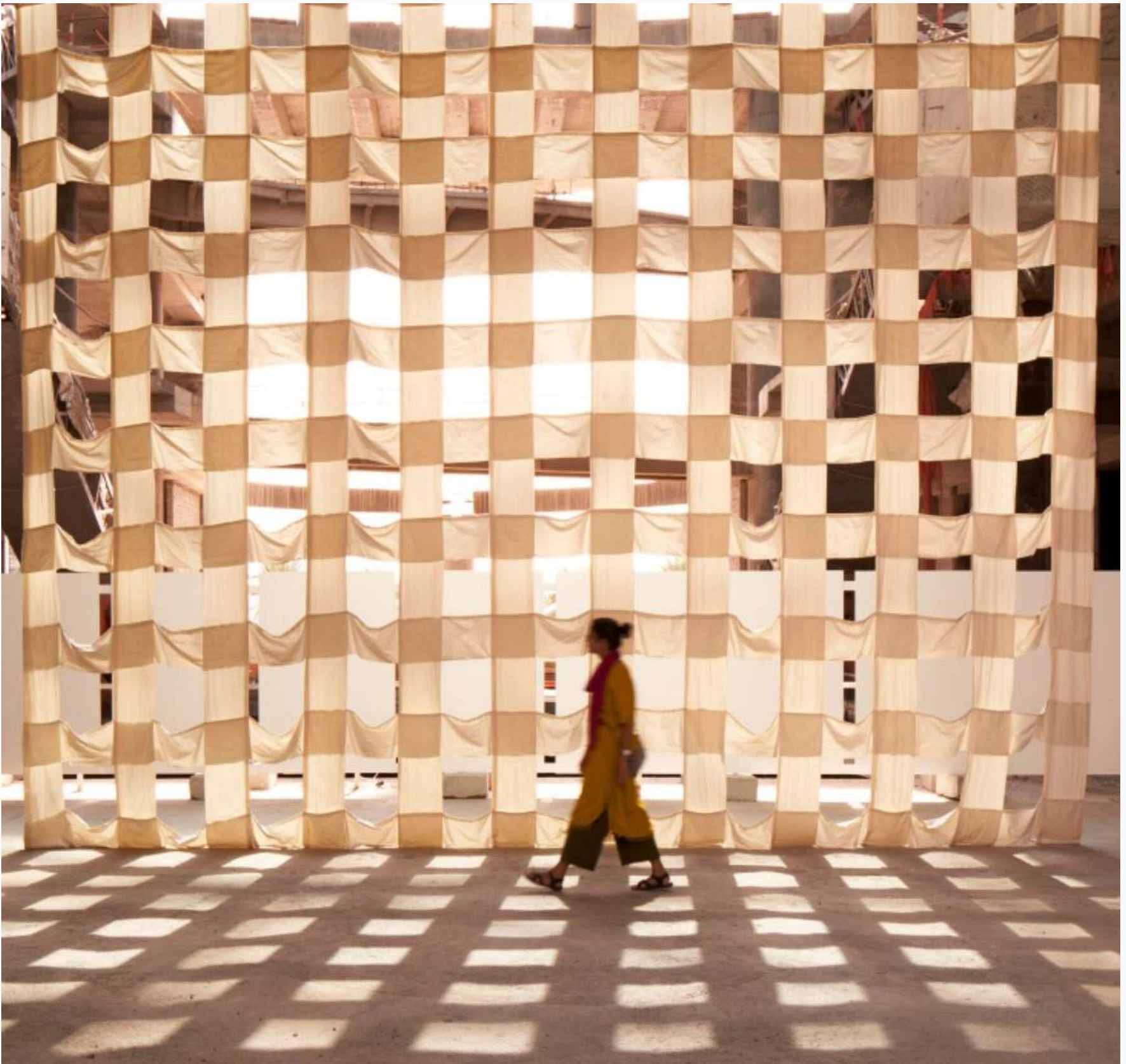




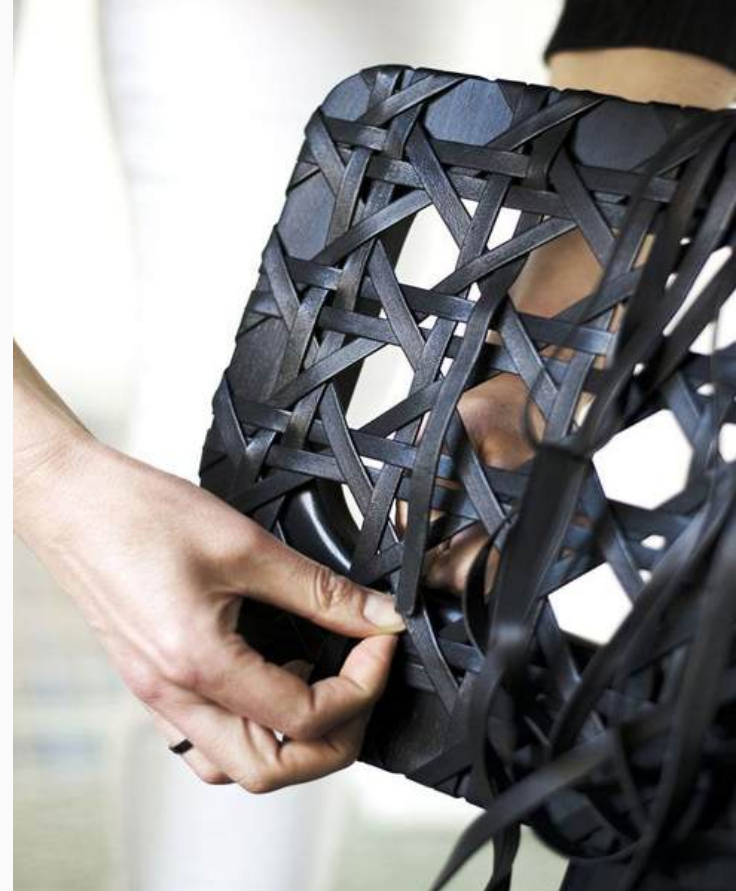
TREND DIRECTION:  
**THE WOVEN EDIT**  
HF



WE'RE SEEING A SHIFT IN DESIGN. IT'S MOVING AWAY FROM SPEED AND DIGITAL ASPECTS TOWARDS A MORE INTENTIONAL, LASTING APPROACH.

THIS EDIT EXPLORES WEAVING BOTH AS A CRAFT AND A FEELING, WHERE THE