



ERINN V.
COLLECTION BY

HARTMANN & FORBES®

WINDOWCOVERINGS, WALLCOVERINGS AND TEXTILES
HANDCRAFTED OF SUSTAINABLE NATURAL MATERIALS

FOR IMMEDIATE RELEASE

Press Inquiries:
Stephanie Somogyi
stephanie@spreadpr.net or 212.696.0006

HARTMANN&FORBES Introduces the Erinn V. Collection

MARCH 2023 (TUALATIN, OREGON) - Hartmann&Forbes, maker of sustainable natural window and wall coverings is proud to announce the launch of its first collection with Erinn V., founder and principal designer of the award-winning design firm Erinn V. Design Group, and ERINN V. furniture brand, as well as the visionary behind StyleRow. Adding to Hartmann&Forbes' diverse portfolio of designs, the collection reflects her signature California style, and includes an assortment of weaves that are designed to be a very usable and livable "modern neutrals" collection.

"I love an open weave texture on windows," explains Erinn V. "There is something very chic and beautiful to me in the feeling of a mesh-like texture in window coverings. Unexpected and yet so practical."

The collection features three Woven-to-Size Grassweave windowcovering series.

WOVEN-TO-SIZE GRASSWEAVE WINDOWCOVERINGS

At Sea

Inspired by traditional fishing nets, At Sea features an open weave hand loomed from natural palm and ramie fibers. Rendered in a range of coastal hues, the design's rhythmic, grid pattern gives the textural tableaux a sense of structure that suits formal and informal settings alike.

Whitecaps

Evocative of waves breaking on the seashore, refined ramie is woven with richly dimensional ramie slubs that ebb and flow across the canvas, producing an artful, abstract pattern conjuring the look of cresting whitecaps.

Dockside

Drawing inspiration from picturesque docks found along the west coast, Dockside's variegated stripes descend the relaxed ramie weave, evoking the profile of a pier and producing a play of texture and tension against the tonal, open ground.

SPREAD

PUBLIC RELATIONS MARKETING ADVERTISING

ERINN V.
COLLECTION BY
HARTMANN & FORBES®

NATURAL WINDOWCOVERING



WOVEN-TO-SIZE GRASSWEAVE

AT SEA – SANDDAB

NATURAL WINDOWCOVERING



WOVEN-TO-SIZE GRASSWEAVE

AT SEA – (L-R) SANDDAB, REEF, SAIL, HALYARD, OCEAN

NATURAL WINDOWCOVERING



WOVEN-TO-SIZE GRASSWEAVE

WHITECAPS – SWELL, TIDE

NATURAL WINDOWCOVERING



WOVEN-TO-SIZE GRASSWEAVE

WHITECAPS – SWELL

SPREAD

PUBLIC RELATIONS MARKETING ADVERTISING

ERINN V.
COLLECTION BY
HARTMANN & FORBES®

NATURAL WINDOWCOVERING



WOVEN-TO-SIZE GRASSWEAVE

DOCKSIDE – SANDBAR

NATURAL WINDOWCOVERING



WOVEN-TO-SIZE GRASSWEAVE

DOCKSIDE – BREAKWATER, SANDBAR

Erinn V. Collection: Spring 2023

Series Name	Colorways	Type	Width	Content
At Sea	5	Windowcovering	180"	Palm/Ramie
Whitecaps	4	Windowcovering	180"	Ramie/Ramie Slub
Dockside	4	Windowcovering	180"	Ramie

ERINN V.
COLLECTION BY
HARTMANN & FORBES®



MEET ERINN V.
INTERIOR DESIGNER

Erinn Valencich is an entrepreneur, who started her entrepreneurial career at an early age. Graduating from high school early, she skipped college and went straight to work. At the age of 24 she founded her eponymous design firm, ERINN V. Design Group, later a furniture brand, ERINN V., and most recently turned software visionary, building a platform to help designers communicate, present and design, as well as discover the best of the luxury design world, StyleRow. She has seven licensed collections including: Hollywood Hills with Baldwin Hardware, Fine Art Handmade Lighting, rugs with Creative Touch and Mehraban, furniture with Ambella Home and Universal Furniture.

Her work has been featured on many magazine covers and in Elle Décor, Veranda, Traditional Home, Town & Country, House Beautiful, Robb Report, The Wall Street Journal, The Los Angeles Times, among others. She has taken her award-winning design style and turned it into a series of master-classes for anyone looking to upgrade or remodel their home, available at erinnvdesign.com. She has two horses and resides in Santa Barbara with her husband.

All press inquiries, please contact:
Stephanie Somogyi at stephanie@spreadpr.net or 212.696.0006



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 in Oregon each year for a decade, and in 2022 one of the 100 Best Companies to Work for in Oregon.

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.

HARTMANN&FORBES®

NATURAL WINDOWCOVERINGS, WALLCOVERINGS & TEXTILES



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 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.

All press inquiries, please contact:
Stephanie Somogyi at stephanie@spreadpr.net or 212.696.0006