

Postcards by Pinch

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The Move Toward Circular Living



For decades, our homes have been shaped by a linear mindset: buy, use, discard, repeat. But as conversations around sustainability evolve, a quiet shift is happening inside households worldwide. People are beginning to ask where things come from, what they're made of, and where they will go when they leave their homes. This shift is at the heart of circular living, a philosophy that reimagines consumption as a loop rather than a line. Instead of treating objects as temporary conveniences, circular living views them as materials with multiple lives. It invites us to design homes that generate less waste, extend the life of what we already own, and make choices that benefit both our wellbeing and the world beyond our walls.

At its core, circular living is about redefining value. Rather than equating "new" with "better," it encourages us to appreciate what can be repaired, repurposed, or reinvented. Many studies show that repair practices foster a stronger emotional attachment to objects, making us more mindful of how we use and care for them. Vintage furniture, for instance, is experiencing a resurgence not only for its character but also for its longevity; well-built pieces can be refinished or reupholstered instead of replaced. The same applies to home textiles and kitchenware, where durable materials like steel, linen, and natural wood outlast their disposable counterparts. In a world saturated with fast design and fast consumption, the quiet durability of well-



made objects feels grounding. Circular living doesn't ask us to own less for the sake of minimalism alone; it asks us to steward what we own with intention.

Circular living also reframes waste as a resource. Composting turns food scraps into nourishment for plants. Glass jars become storage. Old linens become cleaning cloths. Even technology is being designed with circularity in mind - modular appliances, refillable home-care products, and take-back programs that recycle parts into new items. This mindset extends to how we choose products to bring into our home. More people are seeking brands that prioritise refill systems, recyclable packaging, and ethical sourcing. The shift is subtle but meaningful: instead of asking "How long will this last?" the question becomes "What happens after its first life?" Circularity reminds us that the life cycle of an object doesn't end when we're done using it; it simply transforms.

Another dimension of circular living is the way it brings communities together. Sharing, swapping, and borrowing have re-emerged as modern practices disguised in familiar forms: neighbourhood book exchanges, community tool libraries, clothing swaps, and local repair cafés. These are not just sustainable



solutions; they are ways of reconnecting with people around us. Instead of every household buying rarely used items- a drill, a ladder, a steam cleaner, communities are re-learning how to resource-share with ease. Even digital platforms now facilitate local lending networks, extending the lifespan of household items and reducing the environmental burden of overconsumption. Circularity, in this sense, is not merely a personal choice but a collective rhythm.

Ultimately, the move toward circular living is less about perfection and more about mindset. It doesn't demand dramatic lifestyle overhauls. It asks for an attentiveness to the flow of objects in our lives: where they come from, how they're used, and how they continue after us. It asks us to honour craftsmanship, extend life cycles, make thoughtful choices, and choose quality over quantity. Circularity is not only sustainable - it's deeply human. It mirrors the cycles we see in nature: renewal, restoration, reinvention. And in a world that moves quickly, circular living invites us to slow down, look closely, and cultivate homes that feel more aligned with our values, our environment, and the future we hope to sustain.



