“Earthy Threads": WoodenStreet's Signature Furnishing Line Now Graces Indian Homes



WoodenStreet, a household name in the furniture industry, proudly introduces its latest venture - "Earthy Threads," an exclusive in-house brand dedicated solely to home furnishings. Drawing inspiration from nature, Earthy Threads is a testament to WoodenStreet's commitment to providing products that seamlessly blend contemporary design with the rich heritage of Indian traditions.

To enhance the customer experience and make the brand more accessible, WoodenStreet has adeptly integrated the “Earthy Threads” collection across all its 90+ experience stores throughout India. Each dedicated section, occupying an area of 500 - 1000 sq ft, is meticulously designed to provide a holistic shopping experience, encompassing an extensive range of home furnishing items including curtains, cushion covers, beddings, table runners, table linens, and rugs & carpets.

Lokendra Ranawat, CEO of WoodenStreet, expressed his enthusiasm for this new venture, stating, “Our enduring goal has been to revolutionize the Indian home decor scenario. Earthy Threads is a monumental stride towards that ambition. This brand isn’t just a testament to our commitment to unparalleled quality and design, but also encapsulates our vision for the future. A future where WoodenStreet stands as a one-stop solution for all home decor needs, encompassing furniture, furnishings, and decor.”

With the introduction of "Earthy Threads", WoodenStreet sets its sights on achieving an additional revenue of 100 crores within the forthcoming 12-18 months. This significant addition underscores WoodenStreet’s relentless drive for innovation, further cementing its position as a frontrunner in the home decor industry, offering not just furniture, but a comprehensive home solution.

Established in 2015, WoodenStreet boasts a robust presence with 90+ physical stores across India. Furthermore, its expansive delivery network with over 350+ hubs ensures that a diverse range of over 30k+ home furniture, décor, and furnishing products reach customers efficiently.