



INSPIRE ME! HOME DÉCOR PARTNERS WITH HOME CENTRE

New homewares range from renowned designer Farah Merhi at MENA retailer for Ramadan season

Dubai, UAE – 29 April 2021 – Inspire Me! Home Décor has secured a long-term deal with leading MENA home retailer Home Centre for an extensive line of home décor and home furnishings. Inspire Me! Home Décor, the lifestyle brand founded by acclaimed designer, author, entrepreneur, Farah Merhi currently has over 6.2 million global followers, making it the most-followed home décor inspiration page on Instagram. The deal with Home Centre was brokered by Inspire Me! Home Décor’s sub-agent for the MENA region, WildBrain CPLG, in partnership with the brand’s global licensing agent, Thrive Brand Licensing.

Inspire Me! Home Décor’s new collection for Home Centre spans every room of the house and includes bedding, curtains, rugs, dinnerware, serveware, drinkware, decorative accessories, lighting, towels and bath accessories. This introductory collection is now available at Home Centre stores across the MENA region and online, and is part of the retailer’s ‘Ramadan is Better Together’ region-wide campaign, aimed at offering customers finely curated collections that invoke the spirit of celebration.

Farah Merhi said: “I’m very excited to launch my Inspire Me! Home Décor collection with Home Centre in the Middle East, and given my roots, this project is very close to my heart. We share the same vision, which is a gold standard of quality, reliability and honesty. Every piece in the collection is timeless, classic and intended to make a statement, whether on its own or styled with other items. I look forward to seeing how consumers and designers incorporate the range into their beautiful homes.”

Neesha Law, Commercial Director at WildBrain CPLG Middle East, said: “Inspire Me! Home Décor’s latest collection perfectly encapsulates Farah’s comfortable yet glamorous style, with its neutral colours, soft fabrics and exquisite design detail. Home Centre holds values that are perfectly aligned with Farah’s philosophy of bringing timeless designs to consumers at an affordable price point, so we knew they would make the ideal partner to bring this incredible range to the MENA market.”

Erin Dippold, President of Thrive Brand Licensing, said: “Inspire Me! Home Décor has been an astounding consumer products success in North America. As a Lebanese American, making her products available to the Middle Eastern region has been a priority to Farah since day one. Home Centre was the ideal partner for this collaboration given their position as a leading home retailer and their vision as to what Inspire Me! Home Décor for Home Centre could become. We’re thrilled to see that vision realised and look forward to working closely with the Home Centre team to expand the partnership for years to come.”



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About Inspire Me! Home Décor

A home décor lifestyle brand which brings classic, elegant, and glamorous design into homes around the world. Founded in 2012 by Farah Merhi, Inspire Me! Began as an Instagram page and has since become the most followed home décor page on the platform with over 6 million followers. Inspire Me! follows the curation and vision of its founder, embodying Farah's distinct style, passion for design, and connection to her audience. Inspire Me!'s digital platform is a go-to source for decor expertise for design enthusiasts ranging from housewives and self-proclaimed DIYers to designers and young professionals. More details can be found on the Instagram pages –@Inspire_me_home_decor and @farahjmerhi

About WildBrain CPLG

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

About Thrive Brand Licensing

Founded by 20+ year licensing industry veteran, Erin Dippold, Thrive Brand Licensing is a boutique brand licensing agency with focus on strategic, long-term brand expansion through consumer products and retail partnerships. Thrive offers full agency services including brand development, marketing and product development. Thrive believes success is achieved by marrying clients with partners that share the same passion and brand integrity. Don't just grow, Thrive.