

deconovo

your home decor specialists



Trendy



Thrifty



Trustworthy



Sustainable

Company Profile

Founded in 2004, our company specializes in providing a variety of home soft furnishings, including curtains, cushions, and pillows. Over nearly two decades of development, we have become a benchmark in cross-border e-commerce in the textile and home industries, covering research and development, design, production, manufacturing, sales, and more, creating a distinctive brand. With a modern production facility spanning nearly 30,000 square meters and a team of over 400 employees and designers, we have an in-house factory that ensures integrated production, packaging, and quality control. Each step is rigorously supervised by professionals to guarantee the outstanding quality of products we offer to global customers. Our brand, deconovo, enjoys an excellent reputation in the international home furnishings market.



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Brand Story

Founder of deconovo: Embracing Sustainability

Dear deconovo Family,

Over two decades ago, I founded deconovo with a vision of providing quality home goods globally. We achieved success and recognition, but a recent trip to Scandinavia changed my perspective.

In Scandinavia, I saw a harmonious coexistence with nature and realized we needed to prioritize sustainability. We've made significant changes, transitioning to eco-conscious practices and supporting conservation.

deconovo's mission has shifted. We are now focused on creating a legacy of care for the Earth through sustainable decor. Your continued support is deeply appreciated as our journey continues.

Warmly,

Raymond Yang

Founder of deconovo



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Brand Story

Our Renewed Purpose: From Sales to Sustainability

Our Success Story

In the diverse world of home decor, deconovo's distinctive touch quickly found its way into homes worldwide. The trust placed in our brand turned thousands of sales into millions. We became more than a brand; deconovo became synonymous with quality and style in countless households.

A Transformative Pause

Yet, even as the applause grew louder, we took a moment of introspection. Our meteoric rise in sales presented an opportunity: a chance to channel our success into a purpose far deeper than profit. The clarion call from the world outside our cozy interiors couldn't be ignored any longer. The question became evident: could we leverage our success not only to beautify homes but to benefit our planet?

In response, every corner of deconovo underwent a transformation, placing sustainability at its very heart. Our materials, craftsmanship, and designs were all reinvented with a greener, more eco-conscious approach. Sales became more than a metric of success; they became a testament to our commitment.

Each Product, Each Design is Now A Bold Statement

Saving our Earth with sustainable home decor.



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Brand Story

Beyond Sales: A Pledge for the Earth

Choosing deconovo now means aligning with more than just a brand. It's a commitment to a planet-friendly ethos as much as it is to elegance and style. Our trusted community, our loyal customers, have fueled our shift - from being driven by sales to being dedicated to sustainability.

Our Mission, Reimagined

While deconovo's presence in the realm of home decor is unwavering, our focus has evolved. Beyond just aesthetics, we aim to shape a future where every decor choice is also a pledge for the planet. Every product, every sale, underpins our unwavering commitment: In business to save our Earth through sustainable home decor.

Join us in this renewed journey

A path where the resonance of past achievements beautifully merges with the aspirations of a greener, more sustainable tomorrow. Because at deconovo, our business isn't just decor; it's a dedication to the planet we all call home.

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Sustainability at deconovo

Your Trustworthy Choice

With deconovo, you're choosing more than just home decor. Our Oeko-Tex certified products, aligned with GSR standards, are a testament to our commitment to responsible living and mindful consumption.

Purpose Beyond Products

Every item we design and craft resonates with a deeper message. It whispers, "We're not just in the business of home decor. We're in the business to save our Earth through sustainable home decor."



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Sustainability at deconovo

Our Commitment

Mindful Materials: Our use of certified materials, emphasizing recycled and upcycled components, is a step towards sustainability without compromising on elegance.

Evolution in Action: We acknowledge that every journey has its starting point. While we continue to strive for eco-friendly innovations in our production, our certifications are already ensuring the products you bring home are safe and conscientious.



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Sustainability at deconovo

Together Towards Tomorrow

Let your home mirror both your style and values. When you opt for deconovo, each piece is not only an addition to your space but also a pledge to a greener tomorrow. Together, we can weave a world that's both beautiful and conscious.

Share the Journey

Your voice, insights, and ideas hold immense value. Connect with us, share your sustainable living suggestions, and let's chart this journey hand in hand. Your participation strengthens our commitment to a purpose-driven path.



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Vision

Leading sustainable home decor,
committed to building a globally renowned sustainable home brand.



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Mission

deconovo's Purpose:

Saving our Earth with sustainable home decor.



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Sustainable



Value

Customer-Centric

Reliability

Innovation

Sustainability

Integrity

Efficiency



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Strategy

In today's fast-paced world, we're rapidly expanding internationally and becoming a favored home decor brand in dozens of countries, including the US, Canada, France, Germany, the UK, Japan, Italy, Spain, and more, catering to consumers seeking a refined lifestyle.



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Walmart

wayfair

shopify

overstock.com

SHEIN

TikTok

cdiscout

ManoMano

OTTO



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