

Pillow Fights Launches Its New Collection: 'Timber Luxe' – A Tribute to Indian Craftsmanship

Pillow Fights offers handcrafted trays, bowls, idols, and décor accessories that add charm, comfort, and style to every home.



New Delhi, Delhi Oct 28, 2025 ([IssueWire.com](https://www.issuewire.com)) - Pillow Fights, the artisanal home-decor brand celebrated for its blend of heritage materials and modern sensibility, is proud to announce the launch of its latest collection: [Timber Luxe](#). Designed to elevate everyday kitchens and dining spaces, Timber Luxe marks a purposeful expansion into handcrafted wooden essentials that celebrate Indian

craftsmanship, sustainability and timeless style.

A Collection Rooted in Craft & Conscious Design

The Timber Luxe collection is described on the brand's website as "hand-crafted wooden essentials ... combining longevity, sophistication and cost-effective price points to create a premium line of products that can easily serve as heirlooms." Each piece in the collection is crafted from responsibly-sourced wood, designed not simply to perform but to charm, decorate and endure.

Key Product Highlights

Among the standout pieces featured in the collection are:

- **Hygge Host Tray** – a refined wooden serving tray designed for entertaining drinks and snacks.
- **Ring Roti Keeper** – an elegant rotisserie-keeper marrying functional form and wood-based warmth.
- **Wild Edge Tray** – a bold, rustic piece with perimeter grain-texture ideal for breakfast or leisurely snacking.
- **Sunrise Wooden Plate** – a minimal, durable plate designed for daily use, yet crafted with care.

Why Timber Luxe & Why Now?

In an age of fast-furnishings and mass-manufacture, Pillow Fights' Timber Luxe positions itself as an antidote: furniture and accessories that are handcrafted, have material authenticity, and fit a lifestyle of thoughtful living. According to the website:

"Wood has long been recognised for its strength, natural aesthetics, and sustainability ... The Timber Luxe collection takes this a step further by blending classical style and long-lasting durability."

By choosing wood for cooking, dining or serving, the collection taps into consumer trends favouring eco-materials, artisanal provenance and meaningful design. In addition, the brand emphasises that the utensils are "gentle on non-stick and delicate cookware", "eco-friendly design with responsibly sourced wood" and "affordability without compromising quality."

Brand Statement

"With Timber Luxe we wanted to capture the joy of everyday rituals — the morning chai, hosting friends, the quiet dinner at home — and give them pieces that feel earned, handcrafted, rooted," says Fraha Jha, Founder of Pillow Fights. "Indian homes deserve accessories with soul; this collection is our tribute to the artisans and the materials that make a house feel like a home."

Availability & Call to Action

Timber Luxe is now available exclusively on <https://pillowfights.co.in> under the "Timber Luxe" collection. The range includes more than 30 products spanning serving trays, kitchen utensils, wooden plates, bowls and décor accessories. Each item is crafted in limited batches.

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