I sketch out my initial ideas and try combining different variations in form. The function of the product is paramount. I always start from the design elements that are fixed: what will this product be used for and what will the user want from it? Then I'll work up my sketch on computer drawing software. Some of the places I find inspiration for new designs are in people's homes, on Instagram, at interiors events such as Dutch Design Week and on architecture blogs. But the handle on a second-hand chest of drawers at a charity shop can also really inspire me. We like to interpret items from the '50s and '60s through a contemporary lens. Combining elements from that era with modern-day materials, finishes and production techniques makes for beautiful furniture.'

Take the Legacy storage unit for instance, made from rich materials such as rough, coated metal and solid pine whose grain is subtly visible. It has drawers, top-hinge cabinets and even a small drinks cupboard. It makes the unit a little more playful and rugged, keeping it contemporary yet with a retro touch.' The wooden elements come from BePureHome's own factory in Zwaagdijk-Oost; the metal frame is produced by a supplier overseas. Bibi: 'Laura and I check that the supplier is able to execute the metal frame the way we want. We get sent photos or samples, and the products will often be modified somewhat at our request. We tend to think in terms of a complete collection, so after the storage unit followed a design for a coffee table in the same vintage style. That's how we keep building on a new collection.'

FLAT-PACK

The new products Laura buys abroad need to meet a whole host of requirements. Laura: "There are strict safety regulations in place for lighting, large cupboards need prevention from tipping and it is important that chair legs have protectors on to prevent them from scratching the floor. If wood isn't FSC certified, it's a non-starter. I do sometimes have to make concessions for a design to meet these requirements. The larger BePureHome furniture pieces come flat-packed, so customers build them themselves. Manouk: "That enables us to keep the prices down. At one time, a sofa would have done you twenty years. But these days, people want to update their interiors on a regular basis. We cater for that by offering affordable pieces.' It can also happen that a vintage piece of furniture inspires a new product. Laura: 'Last year, Irene and I got our hands on an old outdoor chair that most people wouldn't have looked twice at. Bibi reinterpreted the chair in a new design, that's totally on-trend. And there you have it - a fab and unique chair only available from BePureHome!'

2



Manouk's favourite
Wisp arm chair

3



Bibi's favourite
Legacy storage unit

TEXT FLOOR ROELVINK | PHOTOGRAPHY ANNEMARJUNE BAX





#THEREALRODEO



Spice *up your* life

- 1. **Rodeo** 3-seater sofa, 800543-14
- 2. **Pattern** cushion, 800927-K
- 3. **Twig** cushion, 800925-B
- 4. **Hug** plaid, 800687-C
- 5. **Night Blossom** rug, 800193-Z
- 6. **Mosquito** sidetable - set of 2, 800055-Z
- 7. **Artistic** vase L, 800831-S
- 8. **Headman** deco L, 800050-Z
- 9. **Headman** deco XL, 800998-Z
- 10. **Spot On** vase, 800956-G
- 11. **Twig** cushion, 800925-M
- 12. **Talent** cabinet XL, 800062-G





1. Steel Storage cabinet, 800485-Z • 2. Avaler wall deco, 800898-Z • 3. Craft dining table 190cm, 800474-Z • 4. Hurricane floor lamp, 800502-B
 5. Rodeo corner sofa, 800972-105 • 6. Avaler cushion, 800069-S • 7. Hug plaid, 800687-C • 8. Academy school chair, 800886-Z • 9. Fifties dining chair, 800059-G • 10. Twined rug, 800612-N • 11. Snap deco, 800105-Z • 12. Snap Wings deco, 800104-Z • 13. Talent XL cabinet, 800062-G



Rodeo
 corner sofa right
 800971-105cm
 Elephant skin
 800972-105



Bequest sideboard
86x109x50cm, black
800935-Z



1. Lambskin assorti, 376090 • **2. Bequest** cabinet, 800074-Z • **3. Art Coin** wall deco, 800124-B • **4. Art Scissors** wall deco, 800122-Z • **5. Art Key** wall deco, 800123-Z • **6. Art Deco** wall deco, 800125-B • **7. Art Hairpin** wall deco, 800126-B • **8. Art Magnifier** wall deco, 800121-B • **9. Antler** antler, 800113-Z • **10. Shackle** deco item, 800127-B • **11. Image** mirror, 800102-B • **12. Triangle** sidetable - set of 2, 800054-Z • **13. Bequest** TV unit, 800075-Z • **14. Twist** sidetable, 800101-Z



1. Vogue dining chair, 800816-85 • 2. Mine lamp, 800821-B • 3. Guild dining table, 800934-N • 4. Vogue cushion, 800922-85 • 5. Surround candleholder, 800690-Z • 6. Manta hanging cabinet, 800756-G • 7. Bubble hanging lamp, 800764-Z • 8. Bubble wall lamp, 800765-Z • 9. Bubble table lamp L, 800762-Z • 10. Bubble table lamp XL, 800763-Z • 11. Puristic cabinet, 800538-Z • 12. Angle stool, 375721 • 13. Pitcher vase, 800833-B • 14. Jug vase, 800834-B • 15. Speak mirror, 800568-Z