To Use

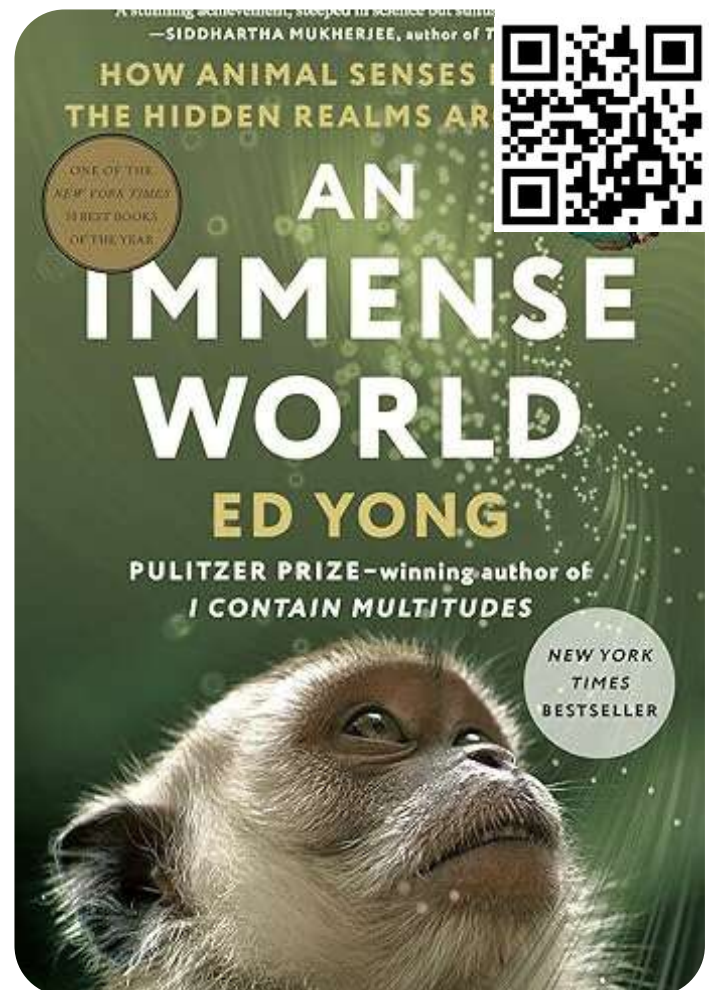
Focus Ripple Wireless Diffuser (Fruik)

A beautifully designed wireless diffuser that turns scent into a quiet, sensory ritual. Its rippled form and soft glow make it feel more like an object of art than a device. The diffuser uses gentle misting to create a calm, grounding atmosphere wherever it's placed - bedside, workspace, or living room. With no cords and minimal upkeep, it blends into any home with ease. Perfect for creating moments of pause in the middle of a fast day

To Read

“An Immense World” by Ed Yong

A fascinating exploration into how animals experience the world through senses completely unlike our own. Ed Yong opens up a universe of perception that sits right beside us yet often goes unnoticed. The book shifts the way we think about sight, sound, touch, and presence - and invites readers to look at familiar spaces with new eyes. Rich, accessible, and deeply surprising, it's a reminder of how layered and alive our world really is.





