



ANTHRO'S GUIDE TO:

CART CULTURE

let's shop!

01	gather	00.00
02	prepare	00.00
03	share	00.00

A HOMEWARE COLLECTION	00.00
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from cart,	00.00
to counter!	00.00

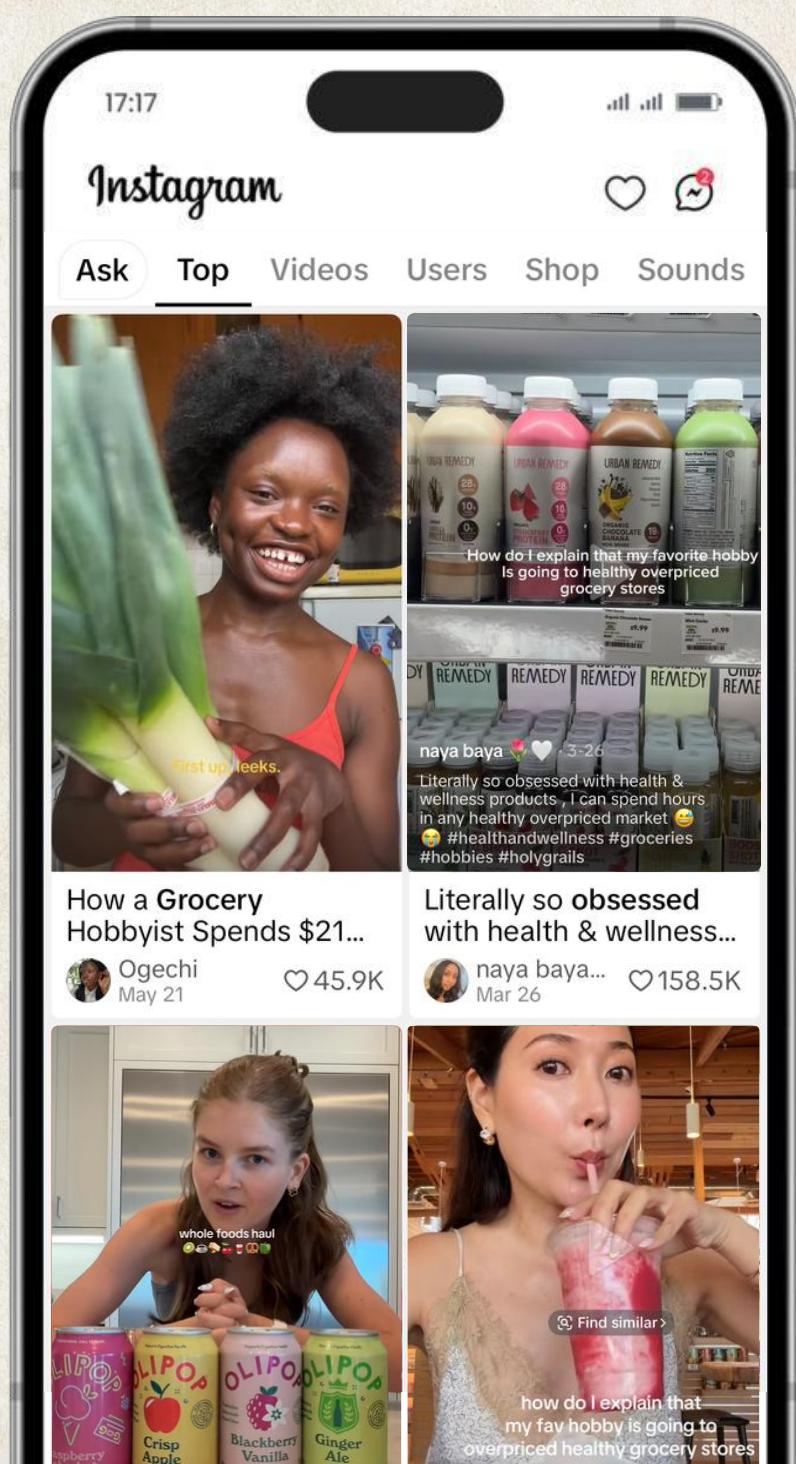
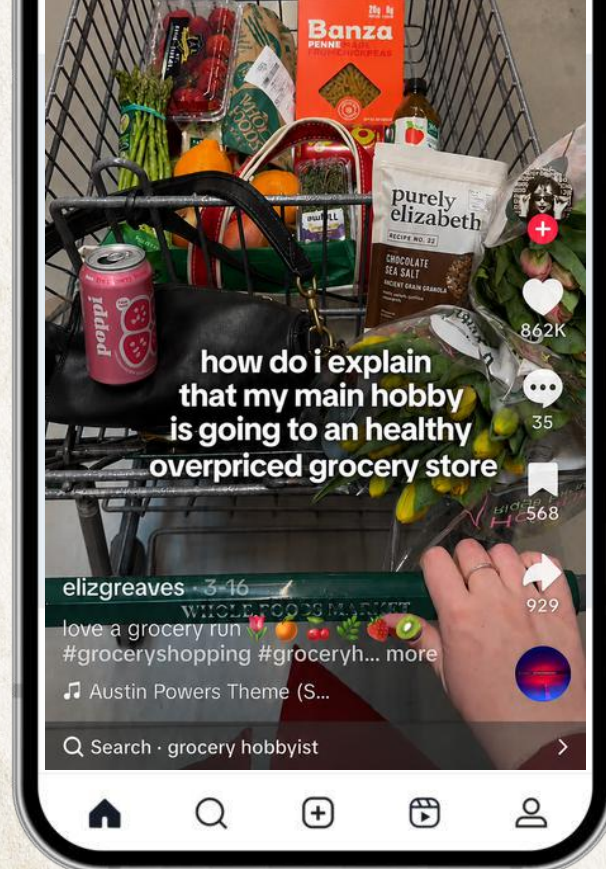
SUMMER 2028



