

# Ellie Company Profile

ellie





# About Us



Est. 2013  
Founded in Egypt  
10 Years



## Our Story

Elie was established in 2013 by Nahla and Nour AbdelNasser, two sisters who were born and raised in Egypt and deeply inspired by the art and culture of their country. They have always been captivated by the enchanting qualities of natural materials such as wood, stones, clay, and more. Fueled by their passion for these materials and a profound love for their homeland, they embarked on a journey to create a brand that embodies the exquisite beauty of Egypt. Elie is a locally-driven brand fueled by passion, aiming to craft exceptional handmade tableware and home accessories. These exquisite pieces are meticulously created by a team of talented Egyptian artisans, who bring their brilliance and craftsmanship to every creation.

## Mission and Vision

Throughout our journey, from the past to the present and into the future, Ellie's essence and purpose have been rooted in our unwavering commitment to fostering a strong connection with heritage, upholding exceptional quality, and beauty. We are dedicated to supporting and empowering local artisans, while also advocating sustainability.

## Business

Ellie has been purposefully created to offer customers more than just a brand they own. We strive to provide enriching experiences that go beyond our customer's expectations. By fulfilling their needs with consistency, honesty, and exceptional quality, we aim to create a lasting bond with our customers. We also take pride in sharing glimpses of the stories behind our creations, immersing them in the scenes and roles of our artisans. Our mission has evolved from a mere transactional relationship to fostering a genuine connection between customers and the products they cherish, thereby establishing Ellienas a trusted companion.

## Objectives

Our objectives are driven by the desire to see a piece of Ellie in every home around the world. We are committed to expanding the availability of Egyptian handmade products globally. To achieve this, we continuously strive to create modern, yet authentic designs that captivate both local and international markets. Our aim is to penetrate international markets through various avenues and seize every opportunity to bring the beauty of Egyptian craftsmanship to a global audience.

## Innovation

Next to pottery, we've expanded our range to include halfa, wood, leather, kilim & throws, bamboo, textiles, and wicker. In our commitment to delivering the best experience to our customers globally, we harness the power of technology. By leveraging technology, we ensure seamless operations that enhance efficiency and sustainability, enabling us to reach a wider audience. Our continuous efforts in integrating technology into our processes enable us to provide exceptional products and services that resonate with our customers in the digital age.





# Serving Our Community

As a local business, Ellie Home understands the significance of community and the invaluable contributions of local organizations that make a difference. Our goal extends beyond creating pieces that embody beauty, culture, modernism, originality, and the stories of our ancestral crafts. We are committed to actively supporting and engaging with our community, collaborating with local organizations to foster growth, empowerment, and positive change. By embracing our community, we aim to create a lasting impact that goes beyond our products, celebrating the rich heritage and talent of our region.

## Empower Hardworking Egyptian Women



At Ellie Home, we are dedicated to empowering talented and determined Egyptian women. Through equality, recognition, and support, we create opportunities for them to make a difference in their lives and contribute to their country. We believe in their inherent value and strive to foster an environment that promotes their growth and success.

## Support Talented Egyptian Artisans



Our journey began in Old Cairo, where our modern interpretations of pottery designs found a perfect harmony with traditional craftsmanship. Reviving this beautiful and authentic craft has been and continues to be one of our main goals. We are dedicated to supporting talented Egyptian artisans and preserving their invaluable skills. By providing them with opportunities and showcasing their craftsmanship, we strive to ensure the longevity and appreciation of this cherished art form.

## Revive Egyptian Hand-crafted Pottery Making



Through our outreach efforts, we aim to positively influence the lives of artisans by encouraging the development of their talents and pursuit of their dreams. We wholeheartedly support and draw inspiration from their remarkable skills, passion, and meaningful contributions to our community.





# What We Do

At Ellie, we specialize in creating one-of-a-kind, useful, and fully customizable tableware pieces and home accessories. From the initial brainstorming phase to the careful delivery of the final package, we handle every single step with utmost care and precision. Our focus is on providing an overall tailored customer experience that is truly unique.

## Drinkware



## Home Accessories

From decorative items to functional pieces, we offer a wide range of customizable home accessories. You have the freedom to choose the items, colors, sizes, and designs that match your preferences. Whether you're looking for a large planter, a small vase, or anything in between, we pay meticulous attention to every detail, ensuring that each piece becomes a stunning addition to your space.