Vogue
dining chair
82,5x50x57cm, ink
800816-802



Rodeo corner sofa
85x266x88/213cm, cognac
800971-B

Turn around coffee table
35x100x54cm, black
800955-Z

Turn around sidetable
40x50x44cm, black
800954-Z

Sweet
DREAMS
are made
of THIS





- 1. **Carousel** rotation arm chair, 800928-G
- 2. **Level** candleholder, 800179-Z
- 3. **Geometric** plaid, 800190-G
- 4. **Forest** cushion, 800071-B
- 5. **Snooze** headboard, 800058-Z
- 6. **Contact** cushion, 800068-K

Hotel chic

WHO DOESN'T WANT TO SLEEP LIKE IN A LUXURY HOTEL? USE MANY DIFFERENT PILLOWS, A WARM PLAID AND AN EXCLUSIVE HEADBOARD TO MAKE A BEDROOM FEEL LIKE A LUXURY HOTEL.





Black leather or...



1. Swallow cushion, 800968-S • 2. Cross cushion, 800924-B • 3. Snooze headboard, 800058-Z • 4. Place sidetable, 800115-B • 5. Masterpiece table lamp, 800843-W • 6. Skybox sidetable natural, 375940 • 7. black, 375940-B • 8. Chain mirror M, 800635-Z • 9. mirror XL, 800637-Z • 10. mirror L, 800634-Z • 11. mirror S, 800636-Z • 12. Geometric cover taupe, 800190-G • 13. cover warm grey, 800190-K • 14. cover honey yellow, 800190-H • 15. Rodeo arm chair, 378608-Z • 16. Paddle sidetable, 800781-R • 17. Scenes rug, 800725-Z



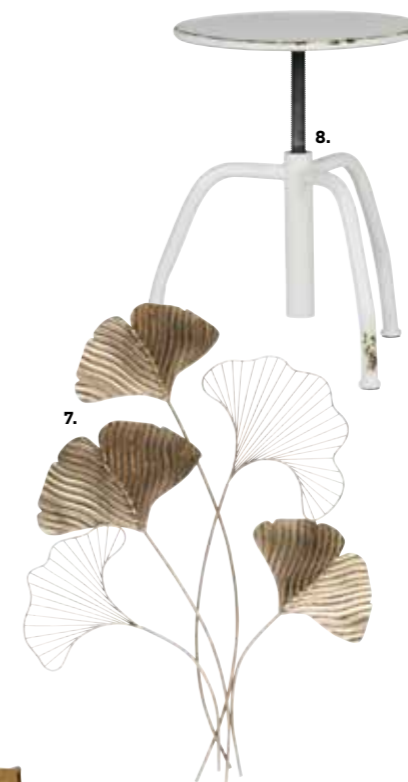
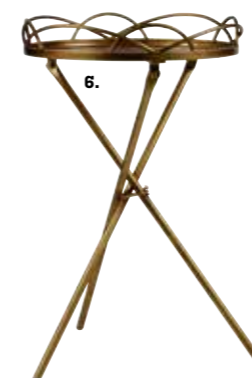


... honey velvet





Organize
cabinet 62cm
215x110x62cm, mist
800891-M



1. Organize cabinet 800890-M • **2. Engrave** hanging lamp S, 800967-B • **3. Engrave** hanging lamp L, 800966-B • **4. Waving** plaid, 800926-I
5. Obvious floor lamp, 800775-B • **6. Filmy** sidetable, 800885-B • **7. Leafage** deco, 800191-B • **8. Damage** stool, 800810-W • **9. Bumps** vase, 800944-G
10. Honey pouf, 800899-14 • **11. Anonymous** mirror, 800773-B • **12. Wimple** dining chair, 800173-P • **13. Stuff** cabinet, 370140-M





The ancient Egyptians made the first mirrors around 3000 BC. Nowadays mirrors play an important role in our interior. At the moment BePureHome has 15 beautiful mirrors in assortment.

Handsome mirror M, 800803-B

Father...

In 1980 the father of the current owners started manufacturing flat packed building packages. Only 4 machines and a handful of carpenters, that was all that was needed at the time.

...& sons

3 brothers are at the head of BePureHome: Gerard, Jos and Winfried.

FORTY% OF THE COLLECTION IS SOLD ONLINE.

High

Most dining tables are 75 cm high. For enough leg space you choose a chair with a seat height of 46 cm.

Higher

Our new distribution center will be opened later this year and is 16.5 meters high. With over 190.000 m³ storage area!

BePureHome can be bought (online) in 25 countries. And that number is *growing and growing*. Over 1500 (online) shops sell our products.

Sturdy materials determine the *look & feel* of our furniture collection: 50% steel and 50% wood.

3-in-1: the Rodeo-daybed is a bed, sofa and chaise longue in one!
Tip: create a beautiful corner sofa from 2 Rodeo-daybeds.



55cm

THAT IS THE PERFECT DISTANCE BETWEEN YOUR DINING TABLE AND THE LAMP ABOVE. THIS WAY YOU PREVENT THE LIGHT TO SHINE INTO YOUR EYES.

