

THE *softer* SIDE OF MODERN

M ● D E R N
M A D E
BY
ETHAN ALLEN®

DIGITAL MAGAZINE SERIES
EDITION 11



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comfortable

The austerity of modern art: its textures, its mixed materials, its meaning revealed only to a chosen few.

No more.

Yours is a modern that's not preoccupied with itself. It's designed for lingering, for laughter, and most of all, for real life.

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mindful

Elevated elements—crystal and metal,
lustrous bedding—strategically grounded
in the natural grain and texture of oak.



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personal

Built on the fundamentals, linear and uncluttered, then made warm with accents that are fundamentally *you*.





quality

Modern design has always been fueled by ambition: precision in every curve, accuracy in every angle. Our own pursuit of perfection has taken us all over the world in search of innovative materials and designs.

Yet even Ethan Allen's most modern products are made the time-honored way. Metal that has been poured into sand-casted molds is scored by hand. Glass is mouth-blown and hand-carved, ensuring that each piece like no other.

Our designs take the building blocks of the modern era—acrylic, concrete, steel—and bring them together in ways that have been handed down for generations. The result: unmistakably modern beauty, realized through craftsmanship that stands the test of time.



artistry

Have you ever seen an artisan tuck and sew a piece of upholstery fabric around a curved beechwood frame?
Have you watched a classic roll-arm chair get an elegant update, in hand-selected artisan leather?

Artistry like this happens every day in Ethan Allen's workshops, where we still hand-tailor every piece of upholstery. Every stitch, every welt, every accent button, every nailhead—all placed by human hands, and guided by human vision.

Choose from hundreds of exceptional fabrics and leathers; our artisans will take it from there, tailoring your furniture exquisitely, by hand, and transforming beautiful materials into a finished masterpiece.





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authentic

A small boutique of forms, a world of personalizations:
Lucy by Ethan Allen™ offers pure self-expression without
an ounce of pretension.

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joyful

A fashionable floral here, a smoky velvet there—
“because it feels right” is the most modern
sentiment of all.



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meaningful

Design that incorporates only what's needed helps us focus on the connections that satisfy our deepest needs.





M O D E R N M A D E

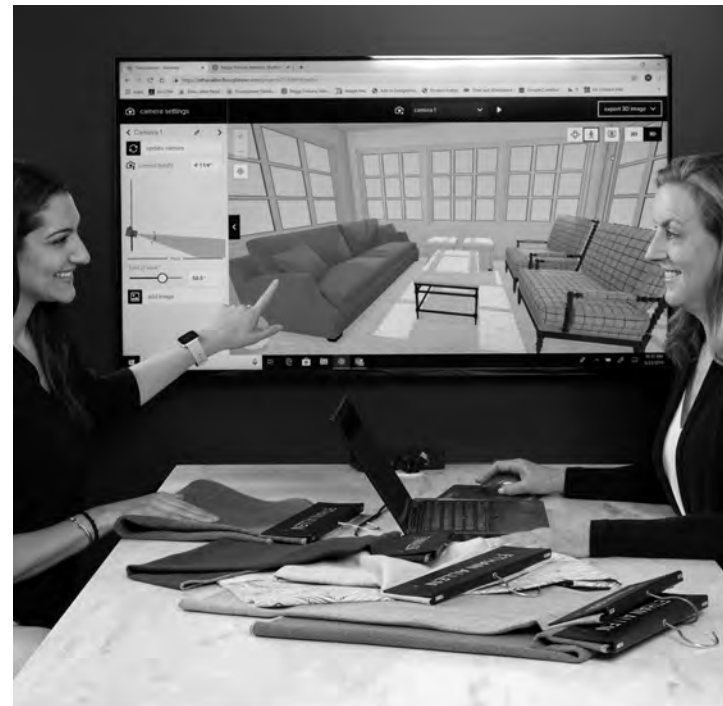
accessible

Mixed materials and concrete-inspired walls complement the material of modern life: stain-resistant upholstery fabric.



design

Our design vision is original, our execution, impeccable—and our technology and personal service, second to none.



We work with you in the place that inspires you, whether that's in our Design Center, where you can explore with your senses, or in your home, where you can convey who you are and where you're going.

