

Handmade Futures Summit

Product Development Overview

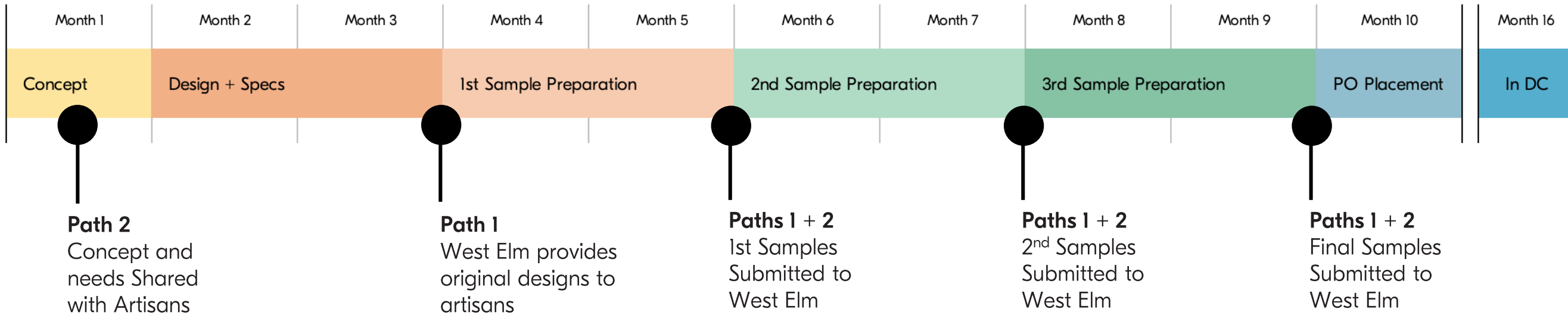
in this presentation

Product Development Process at West Elm

- Calendar Overview
- Concept Design
- Assortment Needs
- Design + Specifications
- Sample Review and Comments
- Assortment Review

Artisan Project Examples

calendar overview



path 1 Product Development

West Elm partners with Artisans to develop unique and original products based on West Elm designs and drawings.

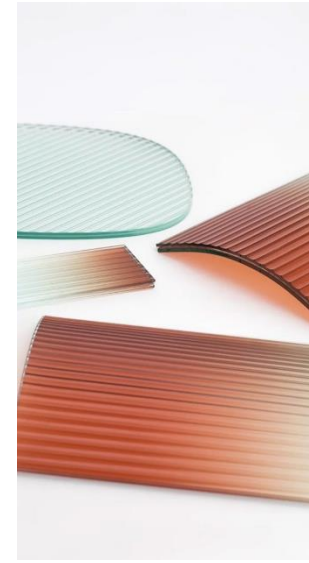
path 2 Vendor Submissions

West Elm sends seasonal design concept to artisans. Artisans present designs based on the concept for West Elm selection.

concept design

what inspires concept

A sense of place, rich with cultural history and artisan techniques that are unique to the region.



concept design

how we translate inspiration

- We pair traditional materials and techniques with our modern design aesthetics to create decorative and functional pieces for the home that tell a cohesive story for the season.
- Through this design partnership we create authentic designs that honor the artisan and the history of craft of the region we are inspired by.



concept design

spring 2022

los feliz

hard goods:
pure + contemporary + neo traditional

soft goods:
origin + neo-traditional + modern forms

We have a family of 4
relocating from the east coast
to LA for work. Having access
to outdoor space in January, is
what really sealed the deal!



concept design

spring 2022

sp22 los feliz family home overview

- relaxed coastal anchor
- contemporary feature
- neo traditional feature
- dreamy origin print pattern
- lighter tone woods in dry finishes
- hint of black used as accent
- natural woven fibers
- new antiquities ceramics
- texture and trim textiles
- subdued warm colors with deep accents



concept design

sp22 los feliz guest house overview

- vibrant color
- contemporary feature
- relaxed coastal anchor
- contemporary feature
- neo traditional feature
- dreamy origin print pattern
- lighter tone woods in dry finishes
- hint of black used as accent
- natural woven fibers
- new antiquities ceramics
- texture and trim textiles
- subdued warm colors with deep accents



