



*American*  
PRIDE

A JOURNEY OF AMERICAN STYLE THROUGH  
CLASSIC, COUNTRY & COASTAL, AND MODERN DESIGN

ETHAN ALLEN®

— WE MAKE THE AMERICAN HOME™ —

DIGITAL MAGAZINE SERIES • EDITION 22



# OUR PROUD *American* BRAND

**“When you invest in people, their pride shines through in their work.”**



**FAROOQ KATHWARI**

Since our beginning nearly 90 years ago in the Green Mountains of Vermont, Ethan Allen has evolved as a brand that is recognized for making quality furniture that reflects the great American design journey.

We are proud to make almost 75% of our products in North America. The synergy that this provides has helped us maintain a vibrant U.S. manufacturing base and the jobs that go with it, while also providing meaningful job opportunities to people in Mexico and Honduras. It also supports our approximately 300 global Design Centers.

Our Classic, Country & Coastal, and Modern attitudes of today draw from the heritages of the many people who journeyed from all parts of the world, bringing with them their design sensibilities and entrepreneurial spirits.

Our policy and a source of pride for us is how we treat all of our associates with dignity and respect. We do this across all of our facilities in North America by ensuring uniform environmental and safety standards, and in some

cases, even providing on-site medical care. For these actions we have received numerous environmental and safety commendations regarding our North American manufacturing operations.

We are gratified by the major increase in our business. COVID-19 may have challenged us all, but it has certainly brought out our best American ingenuity. While we have also faced disruptions, our counter-industry decision to remain invested in our own North American workshops and the personal service of our interior design teams have both proven to be our strategic advantage during this time of crisis.

**I would like to thank all our associates for their commitment and dedication. We are honored that our proud American brand helps to make the American home!**

**Farooq Kathwari**

Chairman, President and CEO since 1988





## PROUD OF OUR DEDICATION

to lowering our carbon footprint, cutting water and electricity usage, reducing landfill waste, and fighting pollution in our communities.

There's no home to which we're more committed than Earth, the home we all share.









# Pride in our passion for combining PERSONAL SERVICE WITH TECHNOLOGY

What starts with inspiration from a magazine can become something truly your own. Our world-class interior designers, backed by cutting-edge 3D design technology, will adapt our lifestyles to your lifestyle.

## **"This room doesn't feel right to me, and it never has."**

Every home has its quirks: the fireplace that's off center, the built-ins that have to be arranged around. Our designers create floor plans, combine fabrics and furniture, and finish with accessories, so your space fits, flows, and feels just right.

## **"I can't part with pieces that mean the world to me."**

Because we believe your home should tell your story, we adapt your design around the pieces you can't bear to

part with. We provide fabric, leather, and finish samples, so you can see how your new furniture will live with what you already have.

## **"This rug that I love—will you design my room around it?"**

Our design whisperers can coax amazing things from the pieces you love: a mood, a color scheme, even a whole design vision. They'll show you that vision with images from our 3D Room Planner and a one-click 3D tour of your new design.

We'll meet you in the Design Center, at your home, or online—just say where.





PRIDE IN OUR HANDIWORK

# country & coastal

INSPIRED BY OUR "BREATHE DEEPLY" PLACES, FROM THE HOUSEBOATS ON PUGET SOUND TO THE BED-AND-BREAKFASTS OF SAVANNAH, COUNTRY & COASTAL EMBRACES THE SPIRIT OF TIME-HONORED CRAFTSMANSHIP.

Handcrafted textures make us feel grounded because every hand-painted, hand-stitched, and handwoven inch holds a measure of the artisan's heart and the time they invested in their craft.















*freedom*  
IN THE MAKING

In Country & Coastal, your personal interpretation of contentment is made to order: comfort is woven, relaxation is tailored, and peace of mind is custom-crafted.




















AMERICAN  
*summer*



A white lounge chair with cushions and a navy blue umbrella on a wooden deck overlooking the ocean. The chair has a white frame and is reclined. It features a white cushion with a dark blue stripe, a dark blue cushion with a white floral pattern, and a solid dark blue cushion. A white and dark blue striped towel is draped over the chair. To the left of the chair is a white canvas tote bag with dark blue accents, containing various items. A large navy blue patio umbrella with a white frame stands behind the chair. The background shows a wooden deck, a white wall, and a view of the ocean and rocky coastline under a clear blue sky.

OUR POPULAR NOD HILL IS NOW AVAILABLE IN SHELL WHITE! THIS NEW CRISP, FRESH FINISH NEEDS ONLY AN OCCASIONAL WIPE DOWN TO STAY BRIGHT AND CLEAN FOR SEASONS TO COME.



# MADE WITH PRIDE

in our very own workshops

Artistry combines with the highest standards of quality in Ethan Allen's workshops, where 75% percent of our products are made.

A man with a beard and safety glasses is working in a wood shop. He is wearing a black t-shirt with the Ethan Allen logo. The background shows various wooden pieces and tools.

EA  
ETHAN ALLEN



## PRIDE IN OUR MATERIALS

Our lumber comes from two sources: logs milled in the Beecher Falls, Vermont, sawmill where our business began in 1932; or lumber that's been quality-checked by our inspectors in Old Fort, North Carolina, who are certified by the National Hardwood Lumber Association (NHLA). Whenever possible, we use logs and lumber from forests certified by the Forestry Stewardship Council (FSC), combining superior quality with an unwavering commitment to the environment.

The fabrics we use for our furniture are contract grade, meeting the same standards as fabrics you'll find in the hospitality industry. Fitted, tucked, and sewn by hand over cushions filled with CertiPUR-US® certified foams, they combine safety, durability and stain resistance with a flair for color and pattern.



## PRIDE IN OUR WORK

Within our workshops, we still use durable mortise-and-tenon joinery and construct every drawer with dovetail joinery. We also apply every finish by hand, using low-HAP and low-VOC coatings that keep the air cleaner from our workshops to your home.

In our upholstery workshops, we custom-cut fabric and leather and custom-tailor it around every frame. You see the hand of our artisans in every welt, every tuft, and every piece of nailhead trim.

**We're proud that after nearly 90 years, people still invest in the quality known by only one name: Ethan Allen.**





# PROUD TO BREAK THE MOLD

MEET LUCY BY ETHAN ALLEN™,  
OUR MOST CUSTOMIZABLE  
UPHOLSTERY COLLECTION YET.

*modern*

**START WITH SOFAS AND CHAIRS** personalized in one of 32 solid fabrics with the arm, leg, and back style of your choice.

**ADD OTTOMANS AND PILLOWS** tailored to complement in any solid or in one of 20 patterned fabrics.

**COMING SOON**  
9 new solid fabrics  
8 new patterns









# PRIDE IN OUR HERITAGE

# classic

CLASSIC CREATES, FROM THE WORLD'S BEST DESIGN PERSPECTIVES, A DISTINCTLY AMERICAN POINT OF VIEW. IT'S CRAFTED TO LAST FOR GENERATIONS AND DESIGNED TO BE BEAUTIFUL TIME AND AGAIN.

Classic is the bread and butter of Ethan Allen; it's what we do better than anyone else. A just-for-you message from another time and place, modern in scale and tailored for comfort.











*freedom*  
**OF EXPRESSION**

Create your Classic to suit your space and adorn it in your colors. Save room for the keepsakes that tell your story; bring in new keepsakes for the chapters to come.























Professional, courteous, efficient—these are words that our clients use to describe our **Premier In-Home Delivery** service. On installation day, we assemble your furniture, place it where you want it, and remove all packaging, leaving only happiness behind.



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