



HARTMANN & FORBES®

WINDOWCOVERINGS, WALLCOVERINGS AND TEXTILES
HANDCRAFTED OF SUSTAINABLE NATURAL MATERIALS

FOR IMMEDIATE RELEASE

Press Inquiries:
Jamie Hoffman
Jamie@spread-communications.com

HARTMANN&FORBES Expands H&F Studio Collections with Fall 2025 Digital Capsule Launch

OCTOBER 2025 (TUALATIN, OREGON) – Hartmann&Forbes proudly announces the expansion of its H&F Studio Collections with an extended range of in-house designs for Fall 2025.

Color transforms mood, texture, and light and this new introduction celebrates that transformative power through a refined palette of fresh hues across three signature Grassweave series: Tartan, Essence, and Glimmer. The collection also debuts Genoa, a new Studio Concepts design handwoven from reclaimed denim, embodying the brand's commitment to craftsmanship and renewal.

Together, these designs reflect Hartmann&Forbes' timeless dedication to natural materials and artisanal integrity, offering an evolved expression of its signature aesthetic, one that balances innovation with the enduring beauty of handwoven design.

WOVEN-TO-SIZE GRASSWEAVES

TARTAN

Classic pattern, reimagined in color. New shades of soft blue, green, and burgundy bring fresh sophistication to Tartan's tailored weave — timeless hues for today's refined interiors.

ESSENCE

Soft blue, green, and burgundy infuse Essence with a modern calm. These tranquil tones balance warmth and clarity, reflecting a return to natural harmony through color and craft.

GLIMMER

A luminous weave renewed in six modern hues — blue, green, burgundy, gold, brown, and black. Each tone brings fresh dimension to Glimmer's delicate sheen, revealing how color and light can transform mood and space.

GENOA (STUDIO CONCEPTS)

Named for Genoa, the Italian port city that gave rise to denim, this handwoven design embodies renewal and artistry. Recycled denim yarns in tonal blues intertwine with cotton and ramie, creating a tactile surface that shifts with the light, an elegant balance of heritage craft and modern sensibility.

FOR IMMEDIATE RELEASE

Press Inquiries:

Jamie Hoffman

Jamie@spread-communications.com

HARTMANN&FORBES Expands H&F Studio Collections with Fall 2025 Digital Capsule Launch

ABOUT HARTMANN&FORBES

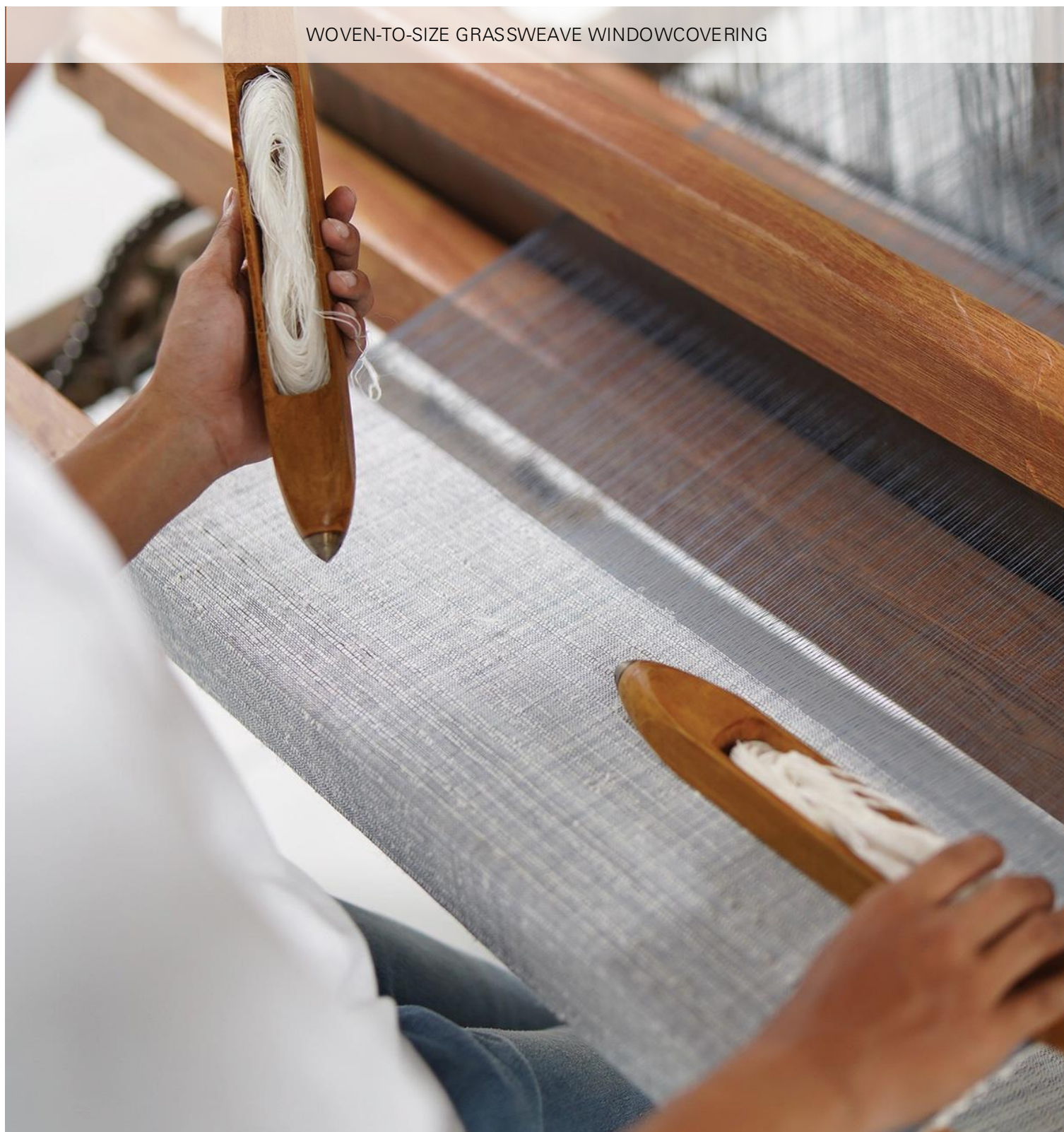
Hartmann&Forbes was established with the goal of delighting interior designers worldwide by handcrafting natural home furnishings of distinction. They do this with innovative designs, uncompromising quality and exceptional delivery and service. With designs inspired by nature's raw beauty and artisanal 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

WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERING



TARTAN -- BRAEMAR

WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERING



TARTAN ON THE LOOM

All press inquiries, please contact:
Jamie Hoffman at Jamie@spread-communications.com

WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERING



ESSENCE GROUP

All press inquiries, please contact:
Jamie Hoffman at Jamie@spread-communications.com

WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERING



GLIMMER – CINNABAR

All press inquiries, please contact:
Jamie Hoffman at Jamie@spread-communications.com

WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERING



STUDIO CONCEPTS – GENOA

All press inquiries, please contact:
Jamie Hoffman at Jamie@spread-communications.com

H&F STUDIO FALL 2025

Series Name	Colorways	Type	Seamless Width	Content
TARTAN	3	Window covering	180"	Ramie
ESSENCE	3	Window covering	180"	Ramie
GLIMMER	6	Window covering	180"	Arrowroot
GENOA	1	Window covering	150"	Ramie/Cotton/Recycled Denim



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 over 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.