

# HARTMANN & FORBES®

WINDOWCOVERINGS, WALLCOVERINGS AND TEXTILES  
HANDCRAFTED OF SUSTAINABLE NATURAL MATERIALS





FOR IMMEDIATE RELEASE

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## HARTMANN&FORBES Introduces New In-House Designs for Spring 2021

APRIL 2021 (TUALATIN, OREGON) - Hartmann&Forbes, maker of sustainable natural window and wall coverings announces new in-house designs for Spring21. A passion for handweaving, design exploration and a love of nature continues to fuel the evolution and growth of their H&F Studio Collections. The update includes Studio Concepts, Grassweave Essence, and Performance Fabric Collections, as well as a new collection of Handwoven Border Trims.

### STUDIO CONCEPTS

Combinations of unique fibers, and techniques are the focus of these new, individual, limited-edition designs.

- HAVANA - Defined by distinctive plaid stripes enriched with an intricate check pattern adding depth and definition against a beige backdrop, Havana is loomed with hand-placed fibers of black abaca and thick, textural ramie. The sensibility is at once relaxed and tailored.
- PIMA - Masterfully interwoven with a mix of thick and thin ramie fibers creating a variegated palette, Pima features a freeform composition of subtle, open stripes. Elegant, white striations are reminiscent of cotton fields, which enhances the tactile richness and rustic-meets refined feel.
- MELANGE- A multihued mix of fibers marks the Melange design. Ramie, palm, and black abaca are skillfully twisted together to evoke the heathered look of eagle feathers. The weave – distinctive and dense – combines natural colors to create a slanted, impressionistic pattern.
- TATAMI - A thick warp of double-twisted palm yarns yields a textural landscape that conjures traditional Japanese mats. Hand-knotted fibers in two earthy colors combine to form a tonal grid pattern, while allowing light to pass through like a dimensional screen.

### GRASSWEAVE ESSENCE COLLECTION

A foundational weave that pairs with a wide range of H&F collections and offers endless customization capabilities now features 25 colorways.

- ESSENCE FIVE NEW COLORWAYS - Rich jewel-tones and onyx add to this collection of Woven-to-Size Grassweave, demonstrating refined beauty.

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#### PERFORMANCE FABRICS

The solution when you need heat and glare reduction, UV filtration, and privacy. The 9000 series, with a modern textured design, is updated in the ever-popular bright white and shades of grey and brown.

- 9000 - Four new colors added to this modern textured design that offers total light blockage when room darkening is needed. Inherently blocks heat loss and reduces UV transmission.

#### HANDWOVEN BORDER TRIMS

An exquisite collection of border trims handwoven in a new contemporary design.

- STRIATED - Hand loomed from ramie, our custom border trim features an earthy palette of complementary colors that edge in and out for a subtle chiaroscuro effect.





Studio Concepts 2021 Spring Update



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Grassweave Essence Collection





Grassweave Essence Collection in Meadow





Handwoven Border Trims in Striated





Performance Rollershade G36 9000 in Greige



## In-House Designs: Spring 2021

| Series Name         | Colorways | Type           | Width | Content                    |
|---------------------|-----------|----------------|-------|----------------------------|
| Studio Concepts     | 4         | Windowcovering | 180"  | Ramie/Palm/<br>Black Abaca |
| Essence             | 5         | Windowcovering | 180"  | Ramie                      |
| Performance         | 4         | Windowcovering | 180"  | Poly                       |
| Handwoven<br>Border | 5         | Trim           | 144"  | Ramie                      |

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## MEET MICHAEL JONES

FOUNDER & CHIEF CREATIVE OFFICER

Hartmann&Forbes, established in 1998, is the passion of its founder Michael Jones. As a former international trade merchant, Michael frequently traveled abroad. On a business trip to Southeast Asia early in his career, he was captivated by watching artisans as they practiced the traditional art of handweaving. He remembers being mesmerized as craftsmen harvested organic plants and delicately hand-tied them into natural weft fibers. Using age-old techniques, they transformed these fibers into exquisitely handmade 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 sustainable business that could serve the luxury design marketplace, while at the same time, perpetuate the craft for future generations. As Michael has stated, "I don't want to change the world as many do, I merely want to preserve it by advancing the art of handweaving so the next generations can enjoy its beauty."

Over the last 20 years, Michael has pursued this passion by developing sustainable farming, weaving and production facilities, while expanding an international network of luxury to-the-trade showrooms, establishing Hartmann&Forbes as a leader in the boutique high-end home furnishings industry. He has fostered a corporate 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 nearly a decade.

Jones' commitment to forward-thinking 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, Traditional Home, Luxe Interiors + Design, Milieu and Interior Design, among 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's passion is his wife, Nancy, and their three children.

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## MEET REBECCA WELCH

### DIRECTOR OF PRODUCT DEVELOPMENT

Rebecca Welch entered the world of interior design 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.

Now as Director of Product Development for Hartmann&Forbes for the last 13 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 Hartmann&Forbes partners with who create the company's unique products. She is always striving to stay ahead of the trends and find the newest way to mix our 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 of Interior Designers and the Museum of Man. She loves interior design and enjoys traveling and collecting art.

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