

*Ethnicraft*

Over 25 years of timeless  
quality design furniture



1.	“We create the foundations of your home, to inspire the stories of your life”	Page 03
2.	From design to distribution: a vertically integrated value-chain	Page 11
3.	25 years ahead: integration towards circularity	Page 18
4.	Key maps and figures	Page 23
5.	Contact	Page 29

---

# Contents

1. "We create the foundations of your home,  
to inspire the stories of your life"

1.1 From a two-man story to global expansion

Page 06

1.2 A product diversification to the whole spectrum of interior design

Page 14

---

1. We create the foundations  
of your home, to inspire  
the stories of your life.

For more than 25 years, Ethnicraft has been creating beautiful furniture and decorative objects. With superior craftsmanship at the core, the Belgian brand centres itself around using quality and warm materials. Alongside a strong appreciation for form and function, intentionally timeless designs are made to be versatile and combine well with many styles.

Solid wood and natural materials have always been fundamental within the Ethnicraft range. Great care is taken to source wood responsibly from carefully managed forests. As another important belief in sustainability, the high-quality products are made to age incredibly well, withstand trends, and last for generations to come.

Behind the design simplicity, is a constant drive for innovation. By incorporating advanced techniques to the process of creation, each new item is revised and reworked to the final detail: every curve, texture and line reflects the brand's design values.



**mosaic** TV cupboard





**bok** dining table, **eye** dining chair



**Designs that adapt to your way of life,  
no matter the size or space.**

## 1.1. From a two-man story to global expansion

A single container full of decorative items from Indonesia. That is how the story began. In 1995, Antwerp entrepreneur Philippe Delaisse brought back a container of furniture and interior accessories from his trip around the world, to sell them at home. Long-time friend Benoit Loos heard of it and joined forces with Philippe. Together, they started to import one container every few months.

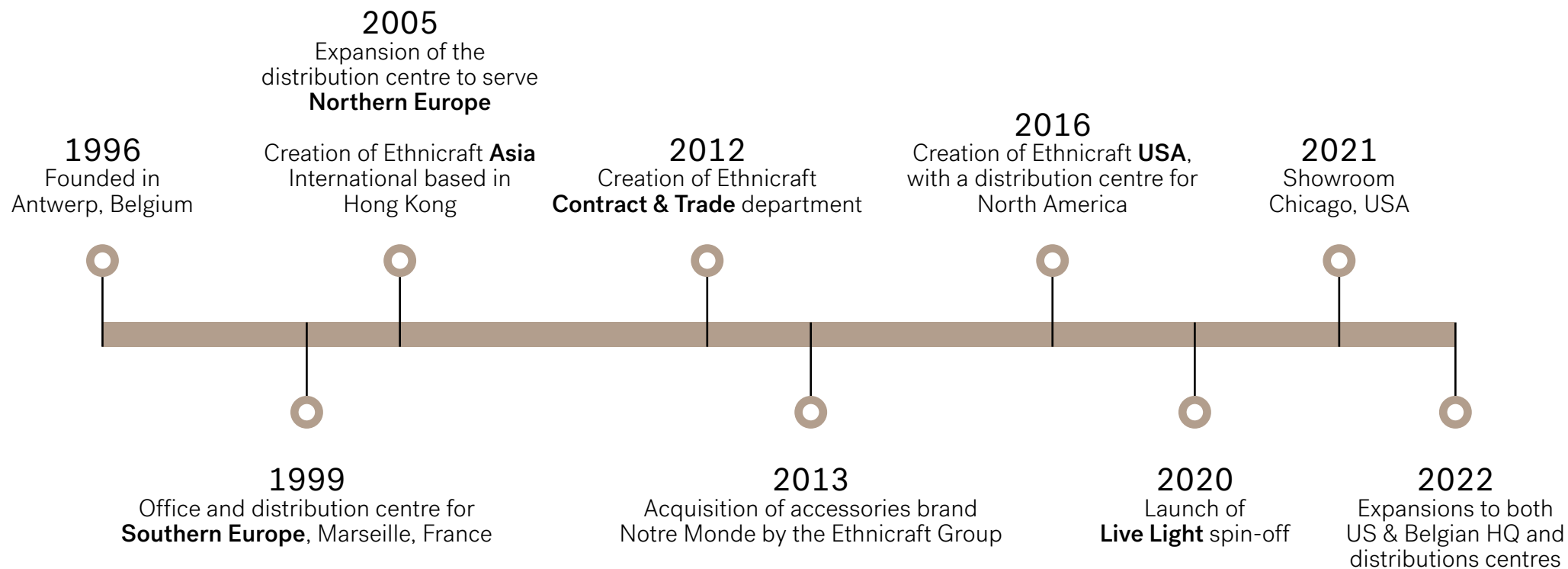
One year later, Ethnicraft company was founded. They had clients eagerly waiting at the Antwerp docks, numbered ticket in hand, ready to buy that one special item they coveted. The duo very quickly decided that they wanted to design and produce their own furniture and set up their first manufacturing site in Indonesia.

