

## Ethnicraft, exposed

### Fall 2025 novelties revealed

An intimate reflection on craft, evolution, and enduring material choices

**Antwerp, Belgium – September 2025** – This fall, Ethnicraft presents a thoughtful collection of novelties that reflect its ongoing commitment between material, form, and function. With new designs and subtle extensions to beloved ranges, each piece is rooted in craftsmanship and shaped by an appreciation for honest materials. From Microcement tables and seating upholstered in linen blends and leather to sculptural solid wood storage, these novelties continue the brand's story of creating timeless furniture for modern living. These pieces don't follow fleeting trends, they subtly extend Ethnicraft's story.

### New table silhouettes join the Elements collection

Dining tables now available in Pebble, Oblong and larger Round shapes.



The **Elements range**, defined by elegant forms and unique, textured finishes, introduces three new table shapes this season: **Pebble**, **Oblong**, and an expanded **Round** version. Crafted in Microcement perfected by Ethnicraft's artisans, each table combines a natural, mineral aesthetic with impressive durability. A water-based seal enhances protection while preserving the surface's earthy tactility.

## New Brutalist and Weave collections

Striking forms and soft textures—two new ways to experience material



New this season, the **Brutalist** and **Weave** collections reflect contrasting material stories—one bold and architectural, the other soft and grounded.

Crafted entirely from solid mahogany, the **Brutalist** collection is defined by its bold, sculptural presence. Its unique, angular silhouette gives it a distinctive personality, while the new Rose Brown stain and smooth varnish enhance the rich natural grain of the wood. Available as a coffee table and side table, Brutalist brings both functionality and strong character to contemporary living spaces.

By contrast, **Weave** introduces a new perspective on relaxed living. Ethnicraft's first linen-blend lounge collection pairs natural fabrics with generous proportions. Upholstered in a breathable blend in warm Green or Bone tones, both the sofa and lounge chair feature plush cushions and removable slipcovers—offering comfort that's as practical as it is inviting.

### Re(store): Warm tones, calm forms



Designed with rhythm and restraint, the new **Pillar sideboard** features vertical solid teak panelling in a rich Wild Brown finish— another new tone to the Ethnicraft palette. The warm hue complements teak’s natural depth and grain, bringing out its distinctive beauty. Lower in height and grounded in form, Pillar offers generous storage and a calming presence across home or work settings.

The **PI collection**—named for the idea of “polished imperfect”—continues its evolution. Now extended with a new oak rack and a bedside table designed to complement the new PI bed in European sizing, the collection expresses subtle curves and minimal lines. Upholstered in a luxurious Cloud bouclé fabric, the PI bed enhances the sense of comfort and cosiness. The bedside version includes a discreet drawer for storing personal items, all while preserving a fluid, understated silhouette.

### Comfort in generous, adaptable, proportions

N701 modular sofa series in the new darker, Chestnut leather alongside the Bulky



A longstanding favourite, the **N701 modular sofa** continues to evolve. This season, it welcomes a new **Chestnut leather**—richer and deeper than the original Old Saddle—bringing added depth to its relaxed character.

The **Bulky modular sofa**, introduced in spring, shares N701's adaptability but offers a more voluminous, grounded look. With its rounded corners, tonal Light Sepia upholstery, and low profile, Bulky is designed to suit both generous lounge areas and intimate living spaces.

### **About Ethnicraft**

For over 25 years, Ethnicraft has been creating timeless furniture from solid wood. The ultimate noble and renewable material, wood is sourced responsibly and processed with craftsmanship. As it is incredibly strong and ages well with time, Ethnicraft believes wood is what makes their furniture the solid and dependable foundation of a home. At the same time, wood is a warm and natural material with a distinctly emotional quality. Ethnicraft loves that it evolves with the years as it carries the marks of the life that happens with it. Ethnicraft creates collections for every room of the house: from the furniture that defines the purpose of a space to the objects that layer it with meaning. Nothing is more exciting than seeing how people love and use Ethnicraft products in the story of their life.

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