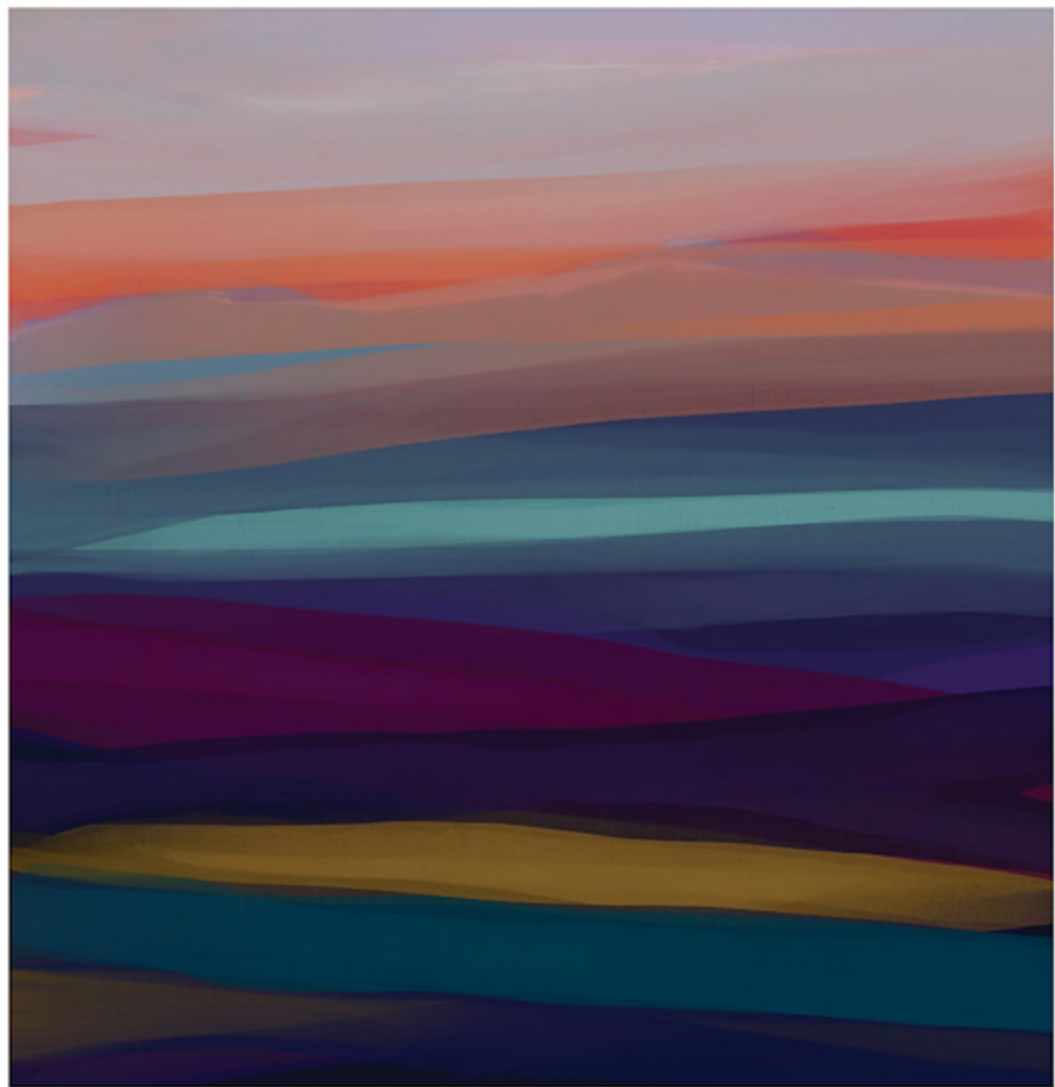


DESIGNERS TODAY

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NOVEMBER / DECEMBER 2022

Cass Key

Creative director, Woodbridge Furniture

Woodbridge Furniture celebrates the company's 20th anniversary in 2023, an event that will be accompanied by an announcement of a new collaboration that has been in the works for more than a year. According to Cass Key, creative director for the company, the announcement will be an exciting addition to numerous milestones for the company over the past few years, including innovative collaborations like the one Woodbridge recently launched with Ethos Design Collective.



For the partnership, Ethos members worked with Woodbridge to create custom collections developed by the designers using the company's products. Key says that all involved believe the collaboration will be an important step forward for manufacturers and designers.

"The lack of standards for the interior design industry makes it challenging to navigate for both the designer and the consumer," Key explained. "Ethos has two clear goals

which are both needed: 1) to guide consumers to a vetted luxury designer through their website and marketing, and 2) to help that designer protect their livelihood through proprietary products, pricing incentives, education, and marketing.

"It was truly an experiment, but we were willing to be open and brainstorm a custom paint program with them because it exposed us to a new group of customers, many of whom have already made our partnership worthwhile in terms of ROI. Aside from the numbers, we feel a connection with many of the members and can see that like any relationship building, this will open doors for us in the future that are unknown at this point." —Cindy Hodnett

Rick Lovegrove

President, upholstery, Four Hands

Upholstery veteran Rick Lovegrove became Four Hands' first permanent employee in upholstery in 2015, after working for the company as an outside consultant. This summer, he became the company's first president of upholstery, and he is poised to continue driving the company's business forward and make it a leader in the category.



He first started his career in a small family-owned factory in Montreal in 1995. "I was fortunate to be exposed to many aspects of the upholstery business — from leading and designing the product line, setting up in High Point for markets, and generally being the face of the company," he said.

Once he joined Four Hands, the segment increased tenfold under his leadership, from \$12 million in revenue annually to \$120 million, making upholstery the highest revenue-driving product category at Four Hands today.

"This accomplishment would not be possible without the amazing team in Austin, our Four Hands teams on the ground overseas, and our fantastic network of suppliers and vendors who bought into this crazy plan eight years ago," said Lovegrove, who recently joined the board of the International Textile Alliance.

Lovegrove works closely with the Four Hands design team to launch 150 new upholstery collections annually and is also responsible for the vendor and supplier ecosystem. That includes a partnership with an upholstery shop in the Philippines that began five years ago. The company also does business in China, Mexico, Vietnam and Indonesia, and Lovegrove said he is exploring a supply chain that would expand beyond those countries.

The company debuted its new exclusive high-performance fabric, Fiqa, at High Point Market, and plans to launch a new premium upholstery collection in the U.S. next year. —Allison Zisko and Andrea Lillo