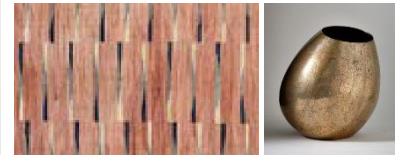
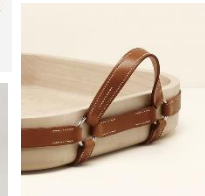
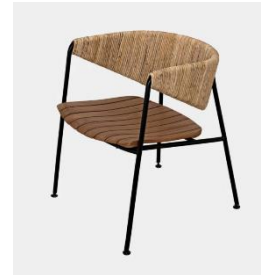
concept design

spring 2022

sp22 los feliz

defining characteristics

- relaxed coastal anchor
- contemporary feature
- neo traditional feature
- dreamy and handsome origin print pattern
- lighter tone woods in dry finishes
- hint of black used as accent
- subdued warm colors with deep accents
- natural woven fibers
- new antiquities ceramics
- textural and matte glazes
- recycled glass


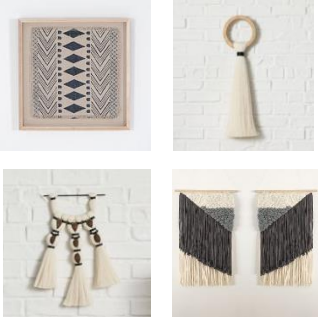
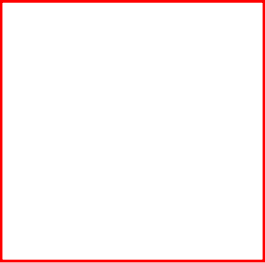

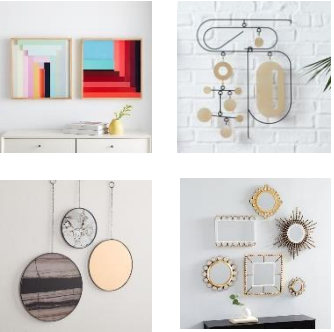

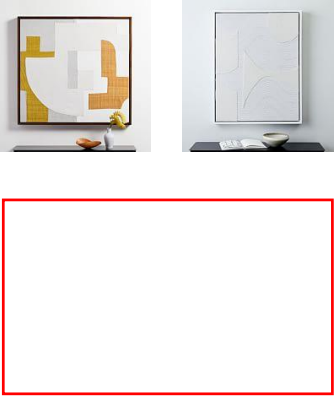

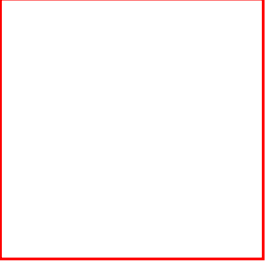
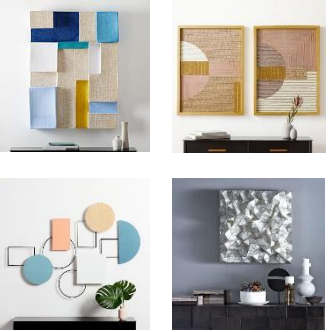




assortment needs

existing assortment: dimensional wall art

Opportunity areas

- Large scale fiber wall art under \$299
- Small scale paper under \$99
- Large scale natural rattan art under \$399

| | Felt | Fabric/Fiber | Paper | Natural/Rattan | Mixed Material | Ceramic | Wood |
|-------------|---|---|--|---|---|---|---|
| Small Scale |  |  |  |  |  |  |  |
| Large Scale |  |  |  |  |  |  |  |