## Halfa



This special basketry is done using age-old techniques and weaving skills handed down through generations of women in Egypt. The amount of products that can be created using Halfa are limitless, customizable, and will match any space or decor.



## Tableware

Our tableware is not only light as a feather but also robust enough for everyday use, ensuring durability and functionality. From dinner plates to pasta bowls and napkin holders, each piece is customized to meet your specific requirements, ensuring that it seamlessly fits into your lifestyle.





# Find Your Piece

## Products Guidelines

### Bowl

Large serving  
35-40cm



Medium Serving  
27-30cm



Pasta Bowl  
22cm



Soup Bowls  
16-14cm



Ramekins  
8-10cm



Sauce Bowls  
6-8cm



### Plates

Large serving  
35-40cm



Dinner Plate  
27cm



Side Plate  
22cm



Dessert Plate  
17cm



Underline  
11-13cm



Coaster  
10cm



### Drinkware

Mugs



Espresso  
Cups



Cups



### Table Accessories

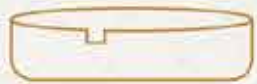
Salt and Pepper  
Shakers



Mini Vase



Ashtrays



Sugar Pot



Tip Jar



Napkin Holder



### Irregular Tableware

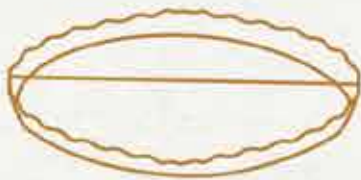
Triangular  
Plate



Irregular Bowl



Curved Edged  
Plates



Rectangular Plates







# Eternity

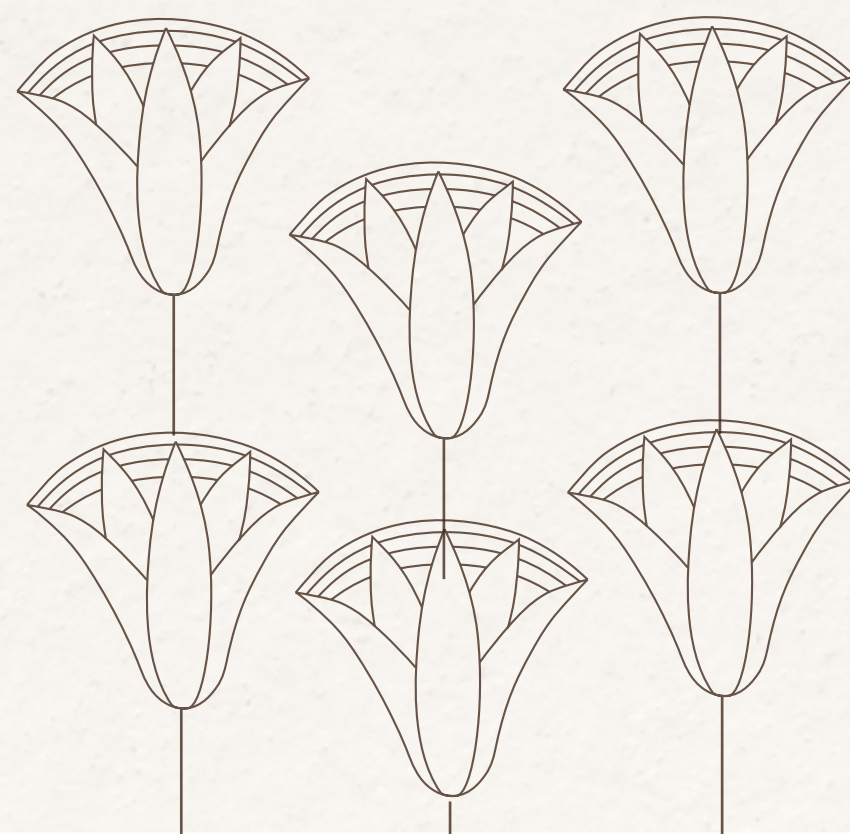
Eternity by Ellie embodies the essence of fresh starts and the symbolism of ancient Egypt's false doors. Just as the false doors were portals to the afterlife, this collection serves as a gateway to a new chapter in one's life. The concept of false doors speaks to the idea of transition and transformation, much like the transitional phase we experience when embracing new beginnings. Ellie's collection beautifully encapsulates this idea, inviting wearers to embrace change, embark on new journeys, and step into the unknown with grace and confidence.



