

ILEX STUDIO



SELECTED PRESS COVERAGE

ILEX STUDIO

Ilex Studio was founded in 2018 by Ed Spurr and Amy Hall Browne in London. With a design focus on the beauty of nature, their work is particularly inspired by the intricate forms of leaves. The aim is to create products that encourage people to connect with nature, blending beauty with functionality to promote environmental responsibility and artistic expression.

Ilex Studio's mission is to inspire people to plant, nurture, and celebrate the value of plants and trees. We are dedicated to addressing climate change in a simple and meaningful way by encouraging others to grow and plant trees. If every person plants one tree, it would have a profound impact on our earth. Most importantly, we are committed to contributing our efforts toward global reforestation, making our environment a better place for future generations.

Acorn Vase and Avocado Vase:

The Avocado Vase and Acorn Vase, Ilex Studio's best-known products, both feature a minimalist, timeless, and functional design that allows you to observe the early stages of plant growth.

The Avocado Vase simplifies the traditional method of growing avocado seeds, eliminating the need for toothpicks and using an opening to cradle the seed, keeping it dry as it sprouts. Its spherical form supports free root growth and stabilization, while the specially designed magnifying glass lets you observe root development clearly.

Similarly, the Acorn Vase offers a beautifully innovative way to witness an acorn transform into an oak tree. The oakling can thrive in the vase for up to a year, deriving essential nutrients from the acorn before being replanted outside. Ideal for urban dwellers, nature enthusiasts, and design lovers, these vases bring the magic of nature into the home, fostering future generations of trees.







**The
Guardian**

**The
New York
Times**

**THE
WALL STREET
JOURNAL.**

**The
Washington
Post**

E L L E

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G R A Z I A

The Observer



FINANCIAL TIMES
**how to
spend it**

**the
Strategist**

The Telegraph

CORRIERE DELLA SERA

& | Wirecutter

ILEX STUDIO BEST SELLING MUSEUM PARTNERSHIP:



the
**DESIGN
MUSEUM**

MUSEUM BARBERINI
POTSDAM

**SF^{MO}
MA**

MILWAUKEE
ART
MUSEUM

MoMA

**Vitra
Design
Museum**

**EXPERI
MENT
ARIUM**

FONDATION **BEYELER**

 **TAG
ART MUSEUM**
西海美术馆

VOORLINDEN

Philadelphia
Museum of **Art**

KUNSTHAUS ZÜRICH

**THE
NEWARK
MUSEUM
OF
ART**

ML **MUSÉE DU
LUXEMBOURG**
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CONRAN
SHOP



Royal Botanic Gardens
Kew



Neiman Marcus

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MANŨFACTUM.

↑**Huckberry**

eden project

NOBU HOTEL



NORDSTROM

daylesford
ORGANIC FARM GLOUCESTERSHIRE

The Best Gifts for Teachers



Alexandra Ballard
Reporting for Wirecutter



The MoMA Design Store Acorn Vase and Ilex Studio Avocado Vase are like little science lessons.

Place a seed (not included) in the small chamber at the top of the vase, and then watch as it slowly begins to root and sprout. The vases are available in multiple colors and made with a sturdy, temperature-resistant borosilicate glass.

MoMA

32 Gifts for People Who Have Everything

An avocado vase



This gift is whimsical and useful, and it's not likely to be something your hard-to-shop-for friend already owns. The [Ilex Studio Avocado Vase](#) deftly cradles a pit so that it rests in the water without being submerged. After some patient waiting, the owner can witness the seed root and the leaves bud, unfurl, and flourish. And the sturdy, temperature-resistant borosilicate glass vessel—available in clear, red, green, or pink—won't shatter if it's inadvertently knocked over.

GIFT GUIDE

The best Christmas gifts for men



• Avocado rooting vase, £35, ilexstudio.com

THE  TIMES

FOR HIM



Oud Immortel eau de parfum, £170 (byredo.com)



Boots, £290, grenson.com



Electric bicycle, £2,000, newgenbikes.com

STAR BUY



Fire pit, £52.99, Gardeco (wayfair.co.uk)



Avocado rooting vase, £35, ilexstudio.com



Gloves, £69, Hestra (arket.com)



Holdall, £59.99, Barbour (countryattire.com)

THE  TIMES
MAGAZINE

[illegible]

26 last-minute gift ideas

...because we've all been terribly nice



Ilex Studio avocado vase, £35, ilexstudio.com

REAL ESTATE | DESIGN

Feeling Anxious? Houseplants Aren't the Only Way to Bring Nature Inside

Science confirms the calming power of the great outdoors. Here are some unique ideas to bring it into our homes.



