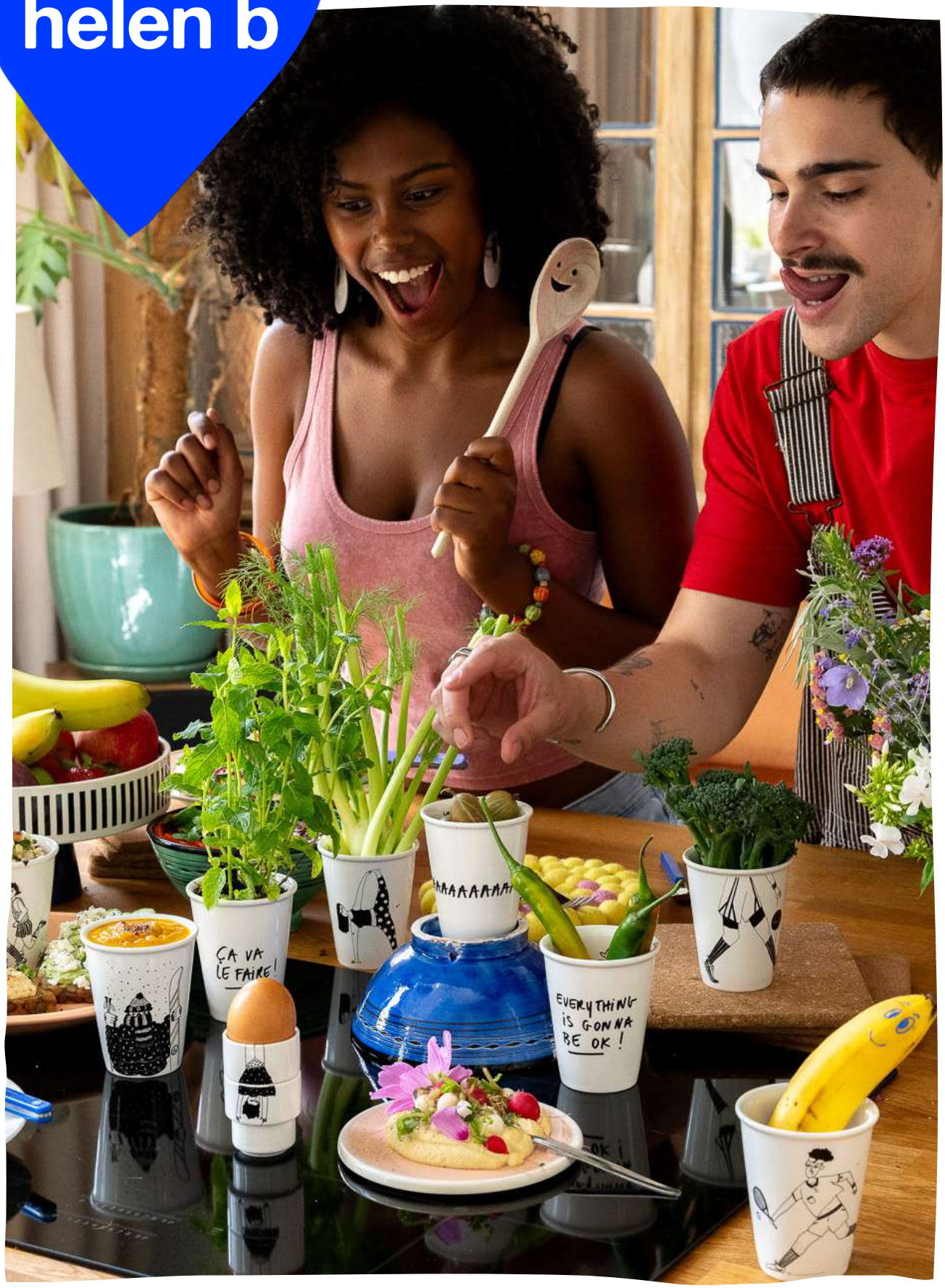
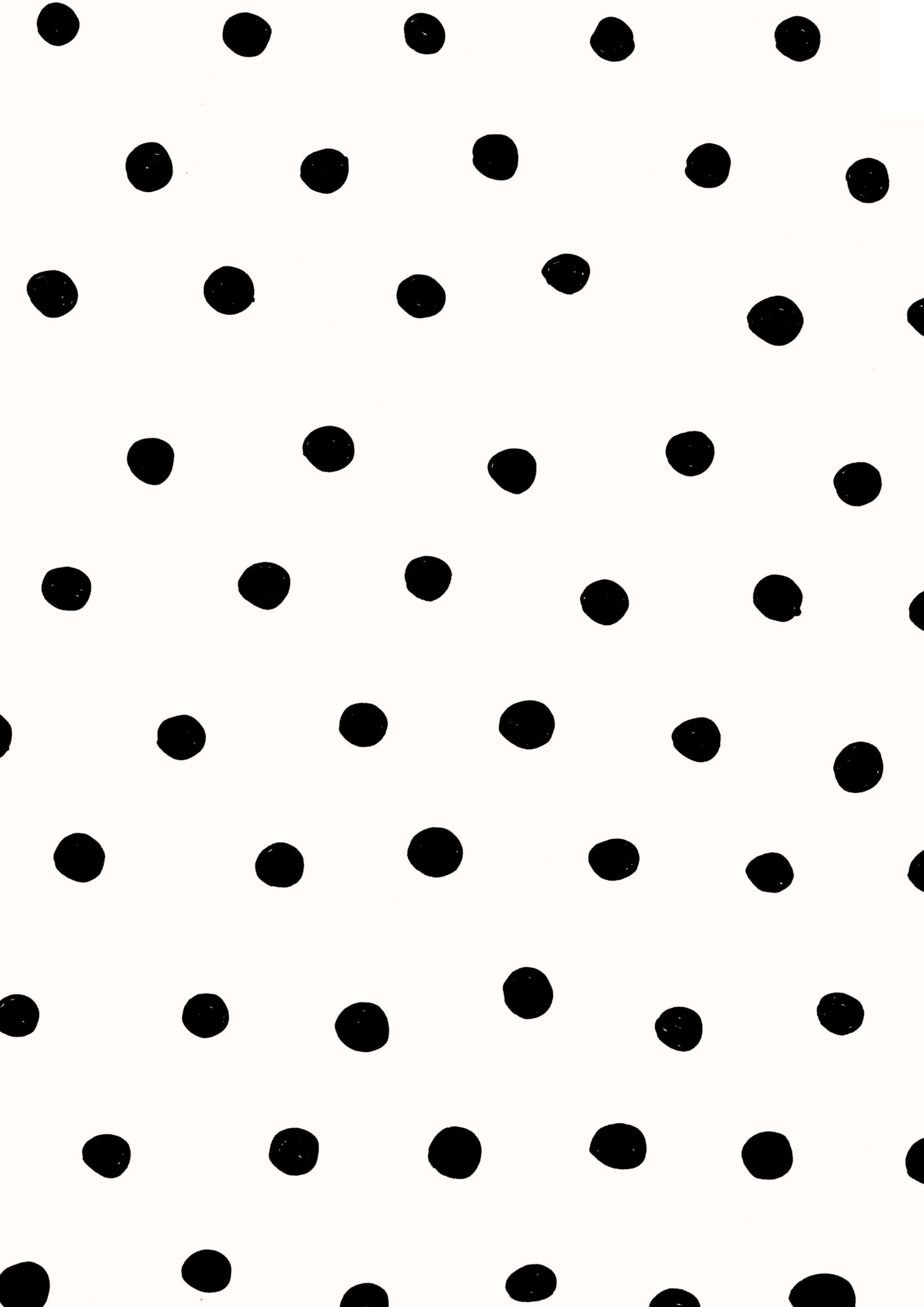
helen b



CATALOGUE

SEPTEMBER 2026







A new collection. A new chapter.

Every new helen b collection starts the same way: with a blank sheet of paper, a head full of ideas and a few weeks of complete focus. I love escaping to our little house surrounded by the Portuguese countryside. It's where I can slow down, shut out the noise and spend hours drawing. I get completely lost in the process. Those are the moments when I honestly believe I'm the best illustrator in the world... until the next drawing doesn't work at all. (Which, luckily, is all part of the process too.)
Creating a new collection is a challenge every single time. How do you make something feel fresh while still being unmistakably helen b? How do you tell a meaningful story with just a few simple lines and a little wink?

This collection was inspired by something I've been seeing all around me. So many people seem to be searching, struggling or simply trying to find their balance. These strange and uncertain times leave many of us feeling anxious, overwhelmed or unsure of ourselves. Yet we're constantly surrounded by pictures of perfect lives and smiling faces, especially on social media. It can make us believe everyone else has it all figured out. But real life doesn't work that way. That's why I wanted this collection to carry a simple but important message: It's okay not to be okay.
Of course... in true helen b style. Honest, playful and with a little smile.

This collection also expands my existing sports cups (speedie and rocket). Suddenly everyone around me seems to be putting on running shoes and signing up for marathons! I watch in complete admiration while happily sticking to my twenty minutes of morning yoga. (Which, of course, also became a drawing.)
You'll also find new cups inspired by tennis, football and basketball. And secretly, I hope they'll convince a few more men to fall in love with helen b cups too.

As always, I couldn't resist adding a few new quote cups.
My personal favourite? **"I HAVE NO IDEA!"**
Because if I'm being honest, I've thought exactly that quite a few times over the past year. And every single time it makes me laugh. Sometimes you simply don't know. And that's perfectly okay.

Thank you for joining me on this journey, collection after collection. I hope these new illustrations make you smile, make you pause for a moment, and perhaps remind you to be a little kinder to yourself, and to the people around you.

With lot's of love,



P.S.: Secretly, "**cancelling plans**" is my favorite illustration from this new collection.

ABOUT

HAND-DRAWN

I still draw the old-fashioned way: with pencil and paper. Every illustration challenges me to capture as much emotion and character as possible using only a few black lines. Those simple line drawings have become the heart and signature of helen b.



FUNNY CHARACTERS



My biggest inspiration is everyday life. I love drawing the small, awkward moments that make people laugh, blush or think, "That's so me." Those little moments are often the ones we remember most. And when people recognize themselves in a drawing, it instantly becomes their story too.

SUPPORTING SOCIAL ECONOMY

Working together with social workshops in Ghent isn't just part of our production process, it's part of who we are. Seeing people enjoy their work and feel proud of what they create is worth more than gold.





SOMETIMES BOLD

I believe illustrations can do more than make people laugh. They can comfort, encourage and remind us we're not alone. Whether it's a motivational drawing or an honest quote, I hope my work gives people a little boost whenever they need it.
Every cup, towel or notebook is a small reminder to be a little kinder to yourself.

FROM GHENT

I still get goosebumps when I see helen b in shops around the world. What started with a pencil and a piece of paper in Ghent is now available in more than 500 beautiful shops across 38 countries. Every summer, people send me photos after unexpectedly discovering helen b on their travels. Sharing that little moment of pride together never gets old.



