

# HARTMANN & FORBES®

WINDOWCOVERINGS, WALLCOVERINGS AND TEXTILES  
HANDCRAFTED OF SUSTAINABLE NATURAL MATERIALS



FOR IMMEDIATE RELEASE

Press Inquiries:  
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## HARTMANN&FORBES Introduces New In-House Designs for 2024

APRIL 2024 (TUALATIN, OREGON) – Hartmann&Forbes Spring 2024 Studio Collection of window and wall coverings weaves tranquility and beauty into every design, creating spaces that whisper of refuge, embrace harmony, and breathe restoration all through the gentle embrace of natural elements to create sanctuary by nature.

This season's updates include:

### WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERINGS

- **ETHEREAL (Color Update)** – Woven by hand of sheer banana fiber, this series expresses a delicate sensibility in five natural colorways. Ethereal's tonal, silky-soft fibers and natural sheen lend a light, refined look while subtle, hand-tied knots add a hint of relaxed texture.

### WOVEN-TO-SIZE GRASSWEAVE STUDIO CONCEPTS WINDOWCOVERING

- **KUTA** – Traditional basketry from Bali's Kuta Beach inspired this design. Hand-placed strands of vetiver set off with twisted yarn, woven with ramie rivulets, produce a richly textural landscape showcasing the fibers' rustic quality and artisanal character.

### TAILORED-TO-SIZE- COLOURWEAVE WINDOWCOVERING

- **CLASSIC (Color Update)** – An interior design classic, bamboo shades gently filter sunlight with low-key natural beauty. This design features slender-grained bamboo reeds in painted tones and a new natural.
- **MODERN (Color Update)** – A handcrafted double warp updates this traditional weave to a clean contemporary aesthetic. Woven of sustainably sourced bamboo, this new design makes a crisp architectural statement.
- **GILAS** – Rough-hewn bamboo splits in their natural state are artfully hand cross-threaded with a Mughal motif in creamy threads, creating a well-traveled aesthetic. This boldly textural design not only celebrates but elevates the imperfect beauty of natural materials.
- **CHIK VALANCE (Top Treatment)** – Inspired by the traditional chik shade design that originated in India to keep rooms cool yet bright, this natural roll-up bamboo valance is accented with a hand-carved wooden pulley and Linen Hemp edge binding that is available in four natural colors

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## HARTMANN&FORBES Introduces New In-House Designs for 2024

### PERFORMANCE FABRIC – ECOWEAVE WINDOWCOVERING

- ECO 101 TRANSLUCENT – Capturing the enduring charm and organic touch of linen in a high-performance fabric devoid of harmful chemicals and GREENGUARD Gold Certified. Airy, soft and subtly textured, the fabric beautifully filters the light and can be used on its own or layered with their range of natural woven shades.
- ECO 102 TRANSLUCENT – Featuring a textural hand with dimensional slubs reminiscent of tree bark, ECO 102 performance fabric not only aesthetically pleases but also beautifully filters the light. Free of harmful chemicals and Oeko-Tex Standard 100 Certified, it's available in warm and cool earth tones and can be used on its own or layered with their range of natural woven shades.