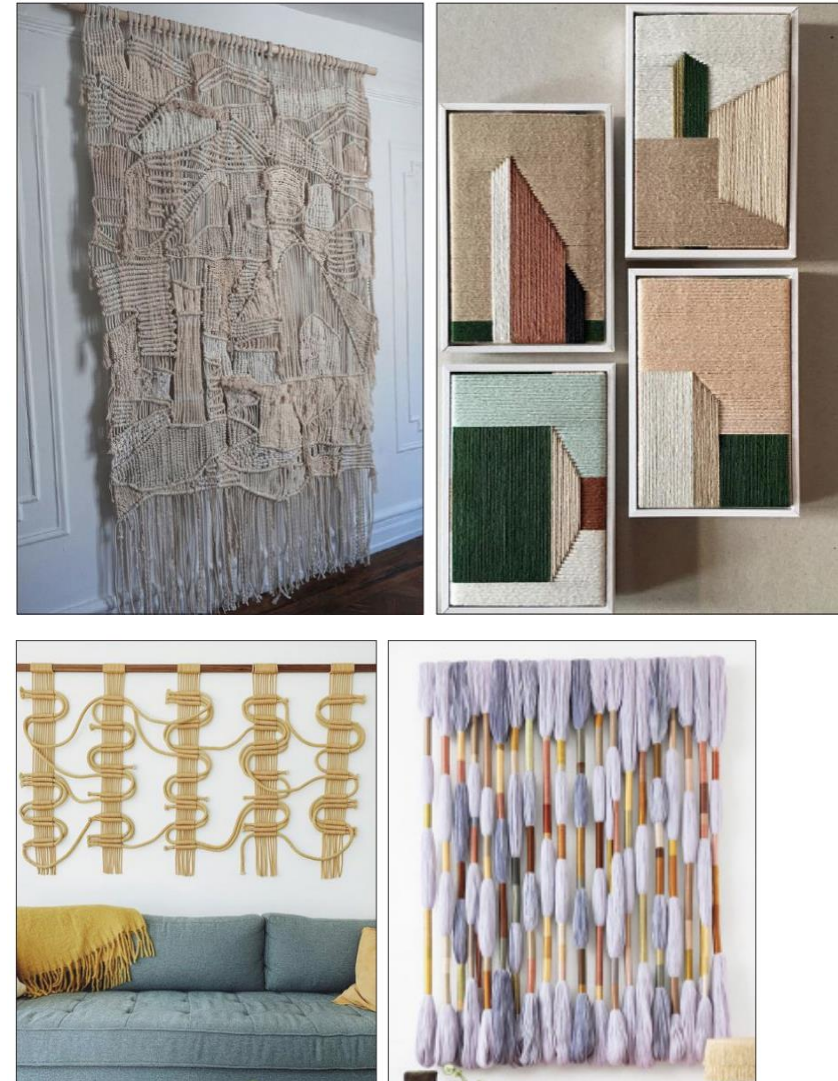
design

pre-sketch design inspiration

oversized rattan

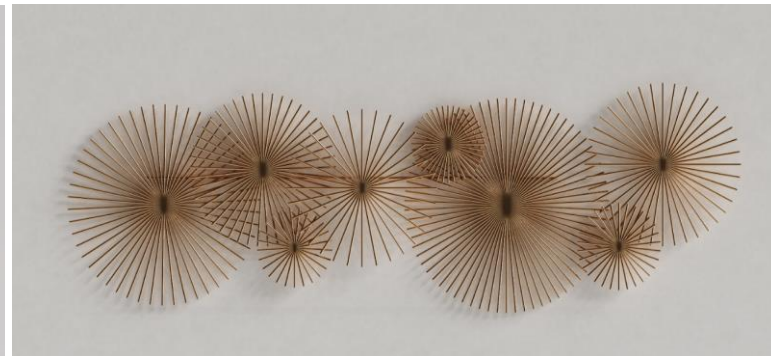