by: Aila Wammer

The Market Gap: (grocery)

grocery shopping is no longer an errand, but a hobby.

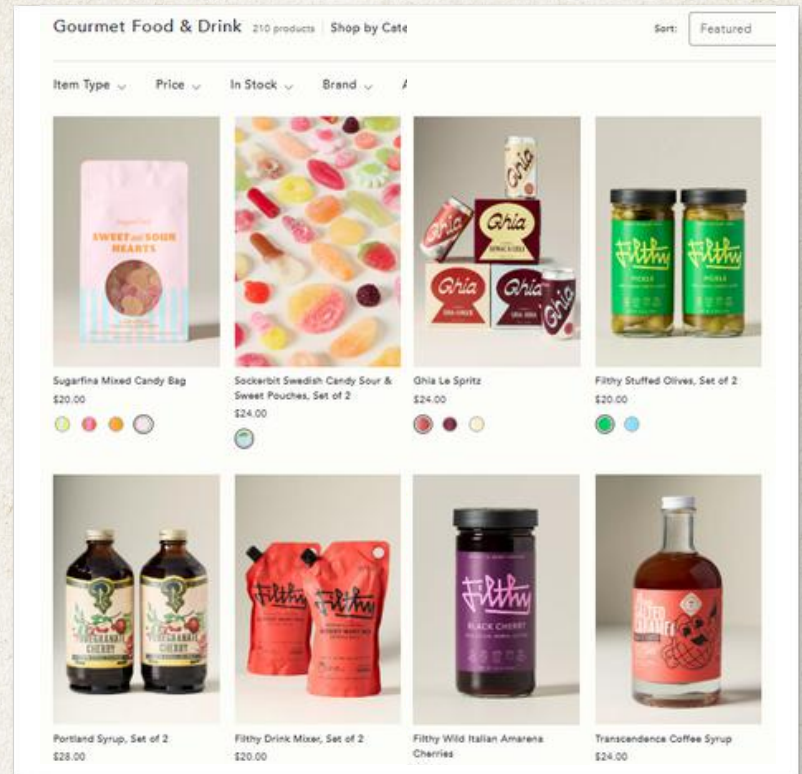
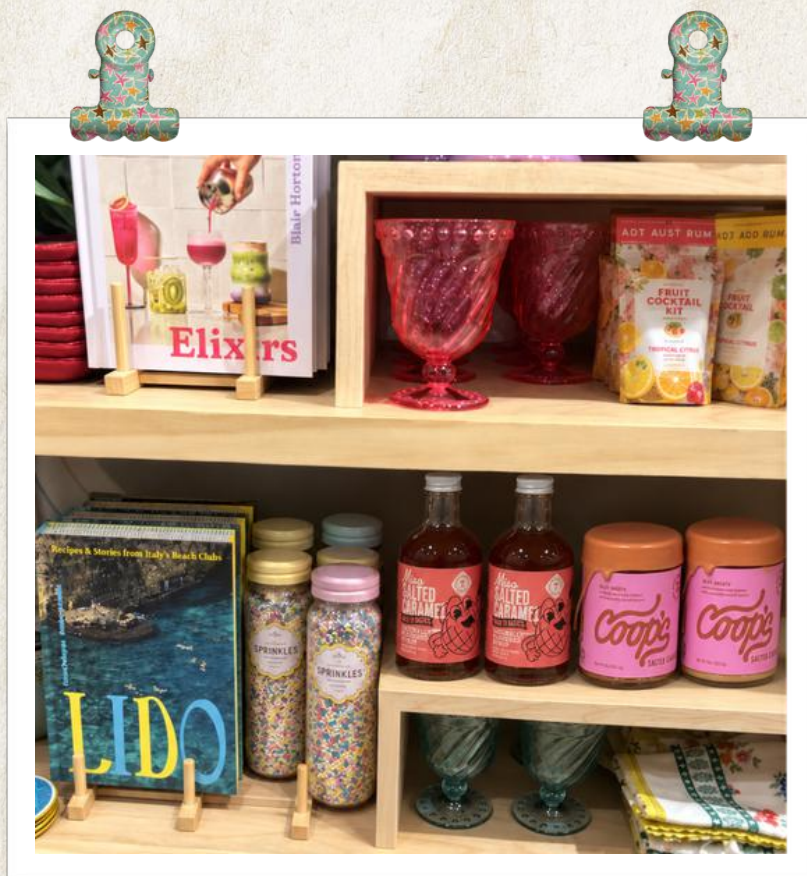


groceries have become an aesthetic:



Brand Opportunity

Anthro Home already loves food!



* existing Anthropologie stores and websites are already displaying homeware alongside gourmet food and drink.



how can we capitalize on this momentum?

CART CULTURE'S CUSTOMER:

*the modern
epicurist*



WHOLE
FOODS
MARKET™
GROCERY GIRL™

BEVERLY HILLS, CA
650 N. CAMDEN DR.
BEVERLY HILLS, CA 90210
(310) 274-7100

ITEM	PRICE
PINTEREST OBSESSED	0.00
RECIPE REEL SAVER	0.00
MARKET RITUALIST	0.00
LOVES TO TRY NEW FINDS	0.00
PRIORITIZES WELLNESS	0.00
WHOLE FOODS WANDERER	0.00
LOVES CUTE CERAMICS AND TRINKETS	0.00
SUBTOTAL	0.00
TAX	0.00
TOTAL	0.00

THANK YOU FOR SHOPPING WITH US!

GROCERY GIRL™

FOODIE | OUTGOING | CREATIVE | CURIOUS



what's in her bag?



he time
some pe
the o
the cut
t dyin
have to
next wee
trip an
he was
t pr

C O L O R

electric botanica



fig jam + chartreuse



flecked banana



peach + periwinkle



M A T E R I A L

ombre reactive
glazes + art glass



wax cast pewter +
organic stoneware



beaded
woven macrame



candy
striped canvas



CHP. 01

gather.

discovering seasonal ingredients, everyday favorites, and the little luxuries that inspire your next meal.

