

hoii[®]
Coming home



DAVIDE 43X43 CM NATURAL
HALINA 43X43 CM MOCHA
ODETTE 45X45 CM SEPIA TINT

- OUR STORY -

hoii®

Welcome to the majestic world of Hoii.

Following in the footsteps of our ancestors, our designers have been traveling the world for years. During these journeys they have been in search of hidden interior treasures such as extraordinary design, vibrant textiles and authentic craftsmanship with royal allure. During these journeys, our designers have gained an endless amount of inspiration.

These experiences are cherished and translated into memorable stories,
when *Coming home.*

We would like to take you on a journey through the world of Hoii.

FOLLOW OUR JOURNEY & BE INSPIRED BY THE WORLD OF HOII.

With love,
Team Hoii

- CHAPTER I -



AMORA 30X50 CM CHARCOAL GRAY
ALEXANDRA 150X200 CM CHARCOAL GRAY

Coming home

CELESTE 45X45 CM CHARCOAL GRAY
AMORA 45X45 CM CHARCOAL GRAY
NATALIE 30X50 CM PUMICE STONE
ANNABELLA 150X200 CM CHARCOAL GRAY



ALEXA 45X45 CM CHARCOAL GRAY
ALEXA 30X50 CM CHARCOAL GRAY
CELESTE 30X50 CM CHARCOAL GRAY

- CHAPTER III -

CELESTE 30X50 CM PUMICE STONE
AMORELLA 150X200 CM CHOCOLATE MARTINI
ANNABELLA 150X200 CM CHOCOLATE MARTINI
ALEXA 45X45 CM CHOCOLATE MARTINI
CELESTE 30X50 CM CHOCOLATE MARTINI
AMORA 45X45 CM CHOCOLATE MARTINI



- CHAPTER II -



ALEXANDRA 150X200 CM CHOCOLATE MARTINI

The brand was founded in 2021, but the story behind Hoiï began decades ago. Hoiï is part of a large family business where passion for textiles and interior design come together. Conveying the luxurious feeling is the main focus of our team. Every collection of cushions is inspired by our many journeys.

As a brand, we are inspired by different cultures, architecture, art and trends within the interior and fashion industry.

Fall in love with the warm colours, vibrant dessins, extraordinary details and handmade finishing. The cushions of Hoiï are manufactured through authentic craftsmanship. All cushions are hand-filled with a natural feather filling in our warehouse in the Netherlands.

With the products of Hoiï we want to give you a feeling of coming home. Coming home is a luxurious moment with the ambiance and warmth of Hoiï.



PATTERNS



FRANCESCO 45X45 CM MILITARY OLIVE
LORENZO 30X50 CM RAVEN
LEONARDO 45X45 CM RAVEN
FRANCESCO 30X50 CM MILITARY OLIVE
LORENZO 45X45 CM RAVEN



ANNABELLA 150X200 CM MILITARY OLIVE

- CHAPTER V -

GHISLAINE 140X180 CM NATURAL
ODETTE 45X45 CM SEPIA
HALINA 43X43 CM MOCHA
GISELE 30X50 CM NATURAL
GISELE 45X45 CM NATURAL



DAVIDE 43X43 CM NATURAL
HALINA 43X43 CM MOCHA
ODETTE 45X45 CM SEPIA TINT
JULIA 45X45 CM PARCHMENT

- CHAPTER VI -



Maj



estic

ODETTE 45X45 CM DARK OLIVE

NAVY TIMELESS ALLURE

ALEXA 45X45 CM INSIGNIA BLUE
ADRIANE 45X45 CM PUMICE STONE
ALEXANDRA 150X200 CM INSIGNIA BLUE
AMORA 30X50 CM INSIGNIA BLUE
CELESTE 45X45 CM INSIGNIA BLUE
AMORA 45X45 CM INSIGNIA BLUE
ALEXA 30X50 CM INSIGNIA BLUE



ANNABELLA 150X200 CM INSIGNIA BLUE
ALEXANDRA 150X200 CM INSIGNIA BLUE



Fleurance



CHARLOTTE 30X50 CM NATURAL
DAVIDE 30X50 CM NATURAL
CELESTE 45X45 CM RAVEN
DAVIDE 43X43 CM NATURAL
CHARLOTTE 40X60 CM NATURAL



