

# HOLLY HUNT

## HOLLY HUNT Launches Wallcovering Portfolio

**HOLLY HUNT Walls, Assemblage and Carlisle & Co. will be exclusively available through HOLLY HUNT showrooms and partner showrooms**



(Chicago, IL, February 2020) – American design company HOLLY HUNT is launching its first in-house wallcovering portfolio with three distinct lines that reinforce the brand’s commitment to luxury and innovation. Debuting in January 2020, each of the new HOLLY HUNT wallcovering brands possess a unique aesthetic at the forefront of style, quality and craftsmanship, with carefully selected materials, colors and textures. HOLLY HUNT has represented wallcovering brands in its showrooms for many years, bringing a long history of exceptional client service.

The HOLLY HUNT wallcovering portfolio includes HOLLY HUNT Walls, Assemblage and Carlisle & Co., all developed and produced with the luxury design trade in mind. **HOLLY HUNT Walls** incorporates the aesthetic of HOLLY HUNT’s Great Plains textiles, with a curated color palette and luxurious textures, translated to walls. **Assemblage** is beautifully handcrafted and custom, with a focus on materiality, while **Carlisle & Co** features innovative and artisanal styles that build new traditions through technology and art.

“HOLLY HUNT has always been a design-centered pioneer. We’ve prioritized a new way of thinking about luxury interiors with a focus on simplicity, space, proportions, and presentation,” explains JoAnnah Kornak, SVP Executive Creative Director at HOLLY HUNT. “As we expand our offering into the Wallcovering category, we are continuing our mission of providing the best-in-class design for our clients.”

The first **HOLLY HUNT Walls** collection speaks to the foundational ethos of the brand and stays true to the clients’ expectations. HOLLY HUNT will continue to expand upon HOLLY HUNT Walls’ core story and introduce new designs and innovative techniques that challenge the industry status quo. This group places an emphasis on exquisite quality and natural fibers created by artisans and craftspeople around the world to ensure innovation and product integrity. The wallcoverings that are made with the highest level of expertise and attention to detail will debut with 400 SKUs, launching new collections three times a year.

**Assemblage** is an Arkansas-based studio that produces made-to-order, handcrafted wallpaper that melds the use of natural materials and the practice of ancient crafts to create timeless yet contemporary designs. Founded by husband and wife Christian and Heidi Batteau, the Assemblage line is produced by hand without machinery at their factory housed in a re-purposed seed mill using a trowel and blade method that takes years to master. Assemblage

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wallpapers receive anywhere from five to 21 layers of materials, which range from 22 karat gold leaf and mother of pearl to blue mica and beeswax.

**Carlisle & Co.** merges the latest print innovations with hand crafted natural grounds to build new technologies that create original products. Its inaugural collection employs details like sculptural textures, metallic foil underlays, and hand-applied fibers to create intricate patterns. Elegant and modern, the wallcoverings blend transitional style with traditional craftsmanship. The designs include bold watercolors printed on sisal, woven textiles, artisan prints and wide range of scale.

The HOLLY HUNT wallcovering portfolio launches to the trade only in select HOLLY HUNT showrooms in January 2020 and will roll out to other markets throughout the year. Some HOLLY HUNT showrooms will have a larger selection of brands specially curated for their market, alongside the three core wallcovering collections.

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## **About HOLLY HUNT**

Founded in 1983 when most luxury interiors chased a traditional, heavily-layered look, HOLLY HUNT put forward a radically different, streamlined aesthetic. First, by showcasing international designers and then by designing and producing its own product lines, HOLLY HUNT championed a new way of thinking about luxury interiors that embraced simplicity, perfect proportions, and an eye for what's new and next.

Since then, HOLLY HUNT has continued to lead the industry by introducing innovative designers and styles that influence trends for years to come. HOLLY HUNT's products are the pinnacle of luxury living and furnishings, providing high-quality custom design pieces for the most exquisite interior spaces and properties around the globe. Since its founding, HOLLY HUNT has introduced an expansive product offering, including indoor and outdoor furniture, lighting, textiles, rugs, wallcovering, leathers, art, and accessories.

There are 14 HOLLY HUNT-owned showrooms in the US and London, as well as partner showrooms and an expanding international presence. All HOLLY HUNT products are available to-the-trade.

[www.hollyhunt.com](http://www.hollyhunt.com) / [@hollyhuntedesign](https://www.instagram.com/hollyhuntedesign)

## **About Assemblage**

ASSEMBLAGE was founded by husband and wife team Christian and Heidi Batteau with the intention of crafting the most exquisite handmade wallpaper available. From its home in a repurposed seed mill in Arkansas, ASSEMBLAGE now produces what has been called fine art to be applied directly to the wall. The ASSEMBLAGE team is participating in the renaissance of American craft manufacturing by choosing ecologically friendly and sustainable manufacturing processes, paying their artisans a livable wage and taking pride in what they make.

[www.assembledarts.com](http://www.assembledarts.com) / [@assembledarts](https://www.instagram.com/assembledarts)

## **About Carlisle & Co.**

With its history rooted in wallcovering manufacturing, the Pennsylvania-based Carlisle & Co. has been dedicated to bringing refinement to the art of the wall for over a century. It is created by masterclass tradesmen whose legacy is the mix of skilled industry and printing mastery. As an elite art studio principled by discerning style, Carlisle & Co. represents the finest in quality and designed available within the wallcovering industry.

[www.carlisleco.com](http://www.carlisleco.com)