HAND DIRECTS THE PROCESS AND TEXTURE CONVEYS THE STORY.

CRAFTSMANSHIP REMAINS ESSENTIAL, NOT JUST IN HOW SOMETHING IS CREATED, BUT WHY IT MATTERS.



CANE WEAVING EVOKES  
QUIET NOSTALGIA.

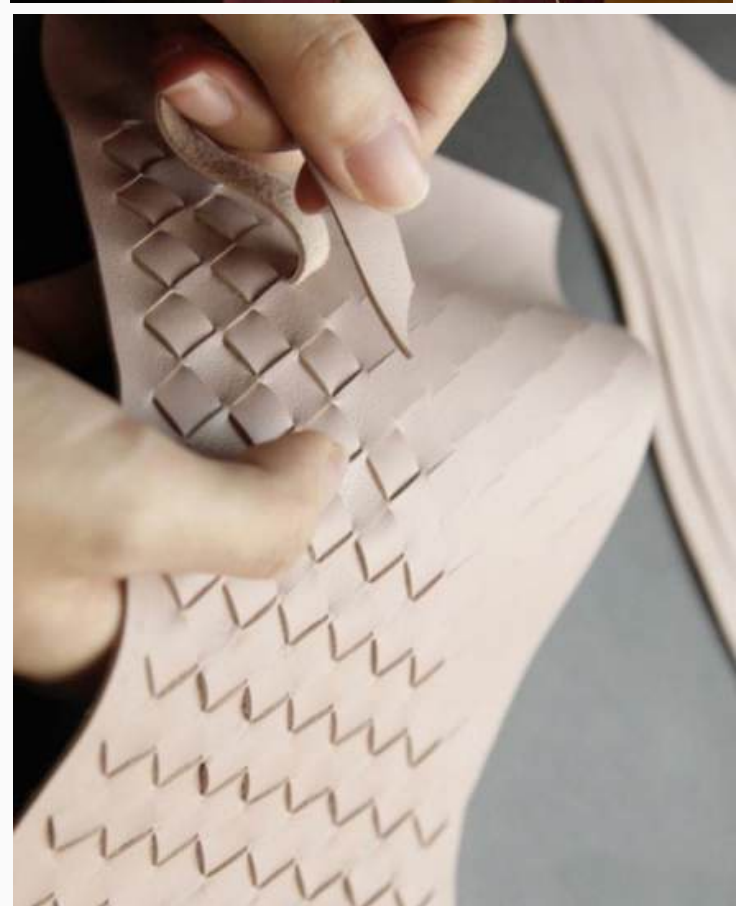
THE PATTERN IS  
TIMELESS, ITS  
REPETITION SOOTHING,  
AND A CLASSIC THAT  
KEEPS EVOLVING.





