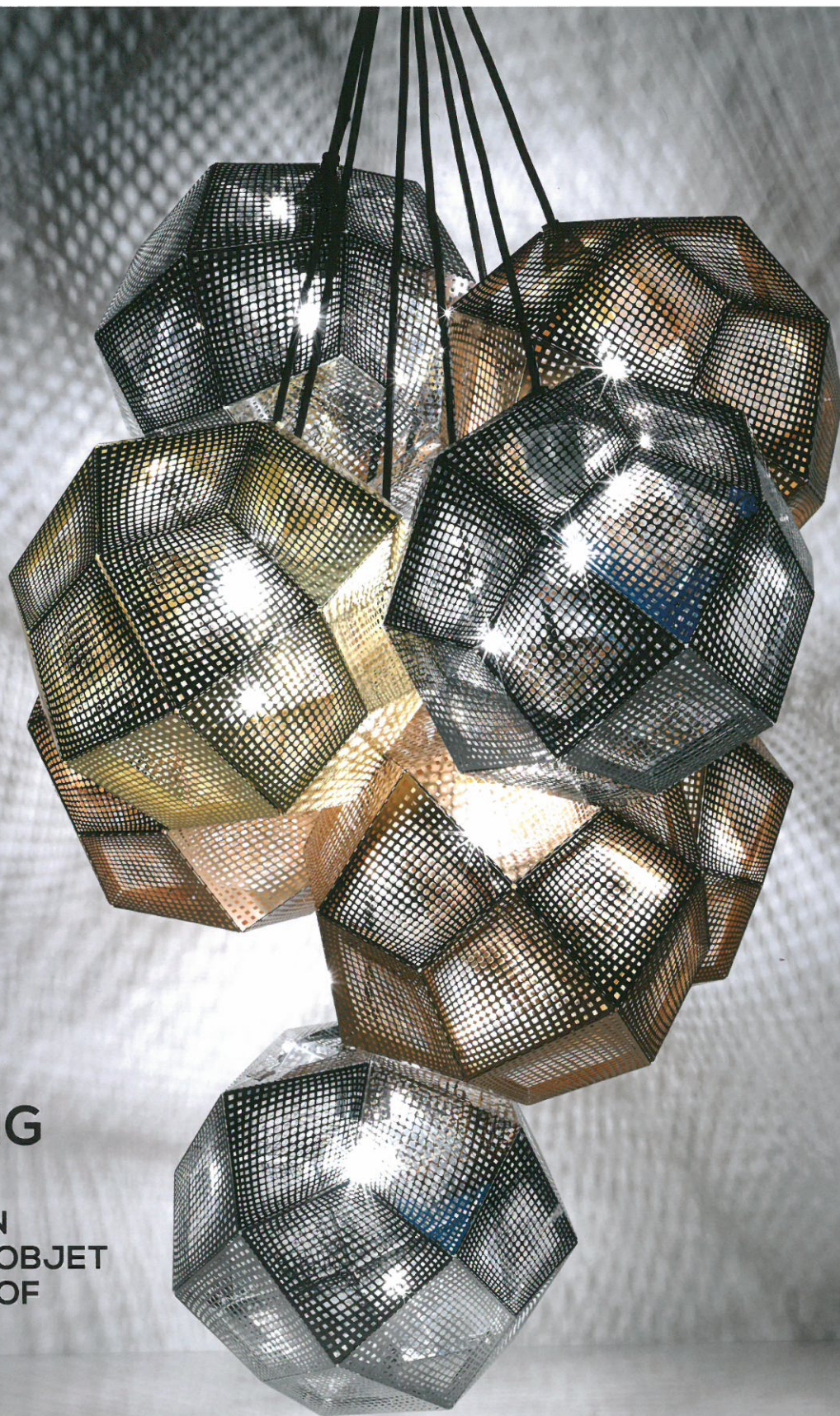


Trendesign

ARCHITECTURE • DESIGN • DECOR

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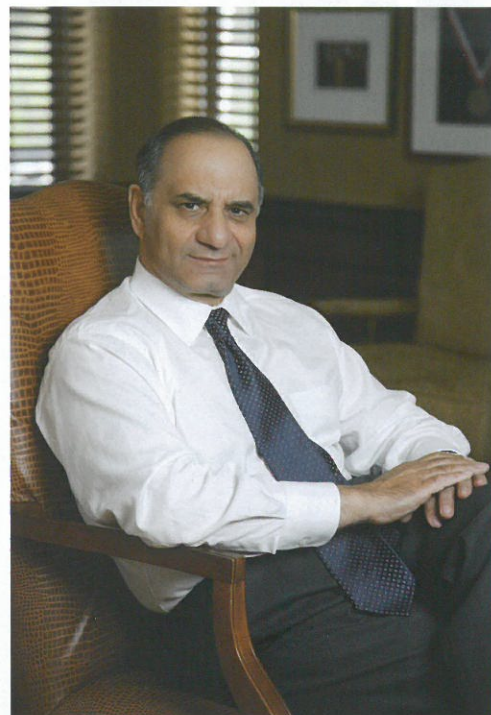
SHINING LIGHT

TOM DIXON
MAISON & OBJET
DESIGNER OF
THE YEAR



The shopfront of the new Ethan Allen Design Centre in Jabal Amman.

ELECTICISM NOW



President and CEO of Ethan Allen Farooq Kathwari

FEATURE: ELLE MURRELL. PHOTOGRAPHY: AL-MUKHTAR ZEYAD AND COURTESY OF ETHAN ALLEN

Trendesign tours the new Ethan Allen Design Centre in Amman, as the brand's legacy of design excellence is reinvigorated by emerging contemporary preferences.



Statement furnishings in a soothing colour palette and metallic accents, are expertly combined in this setting at Ethan Allen

“THE UNIQUE SHOWROOM OFFERS CUSTOMERS THE ASSISTANCE OF INTERIOR DESIGNERS”



The modern home furnishings complex is the second Amman location for Ethan Allen and local licensing partner Infinity for Investment Ltd. Following the success of the first Jordan store, this larger-scale design centre provides an opportunity for the renowned brand to showcase a more extensive range of furniture designs and décor products.

An unrivalled selection of custom design options, from fabrics to personalised trim and finish choices are on offer. Features such as a sample sofa fitted out with several different fabric, cushioning and stitching options, help shoppers make comparisons with regard to comfort and aesthetics in a simplified manner.

The unique showroom not only allows clients to be immersed in a setting of style and beauty, it offers customers the opportunity to be accompanied and assisted by professional and passionate designers rather than clerks or general salespeople.