More than 25 years on, Ethnicraft has become an internationally recognised brand. The company has significantly invested in supporting the know-how of traditional craftsmanship techniques. Their atelier and woodworking training site in Indonesia is centred around harnessing and fostering local hand carving talent.

In 2012, the Ethnicraft brand diversified its distribution channels by entering the trade and contract market. More recently, in 2020, the Ethnicraft Group took on the challenge of exploring a new circular business model of furniture rental and refurbishment through its spin-off, Live Light.



## Key dates









## 1.2. A product diversification to the whole spectrum of interior design

Today, Ethnicraft covers a wide spectrum of interior design, from furniture that defines the purpose of an area, to accessories that layer in meaning. Since its outset in solid wood, Ethnicraft's product range has evolved to cover every room and space. New materials have also entered the collection, such as metal, textiles, leather and mirrors, developing and extending a creative portfolio that always remains true to the brand's identity.

As new collections were released, items demonstrate increasingly delicate and complex lines, thanks to advancements made in the field of woodworking. With its delicate airy shapes, the Bok chair has become a signature design for the brand's innovation.



**bok** dining chair



**jack** outdoor collection



**cities** objects collection



**abstract** column



**tray table** set with matching trays

2. A vertically integrated value-chain

---

2.1	Specialised production sites and seamless logistics	Page 12
2.2	A worldwide retail distribution network	Page 15
2.3	Ethnicraft Contract and Trade department: the solution for specific projects	Page 16