TEAM



HELEN
CREATIVE MIND & FOUNDER
helen@helenb.be

SOFIE
SALES & ADMIN WARRIOR
sofie@helenb.be
+32(0)488 58 55 60

MAAIKE
MARKETING GIRLIE
maaike@helenb.be

NATHALIE
OPERATIONAL MACGYVER
nathalie@helenb.be

LIE
PURCHASE & LOGISTIC
FEMALE POWER
lie@helenb.be

HELEEN
STORE CAPTAIN
heleen@helenb.be
+32(0)9 366 16 06

JANKA
GRAPHIC DESIGN JEDI
janka@helenb.be



HELEN B EN VRIENDEN
Onderbergen 56
9000 Ghent | Belgium
+32(0)9 273 57 70

COORDINATES

BV HELEN B & CO
HELEN B ATELIER
Sassevaartstraat 46/302
9000 Ghent | Belgium

helenb.be
@helenb.be















ABOUT

3 helen b
4 about
6 team and coordinates
10 Helen's favorites

PORCELAIN

16 cups
32 cups XL
40 stackable mugs
42 bowls
46 plates
50 spoons
52 egg cups
54 dishes
58 jugs

TEXTILE

66 bathroom essentials
66 towels
66 beach towels
68 bath towels
70 hand towels
72 guest towels
74 washcloths
76 bath mats
80 facepads
82 soap
84 soap box
86 kitchen essentials
86 kitchen towels
88 kitchen towel sets

92 bags
92 tote bags
94 lifestyle
94 gym socks
96 doormat
98 plaids

PAPER GOODS

104 blocnotes
104 blocnotes A6
106 blocnotes xl
108 wiro
110 weekly planners
114 calendars
114 birthday calendars
120 yearly calendar
124 prints
130 cards
130 greeting cards
132 postcards
140 stickers

WOOD & CORK

146 trays
148 coasters
150 coasters XL

GLASS & DRINKING BOTTLES

152 glasses
154 drinking bottles

CANDLES

156 candles



HELEN'S FAVORITES



I don't believe we always have to behave, fit in or do what everyone expects from us. **Sometimes it's healthy to say "fuckfuckfuck", let go of all the nonsense and simply do what feels right.** This illustration is my little reminder to worry less about other people's opinions, break a few unnecessary rules and stay true to yourself. Because honestly... life becomes a lot more easy and fun when you do.



cup fuck fuck fuck



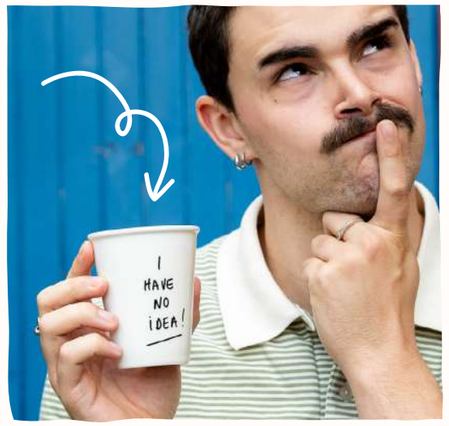
wiro everything is gonna be ok

This little wire-o notebook is made for ideas, doodles, shopping lists and big dreams. It's printed on wonderfully soft Munken paper, produced in a cradle to cradle certified paper mill in Sweden, and printed by Zwart op Wit, one of Belgium's greenest printing companies. And yes... the quote Everything Is Gonna Be OK isn't perfectly centred. That was entirely on purpose. It even caused a few confused faces in our own team, which only made me love it even more. **Because sometimes, perfect is a little overrated.**

This illustration always makes me smile because it reminds me so much of Peter and me. Curled up together on the sofa, happy that we decided to stay home instead of going out. No FOMO, no guilt, just enjoying the moment. Somehow, that feels like the perfect illustration for a weekly planner that's about to fill up with meetings, deadlines and to-do lists. **A little reminder that sometimes the best appointment you can make... is no appointment at all.**



weekly planner A4 cancelling plans club



cup I have no idea

People often think that running a company means always knowing where you're going. I can tell you that's simply not true. **I don't always have the answers either.** What matters is surrounding yourself with people you trust and having the courage to admit when you don't know. That's where the best ideas usually begin.

This is a close-up from one of my most iconic drawings. That hand on her bum has always felt incredibly tender to me. It's not about nudity, **it's about love, comfort and quietly saying, "I'm here for you"**.
And because I love the illustration so much, this plate deserves a place on the wall just as much as on the table.

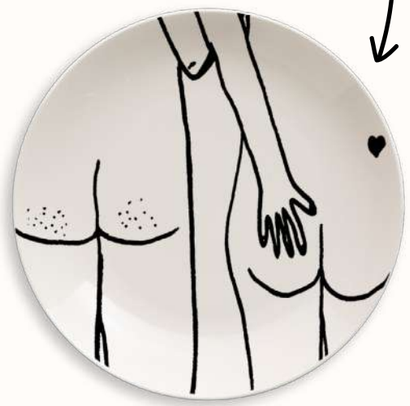


plate naked couple back detail



facepads kitty

These ultra-soft reusable face pads have quickly become part of my daily routine. Made from organic cotton by a women-led company in India, they come in a set of seven inside a handy little laundry bag, so they never disappear in the washing machine. They're gentle on your skin, kinder to the planet and finally **the perfect excuse to say goodbye to disposable cotton pads**.

The word LOVE, built from tiny naked characters... it makes me smile every time I see it. **To me, love is still the strongest force we have**. It's something we all need a little more of. I love combining the hand towel and bath towel as a matching set, together with our new Rose soap, my favourite scent of the summer.



handtowel & baththowel love

kitchen towel

cup

plate

vinyl sticker

A4 print

weekly planner

postcard

bowl

wooden tray

tote bag

CANCELLING PLANS CLUB



PORCELAIN

This is where it all started: our porcelain collection.

Our mission is to offer you **high-quality porcelain that's beautiful and sustainable**. We collaborate with partners that share our philosophy regarding respect for quality, work conditions and an overall sustainable production process.

A treasured bond we hold dear is the one with a local social workspace located in Ghent. With patience and precision, they grace each porcelain canvas with the illustrations, one unique design at a time and then bake them in our ceramic ovens at 850 degrees Celsius. This ensures that all our porcelain products are dishwasher and oven safe. They will also make sure that all our products are packed consciously, as we don’t want to contribute to a culture of wastefulness.



CUPS

Our porcelain cups are our most popular and well-known product. The illustrations will take you on a trip through the universe of helen b. They reflect my personal take on life, capturing the moments, people, and experiences that have left a mark on me. However, the real magic happens when these illustrations meet your imagination. I encourage you to create your own narratives and discover the stories that these images inspire. So, sip, enjoy, and let your creativity flow!

h 9,5 cm x dia 8 cm
volume 220 ml
dishwasher, oven and microwave proof
processed in Belgium

NEW

NEW CUPS!



CANCELLING PLANS CLUB
The best plans are sometimes the ones you cancel. The couch never judges.



PUSHING AWAY SHIT
Protecting your peace is a full-time job.
Keep pushing.



DOGWALKER
Every walk is better with a wagging tail.
Isn't it?



FUCK FUCK FUCK
Some days deserve exactly these three words.



TOWER OF FRIENDS
Life is better when you lean on each other. Carefully.



SORRY NOT SORRY
It's ok not to feel ok.
Life goes with ups and downs.



TOO MUCH ESPRESSO
Now vibrating through life.

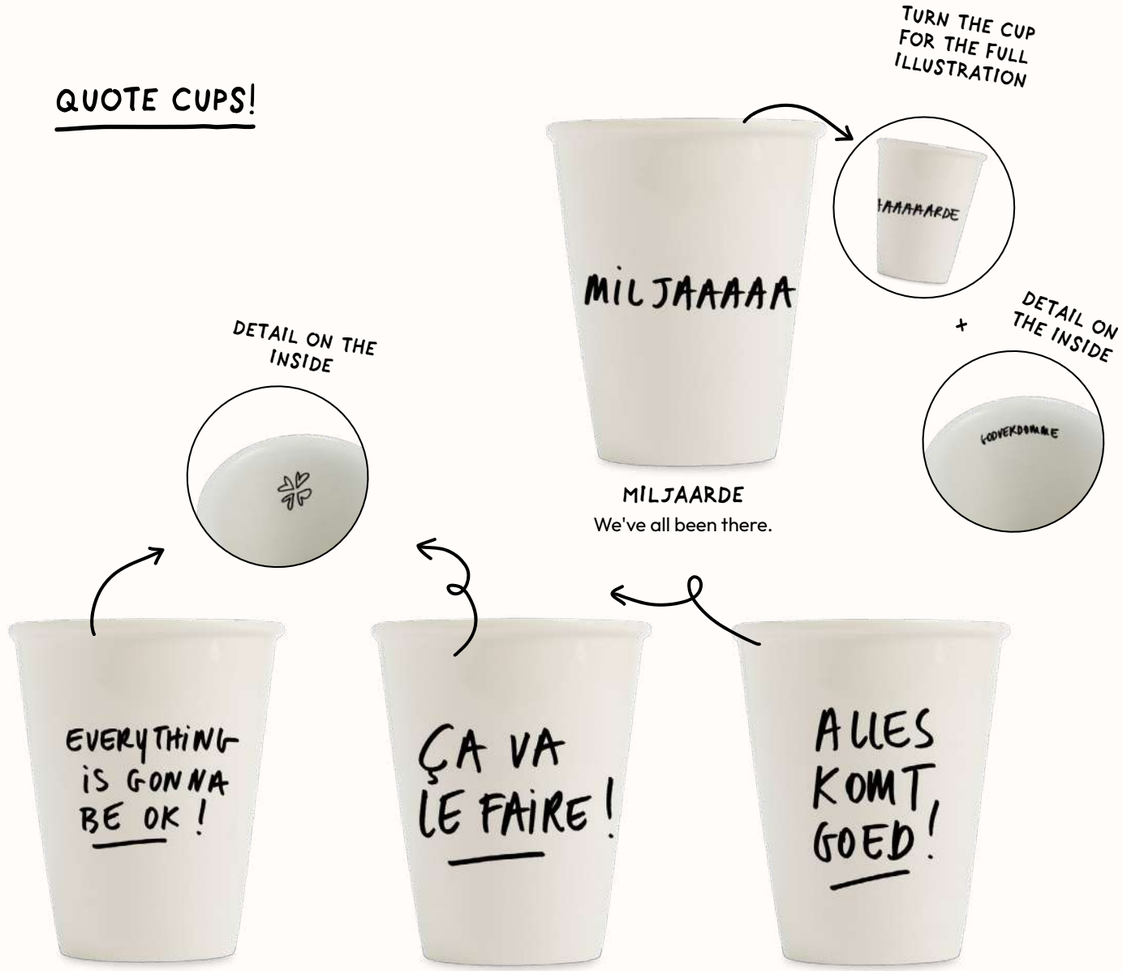


DRAMA ON A CHAIR
Taking a seat for today's emotional performance. Standing ovation optional.



SLEEPING BEAUTY
Rest is productive too.
Just five more minutes...

QUOTE CUPS!



MILJAARDE
We've all been there.

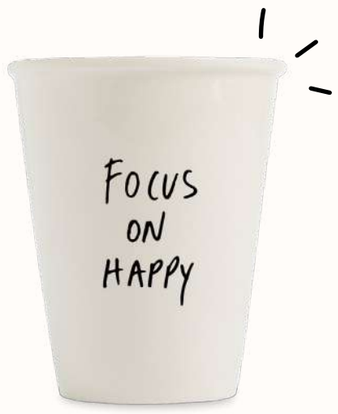
EVERYTHING IS GONNA BE OK
One deep breath. Everything always finds its way.

ÇA VA LE FAIRE
You've got this.

ALLES KOMT GOED
Maybe not today. But definitely one day.



I HAVE NO IDEA!
Confidence is overrated.



FOCUS ON HAPPY
Try to be happy with the little things in life. Focus on happy!

NEW





SPORTS CUPS!



BASKETBALL PLAYER
Keep your head up and your ball bouncing.



FOOTBALL PLAYER
Slightly dramatic. Very committed.



I LOVE APEROL
If you fall, make it look stylish. Then head straight to après-ski.



RUNNING FOR LIFE
Not chasing perfection, just the finish line.



TENNIS PLAYER
Dressed for Wimbledon.
Playing like Monday morning.



YOGA FART
Inner peace isn't always silent.
Namasté.

BESTSELLER

BESTSELLER CUPS!



GRL PWR
Women have the strength
to change the world!



WINE O'CLOCK
Need I say more.



ZEN WITH CATS
The hardest thing to do in the world?
Remain zen with cats around.



NAKED COUPLE BACK
By this sweet and caring gesture,
he lets her know he's there for her.



NAKED COUPLE
You can't see anything.
Or can you?!