“We are thrilled to continue our transformation from an American furniture icon to an international home fashion brand,” says Farooq Kathwari, president

and CEO of Ethan Allen. Adding that the new Jabal Amman store is the perfect home for Ethan Allen's global, fashion-forward approach to design.

“The United States, as you know, is a place of great diversity. Somebody like me coming from the mountains of India and ending up in America as the head of this company shows what can happen. This reflects in our designs, what you see are American designs but in reality, they are designs of the world. We take ideas from all over the globe and bring them back to you with some modification. This is why our products are popular in so many places throughout the world, it truly is international design,” says Farooq.

Furniture can be seen as a long-term investment and the importance of timeless neutral textiles, fine wood and leather upholstery is evident throughout the 9,500-sqft showcase. At Ethan Allen, such staples are broken up and modernised with colourful flourishes and vibrant secondary furnishings.

“It's an interesting fact that when there is a tremendous amount of uncertainty in

“A SOPHISTICATED MASH-UP OF PERIODS, GENRES, COLOURS AND PATTERNS HAS BECOME A DESIGN FOCUS FOR THE BRAND”

the world, people tend to go back to their homes, they become a haven,” says Farooq. When asked how the brand has managed to maintain strong growth and expand in light of regional and global economic instability he explains that the furnishings of a home continue to remain dear to people. Additionally, the quality and standard of Ethan Allen sets their target market at a demographic of those with higher incomes, who can afford to continue spending on such products.

