

---UNDER EMBARGO UNTIL AUGUST 28, 2024---

# Ethnicraft

## Ethnicraft releases 131 new SKUs ahead of Maison & Objet

An exciting new antique-inspired storage collection and thoughtful line extensions take centre stage this fall.

Ethnicraft, the renowned Belgian furniture brand, is proud to announce the expansion of its popular collections with a range of new additions, plus the debut of the Sono storage line with an antique-inspired edge.

This September, Ethnicraft buyers can explore new items, from dining tables and chairs to a wide variety of storage solutions, two fixed sofas ideal for limited space, items for the home office, and a new line of trays, the first to be released in two years from the company, designed by artist Dawn Sweitzer.

These items underscore Ethnicraft's commitment to craftsmanship and design innovation, reflecting Ethnicraft's ongoing dedication to providing quality furniture solutions that enhance residential and commercial spaces.

### **The place to gather**

Sharing a meal with family and friends is the perfect way to feel connected at the end of a day. The dining table is where stories are told and memories are made. This fall, Ethnicraft has released several new dining table options to enhance the experience.

An entirely new design for 2024, the Tacet dining table combines solid teak and metal for a contemporary style, elegantly designed for the state of rest, as its name suggests. This piece combines a durable varnished teak top with sleek black metal legs that maximise seating capacity. The Tacet features a unique light ambiance, making it a standout addition to any dining space.

Other new dining options include the Bok extendable in back-tainted oak and brown-tainted oak, and the Geometric dining table in oak.

### **Seating range grows**

New in seating is the PI dining chair, available with arm rests and without, which pre-launched in spring 2024. The PI collection honours nature's design by keeping the strength, curves and lines, as nature intended. Interesting shapes are discovered in this sleek and stylish, polished imperfect, finish. Each PI item is finished by hand to ensure that the individual character of the wood is respected. The PI dining chair is truly remarkable in its design, offering durable seating with exceptional craftsmanship.

Also new this fall are the Bok dining chair in oak brown and oak black with a Kvadrat fabric made of 90 percent recycled wool; the Osso stool and Osso counter stool in varnished teak with a black leather cushion; the Jack bench in varnished mahogany with an ivory fabric or black leather cushion; and Roller Max pouf in a larger size.

Furthering lounge seating options is a fixed Mellow sofa in 2.5- and 3-seater sizes in the off white Eco fabric recycled from the fashion industry. This sofa offers the comfort of the Mellow in a smaller size that fits well in compact spaces. In addition, the Barrow lounge chair and two-seater are complemented by the new Barrow footstool in off white.

### **Storage solutions for any space**

Ethnicraft offers a wide selection of storage options, newest of which are the Sono sideboards and cupboard. Sono can be described as the intersection of where antique-inspired craftsmanship meets modern elegance. This refined statement collection features hand-carved panels, offering functional storage behind classic beauty. Delicate casted brass handles elevate its look, making for a stunning addition to a room. It's the perfect blend of style and practicality, providing ample storage while enhancing your décor with its special detailing.

Other collections expand with new storage solutions including the PI rack with five shelves in dark brown varnished mahogany; the PI TV cupboard in oak (available in two sizes); the PI sideboard in dark brown varnished teak with the option of two, three or four doors; PI wall shelves in oak; and the Spindle dresser in black-tainted oak.

### **Occasional tables make a statement**

Adding on to the Grooves collection is the Grooves coffee table in off black varnished teak. The Grooves coffee table brings a soulful element to a room. Every single line is hand carved, making each piece truly unique. Small imperfections are part of the story; even more so, they enhance Grooves' character. The result is a slightly different surface every time, each with its own rhythm and dynamics. The coffee table acts as an understated focal point in a living room or lounge setting.

The PI collection continues to expand as well, adding a coffee table in dark brown varnished mahogany, a larger console in dark brown varnished mahogany, as well as the PI console in oak.

The Kabuki side table also makes its debut, creating harmony as a standalone or nestled between Mellow modular sofa pieces, available in durable varnished teak. Designed by the multitalented commercial artist Reynaldo Zapp, this item brings a sense of peace to the living space.

### **New home office essentials**

An exciting new item for the home office is the PI wall desk. Designed with limited space in mind, the PI wall desk provides shelving and desk space ideal for holding a laptop or notebook. Find productivity in a multiuse area in style.

Adding to the Boomerang offerings is the Boomerang desk, which is larger than the original, available in dark brown varnished mahogany. Store office necessities with the complementary Boomerang drawer unit, complete with a lock to keep items safe.

### **Layering artistic elements**

Fresh trays designed by artist Dawn Sweitzer are being released for the first time in two years – the Second Nature tray collection offers abstract designs in a grounding Moss shade. Inspired by the organic shapes and the abstract shadows of nature — stacked rocks, the bark of a tree, markings on a turtle shell — this clean contemporary collection is perfectly layered on hand printed glass over the warmth of an oiled black walnut base. The colour palette of moss green and metallic ink brings a quiet sophistication to this collection and any environment they are placed in.

Also new are the larger-size Camber wall mirror in bronze and the PI coat stand in oak.

For Europe only, the Necessity cushion collection launches, with colours such as off white, sand, cinnamon, grey, forest, olive and ginger. Cushions come in lumbar or square shapes to add comfort and cosiness to a lounge or bedroom.

To learn more about the latest product launch, reach out to [press@ethnicraft.com](mailto:press@ethnicraft.com).

For high-resolution photos, visit <https://ethnicraft.canto.global/b/LOSG7>