### NATURAL WALLCOVERING

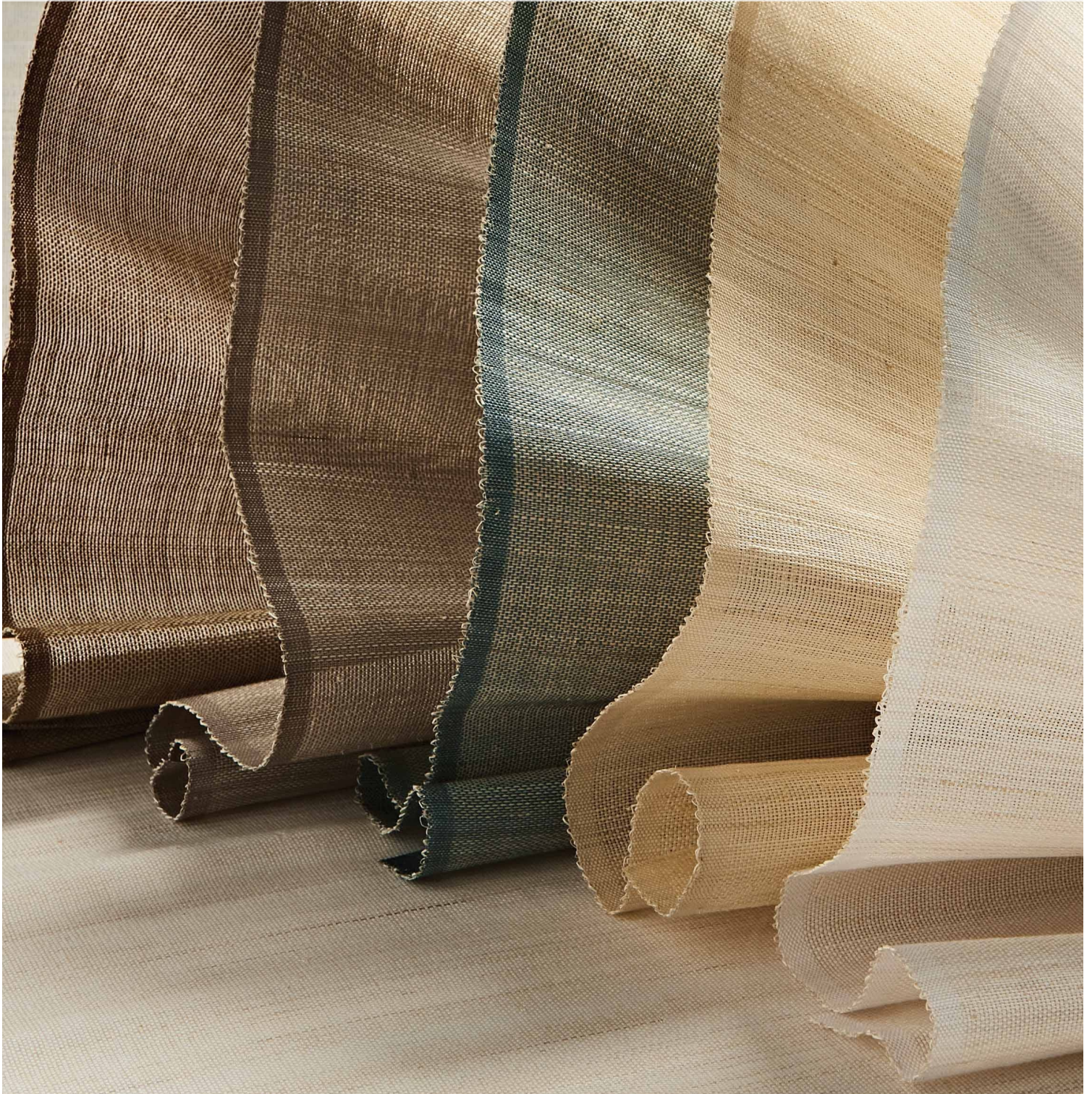
- CANYON – Drawing inspiration from the dramatic terrain of the American Southwest, Canyon's combination of geometric forms conjures its towering mesas and expansive plains. Digitally printed on textural linen in a warm color palette.

### ABOUT HARTMANN&FORBES

Hartmann&Forbes was established with the goal of delighting interior designers worldwide by handcrafting natural home furnishings of distinction. They do this with innovative designs, uncompromising quality and exceptional delivery and service. With designs inspired by nature's raw beauty and artisanal workmanship that utilizes traditional handweaving and crafting methods, their award-winning windowcoverings, wallcoverings and textiles are made of unique best-of-class natural fibers that are sustainably cultivated in well-managed ecosystems. Hartmann&Forbes' products are available exclusively to the trade through a network of U.S. and international showrooms. For more information, visit [hartmannforbes.com](http://hartmannforbes.com)



WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERING



ETHEREAL NEW COLORS GROUPING

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WOVEN-TO-SIZE GRASSWEAVE STUDIO CONCEPTS WINDOWCOVERING



KUTA

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WOVEN-TO-SIZE GRASSWEAVE STUDIO CONCEPTS WINDOWCOVERING

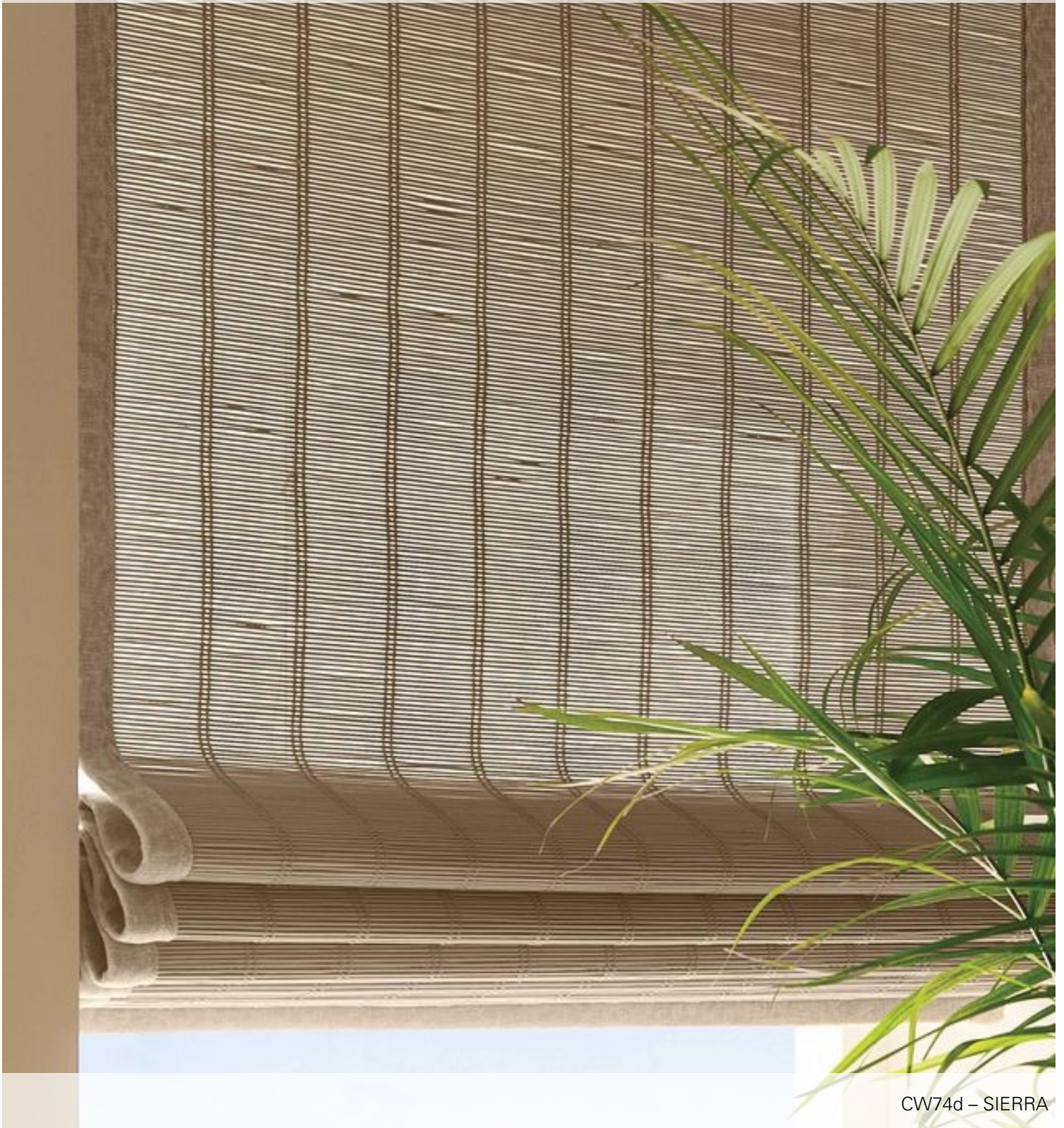


KUTA

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TAILORED-TO-SIZE COLOURWEAVE WINDOWCOVERING



CW74d – SIERRA

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TAILORED-TO-SIZE COLOURWEAVE WINDOWCOVERING



MODERN COLOURWEAVE NEW COLOR GROUPING

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TOP TREATMENT – CHIK VALANCE