SKU #01



SKU #02



SKU #03



THE GROCERY RUN



the fruit hammock



from produce
storage...



..to home decor!



1

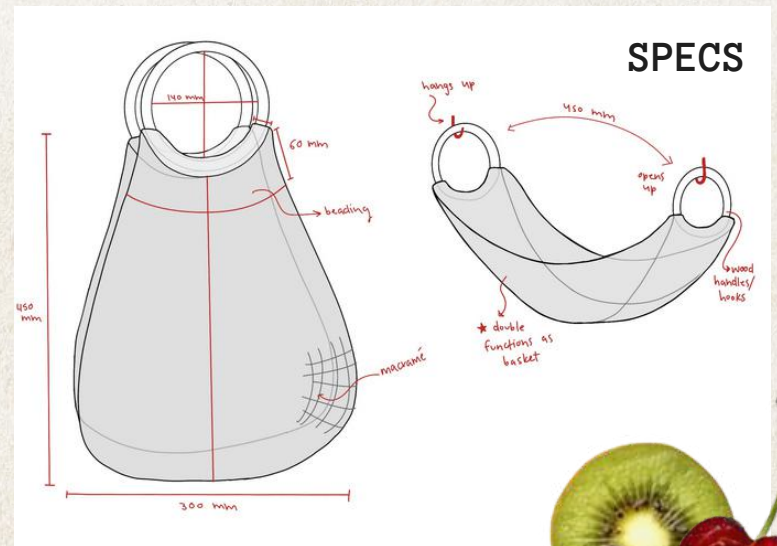


2



3!

Display the day's freshest finds.



SPECS



the sticker sipper



fruit sticker decals





portable sipper
cup design

take your bev on
the go!

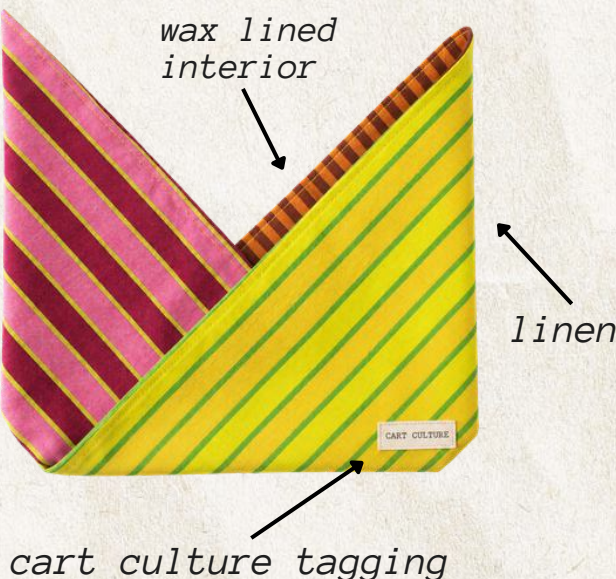


MORE COLORWAYS:



the loaf linen

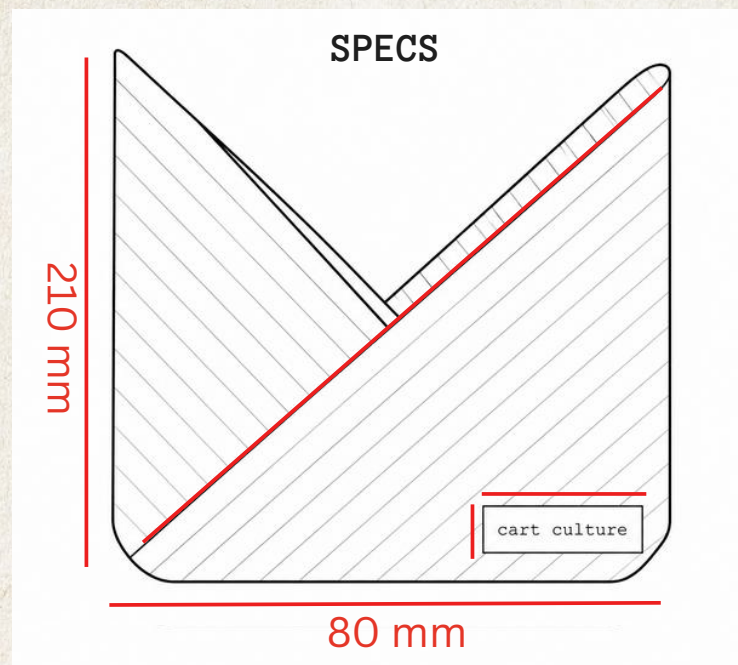
1. shop



2. wrap



3. carry



4. unwrap

a bag for your baguette!



CHP. 02

From cart to counter,
bringing your grocery finds
to life through cooking.

prepare.



SKU #04



SKU #05



SKU #06





craft culture

signature
apron set.



pocket



cross back
design



thick cotton
canvas material

COLORWAYS + SPECS

Four colorway options for the apron are shown: a yellow and red striped version, a red and black striped version, a purple and cream striped version, and a pink and green striped version. Technical diagrams show the apron's dimensions: 800 mm height and 450 mm width. A cross-back design is also illustrated.

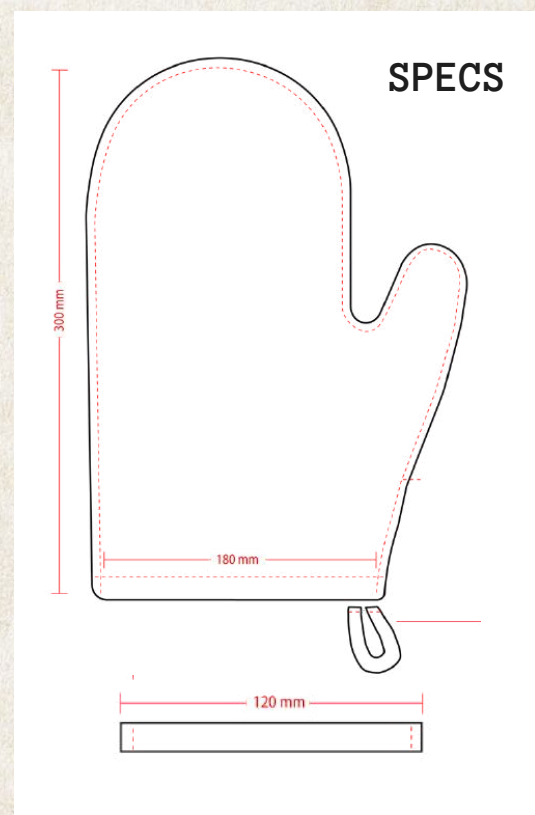
0 00035 54562 0

quilted cotton
with batting

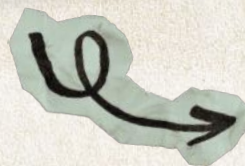
sturdy woven
cotton canvas

hang loop

matching oven mit:

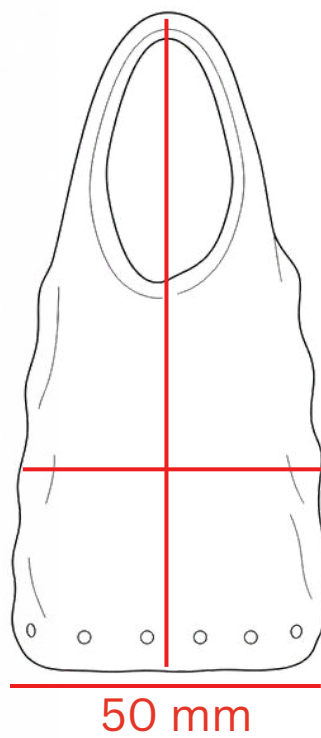
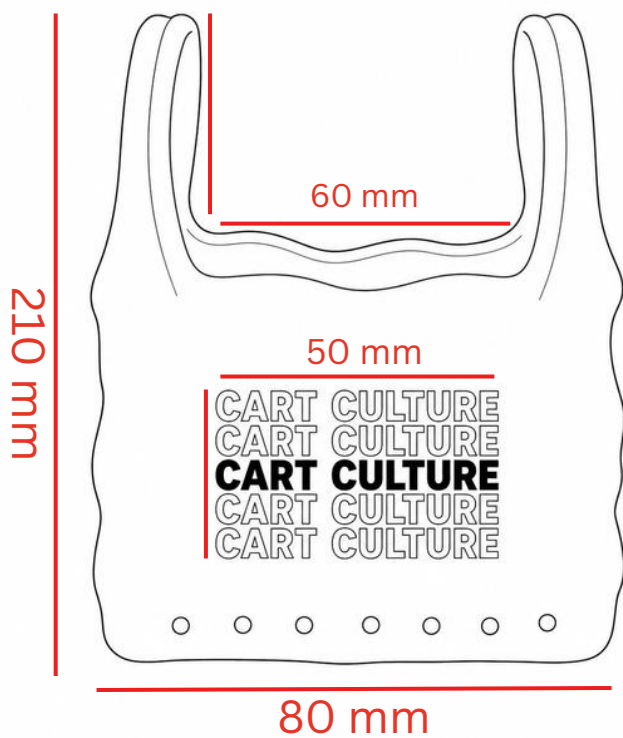


the berry bag



wash + display your
fresh market berries!