For clients who are designing vacation homes far away, or who prefer to work remotely, we collaborate via Live Chat, email, videoconference, and more, using our 3D Room Planner to show you how your space will come to life.



Whether designing one room or re-envisioning your entire home, our goal is to make modern *your* modern.

delivery

To honor the hours and the care invested into crafting each Ethan Allen piece, and the time you've spent waiting for its arrival, we work tirelessly to make sure that you receive exactly what the artisan envisioned.

When a piece leaves our workshop, it's carefully wrapped to ensure it stays safe in transit. When it arrives at our service center, we open it, inspect it to make sure it's just as it was when it left the workshop, and rewrap it for its journey to your home.

When we arrive, we bring the wrapped piece inside and place it exactly where you designed it to be.

Then, we unwrap it, assemble it if needed, and take the packaging with us.

**The only trace you'll see of our presence
is the beauty we leave behind.**



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elegant

Shades of taupe and genteel blue, when muted, allow texture—steel and marble, hand-cut glass—to speak clearly.



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dynamic

Tranquil colors and serene silhouettes,
brought to life by playful patterns.



Leadership

“Honoring our planet, preserving our communities, respecting the artisans who craft everything we make and sell—these principles are as fundamental to our definition of ‘quality’ as the handcrafted details that make our products so exceptional.”

FAROOQ KATHWARI
Chairman and CEO

200,000+
UNITS OF PPE
PRODUCED AND DONATED
DURING THE COVID-19 CRISIS

\$700,000+
GIVEN IN SCHOLARSHIPS
TO EMPOWER THE NEXT
GENERATION OF LEADERS

30%
REDUCTION IN OUR
CARBON FOOTPRINT
OVER THE PAST 10 YEARS

sustainability

Fast furniture has its place; that place is not at Ethan Allen. We still make 75% of our products in our own North American workshops. In fact, many environmental innovations are spearheaded by the artisans who make your furniture. That's because we manage every process, from sketch to sample to finished piece.

A WOOD FURNITURE WORKSHOP THAT RUNS PRIMARILY ON RENEWABLE ENERGY

Located in the heart of Vermont's Northeast Kingdom, our Orleans workshop burns recovered sawdust and wood chips to cogenerate electricity. A few years ago, one of our plant managers realized that by changing the conditions in which we stored our fuel, we could get twice as much energy from it.



AN UPHOLSTERY WORKSHOP THAT KEEPS REUSABLE MATERIALS OUT OF LANDFILLS

At our upholstery workshop in Maiden, North Carolina, you'll find the Shrink Smart machine, invented by our plant manager in partnership with a trusted vendor. It custom-cuts the shrink wrap we use to package our furniture; so far, we've kept enough plastic out of landfills to stretch more than 75 miles.



A DELIVERY SYSTEM THAT KEEPS CARBON EMISSIONS UNDER CONTROL

Because we manage everything, including the delivery of our products, we can control our logistics to crush our carbon footprint. We use fuel-efficient technologies whenever possible, and we carefully route our vehicles to minimize the number of miles they drive.



TAKING THINGS A LITTLE MORE SLOWLY MEANS OWNING EVERY DETAIL, INCLUDING HOW EVERYTHING WE DO AFFECTS OUR PLANET. **TO LEARN EVEN MORE ABOUT OUR ENVIRONMENTAL INITIATIVES, VISIT [ETHANALLEN.COM/RESPONSIBILITY](https://ethanallen.com/responsibility).**

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vibrant

Just-enough touches of citron and sea bring
more than enough vitality to a canvas of gray.



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radiant

Exuberant accents shine all the brighter next to core pieces in cool brown, gray sky, and burnished metal.





personalized

OUR SERVICES ARE AVAILABLE VIA IN-PERSON OR VIRTUAL APPOINTMENT

Your interior designer stands ready to curate and compose your modern space. Simply reserve an appointment in the way that works best for you, whether you prefer to collaborate in a Design Center, in your home, or via videoconference.

- Search for your nearest Design Center at ethanallen.com/locations.
- Click the "Make an Appointment" button beside your preferred location.
- Enter your information, and a designer will follow up with you.

You can also find your Design Center's phone number, browse through our interior designers' portfolios, contact a designer using the email address they've provided, or click our "Designer Chat" button to speak almost instantly with an interior designer.

FIND YOUR NEAREST DESIGN CENTER