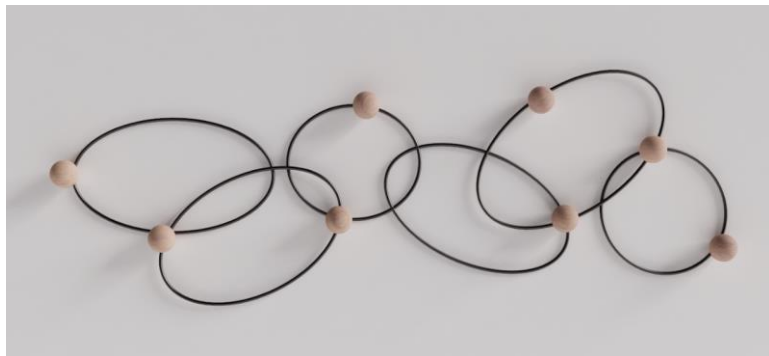
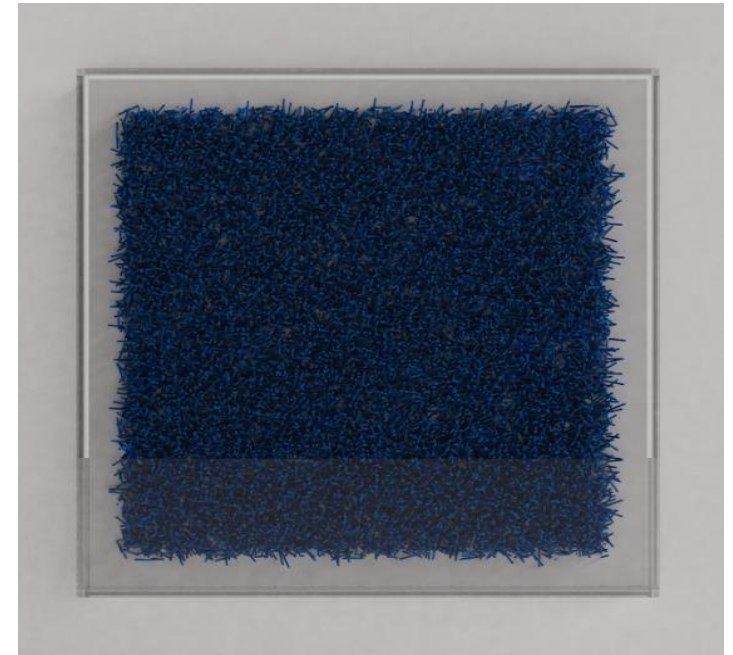
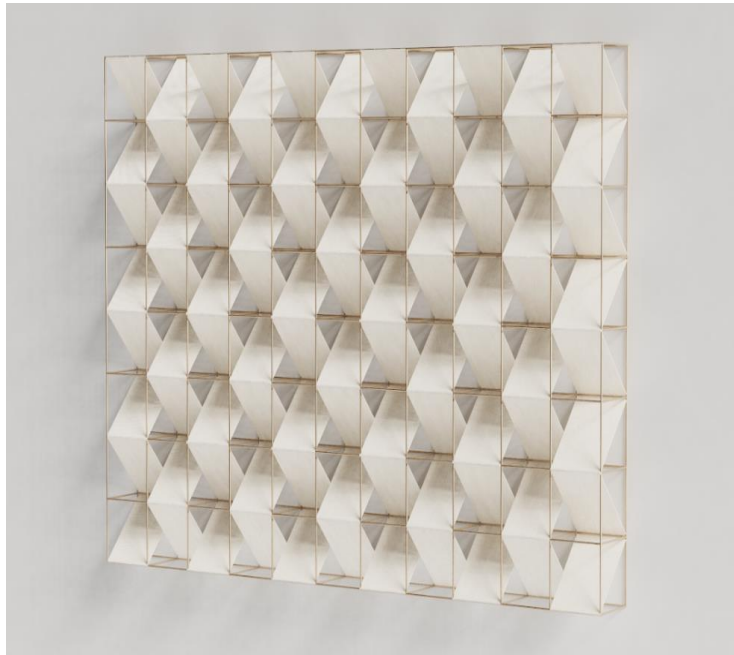