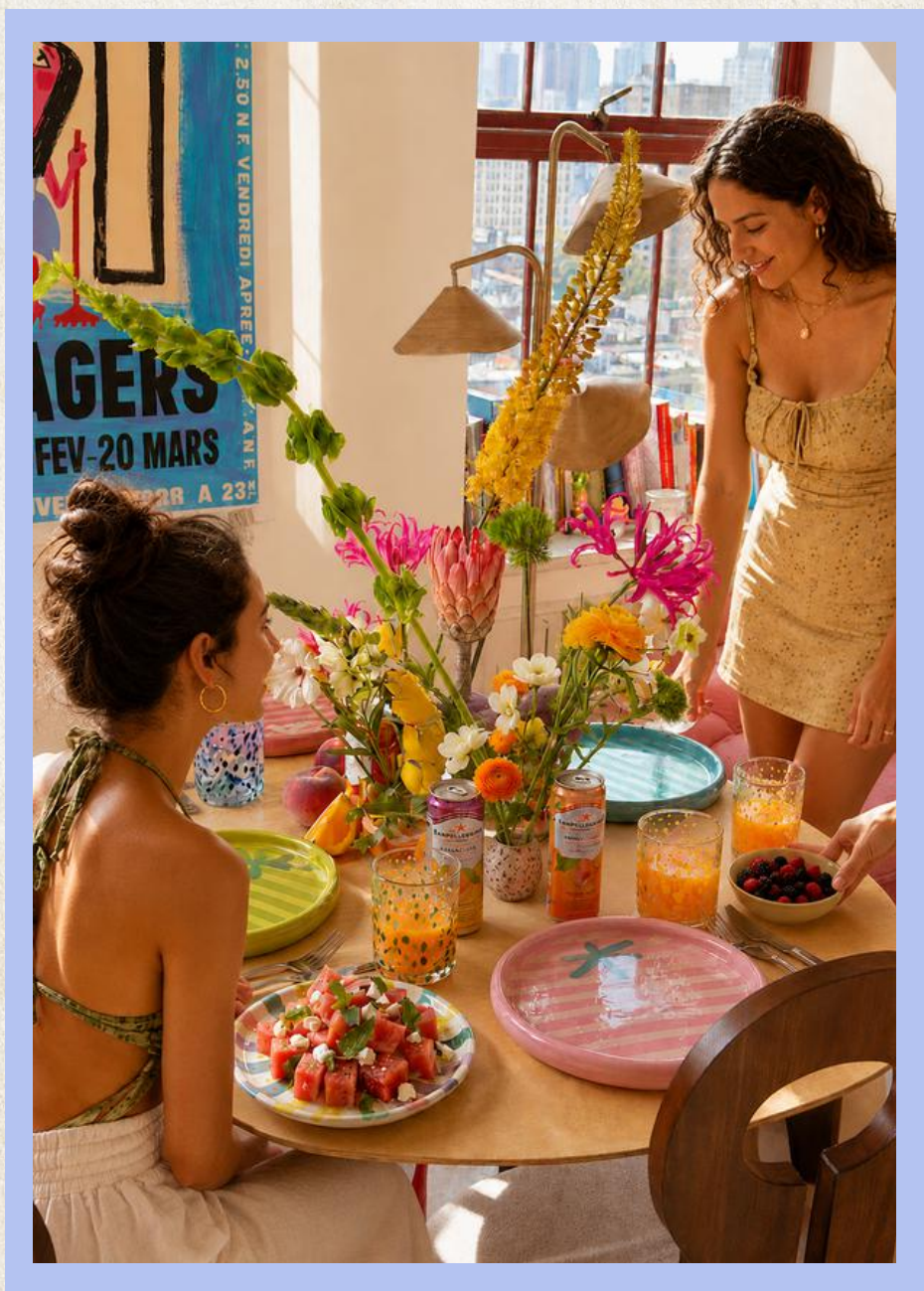


organic stoneware
with graphic
underglaze

SPECS

CHP . 03

share.



SKU #07



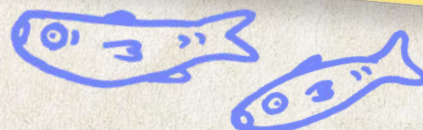
SKU #08