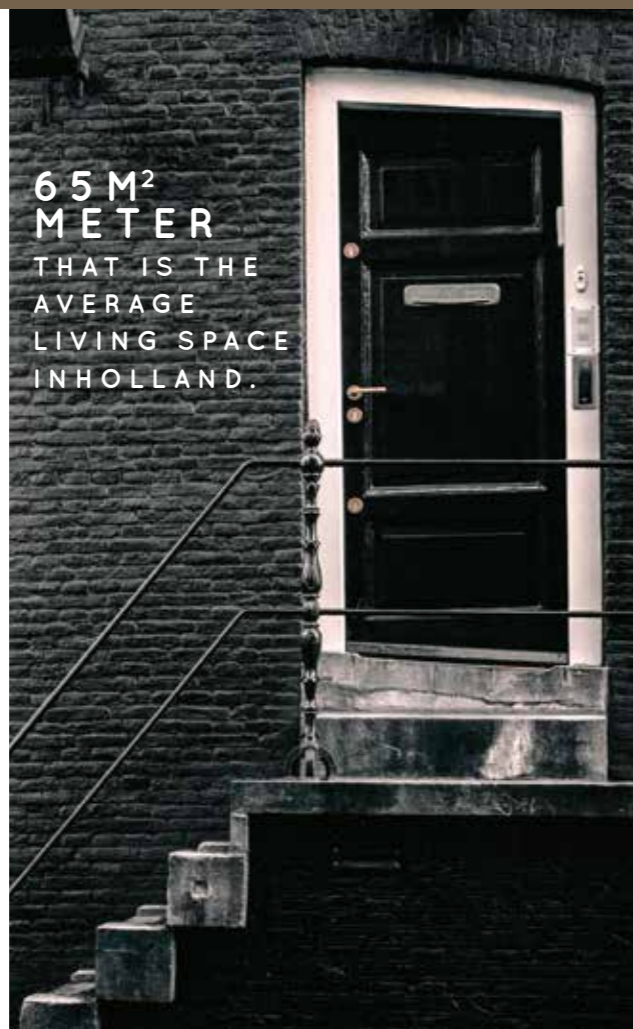
NUMBERS

are kind of important for your interior. So high, so low, how wide or deep. And how much does it cost?

382 Million

That is how much 'Salvator Mundi' van Leonardo Da Vinci proceeded in 2017: the most expensive painting ever sold. BePureHome likes to be inspired by art. Just take a look at the names of the items and collections: Artistic, Creative, Masterpiece, Gallery, Xpose...

65 M² METER THAT IS THE AVERAGE LIVING SPACE IN HOLLAND.



New

BePureHome publishes a new collection twice a year.

Mobile

42% of all online orders are running via a mobile phone. The busiest online ordering day is... Monday!