- CHAPTER IX -

CHARLOTTE 40X60 CM RAVEN
CHARLOTTE 30X50 CM RAVEN

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FIND YOUR HOMIE ESSENCE

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21



Tote Bags

ELEONORA 43X34X13 CM PUMICE STONE
EVITA 43X34X13 CM PUMICE STONE
ELISABETH 43X34X13 CM PUMICE STONE

ELEONORA 45X45 CM PUMICE STONE
EVITA 45X45 CM PUMICE STONE
ELISABETH 45X45 CM PUMICE STONE





JULIA 45X45 CM PARCHMENT
JULIA 30X50 CM PARCHMENT
JULIETTE 140X180 CM PARCHMENT
MARCELLO 45X45 CM PUMICE STONE
ODETTE 45X45 CM DARK OLIVE



LORENZO 45X45 CM MILITARY OLIVE



ISABELLA 150X200 CM MILITARY OLIVE



LEONARDO 45X45 CM MILITARY OLIVE
LEONARDO 30X50 CM MILITARY OLIVE

MODERN



SUSTAINABLE LIVING,

Coming home is a luxurious moment with the ambiance and warmth of Hoiï. In addition to ambiance and warmth, we also like to come home “consciously”. Aware of our ecological footprint and its impact on the world. Therefore, we are constantly working on making Hoiï more sustainable. This includes the entire process from cotton to the finished product. We want to contribute to a more sustainable world.

Onze principles

To be transparent and provide a good working and living environment, not only for our own employees but also for our suppliers. We have been working closely with our long-term partners in the Far East for years. We are very aware of social compliance and ensure that our partners in the Far East are encouraged through audits to continue to meet our requirements within working and environmental conditions.



Member of amfori, the leading global business association for open and sustainable trade. For more information visit www.amfori.org

We are proud to tell you that we as Hoiï are members of Amfori BSCI, a global initiative that promotes responsible and sustainable business practices in supply chains.



**STANDARD
100**

High quality and safe products

Hoiï want to be able to guarantee that we offer a good and safe product. Therefore, a number of cushion covers are OEKO-TEX STANDARD 100 certified.

The OEKO-TEX STANDARD 100 is a global certification system for both raw materials and textile products. At Hoiï it concerns a selection of cushion covers.

Our entire production process is tested so that we can say with assurance that our products are harmless to humans.

Our products are tested for compliance with the legal rules and regulations concerning environmentally harmful substances such as heavy metals, harmful dyes and plant protection products.



Recycled feathers

The quality team of Hoiï is continuously improving and innovating the production process and obtaining the necessary certifications for our products. We are proud of the fact that all our feather cushion fillings contain 50% recycled feathers certified by the Global Recycled Standard (GRS).