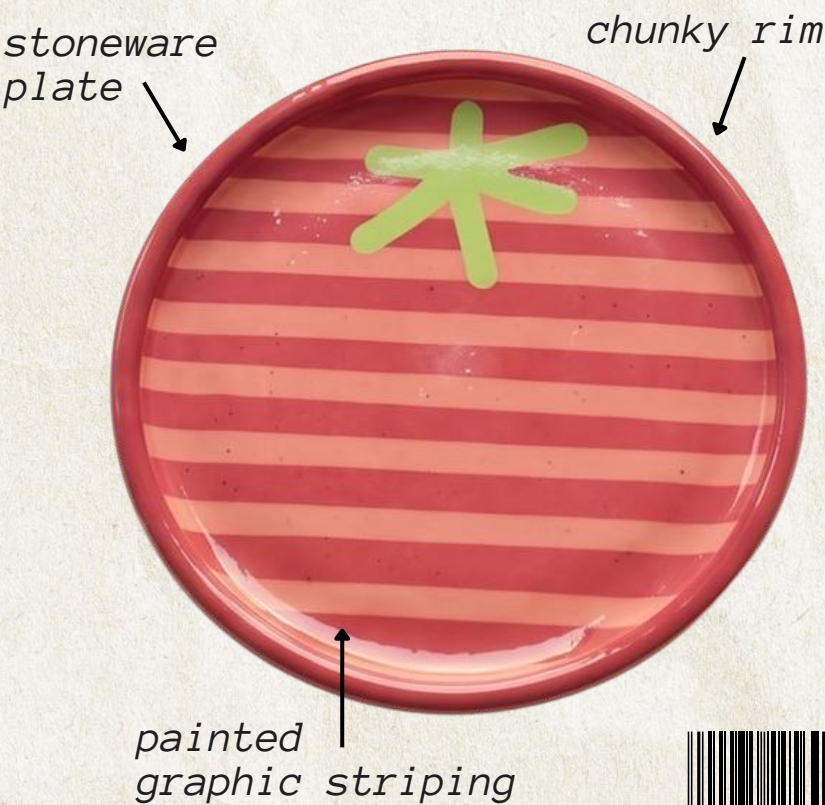
SKU #09



Bringing the market to the table, presenting beautiful ingredients that invite gathering, conversation, and connection.



