

90 YEARS OF INNOVATION

90 YEARS OF

entrepreneurial leadership



ETHAN ALLEN CHAIRMAN, PRESIDENT AND CEO FAROOQ KATHWARI, WITH ETHAN ALLEN CO-FOUNDER **NAT ANCELL**



FAROOQ KATHWARI CHAIRMAN & CEO

Beecher Falls, Vermont, became the birthplace of an American dream when Ethan Allen cofounders Nat Ancell and Ted Baumritter began crafting wood furniture during the Great Depression.

Hard work and the region's fierce, independent spirit fueled the ascent of a proud American brand. By 1980, Ethan Allen had expanded to 30 workshops, four sawmills, and about 250 independently operated Ethan Allen Galleries.

I first became associated with Ethan Allen in the 1970s when I started my own home products business and convinced Nat Ancell to partner with me. In 1985, when I was 39, Nat made me president of the company.

The vision of Nat and his senior team made my unique American story possible.

For 90 years, Ethan Allen has taken **the best elements** of design from around the world and given them a distinctly American point of view. By focusing on a single business, from manufacturing to retail, we have controlled our own destiny and remained profitable all these years.

"Always be innovating" is my ongoing challenge to everyone who serves the Ethan Allen brand. This magazine begins a yearlong celebration of our nine decades in business, and I congratulate the teams present and past who've made our success possible.

Anercan style EXCEPTIONAL PRODUCTS

AT INCREDIBLE VALUES

For 90 years, we've taken the finest designs from around the world and reimagined them with a distinctly American attitude.

We innovate classic looks to be balanced, uncluttered, and scaled for the 21st century. We reimagine modern style with a livable bent, marrying geometric forms and combining materials in an innovative way.

We express our uniquely American looks through an incredible array of styles and infinite customization options, including hundreds of fabrics, finishes, and flourishes. We then apply innovative thinking to those materials; our performance fabrics, protected leathers, and durable finishes are made for homes where pets are part of the family and little fingerprints are part of the ambience.

Ninety years from now, people will see today's fashions as the visible expressions of our era: who we were and what we valued, the substance of our hopes and aspirations. From Ethan Allen, they'll see an ever-evolving, ever-innovative journey of American style.









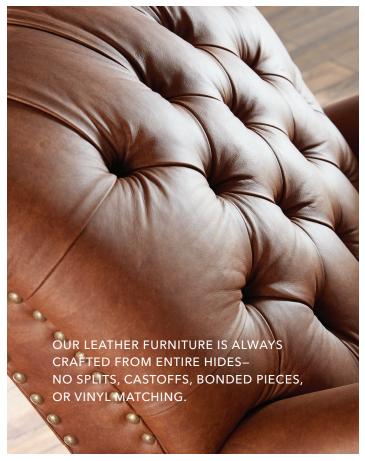


















A COMMITMENT TO

North American manufacturing & logistics

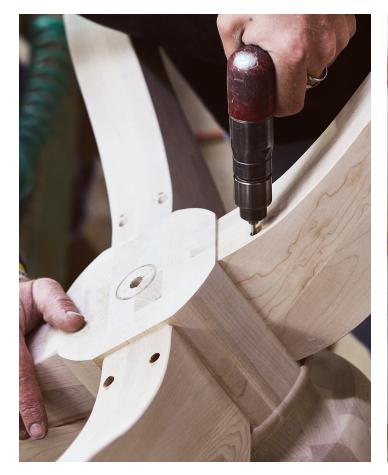
FOR 90 YEARS AND COUNTING

A craftsperson from 90 years ago who walked into today's Ethan Allen workshops would find that certain processes still look familiar. They would also find technology that empowers our artisans to make each piece even more long lasting and more personalized to the way you live.

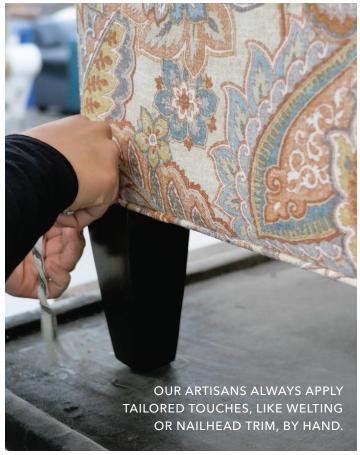
In our Beecher Falls, Vermont, workshop, we still mill our own logs; our lumber inspection team in Pine Valley, North Carolina, can still tell with one glance whether a piece of maple, cherry, oak, or birch meets our quality standards. We still dry lumber in our own kilns, craft traditional joinery that stands the test of time, and apply wood veneers and metallic leaf by hand.