WOVEN LEATHER IS  
CONFIDENCE YOU  
CAN FEEL.

ITS STRUCTURE OFFERS  
FLEXIBILITY, COMBINING  
TRADITION WITH AN  
EDGE. BRAIDED,  
LATTICED, LAYERED—  
WHETHER WORN OR  
DISPLAYED—ALWAYS  
CRAFTED BY HAND.





RAFFIA, HEMP,  
STRAW, AND ABACA.

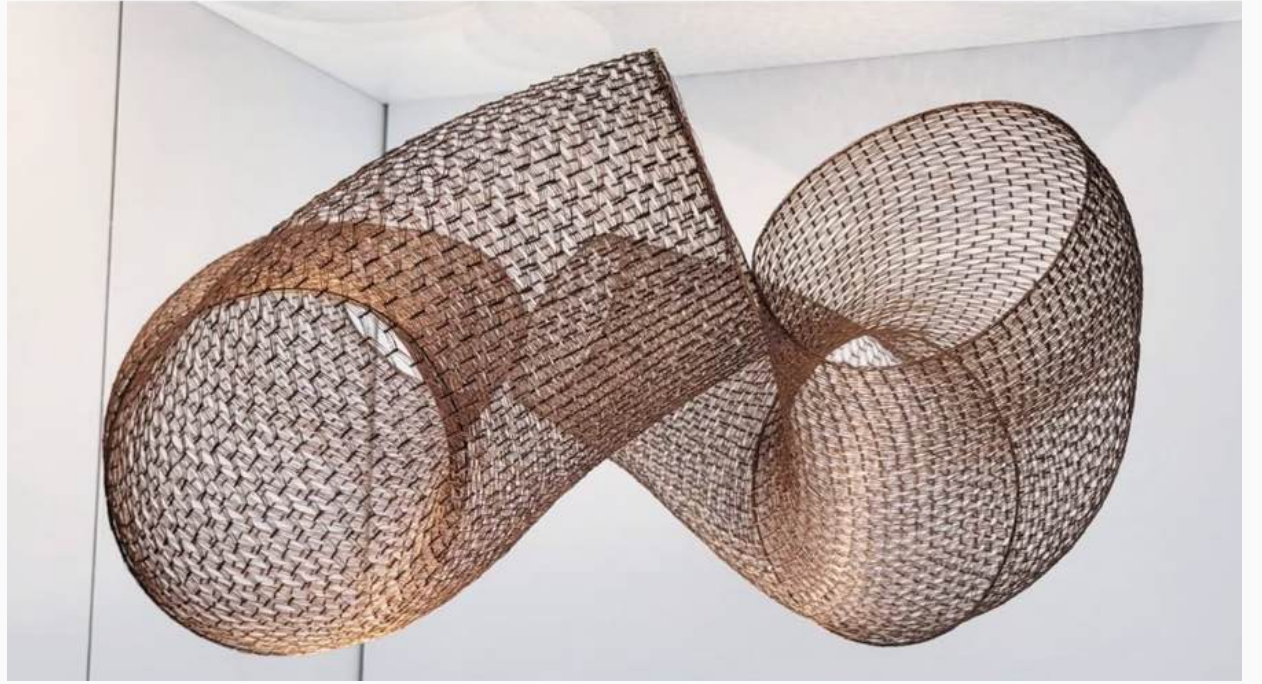
NATURAL FIBERS  
THAT MAINTAIN THEIR  
SHAPE WHILE ADDING  
WARMTH AND  
MOVEMENT. THEY  
CREATE PIECES THAT  
FEEL GROUNDED.



