



Thula Tula

Updated 4/27

PRONUNCIATION: Th is sounded out like a T so it will sound TULA TULA

PRODUCT NAME: Brush Strokes Throw; Xhosa Stripe Throw; Protea Pinstripe Throw; Mudcloth Throw ; Mudcloth Throw; Extra Large Xhosa Blanket; Extra Large Xhosa Blanket; Large Herringbone Throw ; Large Herringbone Throw; Protea Hand brushed Throw; Protea Asterik Throw; Lyric Throw; Lyric Throw; Heritage Basotho Blanket (indoor/outdoor); Heritage Basotho Blanket (indoor/outdoor); Congo Kuba Cloth Throw); Ghana Kente Throw; Masaii Throw; Ndebele Throw; Leopard Throw; Giraffe Throw); Heritage Basotho Blanket (indoor/outdoor); Melody Bandwidth Throw; Melody Bandwidth Throw.

CBSD Wednesdays - PRICE: Retail Price: \$89-\$259 / Deal Price: \$62-\$179 / Discount: Up to 31%



ON AIR SKUs:

Brush Strokes Throw (ACT5040101HE); Xhosa Stripe Throw (MYS8358801MA); Protea Pinstripe Throw (PPT5360115HE); Mudcloth Throw (ADS9718803MA); Mudcloth Throw (ADT1178801MA); Extra Large Xhosa Blanket (CST9713901LM); Extra Large Xhosa Blanket (CST9713905LM); Large Herringbone Throw (WHR1177401HE); Large Herringbone Throw (WHR1177418HE); Protea Handbrushed Throw (PSR7430324HE); Protea Asterik Throw (PSR7430306HE); Lyric Throw (LYT0760106HE); Lyric Throw (LYT0760105HE); Heritage Basotho Blanket (indoor/outdoor) (SMB0021010X); Heritage Basotho Blanket (indoor/outdoor) (SMB0021002X); Congo Kuba Cloth Throw (ADS9748801MA); Ghana Kente Throw (BVS9897801MA); Masaii Throw (MYT0038802MA); Ndebele Throw (BVS8377803MA); Leopard Throw (BVT4097801MA); Giraffe Throw (BVT5487803MA); Heritage Basotho Blanket (indoor/outdoor) (SMB0021009X); Melody Bandwidth Throw (MYT5200111HE); Melody Bandwidth Throw (MYT5200112HE)

LINKS: [Website](#), [Instagram](#), [Facebook](#), [Tiktok](#)

TAGLINE: Ethically handmade South African blankets

WHAT IS THE PRODUCT? Tired of dull, uninspiring home décor that leaves your living space lifeless and mundane? The Thula Tula's Blanket collection is here to revitalize your surroundings with a captivating touch of cultural artistry.

WHAT DOES THE PRODUCT DO?

The Thula Tula Basotho blanket: Not just a blanket; these are heirlooms. They are made to last for generations, which is bad for business and good for the environment. The Basotho blanket also has deep cultural significance and history to the people of Lesotho. All the blankets are:

1. Woven In South Africa
2. Sustainably and ethically made
3. Hypoallergenic, No toxic dyes or chemicals used... ever
4. Machine washable, pet and kid-friendly
5. Soft and warm, perfect for outdoors and indoors

HIT POINTS:

- Luxuriously soft and cozy, these one-of-a-kind blankets showcase stunning colors woven by some of the finest artisans in South Africa.
- Now Imagine wrapping yourself in a cozy blanket that keeps you warm and has a meaningful impact on the world.
- Thula Tula Blankets are sustainably and ethically woven in South Africa with the highest quality materials.



WHY SHOULD THE AUDIENCE BUY IT?

Made With Purpose: The brand is devoted to making a direct difference to the people and communities that created your blanket by providing well-paid, meaningful unionized jobs and empowering underserved communities, especially women and children in Southern Africa.

But what sets them apart is their dedication to improving the lives of those who create them. Each blanket symbolizes hope and positivity by providing fair-paying unionized jobs and empowering underserved communities in Southern Africa.

They are sustainably and ethically woven in South Africa with the blessing of the Basotho Nation and the Lesotho royal family. They are also naturally hypoallergenic. And, If you watch close, you can see them featured in the Black Panther, and they are also owned and worn by Pope Francis, Prince Harry, and Nelson Mandela. With proper care, these blankets last for many years so that you can pass them on to your children and grandchildren.

So snuggle up in a Thula Tula Blanket and feel good about making a difference.

ADDITIONAL INFORMATION:

Each blanket is sustainably and ethically designed and woven in South Africa.