FLOWER GIRL
Who doesn't LOVE a huge
bouquet of field flowers?!



YOGA IN THE SHOWER
Don't try this at home.



TECKEL
One day you'll see
a dachshund like this.



4 BOOBIES
We LOVE women!



TRAPEZE GIRL
Sometimes you have to look at the world
upside down. Trust me.



F*CK IT
We need to say this more often.
F*ck it and move on.



BLACK CAT
Who recognizes this rascal cat
indulging in the plants.



TODAY
Let's find out!



SPEEDIE
He represents every hobby cyclist.



THANK YOU ARMS
A little thank you.



BATTERY LOW
Can we skip today?



STRONGER TOGETHER
Lift each other up!



BOSS LADY
If you know better, you just know better. End of discussion.



COFFEE NOW
First things first in the morning!



2 WILLIES
We LOVE men!



KITTY
Cat lovers' collector's item!



MORNING LOVE
A sweet good morning hug



NOT A MORNING PERSON
Let's be honest, not all of us are morning people, right?



DO MORE OF WHAT MAKES YOU HAPPY
You only live once.
Don't forget about that!



HERE TO STAY!



MENOPAUSE CLUB
A little hotter than usual.



SURPRISE SURPRISE
Sometimes you can be surprised when you look a second time.

DETAIL INSIDE





FUCK WHAT THEY THINK
Say this more often.
It's liberating.



PLANT LOVER
She talks to her plants a lot.



FACES EVERYWHERE
If you pay attention, you'll see faces and hearts everywhere.



STAY HOME CLUB
What's FOMO?



JE T'AIME A LA FOLIE
The first words I said to my newborn daughter Stella. But then in Dutch as I don't speak French.



O, WAT ZIE IK JE GRAAG
The first words I said to my newborn daughter Stella.



STRIPED LOVE
Love is all.



MOM LIFE
Nothing more to say. Every mom feels it - deeply.



I LOVE CATS
Dogsitter who secretly loves cats more.



SPINNING AROUND
You'll be dizzy all day but it's the most fun!



SECRET KISSERS
We don't know who they are, these secret kissers.



POLEDANCER
Elegant, powerful and cool. I can watch her for hours.



PIN-UP CAKE GIRL
My take on pin-ups.



APERO COUPLE
Lovers of apero time!



FEMALE POWER
These women have so much energy, passion and power. They're ready to conquer the world.



OVERTHINKING
Yes but no but yes. But no...



SUNDAY IN PARIS
A perfect Sunday morning



MY VIBES
Namasté & rosé.



ROCKET
Catch me if you can.



DON'T TALK TO ME
Message is clear: no emotional space available right now.



YES YOU CAN
She is your biggest supporter.





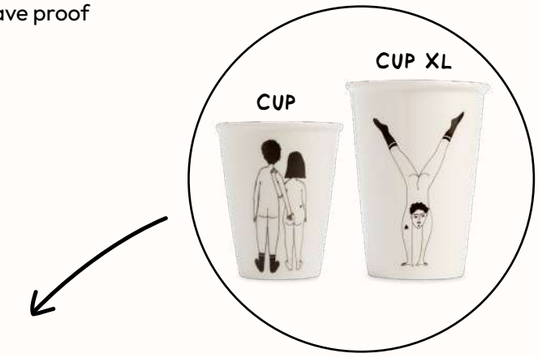


CUPS XL

NUDE ABC

These extra big cups are the larger edition of our timeless and beloved cup. Crafted especially for those who savor lattes and teas. Each cup XL is adorned with a distinct letter from the unique helen b ABC. Discover our assortment of 26 nude ABC cup XLs!

h 12 cm x dia 9 cm
volume 320 ml
dishwasher, oven and microwave proof
processed in Belgium




D


E


F


A


B


C


G


H


I



J



K



L



S



T



U



M



N



O



V



W



X



P



Q



R



Y



Z

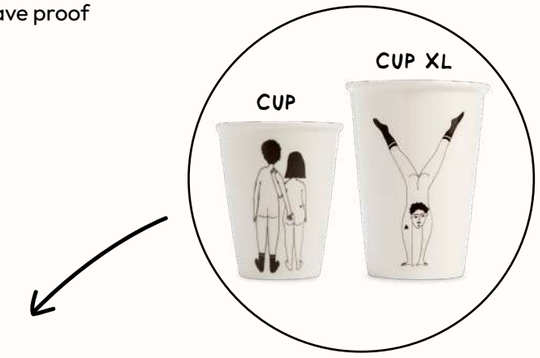


CUPS XL



The dressed-up version of our nude alphabet, placed on extra large cups.

h 12 cm x dia 9 cm
volume 320 ml
dishwasher, oven and microwave proof
processed in Belgium





D



E



F



A



B



C



G



H



I



J



K



L



S



T



U



M



N



O



V



W



X



P



Q



R



Y



Z



STACKABLE MUGS

A set of 2 stackable mugs! They also come in a beautiful cardboard gift box.

Set of 2 mugs
h 7 cm x dia 8 cm
volume 200 ml
dishwasher, oven and microwave proof
processed in Belgium



SWINGING GIRL



MEOW

BOWLS

Will you go for a bowl with an empowering message, or do you prefer discovering a hidden illustration as you scoop up the last spoonfuls of your soup or granola?

h 7,5 cm x dia 15 cm
volume 500 ml
dishwasher, oven and microwave proof
processed in Belgium



CANCELLING PLANS CLUB



SLEEPING BEAUTY



CHILD POSE



DONUT FLOATING GIRL



CANNONBALL DIVE



BE YOUR-LOVELY-SELF



DO MORE OF WHAT MAKES YOU HAPPY



PLATES

These plates are delightfully surprising. Discover which illustration is on your plate once you finish breakfast or a delicious dessert.

dia 23 cm
dishwasher, oven and microwave proof
processed in Belgium



NAKED COUPLE BACK DETAIL



EAT MORE OF WHAT MAKES YOU HAPPY



TECKEL



CANCELLING PLANS CLUB



NAKED COUPLE BACK



SECRET KISSERS



KITTY



MY VIBES



SPOONS

These spoons make thoughtful small gifts with a fun quote or message.

width 16 cm
dishwasher, oven and microwave proof
processed in Belgium



ALLES KOMT GOED



MILJAAAARDE



BE YOUR-LOVELY-SELF



DO MORE OF WHAT MAKES YOU HAPPY



F*CK IT



FOCUS ON HAPPY



GOOD THINGS WILL HAPPEN



JE T'AIME A LA FOLIE



O, WAT ZIE IK JE GRAAG

EGG CUPS

Check out our 4 fun sets of egg cups. Great to use individually and even more fun to stack. Your breakfast eggs have never tasted better. They also come in a beautiful cardboard gift box.

h 5 cm x dia 4,5 cm
dishwasher, oven and microwave proof
processed in Belgium



DETAIL INSIDE



SWINGING GIRL



SMILEY

WITH LITTLE GIFT BOX





MEOW

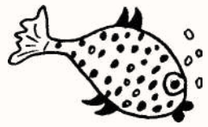


FEEDING THE CHICKS

DISHES

Adorable little dishes: ideal in the bathroom for soap or jewelry. Or you can even use them to serve your cat a tasty snack.

w 13.5 cm x l 9.5 cm
dishwasher, oven and microwave proof
processed in Belgium





MERMINA



KITTY



NAKED COUPLE BACK

BLACK TUB



YOGA IN THE SHOWER



FACES EVERYWHERE



BATHROOM GIRLS TWO



HOW TO RELAX



JUGS

Our porcelain jugs are available in two sizes to suit your every need. Whether you're pouring a refreshing glass of lemonade, showcasing a vibrant bouquet of wildflowers, or simply adding an elegant touch to your living space, these jugs are perfect for it.

BIG JUG

h 14.5 cm, dia top 8.5 cm | dia bottom 10 cm
volume 800 ml
dishwasher, oven and microwave proof
processed in Belgium



AKWARD POSE WITH FLOWERS



COFFEE PAUSE



HAPPY FLOWERS



FLOWER GIRL



GOOD DAY

SMALL JUG

h 11.5 cm, dia top 6 cm | dia bottom 8.5 cm
volume 390 ml
dishwasher, oven and microwave proof
processed in Belgium



TOWER OF FRIENDS



NAKED COUPLE BACK



MY VIBES

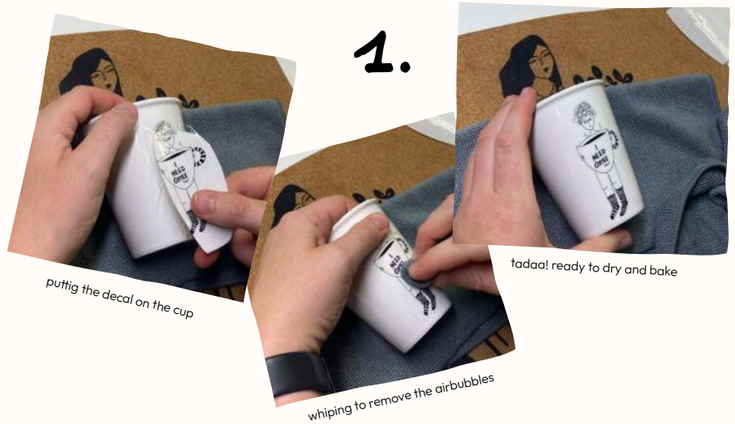


SUPPORTING SOCIAL ECONOMY



Before becoming an illustrator, I worked in the social sector for more than 20 years. That experience shaped the way I wanted to build helen b. From the very beginning, I knew I wanted my company to create more than beautiful products, I wanted it to create meaningful opportunities for people too.

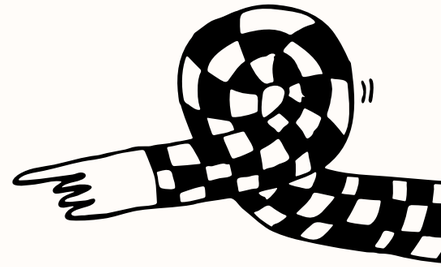
1.



puttig the decal on the cup

whiping to remove the airbubbles

tadaa! ready to dry and bake



2.



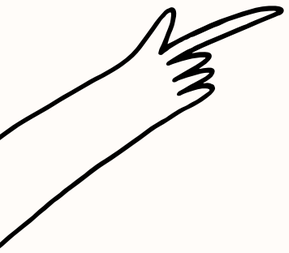
drying cups with fresh decals waiting to be put in the oven

freshly baked goods :-)

"FOR US, THE SOCIAL WORKSHOP ISN'T A SUPPLIER, IT'S PART OF OUR TEAM."



Seeing the pride, care and joy they put into their work is one of the most rewarding parts of my job. Knowing that our products help create meaningful employment and contribute to a more inclusive society is something I'll always be proud of.



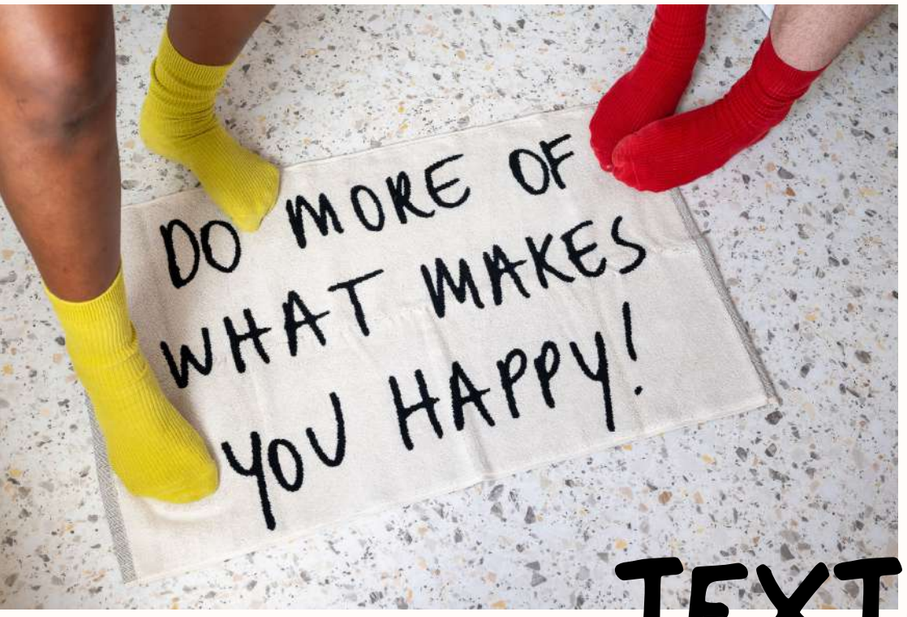




3.