CW90 GILAS – BAMBOSA CREAM

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TAILORED-TO-SIZE COLOURWEAVE WINDOWCOVERING



CW90 GILAS – BAMBOSA CREAM

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PERFORMANCE FABRIC ECOWEAVE WINDOWCOVERING



ECO101 – CHAMOMILE

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PERFORMANCE FABRIC ECOWEAVE WINDOWCOVERING

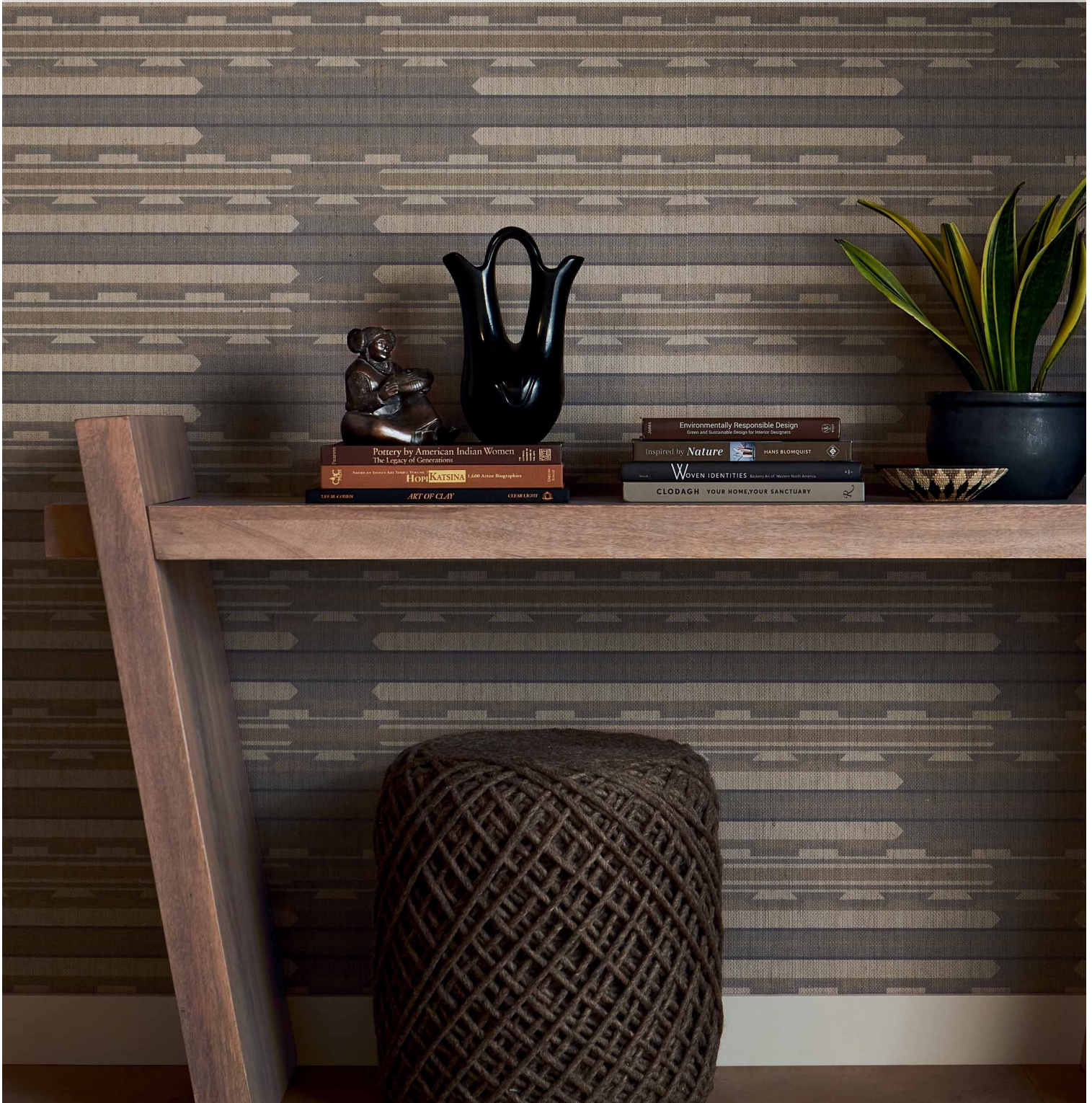


ECO101 AND ECO102 GROUP

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NATURAL WALLCOVERING



CANYON - KEYSTONE

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NATURAL WALLCOVERING



CANYON – REDROCK AND KEystone

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HF Studio: Spring/Summer 2024