Lotus Cup



Blossoming Lotus Bowls



Seba Jewels Wall Plate



Seba Blossom Wallplate



Eternal Lotus Vase



Portal Piece



Scarab Piece



Lotus Piece



Seba Piece



# Santaria

## A Desert Inspired Set

A collection grown out of our deep love for an Egyptian city that is rich with culture and one-of-a-kind natural beauty. Inspired by one of Egypt's treasures, Siwa, also known as Santaria. Honoring the subtle beauty of the desert and the breathtaking views of the oasis, with pieces that celebrates everything that is Siwa, from its culture and traditions to its food and nature

Warm hues, sand dunes, olive branches, and palm trees, all are mesmerizing elements that have been intricately hand painted on organic handcrafted pieces. The result? A truly quirky, definitely eye-catching and completely useful collection that is an Ellie exclusive



Santaria Dinner Plates



Santaria Lamp



Santaria Vase



Santaria Baking Tagine



Santaria Tea Set







# Granite set



Our granite dinner set will add authenticity to your table. This stately design evokes the feeling of a modern table. The beige and grey color tones have an almost calming effect, bringing a touch of simplicity to any space.



Serving Bowl  
27 cm



Small Vase  
20 cm



Large Serving Plate  
35 cm



Mug  
8 x 9 cm



Espresso Cup  
7 x 7 cm



Mug  
27 cm



Oil Burner  
10 cm



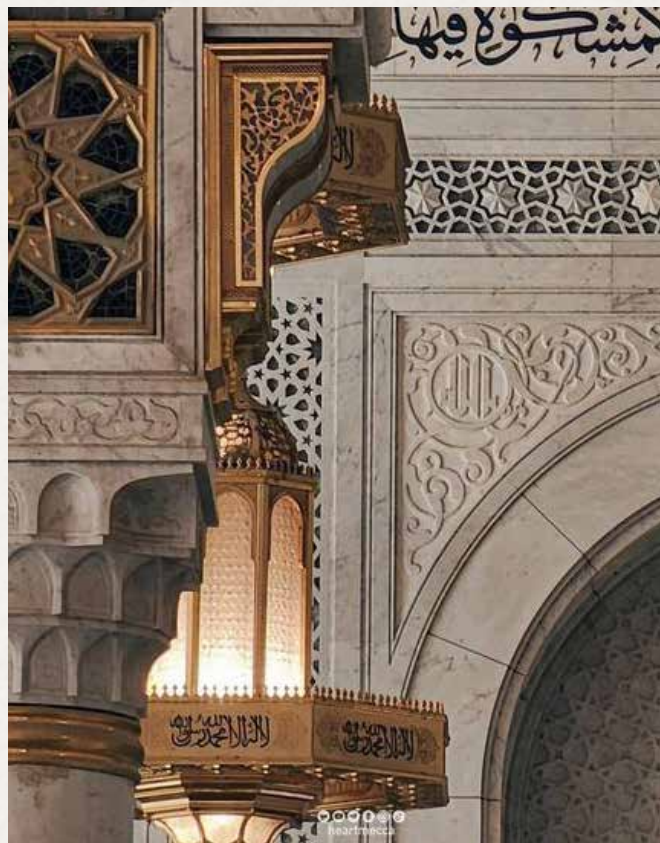
Ramekin  
6 x 3 cm



Oil Burner  
10 cm







Dusk Till Dawn  
Oval Tray



Dusk Till Dawn  
Serving Bowl



**"A collection created for Ramadan  
and every season there is!"**

# Dusk Till Dawn

## A Ramadan Essential Set

Inspired by embedded Egyptian rituals and tales of past traditions that has lived on for ages. This beloved collection sets itself apart with it's neutral hues, simple designs and versatile pieces, delivering heirloom pieces that will live for years to come! Cook your favorite meals from molokheya, keshk and old traditional family recipes to risotto, gyoza and anything exotic or new, these items are worthy of contemporary and traditional kitchens alike. This elegant capsule collection was made to suit all foods and uses, from cold to hot, from serving to cooking, and from baking to chilling. Our Dusk Till Dawn collection - designed to celebrate, beautify and enhance every Iftar or so hour table. This beloved collection sets itself apart with it's neutral hues, simple designs and versatile