Our partnership with the social workshops in Ghent goes far beyond decorating our porcelain. Together with an incredible team, they manage our stock, decorate and finish many of our products, and carefully pack and ship every order that leaves our warehouse. They are an essential part of the helen b story.



TEXTILE

We produce our textile collection as locally and closeby as possible. 95% of the collection is made in Europe, like the lovely textile studio in Portugal which regularly gets a visit. We believe in long-term collaborations, staying involved in every step of the process. That's why we always keep close contact with the people we work with. When we do go overseas, we make sure our materials are sustainably sourced. Like our tote bags: made of 100% organic cotton and printed with water-based, eco-friendly inks.





BATHROOM ESSENTIALS

BEACH TOWEL

For the ultimate laid-back summer mood, there's this beach towel featuring a helen b illustration. Perfect for sunny days, wellness moments, or wrapping yourself up comfortably after a shower.

w 90 cm x l 180 cm
100 % cotton
one side terry cloth, one side velour
made in Portugal





GOOD DAY



DON'T TALK TO ME

BATHROOM ESSENTIALS

BATH TOWEL

Our bath towels are the softest! Made of 100% cotton and the illustrations are visible on the backside as well.

w 70 cm x l 140 cm
100 % cotton, 520 gsm
made in Portugal

BACKSIDE

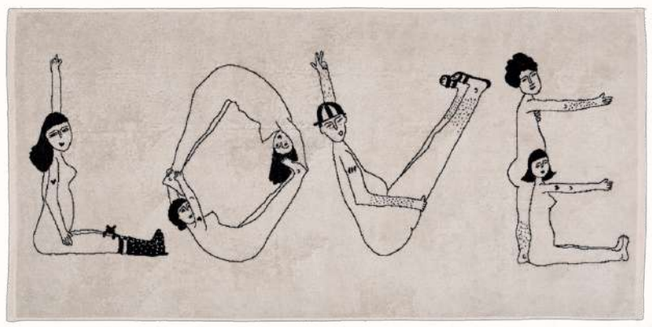


NEW



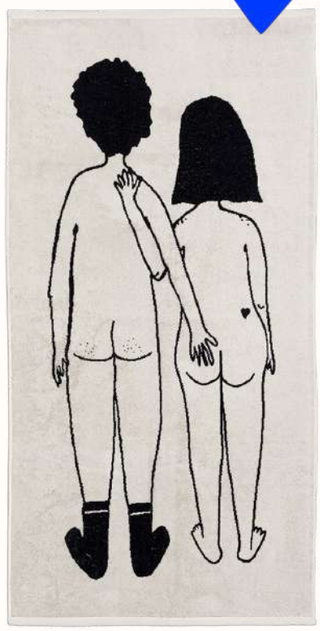
SPEEDIE

NEW



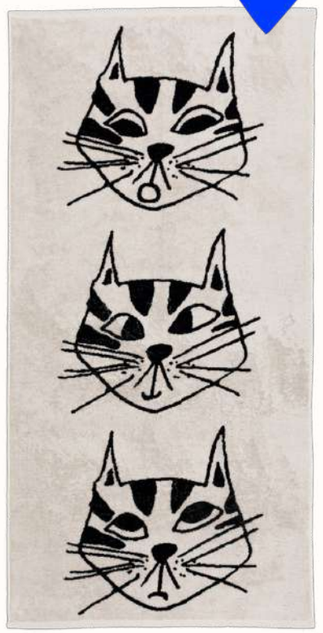
LOVE

BESTSELLER



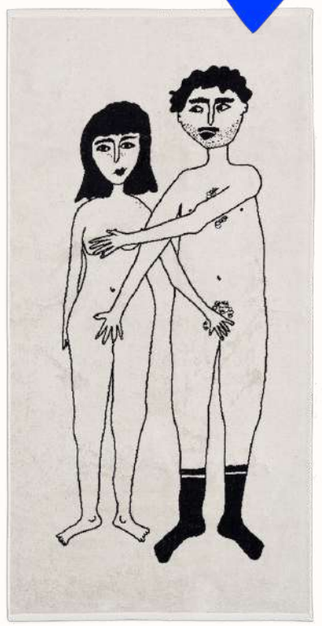
NAKED COUPLE BACK

BESTSELLER



KITTY

BESTSELLER



NAKED COUPLE

BESTSELLER



FACES EVERYWHERE

BATHROOM ESSENTIALS

HAND TOWEL

Oh how I love our hand towels. Combine these with our bath towels to make a matching or mixed set. They will brighten up every bathroom in no time!

w 50 cm x l 100 cm
100% cotton, 520 gsm
made in Portugal

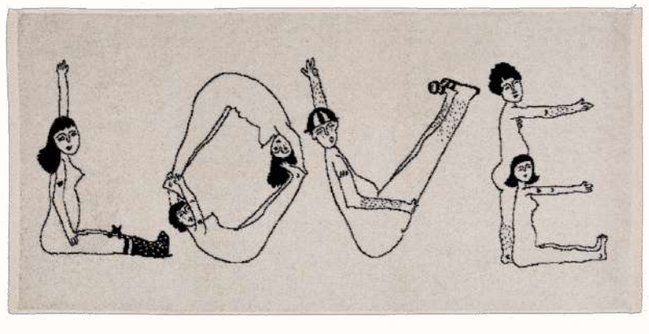
BACKSIDE



NEW

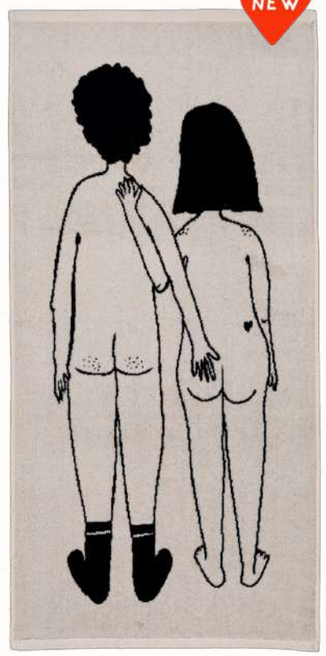
SPEEDIE

NEW



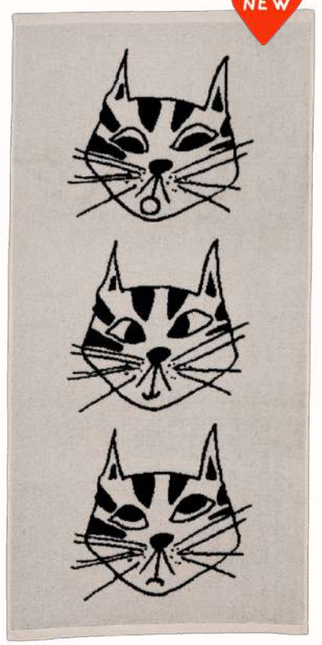
LOVE

NEW



NAKED COUPLE BACK

NEW



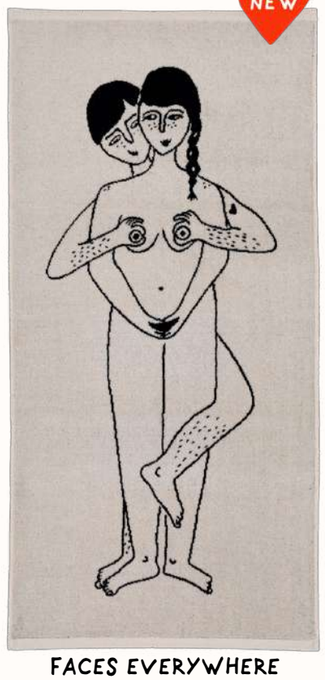
KITTY

NEW



NAKED COUPLE

NEW



FACES EVERYWHERE

BATHROOM ESSENTIALS

GUEST TOWELS

These guest towels are perfect for the bathroom or toilet. Nice and soft, made out of 100% cotton and with embroidered designs. A set of 2 towels makes the perfect gift!

w 30cm x l 50cm
100% cotton with embroidery
made in Portugal



SET NAKED COUPLE BACK



SET CAT



BATHROOM ESSENTIALS

WASHCLOTHS

Cute sets of washcloths, available with 3 fun designs.

w 15 cm x h 21 cm
100% cotton
made in Portugal





SET NAKED COUPLE BACK



SET CAT



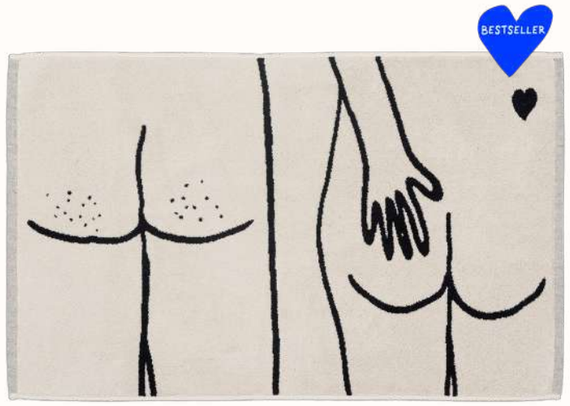
SET LOU & LENNY

BATHROOM ESSENTIALS

BATH MATS

These bestselling bath mats are adapted to your morning mood. They'll instantly make you smile when heading for the shower or take a nice long bath.

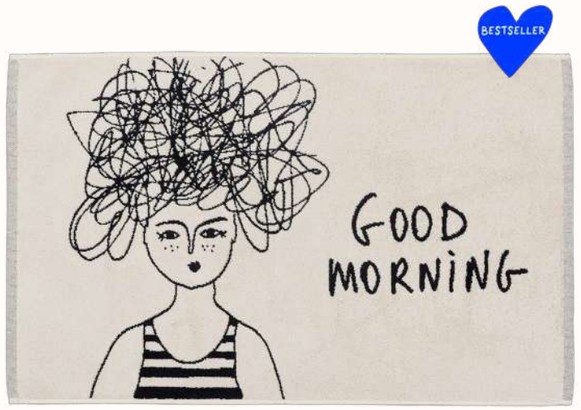
w 80 cm x h 50 cm
100% cotton
made in Portugal



NAKED COUPLE BACK DETAIL



BONJOUR



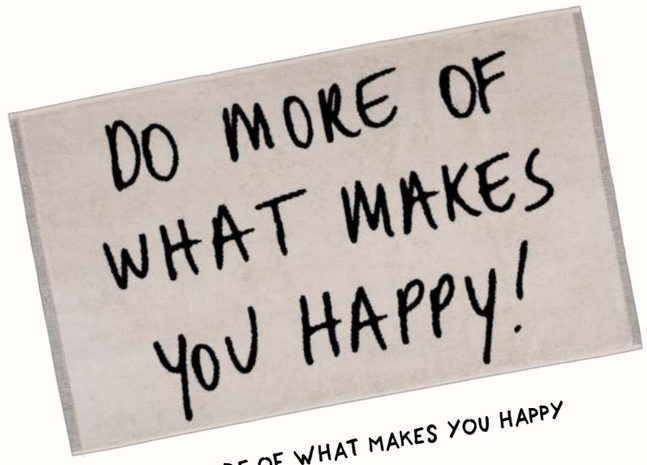
GOODMORNING



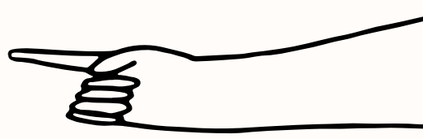
KITTY



F*CK IT



DO MORE OF WHAT MAKES YOU HAPPY




IT !

