

## Stylish carafe comes with replacement filters by subscription



For many, kitchen appliances should be stylish as well as functional and there have been different design-led approaches to water filtration from [Black+Blum's Eau Good](#) to the [Botl Filter](#). Now, the [Soma](#) is a sleekly-designed, sustainable solution that offers replacement filters by subscription.

Having recently been successfully funded on Kickstarter, the hourglass-shaped carafe features a simple filter that is placed in the top section. Rather than indicators which tell users when they need to go out and buy a new filter, the Soma automatically offers replacements through the post, which are paid for via a subscription service. Additionally, the filters used by Soma are made of Malaysian coconut shells, vegan silk and food-based plastic, and are 100% compostable. The video below explains more of the ideas behind the device:

Designed by David Beeman, who has worked on water formulas for Starbucks and Peet's, the Soma device offers high quality filtration, ease of use and low carbon impact. Could other everyday items be rethought in this way?

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