ROBERTO MUSCI
TOWER OF SILENCE



MUSIC FROM MEMORY
MEMBER

To Listen

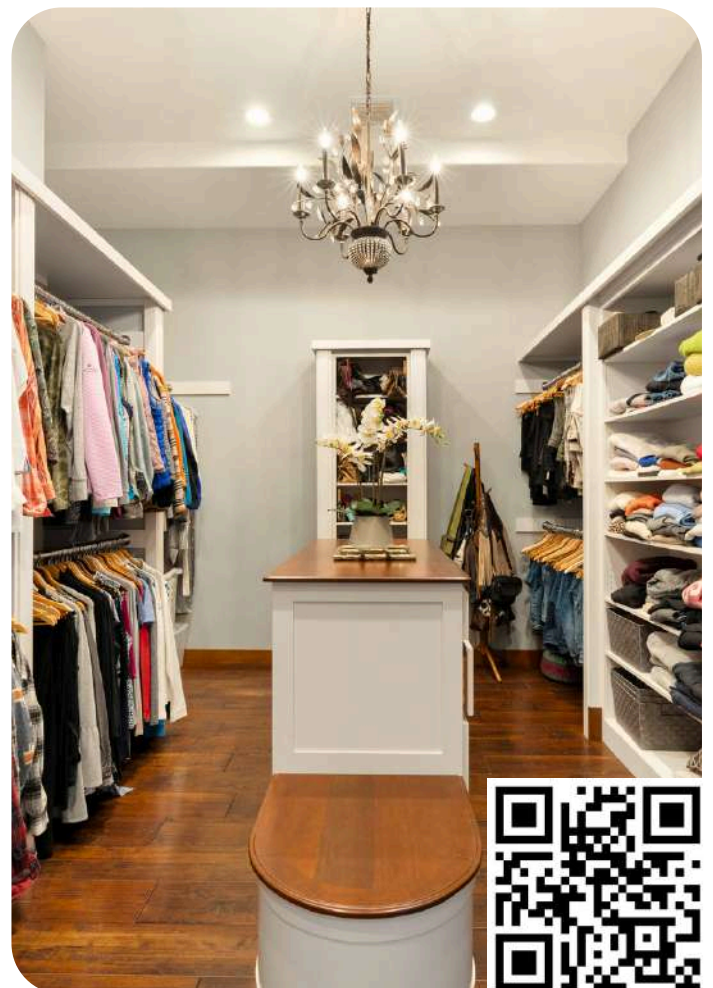
Roberto Musci – Tower of Silence

An atmospheric and transporive album that blends global sounds, ambient textures, and quiet experimentation. Musci's compositions move slowly and thoughtfully, making the album ideal for working, unwinding, or creating a grounding start to the morning. Every track feels like a small journey - layered, meditative, and rich in detail. Perfect for anyone looking to add depth and calm to their listening rituals.

To Watch

Never Too Small (YouTube Channel)

A beautifully produced channel documenting clever, intentional design in small homes across the world. Each episode breaks down how people rethink space, storage, and materiality to live better with less. What stands out is the craftsmanship: every layout, object, and surface is deeply considered. Inspiring even if you don't live small - it's about thoughtful design, creativity, and the elegance of using only what you need.





Water : The Future of Feeling Better

Brand Feature



Teja Vinukollu spent most of his adult life doing what all of us do without thinking. Sitting in a certain way, sleeping in whatever posture felt comfortable, switching from long workdays to late-night laptop hours on the bed. Life kept moving, and so did he, until one day a persistent lower-back discomfort grew into something unmistakable. A slipped disc, months of pain and years of unconscious habits. He had been working from bed, slouching at the desk, sleeping without support. All the things his younger body tolerated but quietly collected as future debt. And that debt had finally come due.

What stayed with him wasn't just the diagnosis but the realisation that followed. We live in a world full of artificial intelligence, yet the physical world around us remains surprisingly unintelligent. Our mattresses are still designed for a mythical "average" body. Our chairs assume the same height, weight and posture for every person. And in moments of deep focus - whether we are building a machine-learning model, watching a show, scrolling endlessly or slipping into sleep, the brain stops correcting posture altogether. It simply hands over control, leaving the body vulnerable in ways we don't even register. That single insight became the seed for Water, a company building what Teja calls active ergonomics, or robotic



furniture that understands you in real time.

Water's flagship creation, CAMA, looks like a bed but behaves like a system with its own quiet intelligence. Beneath its surface are more than 10,000 micro-sensors that sense how you sleep, learn your posture, understand your anatomy and reshape themselves to support you. If you turn to your side and your top leg begins to twist your spine, the bed gently lifts that section to align you. If you roll onto your back, the pillow area adjusts so your neck doesn't strain. If you're menstruating, the bed moves you into a naturally relieving posture. If you snore, it shifts your angle. If you're expecting, it keeps you safely on your left without needing to remember. Through pregnancy, breastfeeding, poor sleep cycles, stress, long work nights, intimacy or recovery, the bed anticipates, assists and adapts.

Teja's frustration with wearables also shaped his vision. "Don't tell me what's wrong," he said. "Fix it for me." And that is the ethos of Water. Instead of another screen showing you heart rate graphs, the system simply works beneath you. It corrects, supports and responds without requiring you to make a decision or take an action. It brings intelligence out of our devices and into the objects we live with every day.



The goal isn't just to redesign a bed. It is to reimagine the entire environment around a person. In Water's future, the chair at your office knows you. The couch in your home adjusts to you. Even a hotel bed remembers the best posture your body needs. Every surface that touches you will quietly help you rest, heal and function better. For people who live high-performance lives, this isn't luxury. It is foundational. Rest becomes something designed with intention, not left to chance.

Water did not begin in a lab. It began in a moment of pain and a realisation that the world expects us to endlessly adapt while the systems meant to support us remain fixed. Teja's answer is simple and powerful. Let the world adapt back. And for the first time, that world begins with a bed that understands you better than you understand yourself in your sleep.

If you'd like us to help you explore Water or experience CAMA when it launches, just let your Lifestyle Manager know.

 Pinch

Make Time for More