BATHROOM ESSENTIALS

FACE PADS

These soft face pads are reusable and made from organic cotton by a women-led company in India. The set comes in a little mesh laundry bag, so they stay together wash after wash. A small everyday swap that feels good, for your skin and for the planet.

set of 7 pads in 100% cotton mesh wash bag
dia 10 cm
100% GOTS cotton
made in India

NEW



NAKED COUPLE BACK DETAIL



KITTY



NOT A MORNING PERSON

BATHROOM ESSENTIALS

SOAP

Handcrafted on a traditional soap farm in the Netherlands, our hand & body wash bars turn your daily shower into a little self-care ritual. They gently cleanse, hydrate and delight your senses with their fresh fragrance, even before you open the 100% plastic-free box.

hand & body wash
100 gr
made in the Netherlands

PACKED IN CARDBOARD BOX





LAVENDER

Sodium Palmate, Sodium Palm Kernelate, Aqua, Glycerin, Sodium Chloride, Parfum, Lavandula Angustifolia Oil, CI 77491, CI 77007



JASMINE

Sodium Palmate, Sodium Palm Kernelate, Aqua, Glycerin, Sodium Chloride, Parfum, Jasminum Officinale Flower Oil, CI 77491, CI 77492, CI 77499



ROSE

Sodium Olivate, Sodium Cocoate, Sodium Stearate, Aqua, Glycerin, Rosa Damascena Flower Extract, Sodium Chloride, Tetrasodium Glutamate Diacetate, Ci 12490, Citronellol, Geraniol, Citral, Eugenol, Eugenyl Methyl Ether, Farnesol, Benzaldehyde, Benzyl Alcohol



EUCALYPTUS

Sodium Palmate, Sodium Palm Kernelate, Aqua, Glycerin, Sodium Chloride, Parfum, Eucalyptus Globulus Leaf Oil, CI 77288



MANDARIN

Sodium Palmate, Sodium Palm Kernelate, Aqua, Glycerin, Sodium Chloride, Parfum, Citrus Nobilis Peel Oil, CI 77492, CI 77491



SANDELWOOD

Sodium Palmate, Sodium Palm Kernelate, Aqua, Glycerin, Sodium Chloride, Parfum, Amyris Balsamifera Bark Oil, CI 77491, CI 77492, CI 77499

BATHROOM ESSENTIALS

SOAP BOX

Our aluminium soap tin is the ideal companion for all your packaging-free beauty essentials, whether you're at home or on the go.
The helen b soap tin is cleverly designed in three separate parts, including a removable draining tray. Excess water can easily drain away, allowing your soap bar to dry properly and helping it last longer.
Compact, lightweight and practical, it's perfect for your shower, bathroom sink or travel bag.

10 x7 x 3,5 cm
100% Aluminum
produced in Germany





NAKED COUPLE BACK

KITCHEN ESSENTIALS

KITCHEN TOWELS

Quirky and fun tea towels that will add an extra touch to any kitchen. Who says even dish duty can't be spiced up with a touch of fun?!

w 50 cm x h 70 cm
100% cotton
made in Portugal
screen printed locally with water based ink



CANCELLING PLANS CLUB



SLEEPING BEAUTY



TOO MUCH ESPRESSO



KITTY



NAKED COUPLE BACK



NAKED COUPLE



MY VIBES



COFFEE NOW

KITCHEN ESSENTIALS

KITCHEN TOWEL SETS

Set of 2 towels
w 50 cm x h 70 cm
100% cotton
made in Portugal
screen printed locally with water based ink





PLANT HUGGER



TOWER OF FRIENDS



NAKED COUPLE BACK



KITTY



GOOD DAY


zzz

BAGS

TOTE BAGS

w 39 cm x h 42 cm - handles: 32 cm
100% organic cotton
made in India
screen printed locally with water based ink



CANCELLING PLANS CLUB



SORRY NOT SORRY



SLEEPING BEAUTY



NO WAR



NAKED COUPLE BACK



STONGER TOGETHER



NAKED COUPLE



WINE O'CLOCK



NOT A MORNING PERSON



TRAPEZE GIRL

LIFESTYLE

GYM SOCKS

Beautiful embroidered designs on trendy white gym socks. With these, you're sure to turn a few heads on the street when they spot these lovely details! They are available in two different size ranges.

size ranges: 38-41 & 42-45
78% cotton, 18% polyamide, 4% elastane
made in Portugal





GOOD DAY



NAKED COUPLE BACK



KITTY



F*CK IT

LIFESTYLE

DOORMAT

Quirky and inviting doormats - a perfect way to get rid of that boring old 'welcome' mat.

40 x 60 cm
coconut fiber with PVC backing
made in India





HAIRBALL



KISSING



FEET



OH SHIT

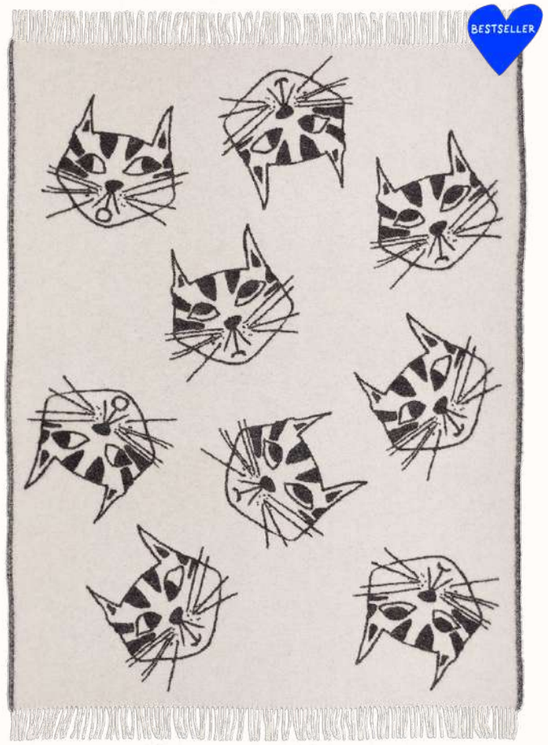


PLAIDS

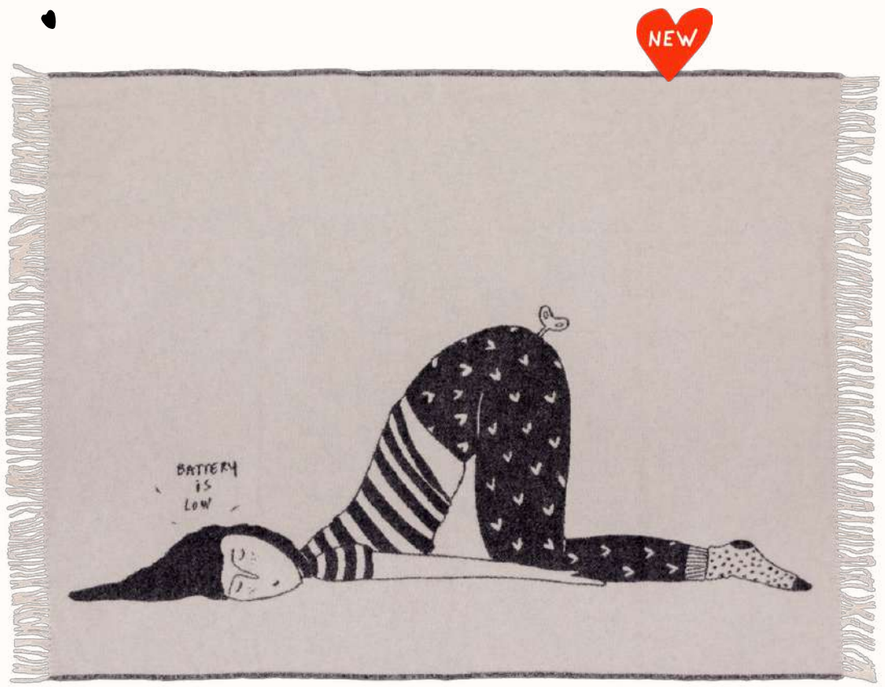
WOOLEN PLAIDS

There's nothing quite as comforting as snuggling under a cozy, warm, and soft woolen blanket on the couch, savoring a delightful cup of coffee while watching a great movie. Wrap yourself in these oversized woolen plaids with double-sided illustrations.

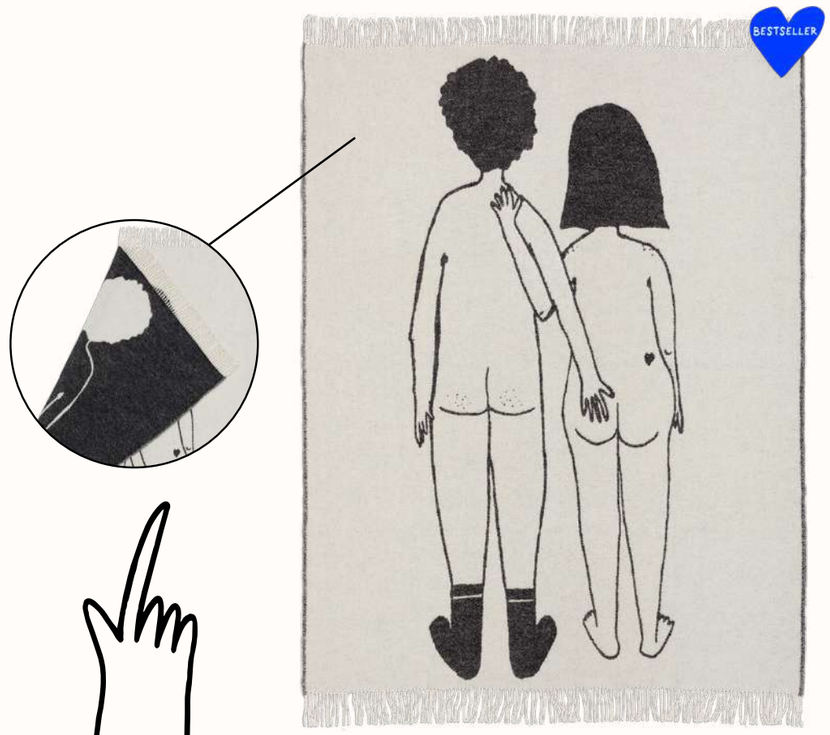
w 130 cm x h 170 cm
100% New Zealand wool
made in Lithuania



KITTY



BATTERY LOW



NAKED COUPLE BACK

WHERE EVERY COLLECTION BEGINS



Every new helen b collection starts in the same place: our little house in the Portuguese countryside. Surrounded by nature, with no distractions, I spend days sketching, erasing and sketching again until every character feels just right.



Portugal gives me the peace and space to create from the heart. Every cup, towel, notebook or plate begins there, with nothing more than a pencil, a blank sheet of paper and an idea.

Those are intense but magical weeks. I completely disappear into my own little drawing world, where ideas slowly come to life, one black line at a time. It's where I laugh at my own drawings, doubt everything I make, suddenly feel like the best illustrator in the world... and start all over again the next day.





"SKETCHING UNTIL EVERY CHARACTER FEELS JUST RIGHT"





PAPER GOODS

For our paper goods we opt for **paper with a sustainable and ecologically responsible origin**. Embracing sustainability at every turn, we strive to be mindful in our practices. Plastics are absent from both our product creation and packaging processes, and we consciously make eco-friendly choices whenever feasible. Greeting cards and prints find a home in pouches crafted from corn starch which are 100% compostable.

We are proud to work with **Zwart op Wit**, one of Belgium's leading sustainable printing companies and an official **SDG Pioneer**. All of our paper goods are printed on **Munken paper**, produced in a **Cradle to Cradle Certified®** paper mill in Sweden. By partnering with suppliers who share our values, we ensure that every piece not only spreads smiles but also reflects our commitment to a more sustainable future.