With love,
Team Hoiï

MARCELO 45X45 CM PUMICE STONE
ODETTE 45X45 CM DARK OLIVE
JULIETTE 140X180 CM PARCHMENT

CUSHIONS, PLAIDS & BAGS



Adriane
45X45 CM | PUMICE STONE
100% POLYESTER
8714165642266



Alexa
30X50 CM | CHARCOAL GRAY
100% VISCOSE
8720367925885



Alexa
30X50 CM | CHOCOLATE MARTINI
100% VISCOSE
8720367925878



Alexa
30X50 CM | INSIGNIA BLUE
100% VISCOSE
8720367925892



Amora
30X50 CM | CHOCOLATE MARTINI
100% VISCOSE
8720367925991



Amora
30X50 CM | INSIGNIA BLUE
100% VISCOSE
8720367926011



Amora
45X45 CM | CHARCOAL GRAY
100% VISCOSE
8720367925977



Amora
45X45 CM | CCHOCOLATE MARTINI
100% VISCOSE
8720367925960



Alexa
45X45 CM | CHARCOAL GRAY
100% VISCOSE
8720367925854



Alexa
45X45 CM | CHOCOLATE MARTINI
100% VISCOSE
8720367925847



Alexa
45X45 CM | INSIGNIA BLUE
100% VISCOSE
8720367925861



Alexandra
150X200 CM | CHARCOAL GRAY
60% COTTON, 40% ACRYL
8720367926202



Amora
45X45 CM | INSIGNIA BLUE
100% VISCOSE
8720367925984



Amorella
150X200 CM | CHARCOAL GRAY
60% COTTON, 40% ACRYL
8720367926035



Amorella
150X200 CM | CHOCOLATE MARTINI
60% COTTON, 40% ACRYL
8720367926028



Amorella
150X200 CM | INSIGNIA BLUE
60% COTTON, 40% ACRYL
8720367926042



Alexandra
150X200 CM | CHOCOLATE MARTINI
60% COTTON, 40% ACRYL
8720367926196



Alexandra
150X200 CM | INSIGNIA BLUE
60% COTTON, 40% ACRYL
8720367926219



Amelie
45X45 CM | TOBACCO BROWN
100% POLYESTER
8720367906266



Amora
30X50 CM | CHARCOAL GRAY
100% VISCOSE
8720367926004



Annabella
150X200 CM | CHARCOAL GRAY
60% COTTON, 40% ACRYL
8720367925762



Annabella
150X200 CM | CHOCOLATE MARTINI
60% COTTON, 40% ACRYL
8720367925755



Annabella
150X200 CM | INSIGNIA BLUE
60% COTTON, 40% ACRYL
8720367925779



Annabella
150X200 CM | MILITARY OLIVE
60% COTTON, 40% ACRYL
8720367912496

CUSHIONS, PLAIDS & BAGS



Annabella
150X200 CM | POTTER'S CLAY
60% COTTON, 40% ACRYL
8720367912519



Annabella
150X200 CM | PUMICE STONE
60% COTTON, 40% ACRYL
8720367912502



Annabella
150X200 CM | RAVEN
60% COTTON, 40% ACRYL
8720367912489



Celeste
30X50 CM | CHARCOAL GRAY
100% VISCOSE
8720367926493



Celeste
45X45 CM | INSIGNIA BLUE
100% VISCOSE
8720367926400



Celeste
45X45 CM | MILITARY OLIVE
100% VISCOSE
8720367926387



Celeste
45X45 CM | POTTER'S CLAY
100% VISCOSE
8720367926363



Celeste
45X45 CM | PUMICE STONE
100% VISCOSE
8720367926394



Celeste
30X50 CM | CHOCOLATE MARTINI
100% VISCOSE
8720367926486



Celeste
30X50 CM | INSIGNIA BLUE
100% VISCOSE
8720367926479



Celeste
30X50 CM | MILITARY OLIVE
100% VISCOSE
8720367926455



Celeste
30X50 CM | POTTER'S CLAY
100% VISCOSE
8720367926431



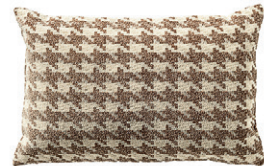
Celeste
45X45 CM | RAVEN
100% VISCOSE
8720367926370



Charlotte
30X50 CM | NATURAL
41% VISCOSE, 40% COTTON,
19% POLYESTER
8720367932913



Charlotte
30X50 CM | RAVEN
41% VISCOSE, 40% COTTON,
19% POLYESTER
8720367904903



Charlotte
40X60 CM | NATURAL
41% VISCOSE, 40% COTTON,
19% POLYESTER
8720367932906



Celeste
30X50 CM | PUMICE STONE
100% VISCOSE
8720367926462



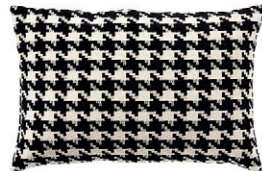
Celeste
30X50 CM | RAVEN
100% VISCOSE
8720367926448