---

# 2.

# A vertically integrated value-chain

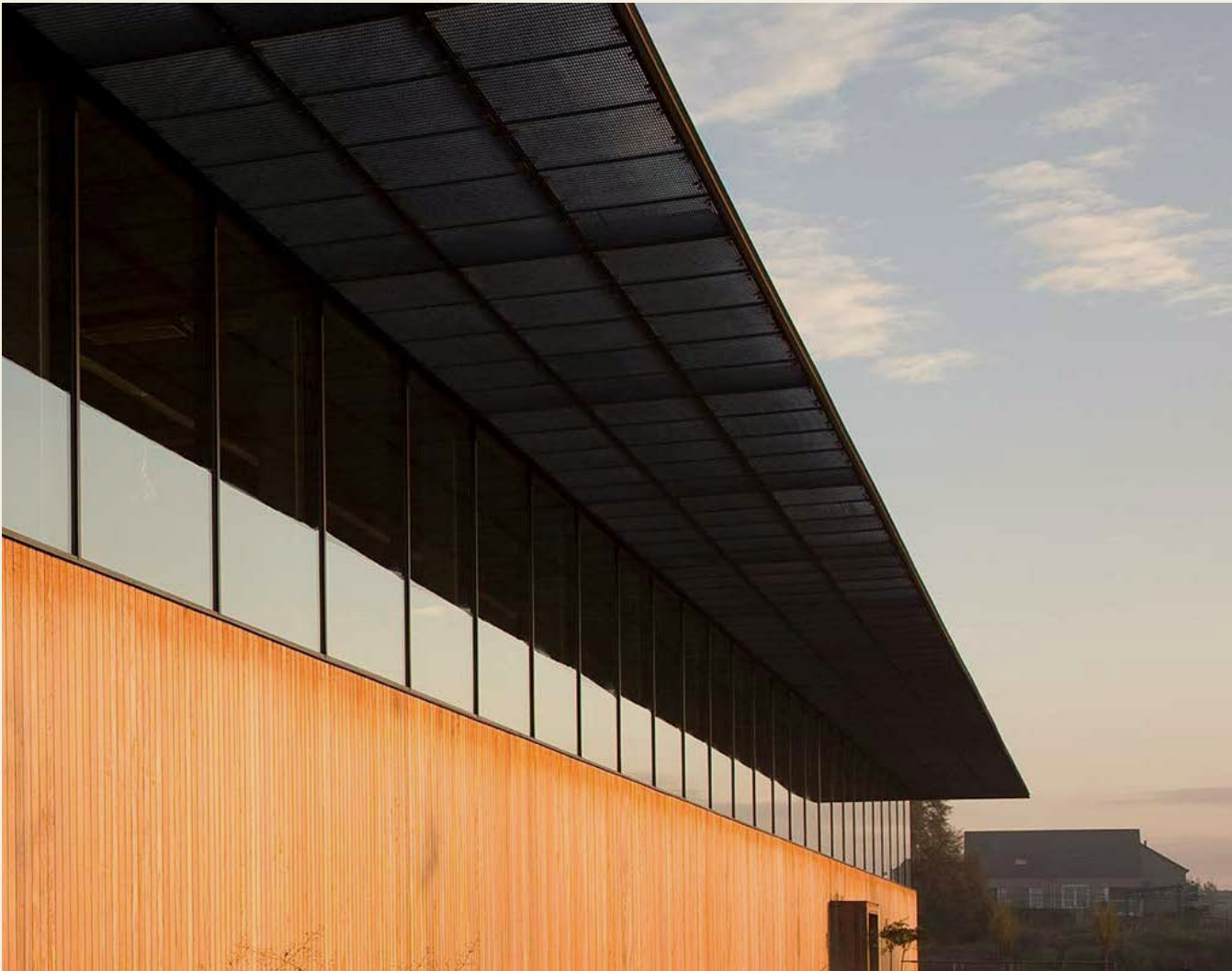
## 2.1. Specialised production sites and seamless logistics

One of Ethnicraft's key strengths is its vertical integration. Everything, from design to production and distribution is managed in-house. With continuous strategic investments in production capability and technology, it has been able to develop increasingly complex products and support the company's growth.

Since the beginning, Ethnicraft chose to establish strong, long-term partnerships with its suppliers. Human commitment is just as important as the quality of the products. In 2018, Ethnicraft opened a woodworking training centre in Indonesia to support local craftsmanship. The company also has a dedicated workshop in Serbia to train local talents to work with other natural materials such as metal and mineral powders.







Ethnicraft's strategy also rests on a network that allows the brand to rapidly deliver orders anywhere in the world. The company has a distribution hub on each continent, each ensuring an average of 90% of products being carried in stock, to be as close as possible to its selling partners and to guarantee the highest standards of service.





## 2.2. A worldwide retail distribution network

In 2021, Ethnicraft had a network of approximately 1200 retail partners around the world, predominantly in Europe, the USA, and Asia-Pacific.



### 2.3. Ethnicraft Contract and Trade department: the solution for specific projects

Established in 2012, the Contract and Trade department provides professionals with a service to address challenges faced specifically by the contract and hospitality industry (such as hotels, offices, restaurants, projects led by architects).