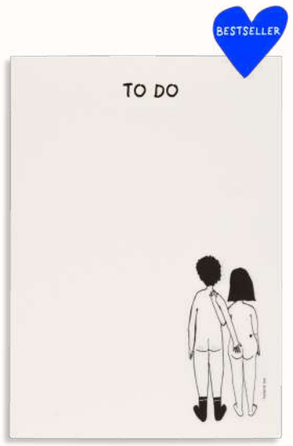




BLOCNOTES

BLOCNOTES A6

10.5 x 14.8 cm
blank pages with illustration
Munken paper
made in Belgium



NAKED COUPLE BACK



DO MORE OF WHAT MAKES YOU HAPPY



TRAPEZE GIRL



CANCELLING PLANS CLUB



DOG WALKER

NEW



KITTY



MOM LIFE



BOSS LADY



SLEEPING BEAUTY



THE MAIN THING



TOWER OF FRIENDS



FLOWER GIRL



MORNING LOVE

BLOCNOTES

BLOCNOTES XL

10 x 10 cm
blank pages with illustration
Munken paper
including black paper pen
made in Belgium



CAT



WIRO

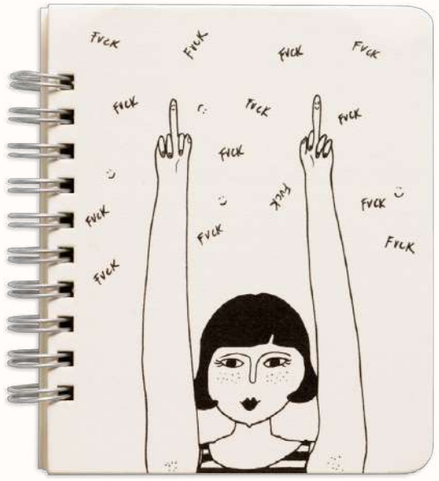
Small enough to take everywhere, our new wire-bound notebooks are made for notes, doodles and unexpected ideas. Keep one in your bag, or by your bed to catch those brilliant midnight thoughts before they vanish by breakfast.

w 9,5 cm x h 11,5 cm
80 blank pages
Munken paper
made in Belgium



EVERYTHING IS GONNA BE OK

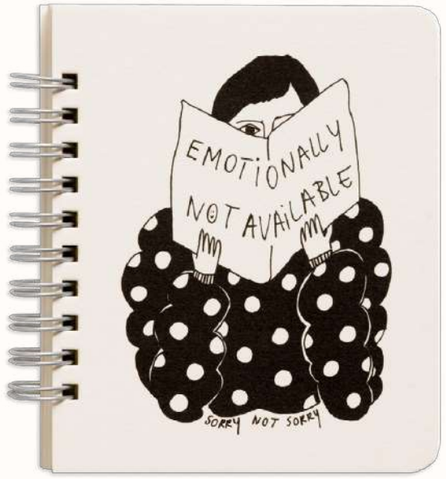
NEW



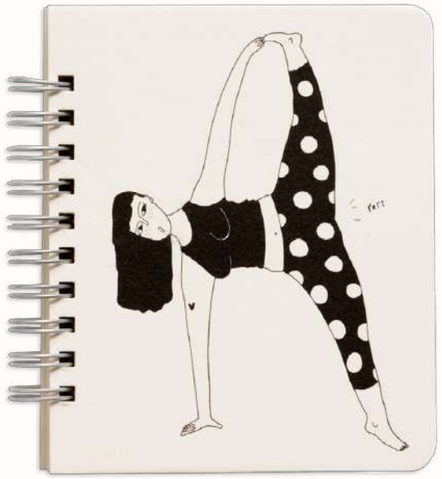
FUCK FUCK FUCK



NAKED COUPLE BACK DETAIL



SORRY NOT SORRY

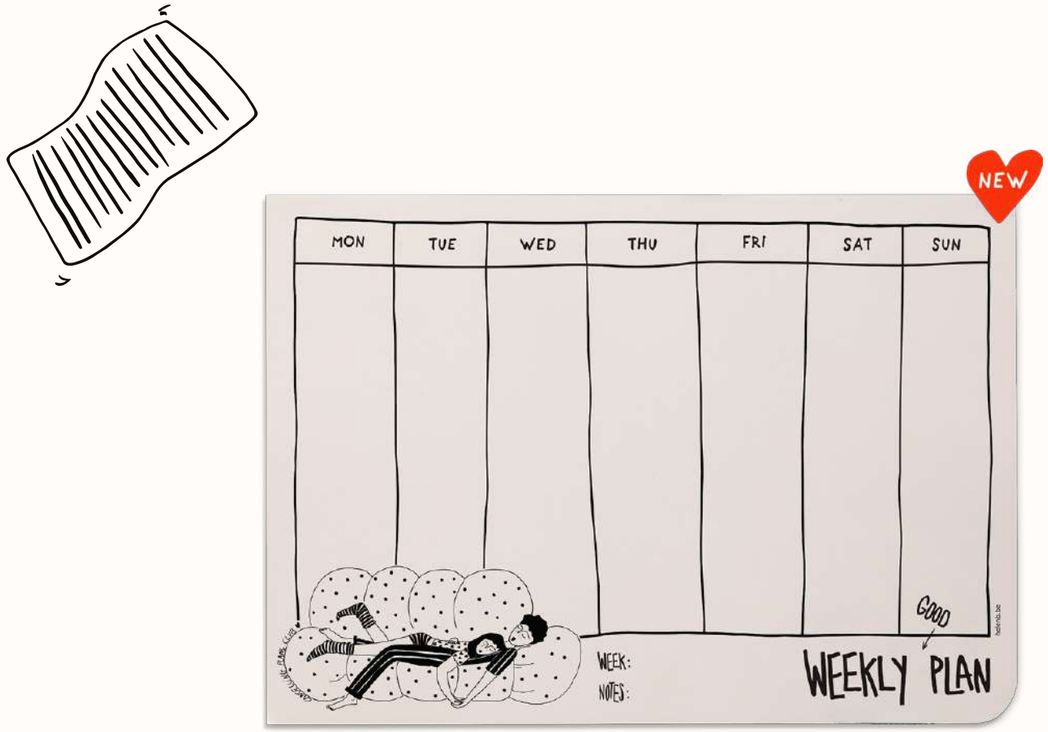


YOGA FART

WEEKLY PLANNERS

LARGE

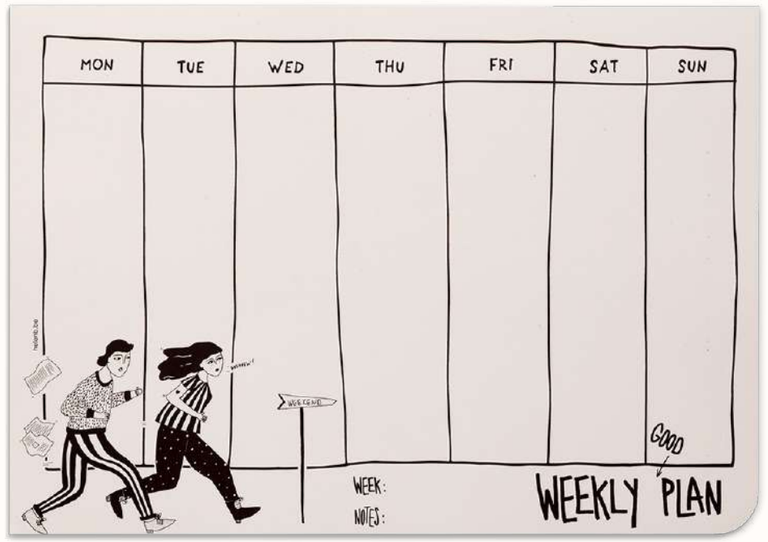
29,7 x 21 cm
52 pages
Munken paper
made in Belgium



CANCELLING PLANS CLUB



SLEEPING BEAUTY



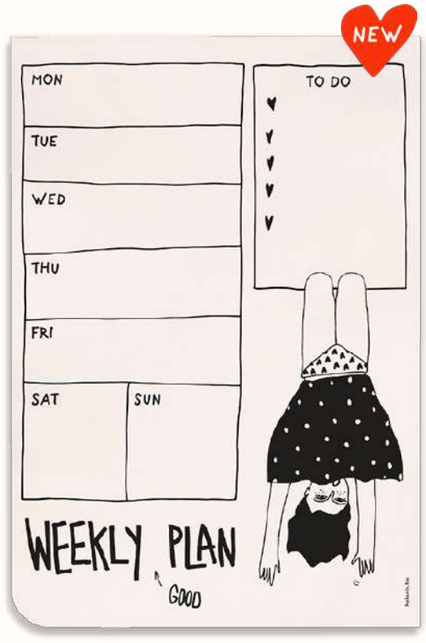
WEEKEND

WEEKLY PLANNERS

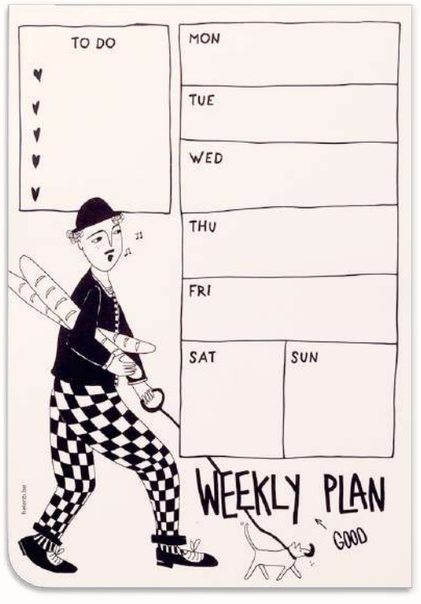
SMALL

24.5 x 17 cm
52 pages
Munken paper
made in Belgium

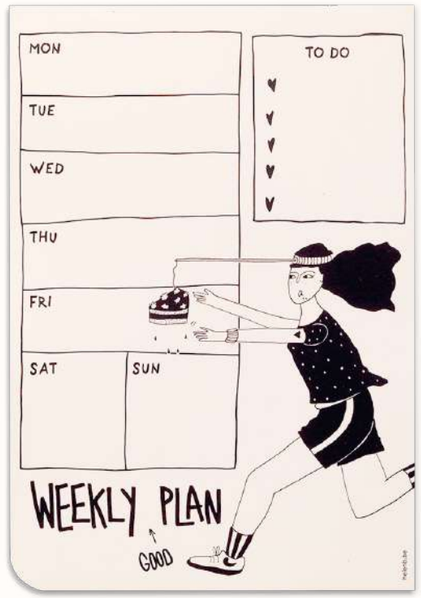




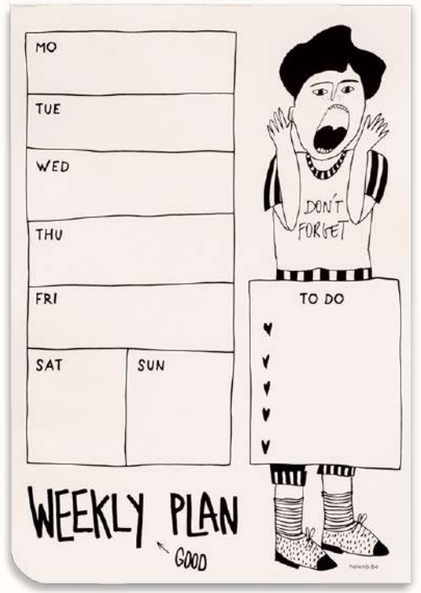
SWINGING GIRL



SUNDAY IN PARIS



MOTIVATION IS KEY



DON'T FORGET

CALENDARS

BIRTHDAY CALENDARS

21 x 21 cm
Munken paper
packed in 100% compostable pouch
different illustration monthly
made in Belgium