Celeste
45X45 CM | CHARCOAL GRAY
100% VISCOSE
8720367926424



Celeste
45X45 CM | CHOCOLATE MARTINI
100% VISCOSE
8720367926417



Charlotte
40X60 CM | RAVEN
41% VISCOSE, 40% COTTON,
19% POLYESTER
8720367904897



Davide
30X50 CM | NATURAL
100% POLYESTER
8720367932524



Davide
43X43 CM | NATURAL
100% POLYESTER
8720367932517



Eleonora
30X50 CM | PUMICE STONE
100% VISCOSE
8720367906198

CUSHIONS, PLAIDS & BAGS



Eleonora
45X45 CM | PUMICE STONE
100% VISCOSE
8714165648985



Eleonora
43X34X13 CM | PUMICE STONE
60% VISCOSE, 40% POLYESTER
8720367922969



Elisabeth
30X50 CM | TOBACCO BROWN
100% VISCOSE
8720367906181



Elisabeth
45X45 CM | TOBACCO BROWN
100% VISCOSE
8714165648961



Gabriel
30X50 CM | NATURAL
100% POLYESTER
8720367933002



Gabriel
45X45 CM | NATURAL
100% POLYESTER
8720367932999



Gabriella
140X180 CM | NATURAL
100% POLYESTER
8720367933019



Ghislaine
140X180 CM | NATURAL
100% POLYESTER
8720367932982



Elisabeth
43X34X13 CM | TOBACCO BROWN
60% VISCOSE, 40% POLYESTER
8720367922983



Evita
30X50 CM | PUMICE STONE
100% VISCOSE
8720367906204



Evita
45X45 CM | PUMICE STONE
100% VISCOSE
8714165649005



Evita
43X34X13 CM | PUMICE STONE
60% VISCOSE, 40% POLYESTER
8720367922976



Gisele
30X50 CM | NATURAL
100% POLYESTER
8720367932975



Gisele
45X45 CM | NATURAL
100% POLYESTER
8720367932968



Halina
43X43 CM | MOCHA
100% POLYESTER
8720367932500



Isabella
150X200 CM | MILITARY OLIVE
60% COTTON, 40% ACRYL
8720367912472



Francesco
30X50 CM | MILITARY OLIVE
100% VISCOSE
8720367912403



Francesco
30X50 CM | POTTER'S CLAY
100% VISCOSE
8720367912410



Francesco
45X45 CM | MILITARY OLIVE
100% VISCOSE
8720367912380



Francesco
45X45 CM | POTTER'S CLAY
100% VISCOSE
8720367912397



Isabella
150X200 CM | POTTER'S CLAY
60% COTTON, 40% ACRYL
8720367913325



Isabella
150X200 CM | RAVEN
60% COTTON, 40% ACRYL
8720367912465



Julia
30X50 CM | OTTER
100% POLYESTER
8720367934474



Julia
30X50 CM | PARCHMENT
100% POLYESTER
8720367934504

CUSHIONS, PLAIDS & BAGS



Julia
30X50 CM | RAVEN
100% POLYESTER
8720367935273



Julia
45X45 CM | OTTER
100% POLYESTER
8720367934467



Julia
45X45 CM | PARCHMENT
100% POLYESTER
8720367934498



Julia
45X45 CM | RAVEN
100% POLYESTER
8720367935266



Leonardo
45X45 CM | RAVEN
100% VISCOSE
8720367912168



Leonelle
30X50 CM | PUMICE STONE
75% POLYESTER, 25% RAYON
8714165642303



Leonelle
45X45 CM | PUMICE STONE
75% POLYESTER, 25% RAYON
8714165642297



Lorenzo
30X50 CM | MILITARY OLIVE
100% VISCOSE
8720367912328



Juliette
140X180 CM | OTTER
100% POLYESTER
8720367934481



Juliette
140X180 CM | PARCHMENT
100% POLYESTER
8720367934511



Juliette
140X180 CM | RAVEN
100% POLYESTER
8720367935280



Leonardo
30X50 CM | MILITARY OLIVE
100% VISCOSE
8720367912205



Lorenzo
30X50 CM | POTTER'S CLAY
100% VISCOSE
8720367912335



Lorenzo
30X50 CM | RAVEN
100% VISCOSE
8720367912311



Lorenzo
45X45 CM | MILITARY OLIVE
100% VISCOSE
8720367912298



Lorenzo
45X45 CM | POTTER'S CLAY
100% VISCOSE
8720367912304



Leonardo
30X50 CM | POTTER'S CLAY
100% VISCOSE
8720367912212



Leonardo
30X50 CM | RAVEN
100% VISCOSE
8720367912199



Leonardo
45X45 CM | MILITARY OLIVE
100% VISCOSE
8720367912175



Leonardo
45X45 CM | POTTER'S CLAY
100% VISCOSE
8720367912182



Lorenzo
45X45 CM | RAVEN
100% VISCOSE
8720367912281



Marcello
45X45 CM | PUMICE STONE
100% POLYESTER
8720367932425



Marcello
43X34X13 CM | PUMICE STONE
100% POLYESTER
8720367936904



Nadine
30X50 CM | INSIGNIA BLUE
100% POLYESTER
8714165643225

CUSHIONS, PLAIDS & BAGS



Nadine
45X45 CM | INSIGNIA BLUE
100% POLYESTER
8714165643188



Natalie
30X50 CM | PUMICE STONE
100% POLYESTER
8714165643201



Natalie
45X45 CM | PUMICE STONE
100% POLYESTER
8714165643164



Nicola
30X50 CM | TOBACCO BROWN
100% POLYESTER
8714165643195



Nicola
45X45 CM | TOBACCO BROWN
100% POLYESTER
8714165643157



Odette
45X45 CM | DARK OLIVE
100% POLYESTER
8720367932494



Odette
43X34X13 CM | DARK OLIVE
100% POLYESTER
8720367936911



Odette
45X45 CM | SEPIA TINT
100% POLYESTER
8720367932487



JULIA 45X45 CM OTTER
JULIA 30X50 CM OTTER
GABRIELLA 140X180 CM NATURAL

- MORE INFO -

BE INSPIRED BY OUR ONLINE WORLD.

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We invite you to make an appointment and
welcome you to one of our showrooms.

Head office & showroom

Rogon Products B.V.

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The Netherlands

Showroom Belgium

Trade Mart Brussels

Atomiumsquare 1

1020 Brussels

Location: S DAKAR 116 Level D