**osso** stool



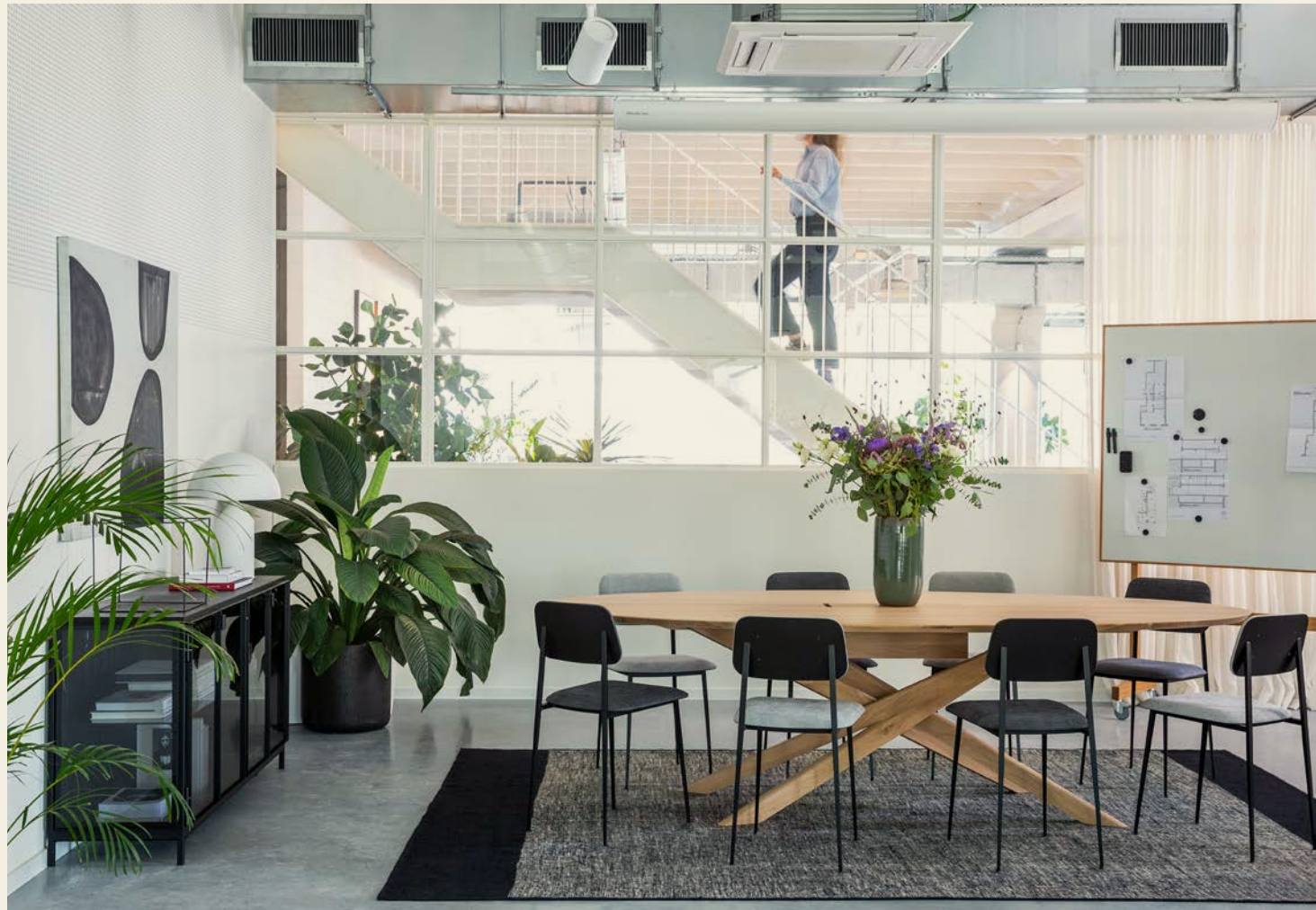
**stairs** locker



## A professional showroom now at Chicago's Merchandise Mart

Always looking to create a closer connection with partners, Ethnicraft opened a professional showroom in Chicago in 2021.

The new space showcases a growing range of solid wood designs, demonstrating versatility in both office and hospitality contexts across the 2500 sq. ft. space.



**mikado** meeting table

# 3.

## 25 years ahead: integration towards circularity





### 3.1. Developing a new vision for sustainability

For the next 25 years ahead, Ethnicraft is developing a new vision for sustainability based on designing for circularity and lengthening product lifespans.

With full control over the (re)design, production, distribution, refurbishing and recycling processes, Ethnicraft is in a unique position to contribute to a sustainable shift in the industry. Durability and sustainability start with choosing the right quality material, and wooden products are particularly suited for refurbishment.

In a world where trends change from one year to the next, Ethnicraft strives to create designs that will last for generations. The brand's timeless designs associate well with different styles, while the solid wood is strong and ages incredibly well with time. The ultimate noble and renewable material, all wooden products are sourced from responsibly and carefully managed forests. The teak collection also includes products certified as FSC® which are clearly labelled within the catalogue. Finally, the company carries the FSC® COC certificate that verifies the path of products through the whole supply chain.