Dusk Till Dawn  
Tagen



Dusk Till Dawn  
Qedra



Dusk Till Dawn  
Pot



Dusk Till Dawn  
Serving Tray



Dusk Till Dawn  
Mug and Espresso cup

At Ellie Home we believe that there is nothing like sharing a home-cooked Iftar with your loved ones delivers new heirloom products that will live for years to come





# Falling Leaves



Always admiring the wonders of nature and what it teaches us. While enjoying the cooling temperatures, the trees slowly shifting colors and the crisp, clean air, we were inspired. The Falling Leaves collection was influenced by Autumn, this lovely season that transitions from summer to winter. From its beautiful color schemes, intricately engraved leaf motifs and freckled finish, this collection has become a bestseller all year round.



Dinner Plate  
27 cm



Mug  
10 x 9 cm



Dinner Plate  
27 cm



Mug  
10 x 9 cm



Soup Bowl  
16 cm



Mug  
10 x 9 cm



Soup Bowl  
16 cm



Pasta Bowl  
22 cm



Soup Bowl  
16 cm





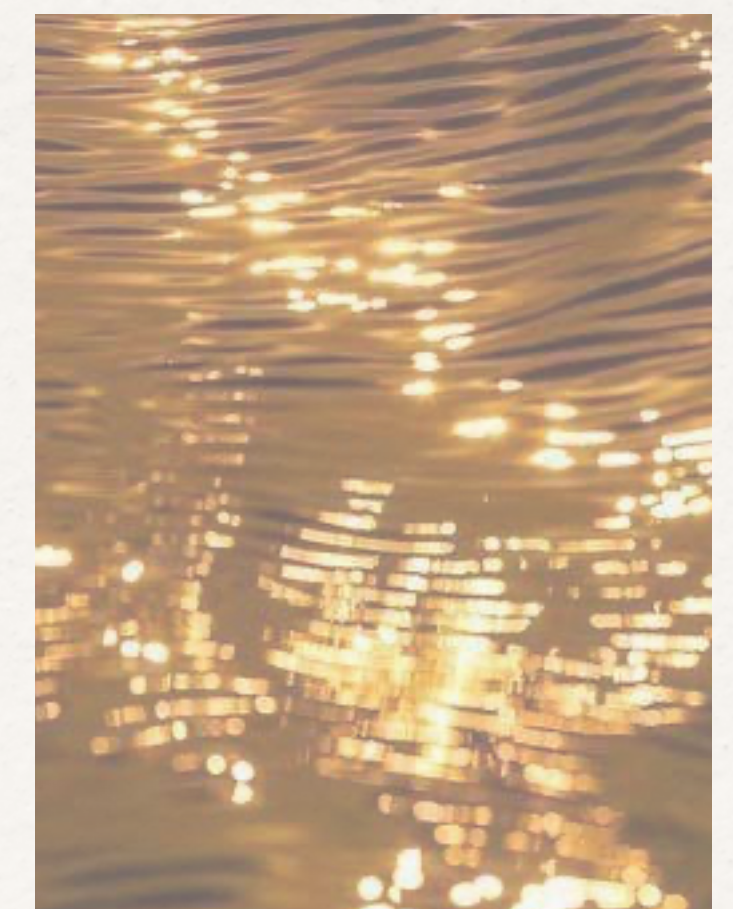
# Golden Breeze



Golden Breeze Plate



Golden Breeze  
Tray



## Add a delicate touch with a modern twist to your tablescape

We continue to find wonder in changing seasons and colors of landscapes, always allowing the beautiful complexity of nature to fuel our work. The Golden Breeze collection inspired by beautiful landscapes, like wide-open grasslands

or meadow fields. The blue and white color combination, simple leaf design, and organic edges accented with a hand painted, wavering gold rim gives a luxe, modern and artful touch to any tablescape.



Golden Breeze  
Tea Cup



Golden Breeze  
Soup Bowl





# Terra



Set a table with style. our modern dinnerware is speckled with a rough texture and earthy hues. the simple shape of this dinner set gives it an unpretentious air, without losing its sophisticated design.