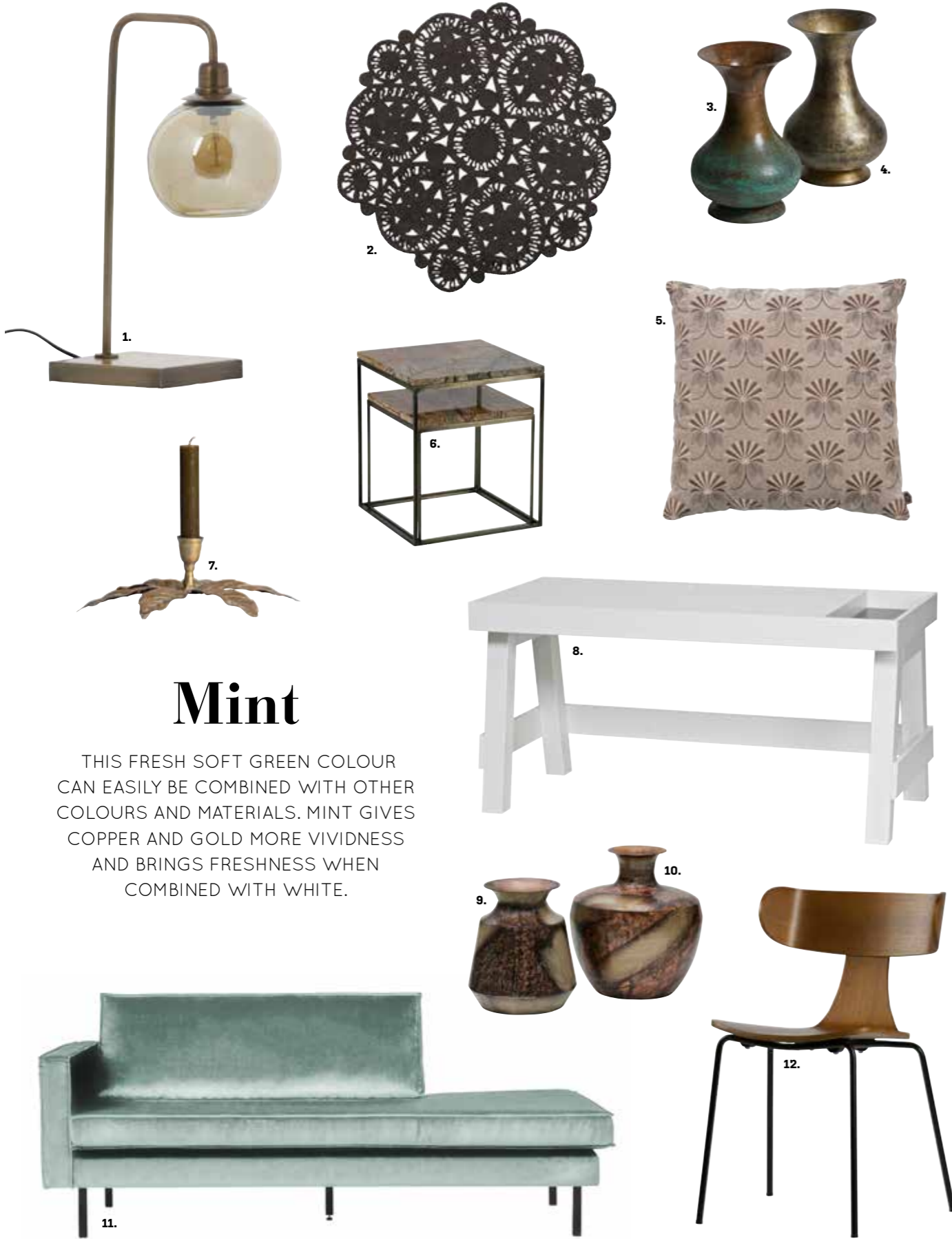
TEXT MONIQUE HOEKEMA | PHOTOGRAPHY AAINA SHARMA, JELLE VAN LEEST, MIKE WILSON

DE E

De E stands for Edison. Thomas Edison invented the light bulb in 1879.

A LED lamp uses up to 85% less energy compared to a light bulb. That's why all lamps in the collection of BePureHome are suitable for LED. In Holland we know the 'big' and 'small' fitting. Did you know you don't have to open up the box to check the size? There are codes for this: E27 = big fitting, E14 = small fitting.





Mint

THIS FRESH SOFT GREEN COLOUR CAN EASILY BE COMBINED WITH OTHER COLOURS AND MATERIALS. MINT GIVES COPPER AND GOLD MORE VIVIDNESS AND BRINGS FRESHNESS WHEN COMBINED WITH WHITE.

1. Lantern table lamp, 800813-B • 2. Coaster rug, 800894-Z • 3. Grail vase antique copper, 800849-C • 4. Grail vase antique brass, 800849-B
 5. Vintage cushion, 800073-K • 6. Mellow sidetables - set of 2, 800759-B • 7. Fizz candleholder, 800185-B • 8. Grooving desk, 800480-GOW
 9. Spot on vase L, 800956-G • 10. Spot on vase XL, 800957-G • 11. Rodeo daybed left, 800743-144 • 12. Form dining chair, 800585-B