the harvest plates



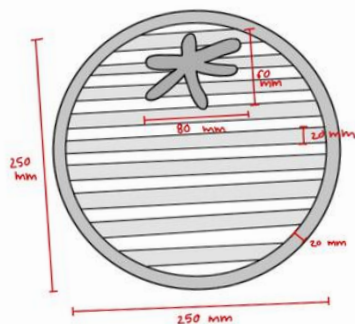
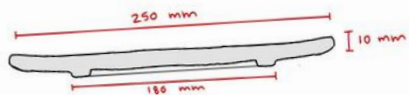
display your home meals!



add to cart



MORE COLORWAYS + SPECS



keep shopping!

freshly picked glasses



↑
melted art glass

↑
organic
sculptural body



inspired by your
market bouquet.

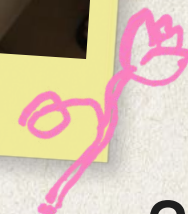


still thirsty?

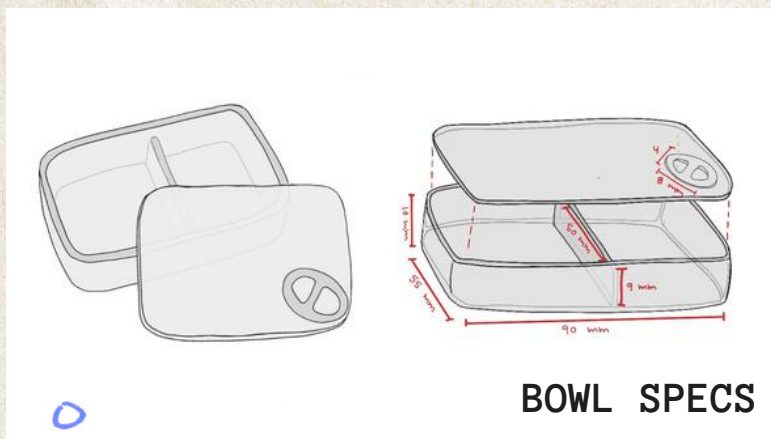
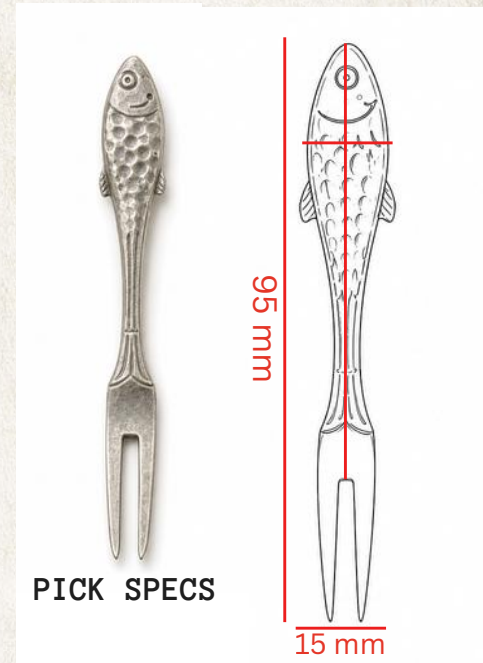
MORE COLORWAYS TO
BUILD YOUR BOUQUET:

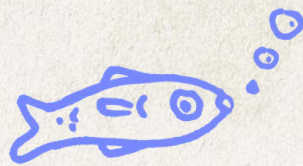


*freshly picked
for the table.*



tinned treasures set





RENDERINGS



CART CULTURE

thanks for shopping!

WHAT'S IN MY CART:



ANTHRO HOME