fiber art: woven, wrapped and knotted



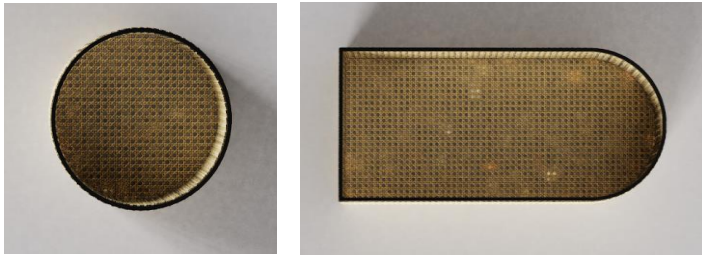
design

Concept Ideas

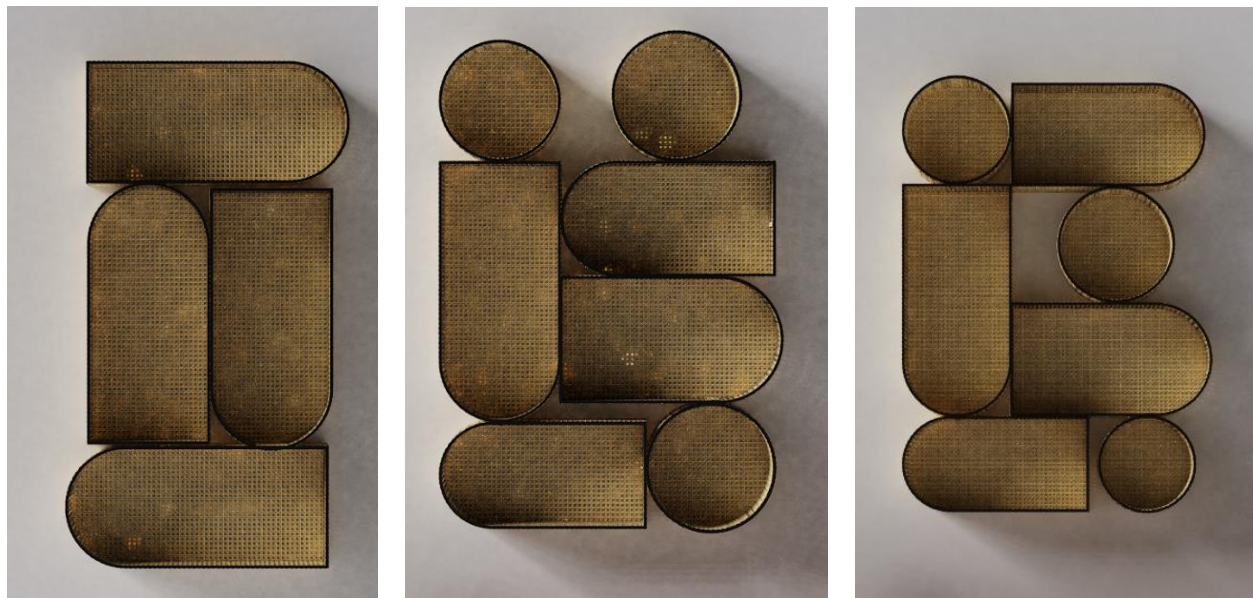


design