Serving Bowl  
16cm



Dinner Plate  
27cm



Serving Bowl  
27cm



Mug  
9 x 8 cm



Mug  
9 x 8 cm



Mug  
9 x 8 cm



Pasta Bowl  
22 cm



Espresso Cup  
6 x 7 cm



Pasta Bowl  
22 cm





# Earthy Collection

## Earthen Colors

Inspired by the natural beauty of earthen colors and are available in a variety of beautiful new variants such as "Dusty Rose", "Graphite Steel", "Jungle Sage", "Latte Ochre", and "Cobalt Clay". Due to the chemical changes that occur when this glaze is fired, unique patterns and tones make each piece in this collection one of a kind.



Jungle Sage Rope Bowls



## "The Perfect Products For The Summer"



Latte Ochre Edgy Bowls

## "A Refreshing New Line"



The mug draws inspiration from the ebb and flow of the sea, capturing the myriad colors and shades that dance across its surface. Immerse yourself in the fluid beauty and ever-changing hues with each sip.







# Edges set



Our Edges dinner set is a modern, versatile design that is timeless and elegant. The smooth, clean and glossy finish of this dinnerware set creates the perfect touch of elegance to your table. Made with an advanced manual polishing technique, our Edges collection features an innovative glass pattern that reflects light and adds depth to any dining experience.



Dinner Plate  
27 cm



Soup Bowl  
16 cm



Dinner Plate  
27 cm



Serving Bowl  
27 cm



Sugar Pot  
27 cm



Serving Bowl  
27 cm



Mug  
8 x 9 cm



Salt and Pepper Shaker  
6 cm



Espresso Cup  
6 x 7 cm





# Ellie's Stores

Our stores, or as we fondly refer to them, our homes, reflect our passions by offering a curated collection of plants, wood, kilims, and, of course, handmade pottery all under one roof. With multiple branches, we aim to create a shopping experience like no other, inviting you to step into our world and witness firsthand how our handcrafted pieces can effortlessly transform any space into something extraordinary.



## ARKAN PLAZA

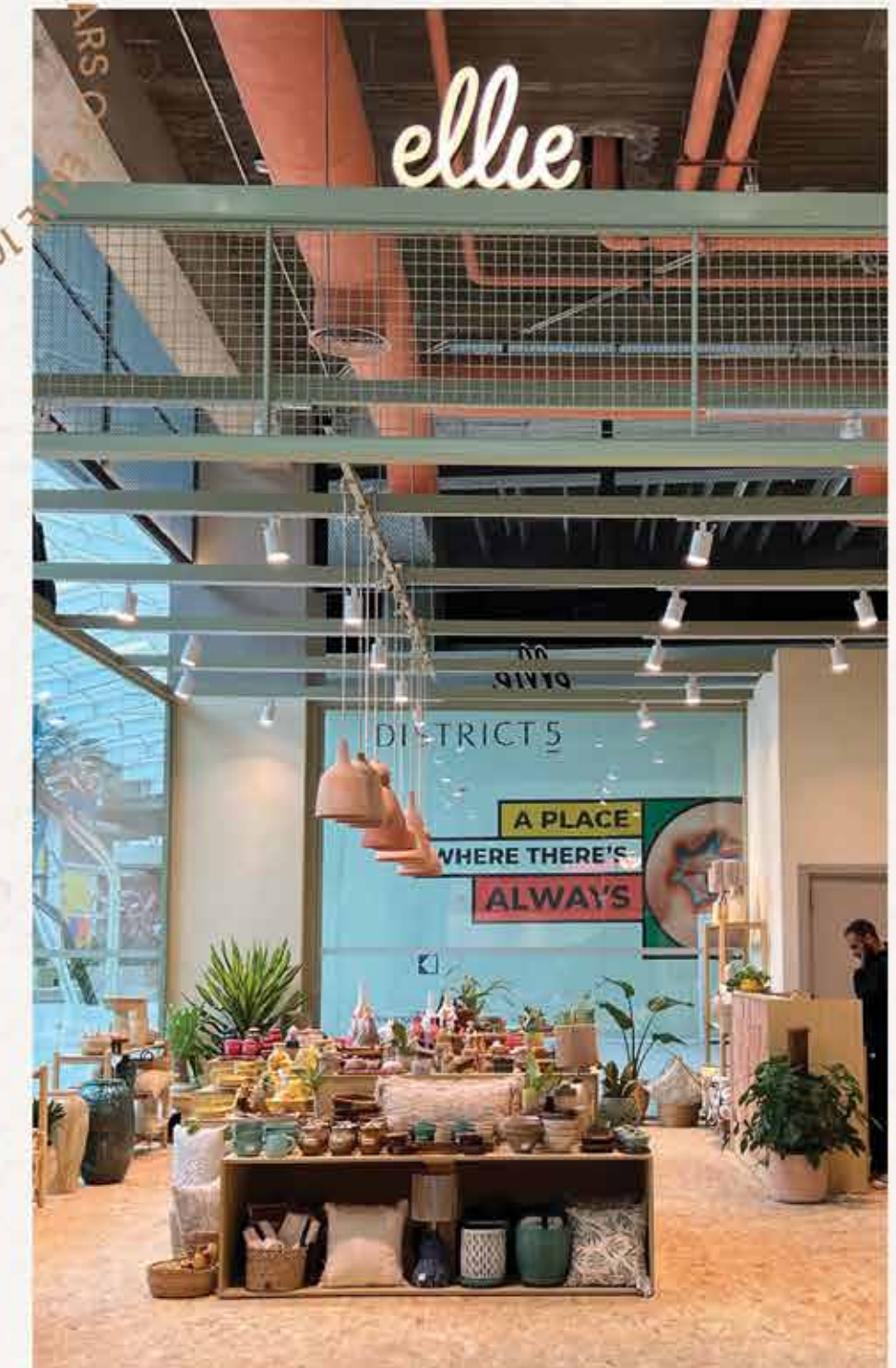
In 2021, we achieved a significant milestone by opening the doors of our very first store in Arkan, Sheikh Zayed. This momentous occasion fills us with pride and has proven to be immensely beneficial for our business.