Vogue
 arm chair
 69x57x70cm, onyx
 800748-501



Vogue arm chair
69x57x70cm, agave 800748-G



Vogue arm chair
69x57x70cm, aloë 800748-L



Vogue cushion
40x60cm, agave 800923-G



Vogue cushion
40x60cm, aloë 800923-L



Vogue cushion
ø45cm, agave 800922-G



Vogue cushion
ø45cm, aloë 800922-L



Push trolley
86x67x35cm, antique brass 800691-B



Amazing sidetable
47x47x40,5cm, antique brass 800772-B



Goddess sidetable
61x45,5x45,5cm, antique brass 800719-A



Goddess sidetable
75x37,5x75,5cm, antique brass 800889-A

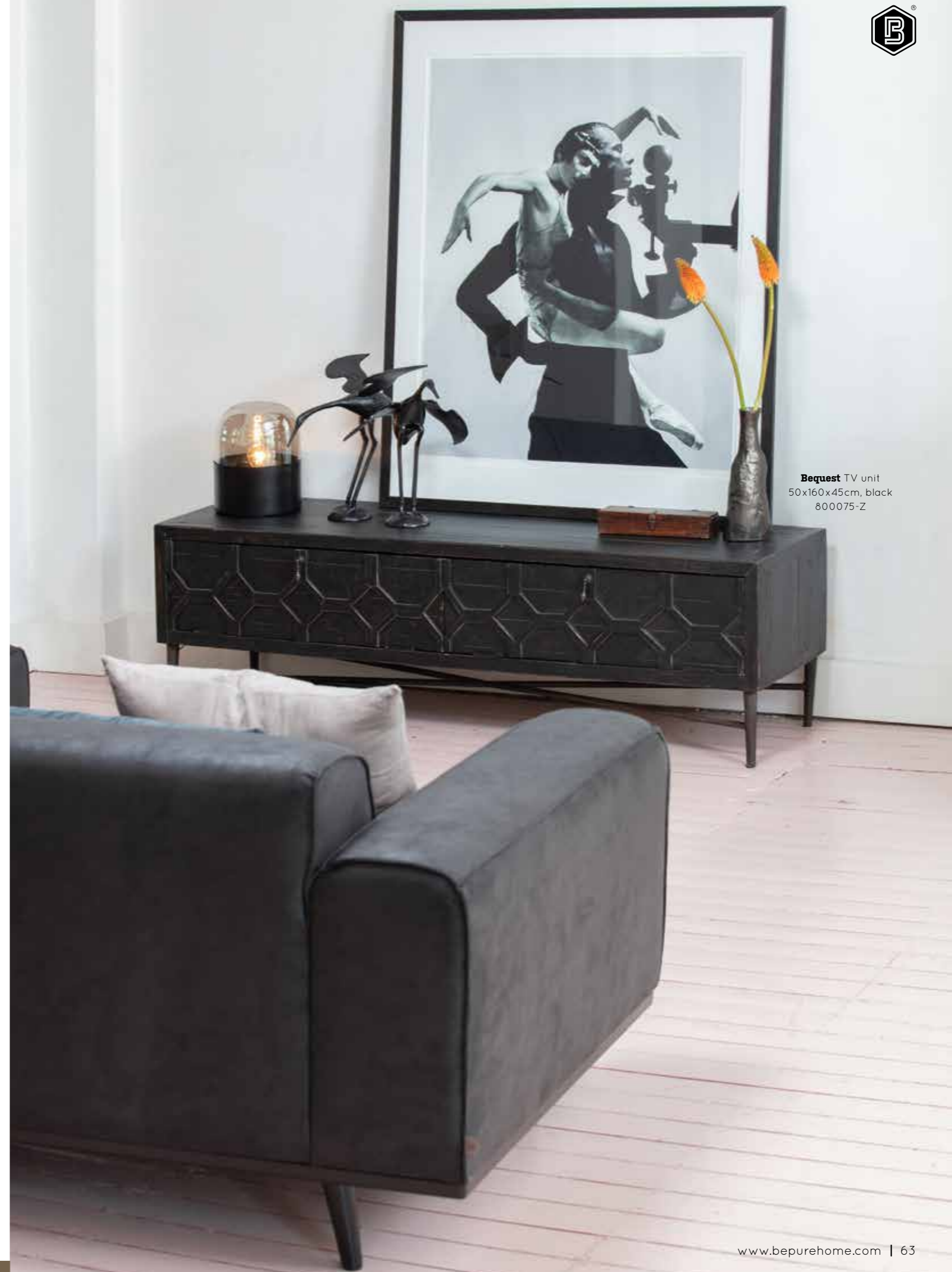


Goddess rack
106x58x33cm, antique brass 800633-A





1. Statement arm chair, 378670-156 • **2. Watch** TV unit, 800730-Z • **3. Flower** cushion, 800076-Z • **4. Sharing** foldable table, 800655-Z • **5. Sharing** sidetable U, 800658-Z • **6. Sharing** coffee table, 800656-Z • **7. Sharing** sidetable, 800657-Z • **8. Rocket** stool, 800606-Z • **9. Theatre** table lamp, 800840-M
10. Theatre hanging lamp, 800841-M • **11. Theatre** floor lamp, 800842-M • **12. Crane** candleholder L, 800785-G • **13. Crane** deco standard, 800117-B
14. Crane candleholder M, 800784-G • **15. Dome** floor lamp, 800052-Z • **16. Double** mirror, 800871-B • **17. Birdie** deco, 800996-Z



Bequest TV unit
 50x160x45cm, black
 800075-Z



Stuff cabinet
112x39x37cm, mist
370140-M



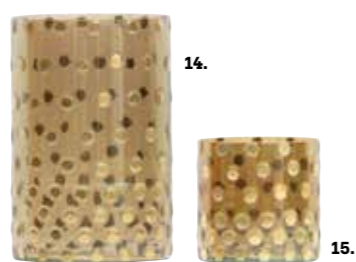
1. Splurge rack, 800532-Z • 2. Dropped pot M, 800789-G • 3. Dropped pot L, 800790-G • 4. Vogue dining chair, 800816-01 • 5. Tondo dining table, 800596-N • 6. Slice chopping board, 800114-B • 7. Drum salad cutlery, 800100-B • 8. Essential fruit bowl, 800779-B • 9. Brave stool, 800896-Z • 10. Atelier sidetable, 800066-B • 11. Skim stool, 800082-Z • 12. Creative hanging lamp M, 800713-Z • 13. Creative hanging lamp L, 800715-Z • 14. Creative hanging lamp XL, 800714-Z • 15. Black Beauty cabinet, 800853-Z





