

# ILEX STUDIO



**SELECTED PRESS COVERAGE**

# ILEX STUDIO

Ilex Studio was founded in 2018 by Ed Spurr and Amy Hall Browne in London. With a design focus on the beauty of nature, their work is particularly inspired by the intricate forms of leaves. The aim is to create products that encourage people to connect with nature, blending beauty with functionality to promote environmental responsibility and artistic expression.

Ilex Studio's mission is to inspire people to plant, nurture, and celebrate the value of plants and trees. We are dedicated to addressing climate change in a simple and meaningful way by encouraging others to grow and plant trees. If every person plants one tree, it would have a profound impact on our earth. Most importantly, we are committed to contributing our efforts toward global reforestation, making our environment a better place for future generations.

## Acorn Vase and Avocado Vase:

The Avocado Vase and Acorn Vase, Ilex Studio's best-known products, both feature a minimalist, timeless, and functional design that allows you to observe the early stages of plant growth.

The Avocado Vase simplifies the traditional method of growing avocado seeds, eliminating the need for toothpicks and using an opening to cradle the seed, keeping it dry as it sprouts. Its spherical form supports free root growth and stabilization, while the specially designed magnifying glass lets you observe root development clearly.

Similarly, the Acorn Vase offers a beautifully innovative way to witness an acorn transform into an oak tree. The oakling can thrive in the vase for up to a year, deriving essential nutrients from the acorn before being replanted outside. Ideal for urban dwellers, nature enthusiasts, and design lovers, these vases bring the magic of nature into the home, fostering future generations of trees.







**The  
Guardian**

**The  
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Times**

**THE  
WALL STREET  
JOURNAL.**

**The  
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TIMES

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Philadelphia  
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**KUNSTHAUS ZÜRICH**

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## The Best Gifts for Teachers



Alexandra Ballard  
Reporting for Wirecutter



The MoMA Design Store Acorn Vase and Ilex Studio Avocado Vase are like little science lessons.

Place a seed (not included) in the small chamber at the top of the vase, and then watch as it slowly begins to root and sprout. The vases are available in multiple colors and made with a sturdy, temperature-resistant borosilicate glass.

MoMA

## 32 Gifts for People Who Have Everything

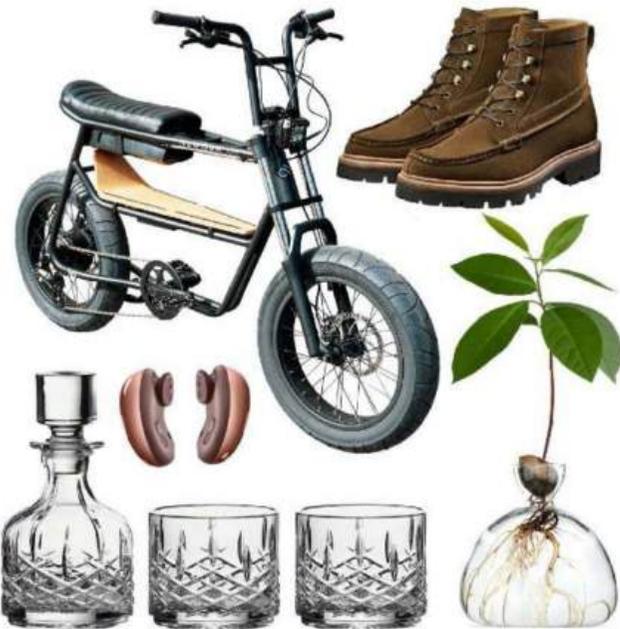
### An avocado vase



This gift is whimsical and useful, and it's not likely to be something your hard-to-shop-for friend already owns. The [Ilex Studio Avocado Vase](#) deftly cradles a pit so that it rests in the water without being submerged. After some patient waiting, the owner can witness the seed root and the leaves bud, unfurl, and flourish. And the sturdy, temperature-resistant borosilicate glass vessel—available in clear, red, green, or pink—won't shatter if it's inadvertently knocked over.

GIFT GUIDE

# The best Christmas gifts for men



• Avocado rooting vase, £35, [ilexstudio.com](http://ilexstudio.com)

FOR HIM



Oud Immortel eau de parfum, £170 ([byredo.com](http://byredo.com))



Boots, £290, [grenson.com](http://grenson.com)



Electric bicycle, £2,000, [newgenbikes.com](http://newgenbikes.com)



Fire pit, £52.99, Gardeco ([wayfair.co.uk](http://wayfair.co.uk))



Avocado rooting vase, £35, [ilexstudio.com](http://ilexstudio.com)



Gloves, £69, Hestra ([arket.com](http://arket.com))



Holdall, £59.99, Barbour ([countryattire.com](http://countryattire.com))

THE  TIMES

THE  TIMES  
MAGAZINE

**THE FIX**

**SANTA BABY...**  
A constellation of last-minute stocking fillers.  
By Clara Bakkeck

**ILEX STUDIO avocado vase, £35**

**Style**

**26 last-minute gift ideas**

...because we've all been terribly nice



REAL ESTATE | DESIGN

# Feeling Anxious? Houseplants Aren't the Only Way to Bring Nature Inside

Science confirms the calming power of the great outdoors. Here are some unique ideas to bring it into our homes.