We still begin each upholstery piece with a frame crafted from engineered hardwood, much of which comes from sustainable forests. We still source the finest fabrics in the world-all of which meet or exceed industry standards, about half from the U.S.-and cut and color-blend our leathers by hand.

We've embraced 21st-century innovations, like laser-guided tools, but two things will never change: the pride and the passion that we have poured into our craft for 90 years.















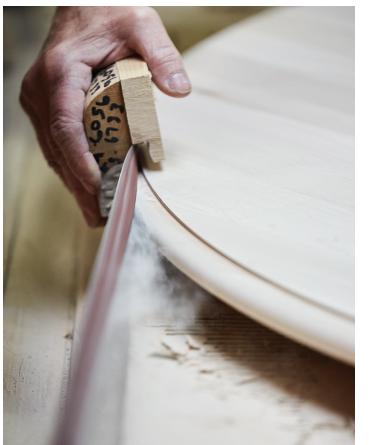










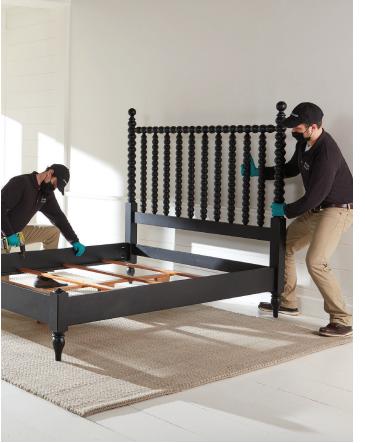




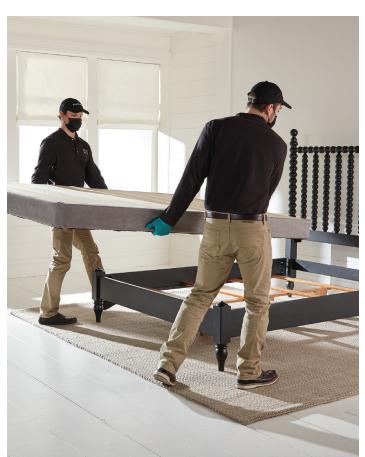
HANDCRAFTED

1gnature[™] MATTRESSES

Benchmade in the U.S. from the finest materials, like gel-infused foam and tempered, individually wrapped innerspring coils, an EA Signature™ mattress is simply the finest mattress you'll ever own.



You'll never meet a more courteous and conscientious team than our **Premier In-Home Delivery** professionals. They assemble your furniture if needed, place it exactly where you want it to go, and ensure that both setup and cleanup are spotless.







COMBINING

complimentary interior design service

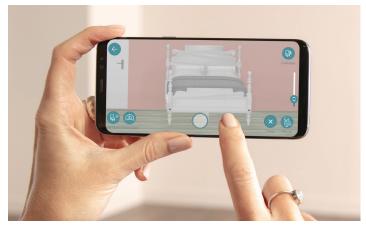
WITH TECHNOLOGY TO SHAPE THE NEXT 90 YEARS OF DESIGN

One completely personalized space and one satisfied client at a time, our team of more than 1,500 **entrepreneurial designers** has brought design visions to life for people all around the world.

They start with your vision of your space, as told through inspiration images you've collected, a tour of your home, or the stories you share. They mix the pieces you love with new furniture and accents, coming up with ideas that they show you through line drawings, stunning

HD room plans, and fabric and finish samples—and the extraordinary value of their service is offered at no charge to you.

Our commitment to design technology opens up so many possibilities for the future. What will never change is our designers' dedication to honoring your budget, supporting you from concept to installation day, and creating spaces you'll love to come home to, year after year.