PARTY LOVERS



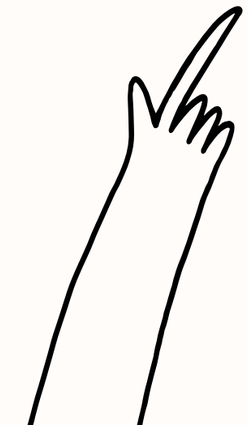

NOT
DOING
ANYTHING
OCTOBER


APRIL

CALENDARS



BIRTHDAY CAKE





CALENDARS



YEARLY CALENDAR

29.7 x 42 cm
Munken paper
packed in 100% compostable pouch
different illustration monthly
made in Belgium

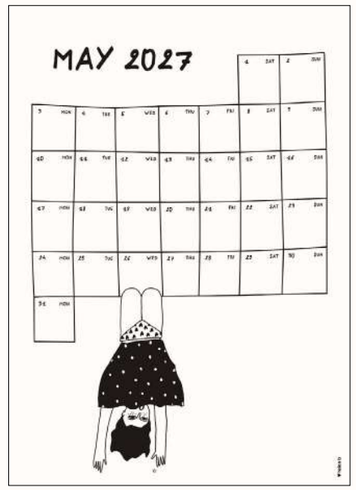


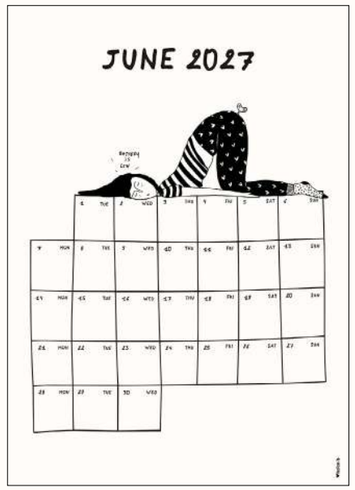


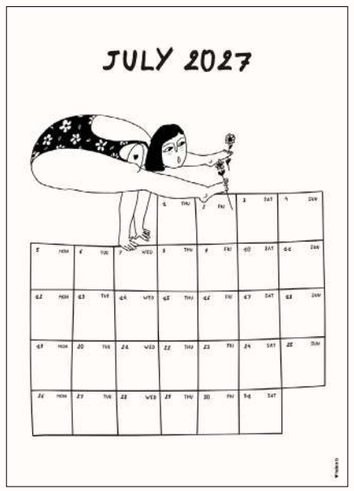






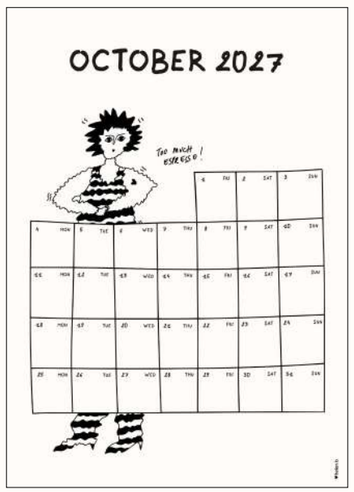





JULY 2027

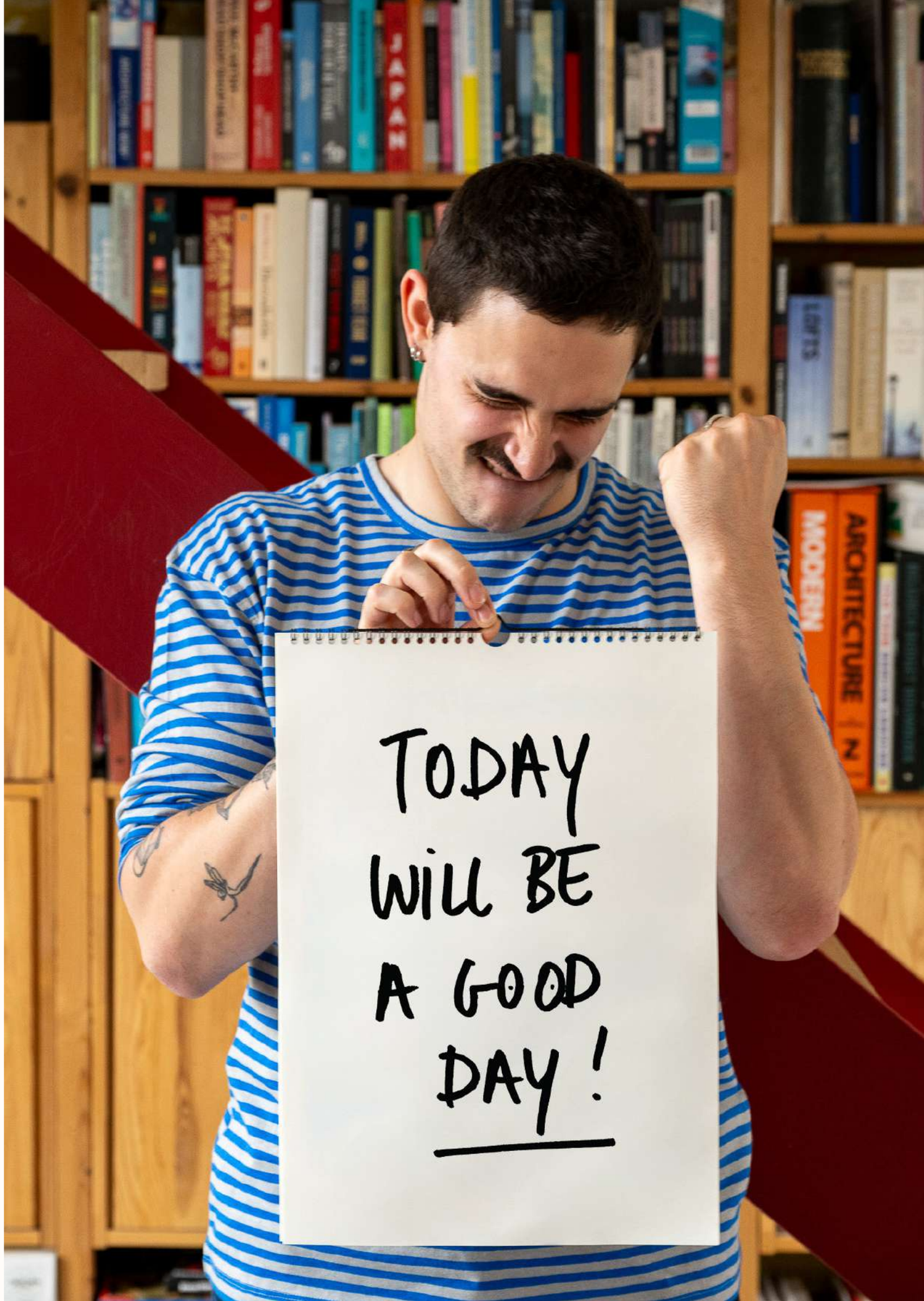

AUGUST 2027


SEPTEMBER 2027


OCTOBER 2027
Too much coffee!


NOVEMBER 2027

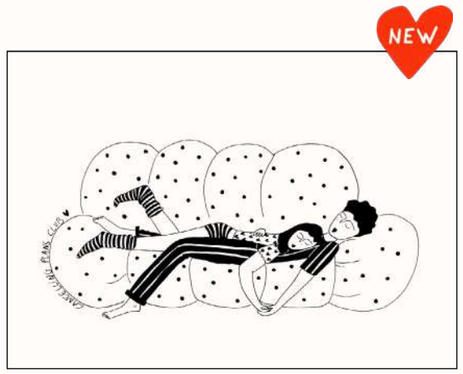

DECEMBER 2027


TODAY
WILL BE
A GOOD
DAY!

PRINTS

A4 PRINTS

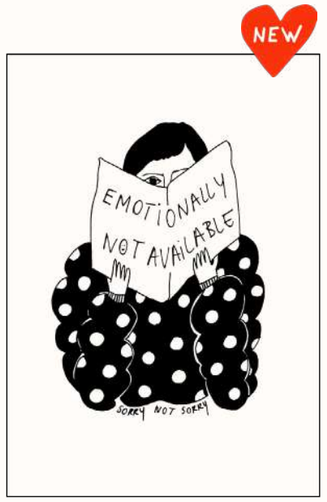
21 x 29.7 cm
Biotop paper
packed in a 100% compostable pouch
made in Belgium



CANCELLING PLANS CLUB



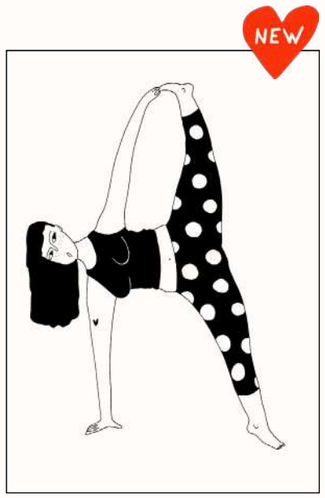
DRAMA ON A CHAIR



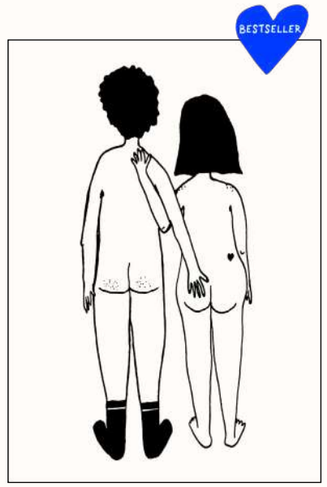
SORRY NOT SORRY



TOO MUCH ESPRESSO



YOGA FART



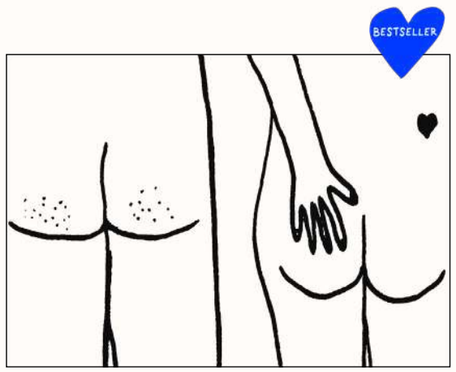
NAKED COUPLE BACK



SLEEPING BEAUTY



NO WAR



NAKED COUPLE BACK DETAIL



NAKED COUPLE



BARB



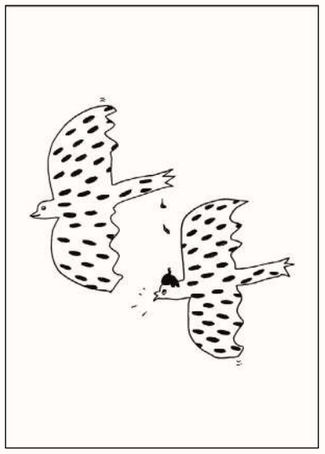
NOT A MORNING PERSON



MY VIBES



GOOD DAY



BIRDS



FLOWER GIRL



STAY AT HOME CLUB



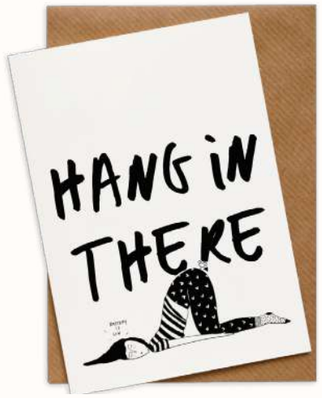


CARDS

GREETING CARDS

10.5 x 14.8 cm
Munken paper
including brown envelope
packed in a 100% compostable pouch
made in Belgium