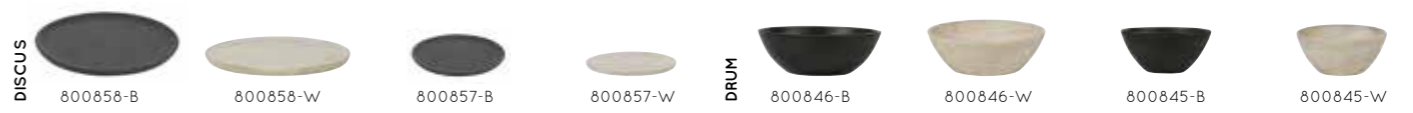
Ambiance

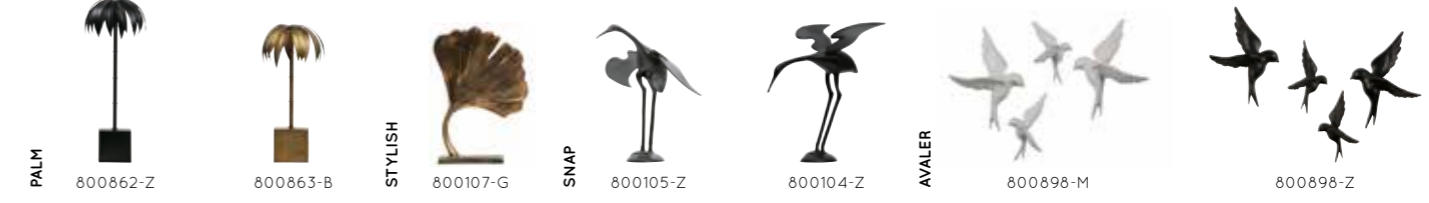
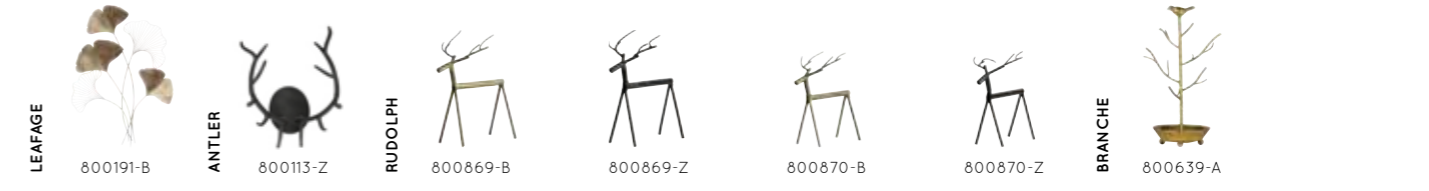
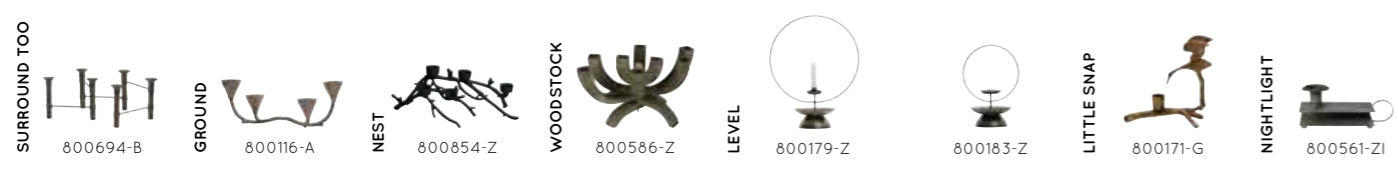
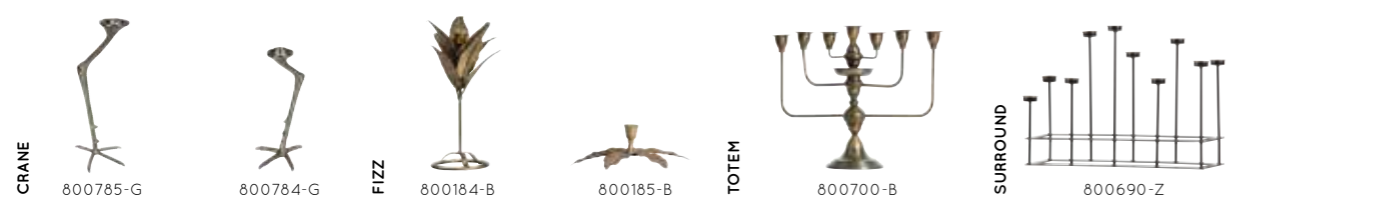
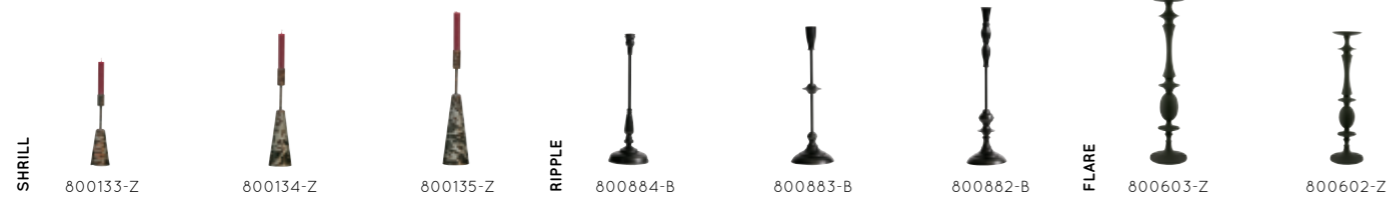
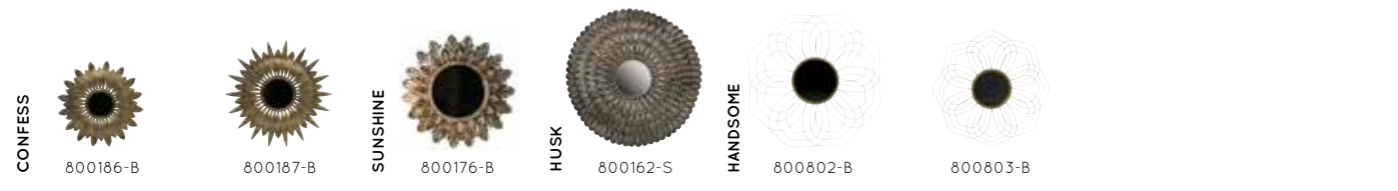
IN LINE WITH OUR POPULAR AMBIANCE COLLECTION OF LAST YEAR WE CAME UP WITH A NEW ONE! THESE ITEMS BRING WARMTH AND ATMOSPHERE DURING THE DARK MONTHS.