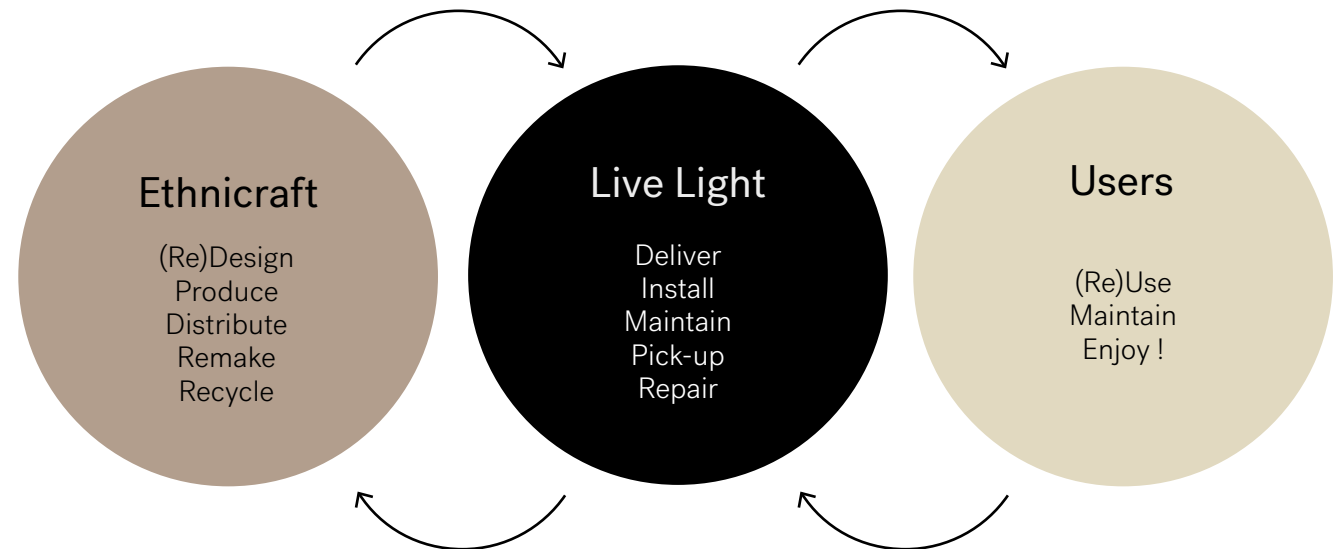


### 3.2. Live Light, a quality furniture rental service

In October 2020, Ethnicraft launched Live Light, a furniture rental service focused on the circular economy. With this spin-off, the company takes advantage of its vertical integration to take full control of the product's lifespan. The furniture leasing system offers subscribers the possibility to enjoy high-quality design products at an affordable monthly fee. With this service, a new audience has the possibility to choose quality design pieces, rather than cheaper disposable furniture.



Circularity must be rethought and integrated right from the start, to conceive circular products “by design”. The circular economy aims to maximise the entire lifespan of a product. It should be reused first, refurbished if needed, and eventually recycled, thus reducing waste and its environmental impact. The loop is closed, there is no longer a beginning, middle, or an end.



