

Understated Sea Haven Nuances For Mirage Haven's New Cushion Line

Affordable Luxury Cushions & Premium Outdoor Cushions

GOLD COAST | Pandemic-stricken 2020 saw a rise in the cocooning phenomenon where a vast majority were forced to stay home and work from there. Overnight, the focus shifted to the home environment. As such, this emergent trend is presently seeing an increasing market share for furniture, furnishings and home accessories.

Against the tide of gloomy economic outlooks and naysaying, Mirage Haven astutely launched their first 60-piece collection of deluxe cushions with much success in May 2020. Barely a year into the launch, the brand keeps garnering a rising reputation, a stellar one resting on high-quality, beautifully designed luxury cushion collections that give more bang for their buck.

As an online opening success encourages a next launch, a new summer line in 2021 is on hand, here to greet the sunny season. This latest collection draws on the easy, languid mood of the tropics. Natural fibers, such as linen, cotton, and hemp are the omnipresent fabrics of note, speaking to organic nature, sustainable materials, and breezy, summer vibes.

But true to its penchant for elevated looks, Mirage Haven advances this tropical boho feel to a more sophisticated plantation mañana vibe with mixed compositions of gold embroidery and fine hemp rope stripes. This charming new collection also experiments with new techniques and materials, a conscious move from the lush velvets we've seen in their debut line.

Interestingly, this season collation has cropped an exciting side note. An outdoor cushion collection grew from the drawing board to become a last-minute addition. Designer Junie Lin had been contemplating crafting a cushion line to withstand outdoor weather, wear and tear for quite some time but never found the right fabric. Until now. Better than the ubiquitous olefin, Spuncrylic™, the brand's outdoor fabric of choice mimics the look of luxury indoor fabrics but has the added assets of easy cleanability, years of durability, and 1000-1500 hours of colour fastness.

The outdoor cushion luxe line is a handsome assortment of captain blue stripes and blocks on off-white. The whole look is nuanced by seacoast and maritime elements, so convivial to both indoor and outdoor ambiances.

On sharing her source of inspiration for this collection, founder and Creative Director Junie Lin reveals, "The pandemic for the most part of 2020 forced us to stay home, and surprisingly we found that the place most people, including we, missed is the beach...so you will see heavy nautical influences in our collections, from navy blues to crisp whites and soft linens, plenty of horizontal stripes...but the collection still continues our Mirage Haven's hallmark/signature style of timeless style and longevity."

Staying true to their commitment of affordable luxury, their cushions across their store start at a surprisingly reasonable \$39. The new collection is now available at www.miragehaven.com.au.

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