## DISTRICT 5

Experience unique shopping at our Fifth Settlement branch, where artistry meets functionality. Discover handcrafted pieces that elevate your space for an extraordinary journey with each visit.

## U Venues

Explore our largest Fifth Settlement branch, a vibrant space where art and functionality blend seamlessly. Featuring a ceramic cafe, it's an immersive experience inviting you to indulge in creativity while discovering our diverse handcrafted collections.





# Ellie's Factory

We initially outsourced our production, collaborating with small pottery workshops across Egypt. However, as our orders increased and capacity became a limitation, we knew it was time to take a step forward. In 2018, we embarked on a new venture by establishing our very own workshop in Old Cairo. Starting from scratch, we sought to expand our expertise by bringing in craftsmen from different backgrounds and sharing our accumulated knowledge. Our primary goal was to enhance our quality and compete on an international level. This proved to be a challenge while working with small workshops.



## Mansoureyia, Haram

Determined to overcome this, three years later, we set up our own factory. At our factory, we oversee every aspect of the production process in-house. From clay preparation to the final packaging, we ensure meticulous attention to detail. Nahla and Nour, as partners and sisters, played crucial roles in establishing the factory. Nahla focused on sourcing and managing the right human resources to ensure smooth operations, while Nour dedicated herself to the technical aspects. This involved exploring new glazing recipes, conducting trials in our laboratory, and perfecting our techniques to showcase artwork and designs on our pottery.





# Our Partners

Throughout the years, we have crafted ceramic products for a diverse range of companies spanning various industries, both locally and globally.

## Real Estate and Hospitality

ORASCOM  
DEVELOPMENT

HASSAN ALLAM  
PROPERTIES

FOUR SEASONS  
*Hotels and Resorts*

Dusit Thani  
HOTELS & RESORTS

EL GOUNA

MÖVENPICK

people  
& places.  
Authentic Living Experiences

Sheraton  
HOTELS & RESORTS

DP  
DESIGN POINT

EMAAR

BADRELDIN  
DEVELOPMENTS

CROWNE  
PLAZA  
HOTELS & RESORTS

## Corporate/Brands/Agencies

بنك مصر  
BANQUE MISR

IB

TATWEER  
MISR

The American  
University in Cairo

RePack

RAVA

Allianz

ALEXBANK  
بنك الإسكندرية

EFRE  
SHLI

EG BANK

KENDA

rierac.