# 4.

# Key maps and figures





### Headquarters

- Antwerp, Belgium

### 2 Showrooms

- Antwerp, Belgium
- Chicago, USA

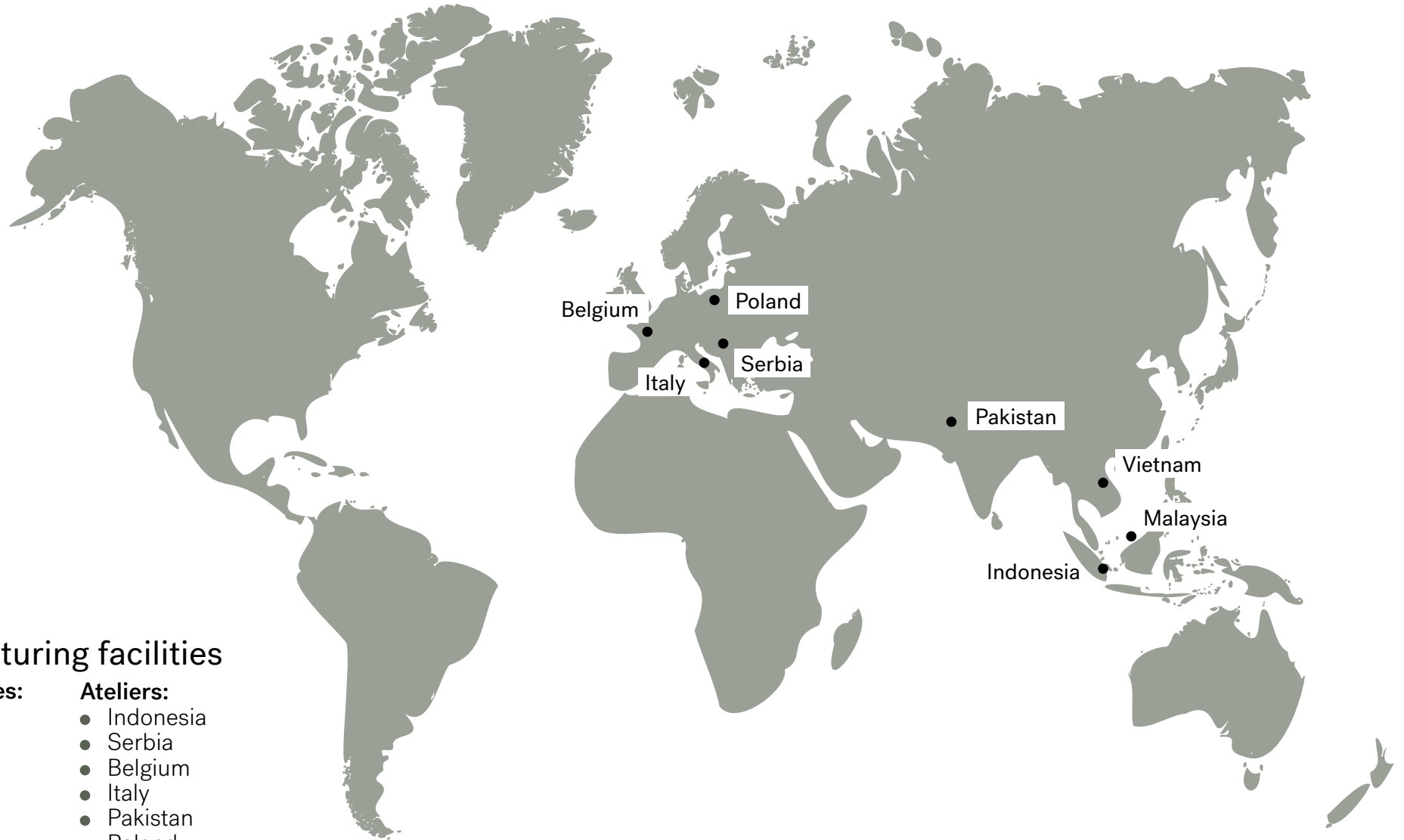
### 7 Offices

- Antwerp, Belgium
- Marseille, France
- Hong Kong
- High-Point, USA
- New York, USA
- Chicago, USA
- Semarang, Indonesia