NEW



HANG IN THERE
BATTERY LOW



LOOOVE YOU
NAKED COUPLE BACK



LOVE YOU
YOGA FART



YOU'RE DOING GREAT
FUCK FUCK FUCK



CONGRATS
PLANT MOVERS



HAPPY BIRTHDAY
PARTY PEOPLE



HAPPY BIRTHDAY
BRIDGE

ILLUSTRATION CONTINUES ON BACK





HOORAY FOR YOU
AKWARD POSE WITH FLOWERS

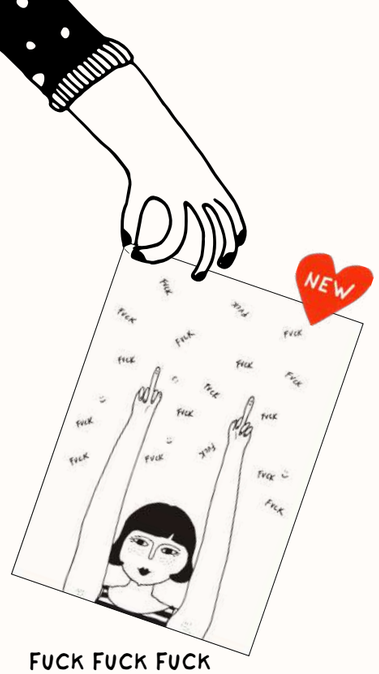


THANK YOU
THE BEST

CARDS

POSTCARDS

10.5 x 14.8 cm
munken paper
made in Belgium



FUCK FUCK FUCK



I HAVE NO IDEA



MILJAAAARDE



NO WAR



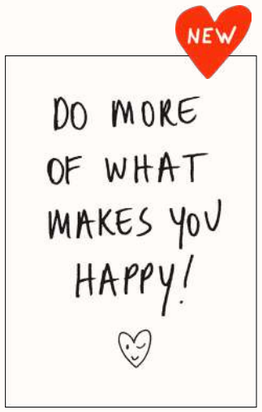
ALLES KOMT GOED



ÇA VA LE FAIRE



EVERYTHING IS GONNA BE OK



DO MORE



CANCELLING PLANS CLUB



DRAMA ON A CHAIR



PLANT HUGGER



PUSHING AWAY SHIT



SLEEPING BEAUTY



SORRY NOT SORRY



THE MAIN THING



TOO MUCH ESPRESSO



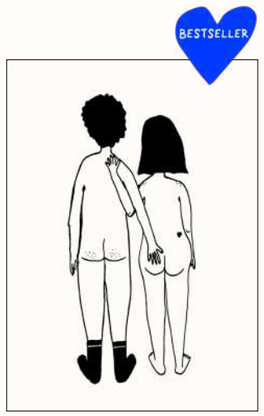
TOWER OF FRIENDS



YOGA FART



FLOWER GIRL



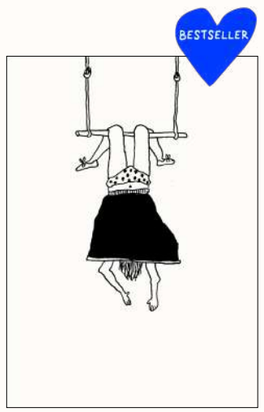
NAKED COUPLE BACK



NAKED COUPLE



NAKED COUPLE BACK DETAIL



TRAPEZE GIRL



F*CK IT



YOGA IN THE SHOWER



BATTERY LOW



DON'T TALK TO ME



THANK YOU ARMS



SPEEDIE



BE YOUR-LOVELY-SELF



I LOVE CATS





YES YOU CAN



FACES EVERYWHERE



BOSS LADY



WINE O'CLOCK



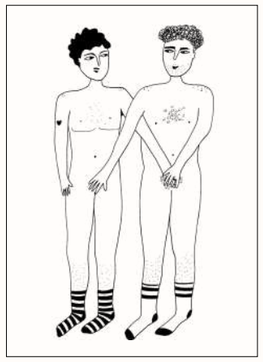
FOCUS ON HAPPY



FUCK WHAT THEY THINK



COFFEE NOW



2 WILLIES



BIRTHDAY CAKE



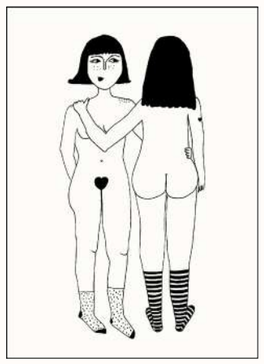
KITTY



O, WAT ZIE IK JE GRAAG



MENOPAUSE CLUB



4 BOOBIES



BLACK CAT



ZEN WITH CATS



PARTY LOVERS



MORNING LOVE



MY VIBES



NOT A MORNING PERSON



OVERTHINKING



POWER TO ALL WOMEN 2025



STAY HOME CLUB



STRIPED LOVE



STRONGER TOGETHER



SWEATER HUG



GOOD DAY



STICKERS

VINYL STICKERS

sizes range from 7,5 to 10,5 cm
vinyl, permanent sticker
made in the Netherlands



ALLES KOMT GOED





ÇA VA LE FAIRE



EVERYTHING IS GONNA BE OK



I HAVE NO IDEA



SORRY NOT SORRY



YOGA FART



AKWARD POSE WITH FLOWERS



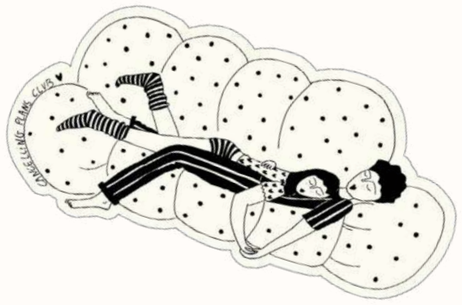
FUCK FUCK FUCK



TOO MUCH ESPRESSO



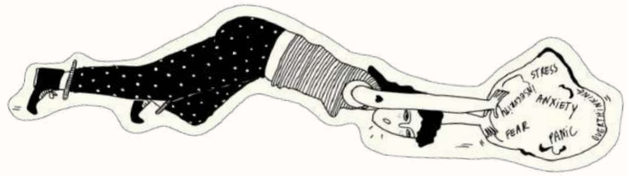
MILJAARDE



CANCELLING PLANS CLUB



NO WAR



PUSHING AWAY SHIT



CHILD POSE



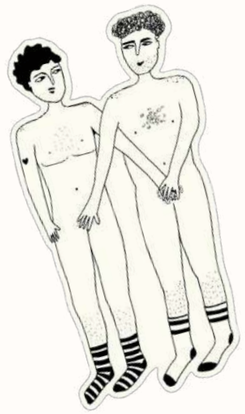
TOWER OF FRIENDS



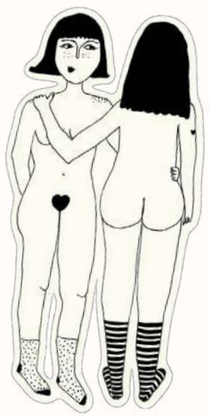
ROCKET



SPEEDIE



2 WILLIES



4 BOOBIES



BOSS LADY



DON'T TALK TO ME



COFFEE NOW



FART CLUB



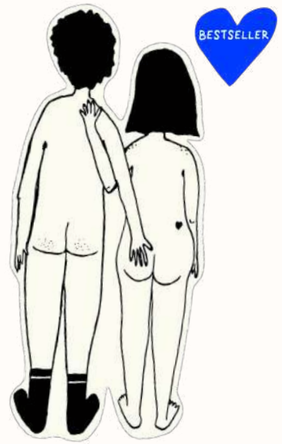
FUCK WHAT THEY THINK



NOT A MORNING PERSON



KITTY



NAKED COUPLE BACK



POWER TO ALL WOMEN 2024



NAKED COUPLE



SWEATER HUG



WINE O'CLOCK



WOOD & CORK

Every piece of cork in our collection is crafted from leftover material from the wine cork production. Through recycling and reprocessing, this material is transformed into the foundation of our coasters. From the moment I visited the factory in Portugal where our coasters are made - I knew instantly this had to become a part of our product range.





WOOD

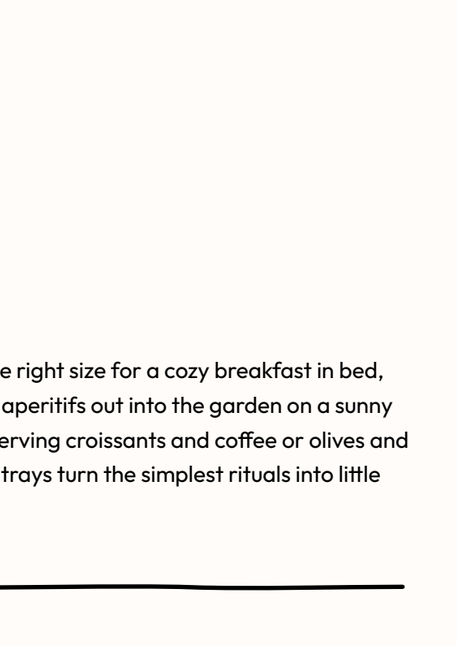
TRAYS

Our wooden trays are just the right size for a cozy breakfast in bed, or for carrying your favorite aperitifs out into the garden on a sunny afternoon. Whether you're serving croissants and coffee or olives and a chilled glass of wine, these trays turn the simplest rituals into little celebrations.

20 x 27 cm
dishwasher proof
made in Romania



GOOD DAY



MY VIBES



COFFEE NOW



APERO COUPLE



CANCELLING PLANS CLUB



DON'T TALK TO ME



I LOVE CATS



SHARING CAKE

CORK

COASTERS

Surprising set of 6 coasters, made out of recycled cork.

set of 6
dia 9 cm
recycled cork
made in Portugal



NAKED COUPLE BACK



NAKED COUPLE

NAKED COUPLE



KITTY

CORK

COASTERS XL

dia 20 cm
recycled cork
made in Portugal



EAT MORE OF WHAT MAKES YOU HAPPY



FLOWER GIRL



KITTY



NAKED COUPLE BACK DETAIL



ALWAYS HUNGRY RITA

GLASS

SET OF 4 GLASSES

These sets of 4 glasses are guaranteed to make people smile when you serve them a fresh drink. With a pattern all over, they come by four in a beautiful cardboard gift box.

dia 7.5 cm x H 10 cm
dishwasher proof
made in Turkey







NAKED COUPLE BACK





NAKED COUPLE

DRINKING BOTTLES

dia 7.5 cm x h 25,5 cm - 750 ml
insulated RVS - bamboo cap
for hot and cold drinks
made in China





NAKED COUPLE BACK

MOTIVATION IS KEY

CANDLES

Our candles are made in a local workshop where people with mental health challenges are given the opportunity to work, create, and reconnect.
By producing our candles there, we're not just making something beautiful - we're supporting social inclusion and personal recovery. Every candle carries a little extra light because of this.

dia 7 cm x h 9 cm, ±40h
90% paraffin, 10% stearin
made in Belgium





ALLES KOMT GOED



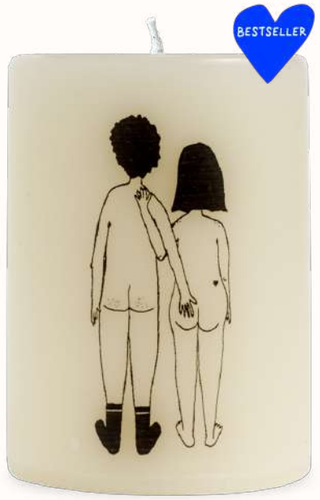
CA VA LE FAIRE



EVERYTHING IS GONNA BE OK



NO WAR



NAKED COUPLE BACK



KITTY

SUPPORTING SOCIAL ECONOMY















"THEIR WORK SUPPORTS PERSONAL GROWTH, CONFIDENCE AND SOCIAL RECOVERY."

Our candles are handcrafted by a social organisation in our hometown Ghent, that offers meaningful employment to people experiencing mental health challenges. Their work supports not only the making of beautiful candles, but also personal growth, confidence and social recovery. Lighting a helen b candle means bringing a little warmth into your home, while helping create opportunities in someone else's life.



CREDITS

photography - Jonah Samyn
food styling - Kim Merz Foodstyling
lovely models - Messeret & Tiemen
warm hosts - Lennert & Matti
flowers - ploem ploem