



STORIES

These New Cashmere Blankets Are Both Sustainable and Affordable

Cashmere clothing brand Naadam has just released a home decor line.

BY [NIKHITA MAHTANI](#)

Published Sep 11, 2017 1:00 PM



With the weather getting chillier and the nights getting longer, nothing seems better than cozying up with a warm blanket and drinking a comforting hot beverage. While there are several different materials you can choose from while picking your blanket, the most luxurious is easily cashmere—but unfortunately, this buttery soft material can easily come at a ridiculously high price point.

However, sustainable cashmere clothing brand [Naadam](#) is making it easier than ever for you to afford this sumptuous material, thanks to the launch of their new home decor line. Releasing today, the three-piece capsule collection consists of a throw and two shams, in euro and standard sizing. Matt Scanlan, co-founder and CEO of Naadam, tells Domino, “When looking to new categories, it became clear rather quickly that home essentials was to be part of the next chapter of Naadam. With Naadam Home, we are able to expand our mission as a brand to a new aspect of our consumers’ lives by bringing the finest cashmere at the fairest price to the places and spaces where they often look for comfort the most.”



Naadam has gained traction in the fashion world for its sustainable practices—the company sources the rare material from Mongolia, where the fibers are combed from goats in the summer in a safe and practical way. The material is then milled in Italy to produce an opulent texture, and sold at unbeatable prices.

The new home collection consists of a [Kilo Throw](#) (\$325), which is made with a full kilo (approximately 2.2 pounds) of cashmere. Crafted from the rarest cashmere in the world, the throw boasts substantial and warming tones, and comes in two calming colors: Flint Gray and Midnight Blue. [The Kaido Euro Pillow Shams](#) (\$99), boast a color-blocked, cooling aesthetic that'll add instant luxury to any room, while the [Kasaya Pillow Sham and Pouch](#) (\$75) will make you feel like you're sleeping on a cloud. The colors were specifically chosen to give one a calming, meditative feeling while using them—which obviously fits in with the whole cozy-by-the-fire thing.

Want to see more, and get toasty for fall? You can shop the entire collection [here](#).