#### 4 Distribution centres

- Belgium
- France
- USA
- Indonesia



## 9 Manufacturing facilities

### Production sites:

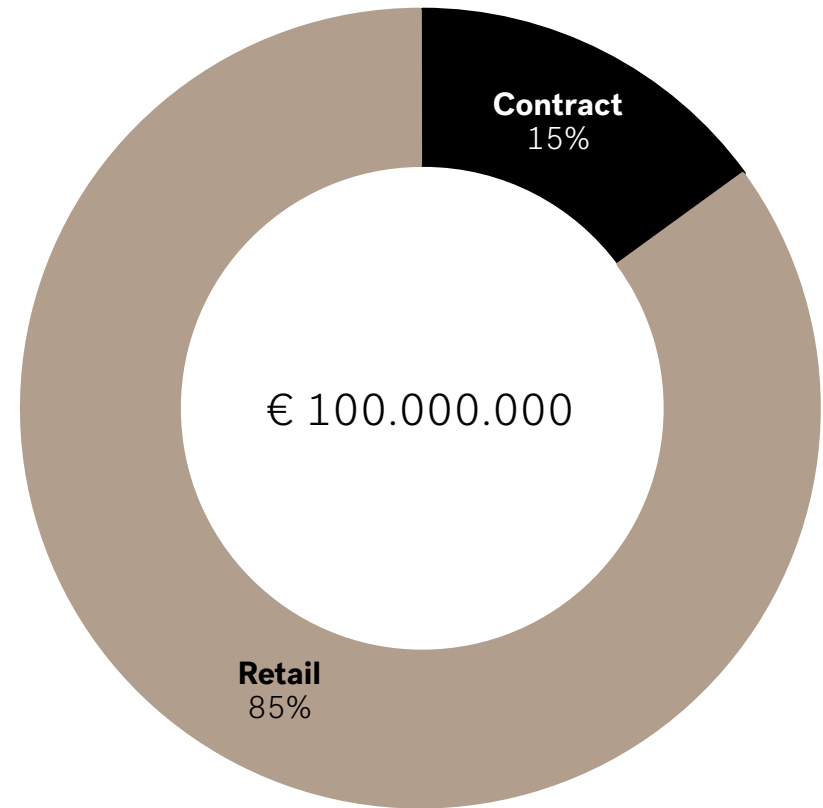
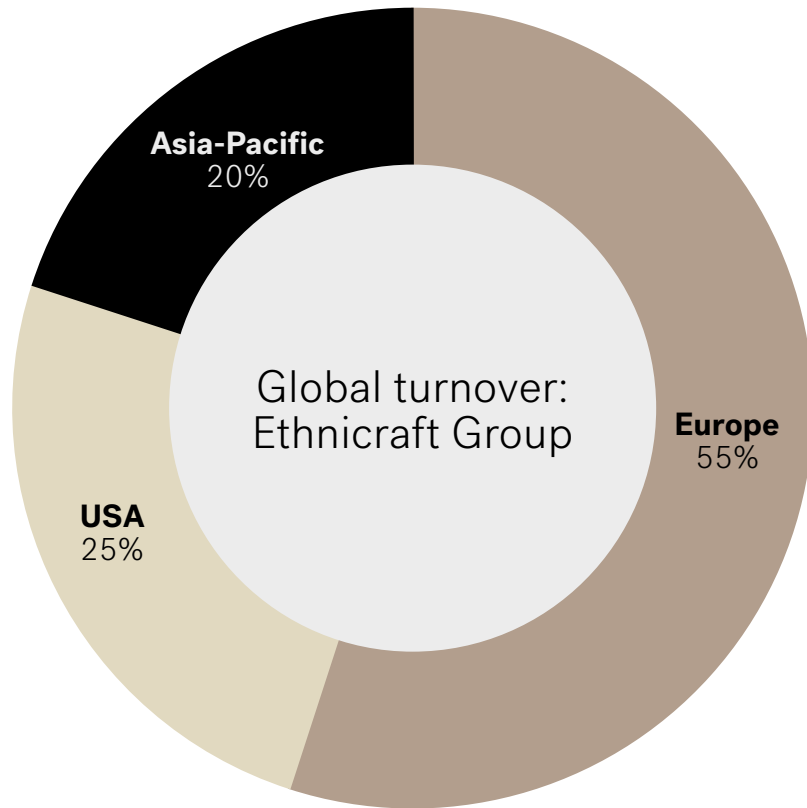
- Serbia
- Indonesia
- Vietnam
- Malaysia

