

Ethnicraft

GROWS ITS ROOTS

Many of the company's most beloved collections are expanding with new and exciting designs for spring.



spring 2024
novelties

Ethnicraft, the renowned Belgian furniture brand, is proud to announce the expansion of its popular collections with a range of new additions.

This launch underscores Ethnicraft's commitment to craftsmanship and design innovation, reflecting Ethnicraft's ongoing dedication to providing quality furniture solutions that enhance residential and commercial spaces.

Craft and design innovation

Ethnicraft continuously works to push boundaries and redefine traditional furniture concepts. With meticulous attention to detail and a commitment to creative exploration, the company ensures that each piece exceeds expectations in both form and function.

Carefully crafted by skilled artisans, these items are a prime example of how Ethnicraft continues to grow its roots.



X dining table

In dining, several new items show off the company's woodworking expertise, including the X dining table and PI dining chair.

Complex in its simplicity, the X table's sturdy, yet intricate, construction is a true work of art and a credit to the most advanced woodworking techniques. With a seamless structural interplay between the unique shape of the legs and the soft lines of the tabletop, guests will enjoy the most comfortable seating experience.



The PI collection honours nature's design by keeping the strength, curves and lines, as nature intended. Interesting shapes are discovered in this sleek and stylish, polished imperfect, finish.

Each PI item is finished by hand to ensure that the individual character of the wood is respected. The PI dining chair is truly remarkable in its design, offering durable seating with exceptional craftsmanship.



Chopped room divider



Bok dining chair



Revive bed



Eye lounge chair

Other items of note include the Chopped room divider, an eye-catching item that showcases the handcrafted techniques of skilled artisans, as well as the Revive bed, now available in the U.S., and the Bok dining chair with a

Warm Grey cushion and Eye lounge chair with a cushioned seat. The fabric of the cushions for both items is made from partially recycled wool content, as 92 percent for the Bok and 55 percent for the Eye.

Sizing to fit any space

Among the novelties introduced are expanded options within existing collections, catering to both spacious environments and those with limited square footage. By offering a range of sizes and configurations, Ethnicraft aims to provide furniture solutions that seamlessly integrate into any residential or commercial space, no matter the dimensions.



N701 sofa

N701 SOFA

Adding to the variations of the N701 sofa is a 45 degree round corner, allowing the modular to be configured in an even broader size to fill a generous living room or hospitality space. From a one-seater to two-seater, three-seater and square and rounded corners, there are nearly endless possibilities with this best-selling modular sofa.

BOOMERANG COFFEE TABLE

Other items designed to work for varying spaces include the Boomerang coffee table, which comes in a larger and smaller option, working both as a standalone or as nesting tables for a statement. Previously available in mahogany, the varnished teak joins the collection as well, with even more durability in the varnish finish.



N701 sofa and Boomerang coffee table



Irregular rack

PI wall shelves

IRREGULAR RACK

Storage options are also being released in different sizing options to suit the buyer's needs. Celebrating rhythmic simplicity, the Irregular rack is a storage solution offering more. It's a stylish and practical shelving system against a wall, or it can be used as a clever room divider with a point of difference, standalone or placed in multiples for more functional storage.

PI WALL SHELVES

The PI shelving system is also a favourite, coming in one-, two-, three-, and five-shelf options, which can be installed in multiples to fit any wall.

CUBE POUF

In addition to storage, two new items function as quick seating that can be stored when not in use. Comfortable and sturdy, the Cube pouf is durably crafted using Italian textiles. Warm and timeless tones combine perfectly with other materials to bring a refined yet relaxed aesthetic in modern breakout spaces.

ROLLER MAX STOOL

The Roller Max stool is both comfortable and compact, and is incredibly versatile; position it solo, or combine with the wider Roller Max collection.

Cube pouf



Roller Max stool

Bold shapes, lines & curves

Inspired by the symmetry and beauty found in nature, the latest launch includes a selection of products that boast striking shapes, lines and curves.

The Geometric collection expands to include a dining table, console, rack and meeting table, ideal for the office setting. With each piece, shapes intersect in unexpected ways, creating playful contrasts with light and shadow at every angle. The Geometric dining table is available in a varnished teak, while the other items are being offered in an oiled oak.

Other items with striking forms are the Kabuki TV cupboard, the Stairs column, the Bok coffee table and the Eye lounge, now featuring a comfortable seat and back cushion for extra support.



Geometric dining table



Geometric console

Material matters

The foundation of exceptional furniture lies in the quality of materials used. Ethnicraft prioritises sourcing high-quality materials, ensuring durability and longevity in every piece. The company's commitment to quality materials reflects its dedication to providing customers with furniture that transcends trends and enriches interiors with lasting beauty.



Eye lounge chair

SOLID OAK & QUALITY FABRICS

Within the spring 2024 launch are items made from solid oak sourced from European forests, including the [Bok dining chair](#) and [Eye lounge chair](#). In these pieces, the natural quality of the wood is celebrated, with movement visible in the beautiful woodgrain. The cushions are made from quality fabrics woven in Belgium, complementing the wood with texture and functionality.

DURABLE LINEN

In addition to the cushions on the Bok dining chair and Eye lounge, the Revive bed in linen is also made with care. The linen is durable, as well as easy to clean, with an easy zipper function to remove, wash and return to the frame.



ECO FABRIC

The N701 is also now available in Ecrú Eco fabric, recycled from the fashion industry. The sustainable upholstery is one to enjoy for years to come.



MICROCEMENT MATERIAL

The Elements collection also expands with this launch, distinguished by its unique Microcement material. Created by the expert hands of artisans, each piece offers a slightly unique identity with a high-performing, fine, earthy stone finish. Through the innovative use of Microcement, the solid, yet lightweight furniture pieces are defined by the smooth, yet textured surface, which adds dimension and visual interest. A round dining table in two sizes, as well as a striking pebble-shaped coffee table, joins the collection.

For more information about these products and others from the Spring launch, visit ethnecraft.com

press@ethnecraft.com



Elements dining table