THE WALL STREET JOURNAL CMO TODAY

Get the facts
on shifting
marketing trends.

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READ NOW

Clockwise from top left: Summerwood Basket, from \$198, serenaandlily.com; Hasani Wood Beaded Cushion, \$85, exitnineteen.com; Mirage Table Lamp, \$890, iladro.com; Avocado Vase, \$45, store.moma.org; Elan Armoire by Pinch, \$15,830, thefutureperfect.com; Copper Vase, from \$74, thefloralsociety.com

By Christina Poletto

Oct. 28, 2020 3:51 pm ET

THE WALL STREET JOURNAL.



Reddit, Basil shared a video of himself making the accessory on the site and, to his shock, it gained more than 400,000 views in a matter of hours. The orders soon started rolling in. "I sell to people who like customising their cars, which is a massive market," says the former engineer from Lymington, but he'd love some support. "You can't beat speaking to someone face to face and fleshing out a problem."

Mentor Ivo Bro's

CATHERINE RINEY - OUR WORLD TRAVEL LOGS (PRINTED TRAVEL LOGS AND NOTEBOOKS)

After 20 years in business management, Riney decided to act on her idea last year. "I've lived in three different countries and I do feel like a citizen of the world," she says. Aimed at helping travellers engage with their journeys and destinations, Riney hopes her sustainable logs will help people think about their impact on the world. "I'm starting a campaign #WeHaveNoticed about positive things people have done around sustainability. I believe everyone can make a difference, however small."

Mentor Cathy McCarthy

EMMA ORR - AMBASSADORS OF SCIENCE (SLIME KITS AND SCIENCE EXPERIMENTS)

Looking for a new way to engage her students, Orr decided

simple: "We're obsessed with popcorn." Moving to London from South Africa, she friends were confused to find just two flavours on offer at the cinema. "In South Africa, you have at least five sprinkle-on flavours," says Dupleas. Spotting an opportunity, they worked with a manufacturer to develop six flavours, which they've been selling online. The next challenge is to build brand awareness and take Pop 'n Sprinkle into the retail market.

Mentor Claire Haines and Melissa Burton

ED SPURR - ACORN VASES (GREEN GIFTS)

ED SPURR - ACORN VASES (GREEN GIFTS)
Allowing customers to grow elegant living oak trees from acorns at home, art dealer Spurr's self-designed glass vases stem from a combined love of beautiful things and nature. First conceived as gifts for his artists, Spurr feels the vases will have wide appeal. "They'll be interesting to design enthusiasts, tree lovers, botanists, horticulturists and also families with children," he says. "I think it's wonderful that from this piece of wood you can grow a tree that'll become 500 years old." With the support of ebay he wants to spread his message worldwide. "I'd love people to use social media to share the beautiful trees they've grown and start a conversation, one country to another."

Mentor Joanna Dai



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Business newbie

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The Guardian

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— AND —

157

other things to give that
are new to this world

PHOTOGRAPHS BY
JOE LINGEMAN

► TYPICALLY, we share recommendations for the best products, period—it doesn't matter when they came out as long as they are exceptionally useful, beautiful, surprising, or otherwise worth recommending. In these pages, we have gone in a different direction, focusing almost entirely on the world of the new. Here, you'll find a wide assortment of recently released things for every person on your list, from mood music for a plant owner (a rerelease of a 1976 record that apparently helps monsters and ZZ's grow) to a big-dog-specific tote for a pit-bull parent. Plus, of course, hundreds of other ideas, from a vase that grows an avocado (see here, \$45 from ilexstudio.com) to a handful of eerily realistic ceramic peanuts to a Lucite cut bed that could easily double as a side table. For legions more (and a lot of old good stuff), visit thestrategist.com.

the
Strategist

MICRO SALES

11 Things on Sale You'll Actually Want to Buy: From EltaMD to

three barrels — one inch, 1.25 inches, and 1.5 inches — which means you're basically getting three curling irons for the price of one.