- 1. Angel Single deco, 800868-B
- 2. Angel Double deco, 800867-B
- 3. Dangle Daimond deco, 800188-B
- 4. Dangle Flower deco, 800189-B
- 5. Moonlight deco, 800804-B
- 6. Ornament deco, 800877-B
- 7. Shackle deco, 800127-B







RODEO Recycle leather



378618-B



378618-Z



378618-A



378618-C



378609-B



378609-Z



378609-A



378608-B



378608-Z



378608-A



378614-B



378614-Z



378614-A



378621-B



378621-Z



378621-A



378610-B



378610-Z



378610-A



800897-B



800897-Z



800897-A



800971-B



800972-B



800902-B



800905-B



800971-Z



800972-Z



800902-Z



800905-Z



800971-A



800972-A



800902-A



800905-A



800576-C



800576-Z



800844-C



800844-Z



800888-C



800888-Z

RODEO Classic

RODEO Elephant



800543-105



800542-105



800541-105



800897-105



800971-105



800972-105



800902-105



800905-105

RODEO Velvet



800543-14



800543-79



800543-73



800543-53



800543-45



800543-39



800543-178



800543-162



800543-156



800543-144



800543-132



800543-12



800543-126



800543-L



800543-G



800543-198



800541-14



800541-79



800541-73



800541-53



800541-45



800541-39



800541-178



800541-162



800541-156



800541-144



800541-132



800541-12



800541-126



800541-L



800541-G



800541-198







CRAFT



800474-Z



800473-Z

GUILD



800934-N



800994-N

RHOMBIC



800950-N



800951-N

IDENTITY



800653-BN

SHARING



800655-Z

TONDO



800596-N

GROOVING



800480-GOW

AMAZING



800772-B

ATELIER



800066-B

BRIGHT



800787-G



800786-G

FANCY



800064-B

FILMY



800885-B

FOLDAWAY



800699-B

GODDESS



800719-A

OCCASIONAL



800063-B

PADDLE



800781-R

PLACE