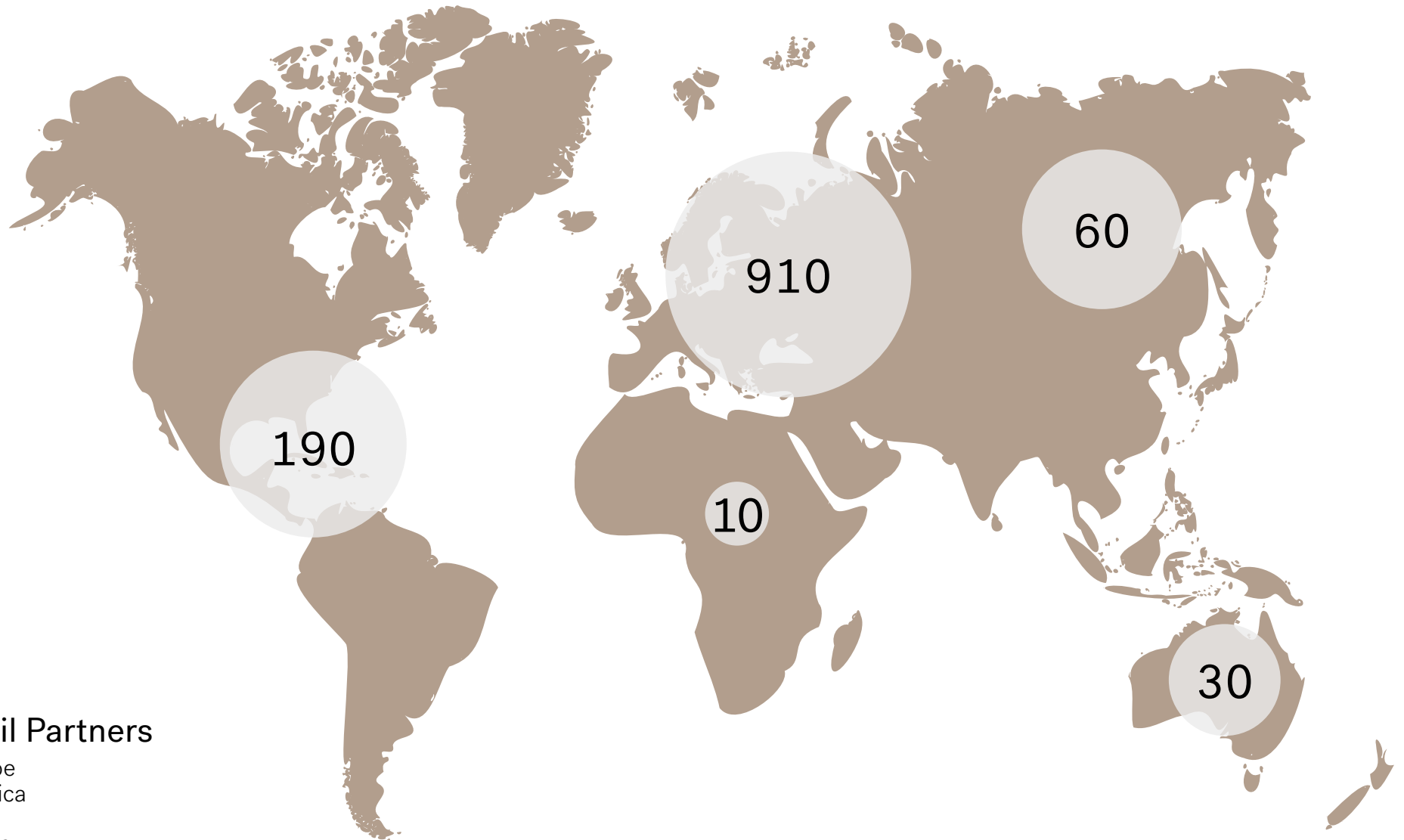
### Ateliers:

- Indonesia
- Serbia
- Belgium
- Italy
- Pakistan
- Poland



## Key figures





### 1200 Retail Partners

- 910 in Europe
- 190 in America
- 60 in Asia
- 30 in Oceania
- 10 in Africa

# 5.

# Contact



## Media contacts

Additional information on Ethnicraft is available at [\*\*ethnicraft.com/press\*\*](https://www.ethnicraft.com/press)  
High-resolution pictures of products, press releases and catalogues are available in the media gallery, while recent press releases on new collections, collaborations and the participation of the Group's various brands in professional trade fairs are located in the News Room.

Any enquiries can be sent to [\*\*press@ethnicraft.com\*\*](mailto:press@ethnicraft.com)