Founded in Vermont over 80 years ago the leading brand in home furnishings has grown to almost 300 stores globally and is renowned for its vertically integrated structure. This business plan gives Ethan Allen the means to design, build and deliver its own products, ensuring high levels of craftsmanship, great value and a comprehensive service.

Furthermore, 70 per cent of the stock is produced at the company's eight manufacturing facilities in North America, where the brand extends its commitment to environmental protection and sustainability, practices for which Ethan Allen received the Vermont Governor's Award for Environmental Excellence, in 2013.

Farooq is an active humanitarian and acclaimed entrepreneur in his own right, described by his colleagues as an “inspiring personality” and “hardworking”. At the helm of the brand for almost three decades, he attributes the success of Ethan Allen to the fact it offers clientele a unique value equation of style, quality and price.

“It is our focus on great design quality, relevant style and then our professional help with interior designers that make us unique, because there are many that have good qualities, but it is the combination of these qualities and the passion that reflects in the work we do whether it is in America or here in Amman,” says Farooq.



Ethan Allen offers a vast array of wonderful décor and textiles to complete your interior space



Contemporary, abstract patterns and classic pieces work to create a covetable eclectic look; the current design focus at Ethan Allen

He highlights that the time for designs to become irrelevant is becoming shorter and shorter in today's fast passed consumer society. “We have lots of talented people in all areas and our interior designers also play a very important role because they give lots of ideas, they are studying what is taking place in fashion,” says Farooq. Adding that the industry is now a fashion industry no longer a furniture business, because people want to dress their homes in a fashionable way, as they dress themselves.

Exuding the ambience of a luxury boutique over three stories, the centre makes use of advanced lighting, music and aromatic technologies to enhance the individually styled rooms. Guests touring the partitions express their delight at the “wonderful” and “modern but cosy” furnishing combinations on show. HRH Prince Asem Bin Nayef appraises the centre as a “very nice place and one that is full of taste”.

The wide range of furniture to suit European, traditional-to-glamorous and modern preferences, is complemented with fine décor, artistic accents and textile enrichments. There are reception, living, bedroom and office offerings, themed

spaces decorated for children as well as a design studio and private consultation offices.

From the walls, design mantras such as: “It's not what you do that matters, it's what you see”, from author Henry David Thoreau; “Have nothing in your house that you do not know to be useful or believe to be beautiful”, from Interior designer William Morris; and “Above all keep your colours fresh”, by painter Edouard Manet, can be read.

“Designing your home is an experience that is very personal, and our design centre reflects that in every way – from the ambience and expansive selection to the superior service and quality,” says Mounir Hajjiri, Chairman and General Manager for Infinity Investment Ltd.

Mounir explains that Ethan Allen identifies trends through “five lifestyle signatures: elegance, romance, modern, vintage and eclecticism”. The latter incorporates a sophisticated mash-up of periods, genres, colours and patterns and has become a design focus for the brand in 2014.

“We are using the word eclecticism to get

across that people are dressing themselves eclectically and mixing styles. What we now want to do is to keep on concentrating on great product ideas and to work at showing in our design centres how you can mix them to curate a style that's truly original and beautiful,” he adds.

Those in design know that mixing doesn't just mean throwing together pieces that are visually intriguing on their own, and that achieve stylish, eclectic combinations can be a difficult skill to master. “Products alone will not do, they are important but it is the assistance of an interior designer to help you as much as or little as you want, that is so important to the success of this style,” says Farooq.

“Today you have to take what you already have, whether that be from flea markets or art galleries, and mix it with quality furnishings like what we present, because good design today has to be liveable and long-lasting and people want to have a fashionable yet relaxed atmosphere.”

Browse the collection at 22 Al Mutanabbi Street, Jabal Amman. For more information, contact Ethan Allen on 06 592 4246