Series Name	Colorways	Type	Width	Content
Ethereal	+5	Windowcovering	180"	Banana Fiber
Kuta	1	Windowcovering	100"	Vetiver/Ramie
Classic Colourweave	+4	Windowcovering	96"	Bamboo
Modern Colourweave	+4	Windowcovering	120"	Bamboo
Gilas	1	Windowcovering	86"	Bamboo
ECO101	6	Windowcovering	110"	Poly
ECO102	4	Windowcovering	108"	Poly/Cotton/Flax
Canyon	2	Wallcovering	36"	Linen





## MEET MICHAEL JONES

FOUNDER & CHIEF CREATIVE OFFICER

Hartmann&Forbes, maker of window coverings, wall coverings and textiles handmade by artisans using all-natural plant fibers, is the passion of its founder Michael Jones. As a former international trade merchant, Michael frequently traveled abroad. While traveling in South Asia early in his career, he was captivated by artisans as they practiced the traditional art of handweaving. He remembers being enthralled watching as craftsmen harvested organic plants and delicately hand-tied them into natural fibers. Using age-old techniques, they then transformed fibers into exquisite natural textiles.

Michael realized not only his admiration for the ancient art form, but also that this small cottage industry represented an opportunity to build a lasting values-based business that could serve the luxury design marketplace, while at the same time perpetuating the craft for future generations. As Michael often states, “I don’t want to change the world, I want to preserve it by advancing the art of handweaving so the next generations can enjoy its beauty.”

For 25 years, Michael has pursued this mission by developing sustainable farming, weaving, and production facilities, while expanding a global network of luxury to-the-trade showrooms, establishing Hartmann&Forbes as a leader in the boutique high-end home furnishings industry. He fosters a culture that encourages experimentation, design innovation, and a progressive atmosphere that has landed the company on the Top 100 Best Green Companies to Work for in Oregon each year for over a decade.

Jones’ commitment to conscious leadership and superior design has landed Hartmann&Forbes in several leading business, home, design, and trade publications. The company has been featured in Entrepreneur, Fast Company, CNBC, The Wall Street Journal, Veranda, Traditional Home, Luxe Interiors + Design, Architectural Digest, Milieu, and Interior Design, and many others. Hartmann&Forbes made the Inc. 500 list of the Fastest Growing Companies and was the 24th Fastest Growing Company in Oregon. As a leader and entrepreneur, Jones was named one of Oregon Business Journal’s 40 under 40.

A native of Portland Oregon, Michael holds a BA from the University of Portland and an MBA from the University of Oregon. Michael attests that while his love of design and entrepreneurship defines his career, his true-life purpose is his wife, Nancy, and their three children.





## MEET REBECCA WELCH

### DIRECTOR OF PRODUCT DEVELOPMENT

Rebecca Welch entered the world of interior design over 25 years ago by way of her experiences in the windowcovering industry, as a design studio business owner, and having an education in business, fashion merchandising and interior design.

As Director of Product Development for Hartmann&Forbes for over the last 15 years, she has traveled the world to design and source products including natural weaves, wallcoverings and soft natural fabrics.

She appreciates the beauty that nature provides and is inspired by the artisans that create the company's unique products. She is always striving to stay ahead of the trends and find the newest way to mix fibers and yarns.

Rebecca is also very involved in philanthropy having been a board member on seven foundations including Doernbecher Children's Hospital Foundation, Northwest Society Interior Designers and the Museum of US, and currently Rady Children's Hospital Auxiliary. She loves interior design and enjoys traveling and collecting art.