\$267 AT AMAZON



Ilex Studio Avocado Vase

From \$32

~~\$58~~ now 45% off

I'm obsessed with this sculptural glass vase that is designed specifically for growing your own avocado tree from a pit. It's on sale if you buy it in pink, orange, or green glass.

FROM \$32 AT NORDSTROM

NEW YORK
MAGAZINE

Fifty-five unusual Christmas gifts for a festive surprise

By Aaron Toomazou
18 December 2020



19 / 55

Ilex Studio avocado vase

Anyone with an interest in houseplants – and let's face it, these days, that's the vast majority – is sure to appreciate this innovative addition to their collection. This simple design highlights the maturity of its seed, rather than the plant itself; specifically, the seed of that ever-popular brunch food the avocado. The glass vase magnifies its roots as they become more and more unruly, making for a unique ornament on the mantel. £35. [ilexstudio.com](https://www.ilexstudio.com)



Unusual Christmas Gifts: 28 Unique Gift Ideas For 2020

BY HUMAY KUSKIN



5 / 28

Ilex Studio

Avocado vase, £35, available at [ilexstudio.com](https://www.ilexstudio.com).

GQ

VOGUE

HOMES

20 Cozy Winter Decor Ideas, According to Interior Designers

BY JULIE TONG
December 23, 2019



"It's \$28 and why not start some growth with an acorn you find on a walk? I just did this last weekend with my daughter and I'm so excited to watch it grow. I think the vase is so chic in its simplicity and I love seeing the roots and growth."



7/16

Alex Eagle

Illex acorn vase, £22, available at 4lexeagle.co.uk





The Affordable Edit - Grazia



1 of 5

Avocado Vase, Ilex, £35

Think the avocado has had its 5 minutes? Think again! Simply install the pre-germinated avocado stone and watch it grow a little every day, until it eventually transforms into a striking plant.

VIEW OFFER →

ilexstudio.com



19 of 20

Ilex Studio Avocado Vase, £40, The Conran Shop

For a unique alternative to flowers, treat her to this brilliant vase from Ilex. Simply pop in the supplied (pre-germinated) avocado stone and watch it develop into a striking plant.

BUY →

www.conranshop.co.uk

GRAZIA

◀ ALL HOME FURNISHINGS

Ilex Studio's Glass Vases Let You Grow Your Own Trees

09.16.19 ||| Posted by Caroline Williamson ||| Home Furnishings Main

You might have caught sight of Ilex Studio's glass vases when we shared they were joining our Milk Stand pop-up shop this week during London Design Fair. The London-based studio aims to bring you closer to nature with the launch of their second design, the Avocado Vase. Along with their first product, the Acorn Vase, the glass vessels elevate the old trick of growing seeds using toothpicks and a cup to allow them to sprout and grow. Both vases feature minimalist silhouettes with spherical bottoms that let you witness the process of the seeds sprouting during their first stages of life.



The exaggerated hourglass shape keeps the avocado seed or acorn dry in the top section while the roots grow down into the water below. The glass is designed to magnify giving you an up close and personal view of the roots as they grow. By letting the roots hang freely, they become stronger and ready for their eventual planting in soil.

Both the Avocado Vase and the smaller Acorn Vase come with instruction booklets to guide you through the process of growing the trees.

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Watch a Future Oak Tree Sprout
Roots With the Ilex Acorn Vase

By Camille Rankin — July 10, 2019

View 3 Photos

We all know that mighty oaks from little acorns grow. But actually watching the process from the start is a rare experience.

Ilex Studio has made it easier by designing an elegant acorn vase expressly for that purpose. Standing four inches high, the vase has a round base for water, a narrow neck, and a cup-shaped top for holding a germinated acorn. (The acorns are not included, but detailed instructions on how to prepare them are.)

In pretty short order, the nut splits open and begins spreading roots into the base of the vase, and a stem and leaves out the top. You can see progress daily, and it's fascinating—even emotional—to watch. If all goes well and your little acorn eventually makes it into the ground (after about a year in the vase and a year in a pot), it might indeed become a mighty oak. Parenting without the teenage years—what could be better?



ILEX STUDIO

info@ilexstudio.com

[@acornvase](#) | [@avocado_vase](#)

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