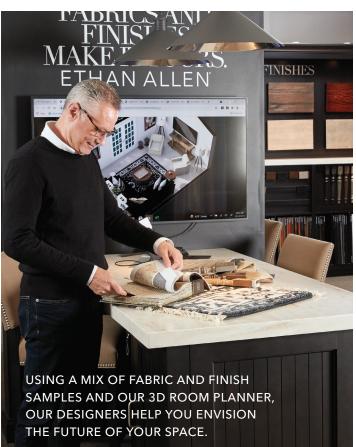
























socially responsible & sustainable

FOR THE NEXT 90 YEARS AND BEYOND

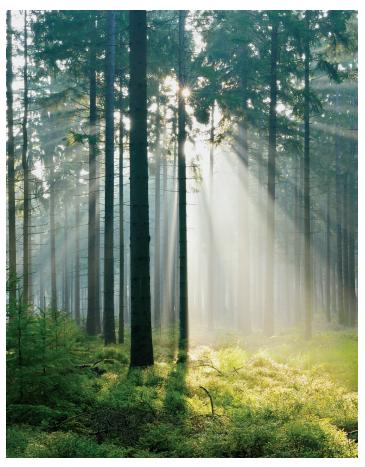
We're committed to a future that preserves our natural resources while ensuring dignity and justice for artisans all over the world.

From the sustainable Appalachian forests where we source much of our cherry, maple, and oak lumber to the low-HAP, low-VOC finishes that help keep the air clean from our workshops to your home, we consider sustainability every step of the way. We burn recycled wood chips and sawdust to cogenerate electricity in the Vermont workshops where production begins. We optimize the delivery routes of our vehicles to minimize carbon emissions and fossil fuel consumption.

When we partner with vendors around the world, we work with them one on one, helping them to make workspaces safer and to ensure fair labor standards for every artisan. It's our privilege to make the work they love and excel at available to the world.

From corporate giving initiatives to individual volunteer efforts, we're committed to a better future for our communities. We want every home-for you, for our artisans, and for our Earth, the home we all share—to be as happy, healthy, and prosperous as can be.



















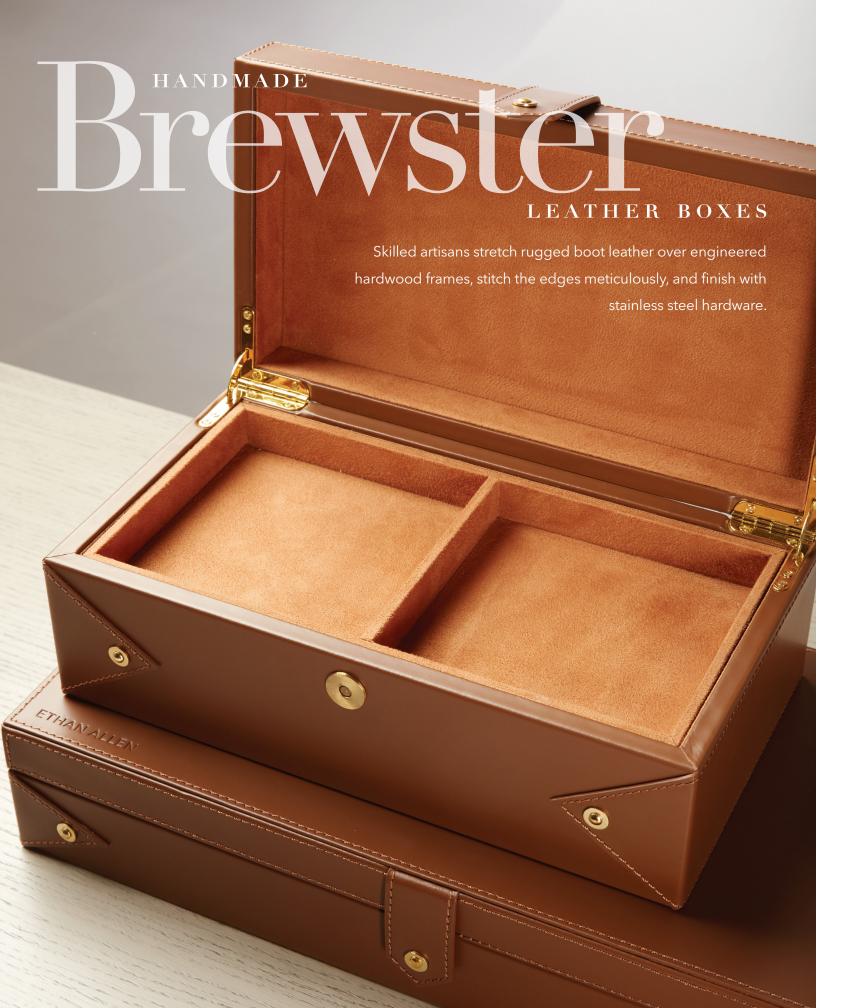


















SHARE THE LOVE AS #EACELEBRATES90

We've shared some of our favorite iconic Ethan Allen designs; we'd love to see yours. Share your images and tag them @ethanallen for the chance to be featured on our website!



