THE WALL STREET JOURNAL CMO TODAY

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Clockwise from top left: Summerwood Basket, from \$198, serenaandlily.com; Hasani Wood Beaded Cushion, \$85, exitnineteen.com; Mirage Table Lamp, \$890, lladro.com; Avocado Vase, \$45, store.moma.org; Elan Armoire by Pinch, \$15,830, thefutureperfect.com; Copper Vase, from \$74, thefloralsociety.com

By *Christina Poletto*

Oct. 28, 2020 3:51 pm ET

# THE WALL STREET JOURNAL.



# STRATEGIST

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# 157

other things to give that  
are new to this world

PHOTOGRAPHS BY  
JOE LINGEMAN

► TYPICALLY, we share recommendations for the best products, period—it doesn't matter when they came out as long as they are exceptionally useful, beautiful, surprising, or otherwise worth recommending. In these pages, we have gone in a different direction, focusing almost entirely on the world of the new. Here, you'll find a wide assortment of recently released things for every person on your list, from mood music for a plant owner (a rerelease of a 1976 record that apparently helps monsters and ZZ's grow) to a big-dog-specific tote for a pit-bull parent. Plus, of course, hundreds of other ideas, from a vase that grows an avocado (see here, \$45 from [ilesstudio.com](http://ilesstudio.com)) to a handful of eerily realistic ceramic peanuts to a Lucite cat bed that could easily double as a side table. For legions more (and a lot of old good stuff), visit [thestrategist.com](http://thestrategist.com).



the  
**Strategist**

MICRO SALES | 11 Things on Sale You'll Actually Want to Buy: From EltaMD to

three barrels — one inch, 1.25 inches, and 1.5 inches — which means you're basically getting three curling irons for the price of one.

\$267 AT AMAZON



## Ilex Studio Avocado Vase

From \$32

~~\$58~~ now 45% off

I'm obsessed with this sculptural glass vase that is designed specifically for growing your own avocado tree from a pit. It's on sale if you buy it in pink, orange, or green glass.

FROM \$32 AT NORDSTROM

NEW YORK  
MAGAZINE

CHRISTMAS

# Fifty-five unusual Christmas gifts for a festive surprise

By Aaron Toumazou  
18 December 2020



19 / 55

### Ilex Studio avocado vase

Anyone with an interest in houseplants – and let's face it, these days, that's the vast majority – is sure to appreciate this innovative addition to their collection. This simple design highlights the maturity of its seed, rather than the plant itself; specifically, the seed of that ever-popular brunch food the avocado. The glass vase magnifies its roots as they become more and more unruly, making for a unique ornament on the mantel. £35. [ilexstudio.com](http://ilexstudio.com)

GQ



CHRISTMAS GIFT GUIDES

## Unusual Christmas Gifts: 28 Unique Gift Ideas For 2020

BY HUMERA HUSSAIN



5 / 28

### Ilex Studio

Avocado vase, £35, available at [ilexstudio.com](http://ilexstudio.com).

VOGUE

HOMES

## 20 Cozy Winter Decor Ideas, According to Interior Designers

BY JULIE TONG  
December 23, 2019



"It's \$28 and why not start some growth with an acorn you find on a walk? I just did this last weekend with my daughter and I'm so excited to watch it grow. I think the vase is so chic in its simplicity and I love seeing the roots and growth."



7/16

**Alex Eagle**

11oz acorn vase, £22, available at [alexseagle.co.uk](http://alexseagle.co.uk)



 The Affordable Edit - Grazia



1 of 5

**Avocado Vase, Ilex, £35**

Think the avocado has had its 5 minutes? Think again! Simply install the pre-germinated avocado stone and watch it grow a little every day, until it eventually transforms into a striking plant.

[VIEW OFFER →](#)

[ilexstudio.com](http://ilexstudio.com)



19 of 20

**Ilex Studio Avocado Vase, £40, The Conran Shop**

For a unique alternative to flowers, treat her to this brilliant vase from Ilex. Simply pop in the supplied (pre-germinated) avocado stone and watch it develop into a striking plant.

[BUY →](#)

[www.conranshop.co.uk](http://www.conranshop.co.uk)

# GRAZIA

◀ ALL HOME FURNISHINGS

## Ilex Studio's Glass Vases Let You Grow Your Own Trees

09.16.19 ||| Posted by Caroline Williamson ||| Home Furnishings Main

You might have caught sight of Ilex Studio's glass vases when we shared they were joining our Milk Stand pop-up shop this week during London Design Fair. The London-based studio aims to bring you closer to nature with the launch of their second design, the Avocado Vase. Along with their first product, the Acorn Vase, the glass vessels elevate the old trick of growing seeds using toothpicks and a cup to allow them to sprout and grow. Both vases feature minimalist silhouettes with spherical bottoms that let you witness the process of the seeds sprouting during their first stages of life.



The exaggerated hourglass shape keeps the avocado seed or acorn dry in the top section while the roots grow down into the water below. The glass is designed to magnify giving you an up close and personal view of the roots as they grow. By letting the roots hang freely, they become stronger and ready for their eventual planting in soil.

Both the Avocado Vase and the smaller Acorn Vase come with instruction booklets to guide you through the process of growing the trees.

GARDEN &amp; LANDSCAPES + PRODUCTS WE LOVE

# Watch a Future Oak Tree Sprout Roots With the Ilex Acorn Vase

By Camille Rankin — July 10, 2019

[View 3 Photos](#)

**We all know that mighty oaks from little acorns grow. But actually watching the process from the start is a rare experience.**

Ilex Studio has made it easier by designing an elegant acorn vase expressly for that purpose. Standing four inches high, the vase has a round base for water, a narrow neck, and a cup-shaped top for holding a germinated acorn. (The acorns are not included, but detailed instructions on how to prepare them are.)

In pretty short order, the nut splits open and begins spreading roots into the base of the vase, and a stem and leaves out the top. You can see progress daily, and it's fascinating—even emotional—to watch. If all goes well and your little acorn eventually makes it into the ground (after about a year in the vase and a year in a pot), it might indeed become a mighty oak. Parenting without the teenage years—what could be better?



## ILEX STUDIO

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[@acornvase](#) | [@avocado\\_vase](#)

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