



DESIGN DIRECTIONS

HIGH POINT MARKET FALL 2025

HF

NOTES FROM MARKET

Launching Hannah Francis & Co has reshaped how I see design and brand creation. We collaborate with companies to refine their assortments, discover what connects emotionally with customers, and develop products that feel both meaningful and relevant. Once those ideas take form, HF&Co helps bring them to life through storytelling, photography, creative campaigns and events.



High Point Market this season reminded me why this work matters. Amid uncertainty, the brands that stood out were the ones willing to evolve, pushing design and storytelling just far enough to feel fresh yet familiar. The most compelling collections felt personal and enduring, blending nostalgic influence with innovative techniques.

Across the industry, a quiet shift is taking place, away from disposable design toward products crafted with longevity and character.

The message of the market:
We are not chasing speed anymore.
We are creating *tomorrow's* antiques.

Let's build the next chapter of your brand story together.

A handwritten signature in black ink that reads "Hannah". The script is fluid and cursive.

Hannah Francis
Founder & Creative Director
IG: @hannahfrancisandco



01.



02.



03.



04.



05.

DEFINING DESIGNS

PRODUCTS THAT CAPTURED THE SEASON'S
CREATIVITY AND VISION.

FEATURING:

01. TAAMAA, 02. MAITLAND-SMITH, 03. REVELATION, 04. CARACOLE,
05. MONIOMI X CORBETT LIGHTING

HF



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THE NEW ANTIQUES

FUTURE HEIRLOOMS THAT TELL STORIES, EVOKE EMOTION, AND ARE MEANT TO BE PASSED DOWN.

FEATURING:

01. CENTURY, 02. ARTERIORS, 03. SCHUMACHER X VISUAL COMFORT, 04. EICHHOLTZ, 05. MR. BROWN, 06. EUTOPIA DESIGN, 07. LIBERTY X HICKORY CHAIR

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EDGE & CURVE

GEOMETRY REEMERGED
WITH INTENTION, BOTH
STRUCTURED AND
SCULPTURAL.

FEATURING:

CURREY & COMPANY, REGINA ANDREW,
MOUS, ACCENT DECOR, CARACOLE,
BERNHARDT, ARTERIORS, PHILLIPS
COLLECTION, KRAVET COUTURE



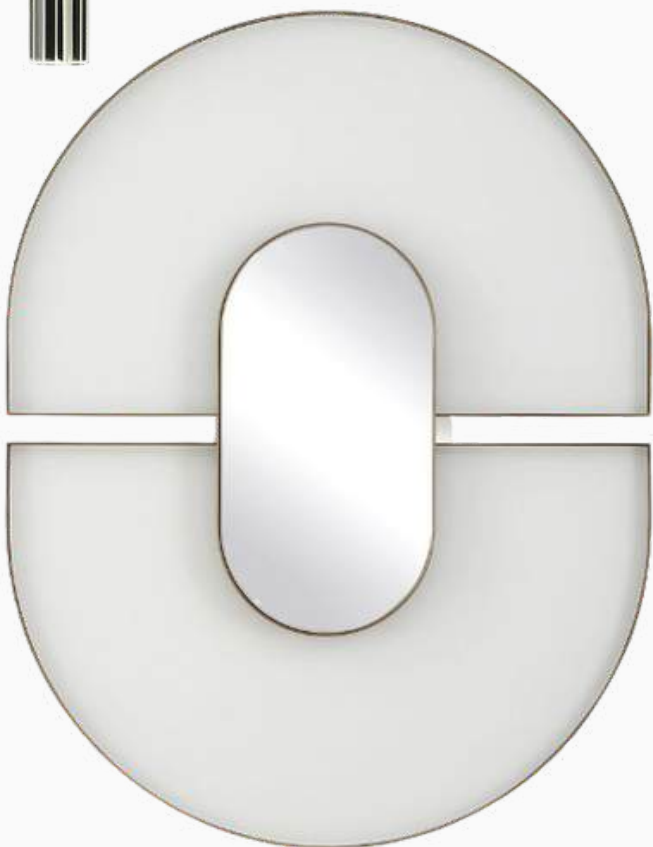


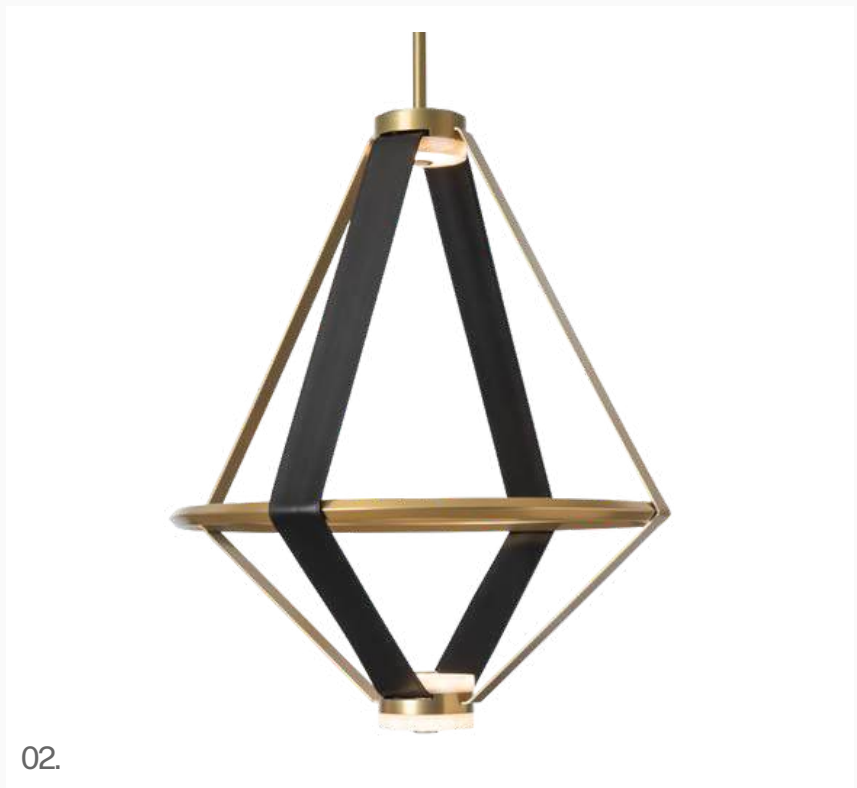
FORM IN MOTION

CYLINDRICAL SHAPES
INTRODUCED MOVEMENT
AND RHYTHM TO
MODERN DESIGN.

FEATURING:

CARACOLE, VILLA & HOUSE, URBIA
FURNITURE, HOWARD ELLIOTT COLLECTION,
ARTERIORS, MITCHELL GOLD + BOB WILLIAMS,
REVELATION, UTTERMOST, CURREY &
COMPANY, FINE ART HANDCRAFTED LIGHTING





SURFACE STUDY

EVERY DETAIL FELT INTENTIONAL, WITH LEATHER USED TO FRAME, WRAP, AND GROUND EACH PIECE.

FEATURING:

01. AMBER LEWIS X FOUR HANDS, 02. HUBBARDTON FORGE, 03. WILDWOOD,
04. CHELSEA HOUSE, 05. ARTERIORS, 06. MADHEKE



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MATERIAL DIALOGUE

UNEXPECTED MATERIALS SHAPED A NEW DESIGN LANGUAGE, REFINED THROUGH TEXTURE, TONE, AND TOUCH.

FEATURING:

01. MADE GOODS, 02. PALECEK, 03. ARTERIORS, 04. HUBBARDTON FORGE,
05. HUDSON VALLEY LIGHTING

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EXPLORING HOW CREATIVITY,
CULTURE, AND MATERIAL
INNOVATION INFLUENCE THE
FUTURE OF DESIGN.

HF

HANNAH FRANCIS & CO