

jade + oake



Brand Story

From ultra-soft bed sets to statement-making decorative accents, and more, jade + oake provides affordably forward home décor for the modern millennial



Affordable

Statement Making

Trusted

Trendy

Smart

Global Sourcing

Inspiring

Color Harmonies

Fresh Spring



Hazel Forest



Earth Tones



Cool Mist



The Consumer

Inspired by fashion-forward colors, patterns and textures, jade + oake has everything you need to define your space's style down to the last detail.

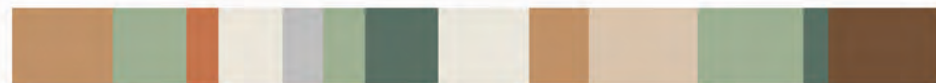


- Millennials, young professionals and first apartment dwellers (ages 21-35).
- Aspires to recreate home décor trends for less - without sacrificing quality or style.
- Wants decorating to be easy, affordable and fun.
- Craves the freedom to mix, match and create looks of their own

Living Room



Kitchen



Bedroom



Bathroom