800115-B

POSITION



800057-B

EMBRACE



800067-B

MELLOW



800759-B



800759-Z

METALLIC



800564-B

TRIANGLE



800054-Z

MOSQUITO



800055-Z

SHARING



800658-Z



800657-Z



800656-Z

SLUDGE



800170-Z

STYLISH



800109-G

TACK



800056-B

TENDER



800080-M

WELLDONE

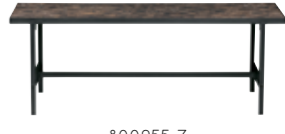


800731-R

TURN AROUND



800954-Z



800955-Z

ORGANIZE



800890-M



800891-M

FRESCO



800940-M

DISCOVER



800708-W

STUFF



370140-M



370140-N

BLACK BEAUTY



800853-Z

PURISTIC



800538-Z

STEEL STORAGE



800485-Z

SPLURGE



800532-Z

LEGACY



800900-Z

HERRITAGE



800572-Z

ODD



800808-Z

FILE



800728-F

TALENT XL



800062-G



800806-B

BESPOKE



800758-G

MATRIX



800901-B

MANTA



800757-G



800756-G

BEQUEST



800074-Z



800935-Z



800075-Z

GIRO



375870



375875



375871



800593

GODDESS



800633-A



800889-A

PUSH



800691-B



800053-B

VALUED



800081-B

SUMMIT



800486-W

WATCH



800730-F



800730-Z

TEA



800488-Z

GREENERY



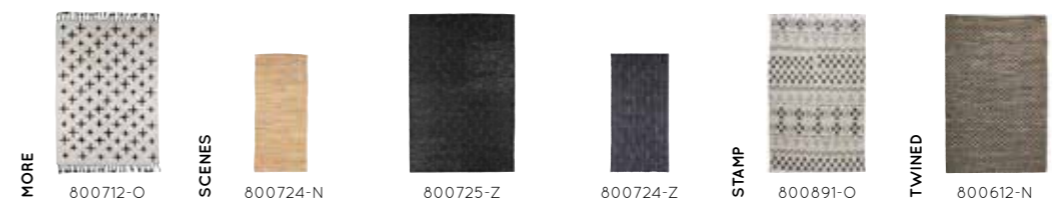
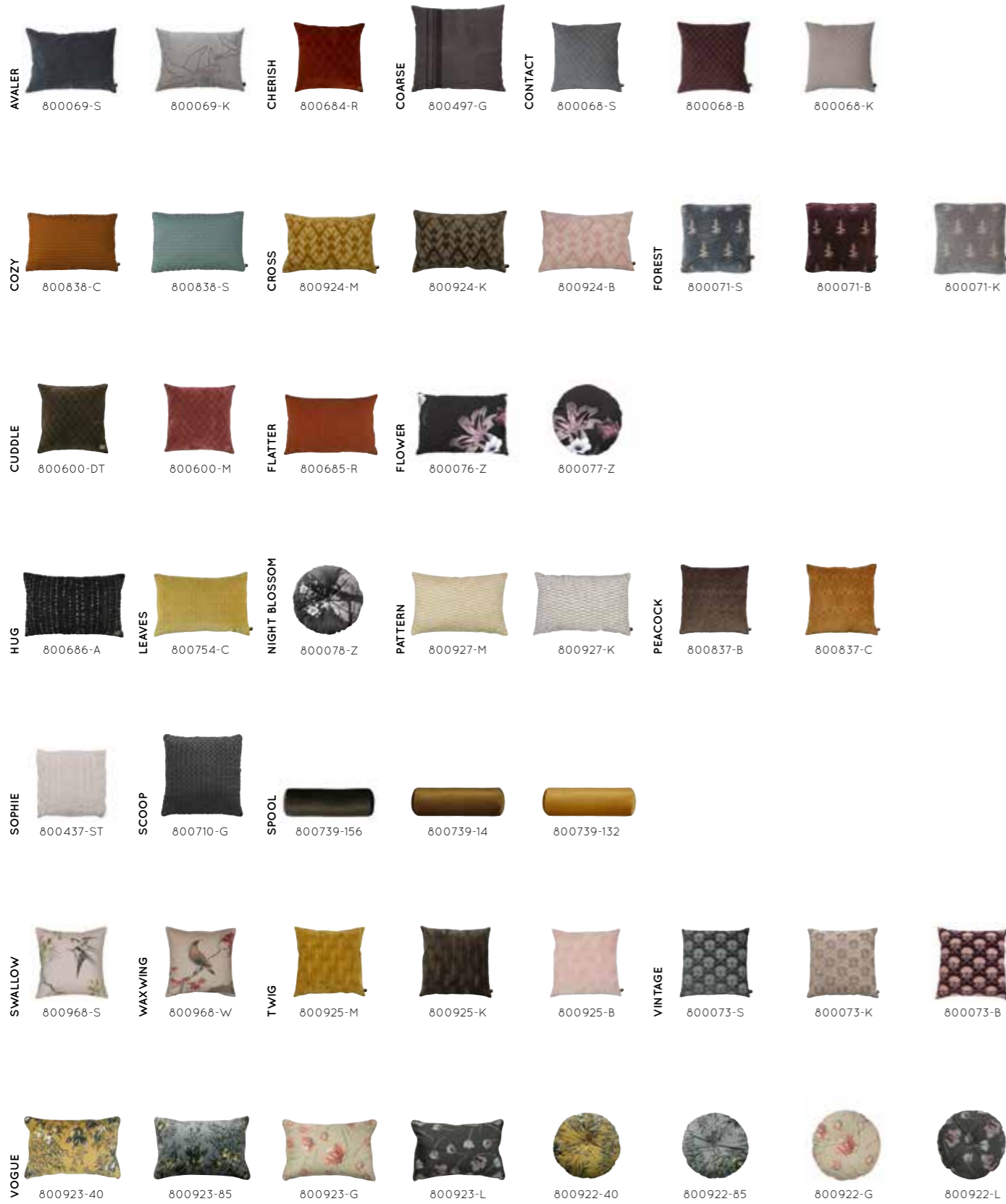
800738-Z

TENDER



800079-M





BLOWN 800501-G			BOLD 800721-W				GRAND BALL 800164-B		FUNALE 800551-Z			
BUBBLE 800764-B												
COVER UP 800557-Z				CREATIVE 800713-Z			DOVE 800051-Z					
CROWN 800195-B		KETTLE 800823-M		ENGRAVE 800967-G				HIVE 800558-ZI				
HURRICANE 800502-B			LANTERN 800813-B		LOVELY 800872-B		MASTERPIECE 800843-G					
MINE 800821-B		OBVIOUS 800775-B			PROJECTOR 800847-Z		TRIPLET 800196-B		THEATRE 800841-M			
PURE VINTAGE 800624-B			SIMPLE 800623-B					SHIPLIGHT 800549-W		SULTRY 800130-B		
SPLIT 800165-B			STREAM 800131-B		SPOTLIGHT 800575-M							





Home of  BePureHome and **wood**