BRAND PROFILE & COLLECTION STORY

15

Oru Living

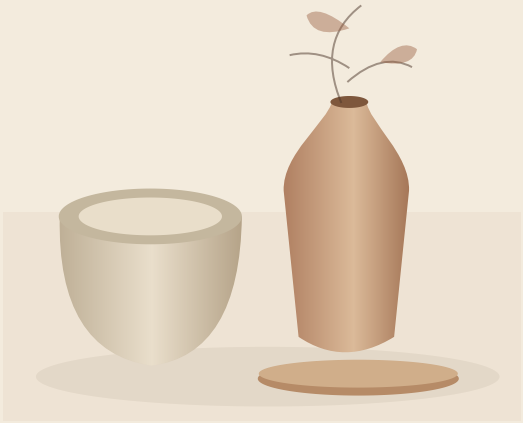
Considered Objects for Everyday Rituals



ILLUSTRATIVE PHOTO

Objects to live with. Not just look at.

Homeware for familiar rituals: setting a table, making tea and arranging a quiet corner. Oru brings useful forms, tactile surfaces and a restrained palette into a small, connected collection.



ORU / FORM STUDIES / 01

ORU / CONSIDERED EVERYDAY

03 COLLECTION FAMILIES	**01** MATERIAL-LED DESIGN LANGUAGE	**02** ILLUSTRATIVE PRODUCT STORIES

THE PROFILE IN CONTEXT

We begin with the moment an object becomes part of a routine. The cup needs to feel comfortable in a hand; the tray needs a useful place on a table; a textile should bring texture without overwhelming the room. Oru favors a coherent collection over endless novelty. Our design language is warm, restrained and attentive to proportion. Product stories explain intended use and material details plainly, without making claims that the actual product cannot support.

Homeware · Table rituals · Materiality · Quiet design · Lifestyle brand

Categories	**Tableware · Textiles · Objects**
Aesthetic	**Warm, restrained, tactile**
Audience	**Homes, hospitality & design retail**
Status	**Fictional brand; products not for sale**

India · Concept homeware label

FICTIONAL SAMPLE

CAPABILITY / CONTENT / EVIDENCE

A small collection, thoughtfully connected

01

At the table

A concept family of cups, bowls and serving pieces designed around shared meals.

Illustrative tableware range

02

Soft surroundings

Textile concepts that add texture and a gentle visual rhythm to everyday spaces.

Illustrative home-textile range

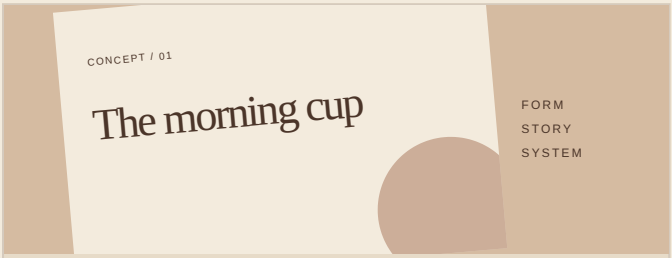
03

Everyday objects

Simple storage and display forms that balance usefulness with a quiet presence.

Illustrative home-object range

Stories from the collection



TABLEWARE CONCEPT

The morning cup

CONTEXT

A familiar ritual calls for an object that feels comfortable, not precious.

CONTRIBUTION

Explore a rounded body, generous handle and a surface that catches soft light.

Product-form illustration and material-description template; no physical sample claimed.



HOME OBJECT CONCEPT

A place for the small things

CONTEXT

Keys, notes and small tools need a home without adding visual clutter.

CONTRIBUTION

Develop a shallow tray family with a shared geometry and varied proportions.

Collection concept and care-information structure.

These examples show the intended content structure. They are original fictional studies—not verified clients, completed research, clinical outcomes, endorsements or product performance.

FICTIONAL SAMPLE

APPROACH / EXPECTATIONS / NEXT STEP

From concept to a clear product story

01
Ritual
Name the everyday moment the object belongs to.

02
Form
Explore proportion, touch and practical use.

03
Detail
Document materials, finishes and care.

04
Present
Show the object in a coherent collection context.

The brand’s point of view

Form

Useful before decorative

Each object should have a clear role and a comfortable everyday interaction.

Material language

Describe what can be verified

A real collection must specify materials, finish, origin and care accurately.

Claims

No borrowed virtue

This sample makes no environmental certification or ethical-sourcing claims.

GOOD FIT

Retail and hospitality partners seeking a coherent, understated homeware point of view.

IMPORTANT BOUNDARY

Unverified handcrafted, sustainable, food-safe or origin claims in a fictional catalog.

Can I purchase these products?	No. These are product concepts created for a profile-design sample.
Is trade supply available?	The trade enquiry is a demonstration, not a confirmed supply offer.
What information should a real catalog include?	Verified dimensions, materials, care, price, stock status and applicable safety information.

THE NEXT CONVERSATION

Explore a trade conversation.

oru@profile.example · placeholder only

USEFUL CONTEXT TO SHARE

→ Store, space or organization
→ Product family and intended use
→ Location, quantity range and timing

This is not a live contact channel. Use verified details in a real profile.

FICTIONAL SAMPLE