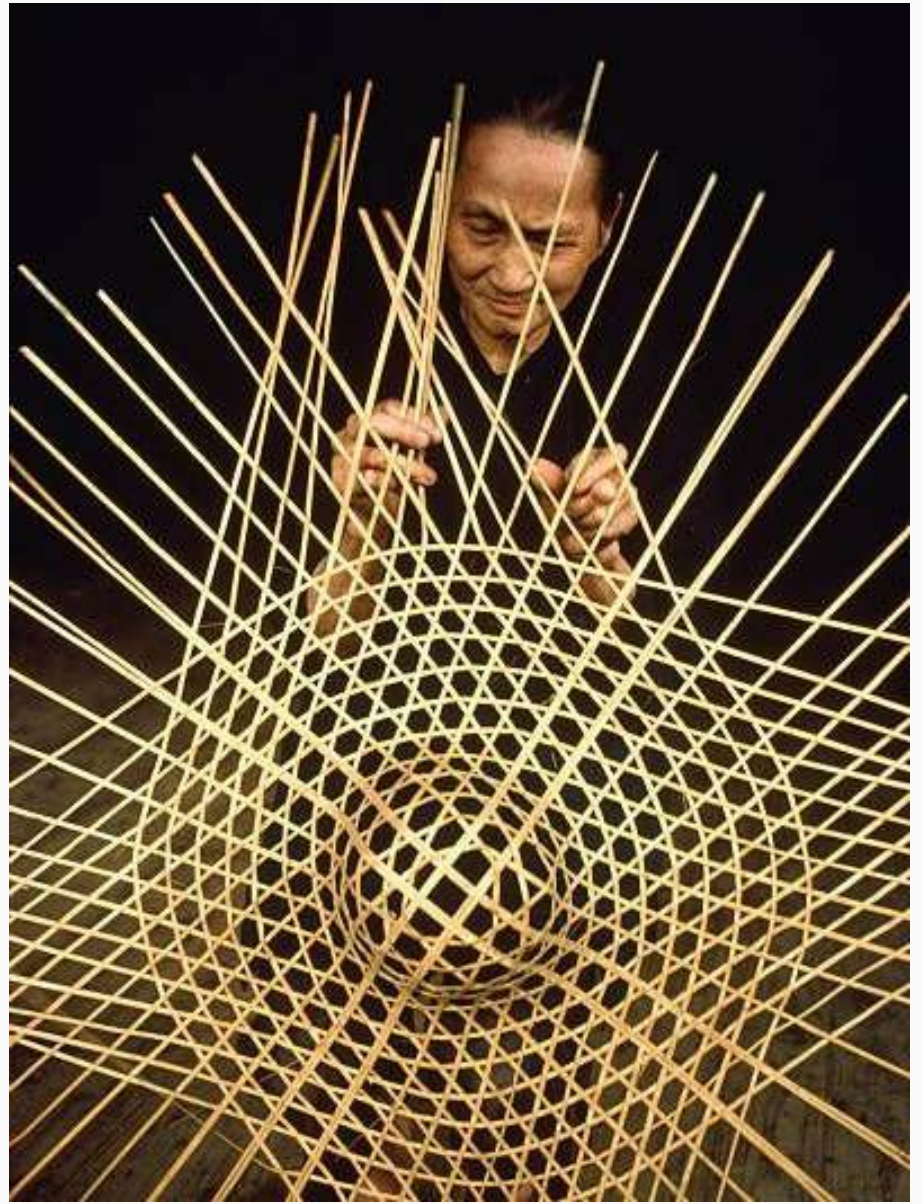
VOGUE



WOVEN FORMS RESHAPE THE SILHOUETTE. PRADA'S RAFFIA HAT BRIMS ADD MOVEMENT AND SHADOW. HERMÈS TRANSFORMS LEATHER INTO A SENSE OF LIGHTNESS. WHAT ONCE PROVIDED TEXTURE NOW DEFINES THE ENTIRE LOOK.



WOVEN DETAILS ARE SHOWCASED THROUGHOUT FURNITURE, LIGHTING, TABLEWARE, ACCESSORIES, AND PACKAGING. THEY ADD RHYTHM TO CLEAN LINES AND SOFTEN SHARP EDGES.



THIS IS MORE THAN JUST A TREND; IT'S A RETURN TO  
PROCESS, NATURAL MATERIALS, AND PIECES SHAPED BY  
TALENTED ARTISANS.

CRAFTSMANSHIP ISN'T SOMETHING WE'VE ABANDONED;  
IT'S WHAT PROPELS DESIGN FORWARD.

HF&CO BUILDS BRAND NARRATIVES  
THAT WEAVE DESIGN, CULTURE, AND  
VISION INTO EDITORIAL STORIES.

STORIES THAT LIVE FAR BEYOND  
THE ALGORITHM.

HF