ROWAD  
Modern Engineering

LB  
CAI

MYSTIC AMBER  
AROMATHERAPY

CREEK

Purple B

SECOND CUP  
COFFEE COMPANY

Stavolta

فلنت

Cairo  
Jazz  
Club

WHAM  
CLINICS  
SINCE 1989

EKLEGO

MHDH  
MONA HUSSEIN DESIGN HOUSE

SEN  
SES

Genco

بيت  
الخوخة  
الأصل يجمعها

Air

## Food&Beverages

CAF

Sefer  
Fortunes  
COFFEE ROASTERS

FRESH  
FOOD  
MARKET

1980

TWO  
SPOONS

THE LEMON  
TREE AND CO.

Dark Solution

CROCCANTE  
chimney cake

BRUXIE'S  
Premium Quality

Bawy's

Koffe  
Kulture

BLACK KNIGHT

CONSCIOUSLY CRAFTED  
Cult  
EST. 2015  
FRESH BREW • BOWLS

2  
GR

oroblanco  
The Opulent Taste

daily  
dose  
by Café Younes

SALON  
CARACAS  
CAFÉ ARTISANAL LIBANAIS

NICOLE'S  
GREENHOUSE

zst



# Where You Can Find Pieces of Ellie!

## Tiger Wok

📍Gouna



A captivating restaurant that seamlessly blends the flavors of the East and the West. At Ellie Home, we had the privilege of collaborating with Tiger Wok to create a unique dining experience through our custom made Tajins. Inspired by the restaurant's vibrant theme and global culinary influences, we meticulously designed pieces that perfectly complement the fusion of flavors and the imaginative twists in each dish.



## Cult

📍 Branches all over Cairo

Cult offers a haven for breakfast and coffee enthusiasts. At Ellie Home, we had the pleasure of collaborating with Cult to curate a bespoke experience through drawing inspiration from the café's unique identity, we meticulously designed pieces that perfectly complement their açai bowls and handcrafted brews. Every plate and cup tells a story, enhancing the visual appeal of each carefully crafted dish and beverage.



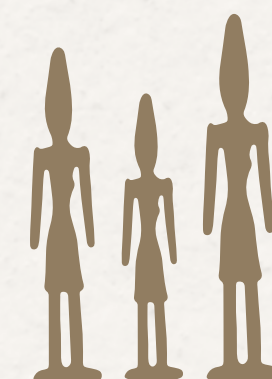




## Salon Caracas

📍Walk of Cairo

An authentic Lebanese restaurant offering a contemporary dining experience in Cairo. With a clear understanding of the client's vision and requirements, we meticulously curated a collection of exquisite dinnerware pieces to complement the restaurant's unique blend of tradition and modernity. Our attention to detail, craftsmanship, and commitment to quality ensured that each plate, bowl, and cup we designed perfectly reflected the essence of Salon Caracas' culinary creations. Elevate your dining experience and immerse yourself in the flavors of Lebanon with our exclusive dinnerware sets crafted exclusively for Salon Caracas



## Nicole's Green House

📍Gouna

Nestled in the enchanting coastal town of El Gouna, Nicole's Greenhouse stands as a beacon of sustainability and culinary innovation. Inspired by the ever-changing seasons and the abundance of nature, this unique plant-based restaurant creates a harmonious blend of flavors and experiences for its patrons. At Ellie Home, we had the privilege to collaborate with Nicole's Greenhouse in designing custom dinnerware sets that perfectly reflect their ethos and aesthetic. From the initial briefing to the final product, we worked closely with Nicole and her team to capture the essence of their vision





# Oroblanco

📍Zamalek



Indulge in the inviting atmosphere of Oroblanco, a cozy coffee nook nestled amidst the vibrant streets of Zamalek. With its modern and soothing beige interior, this quaint spot becomes a true haven. Elevating the experience, Ellie has designed a collection of ceramic products in soft pastel hues, each piece adorned with intricately engraved flowers.



# Specialty Bun

📍Arkan Plaza

In the heart of Arkan Plaza, Sheikh Zayed, Specialty Bun stands as a boutique coffee house offering seasonal microlot coffees. Collaborating with Ellie, this venture is a tribute to Egyptian craftsmen and Nubian-Egyptian culture. The distinctive blue cups symbolize the mighty Nile, while colors like pink honor the Gohanameya plant, and green pays homage to the refreshing essence of mint. Join us for a unique blend of flavors and cultural nods, where each sip becomes a celebration of Egypt's vibrant craftsmanship and traditions at Specialty Bun.





*ellie*

## **Contact Us**

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