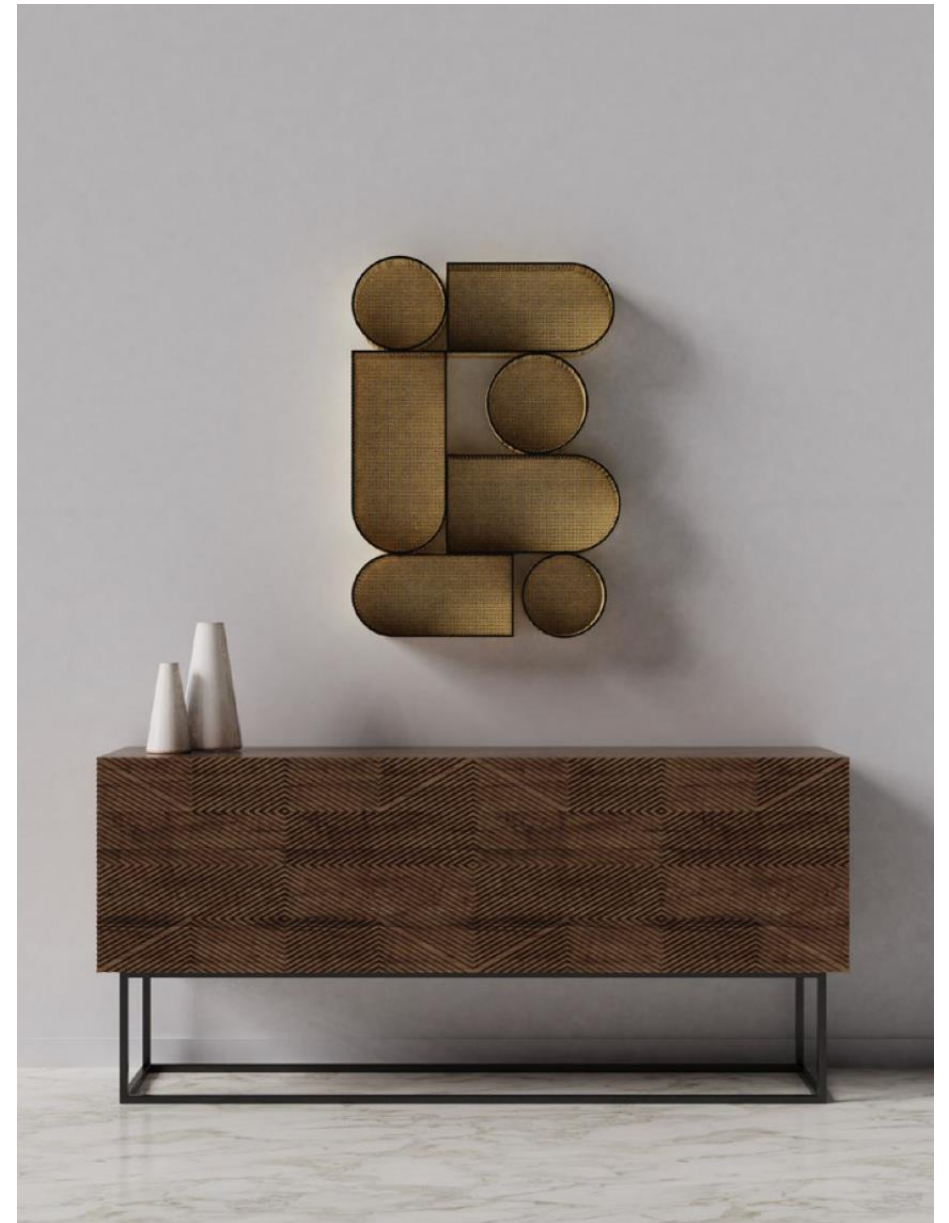
design renderings



Shape Studies

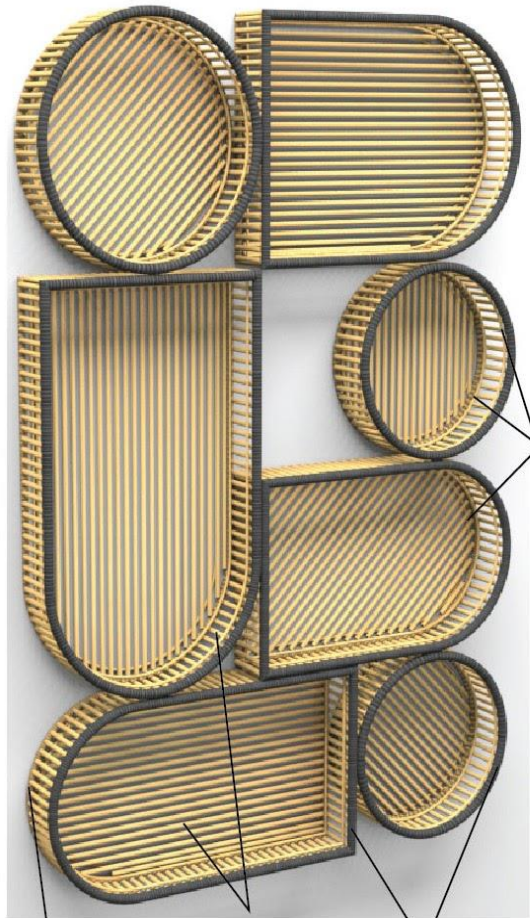


Sketch Proposals



3D Rendering

final design + specs

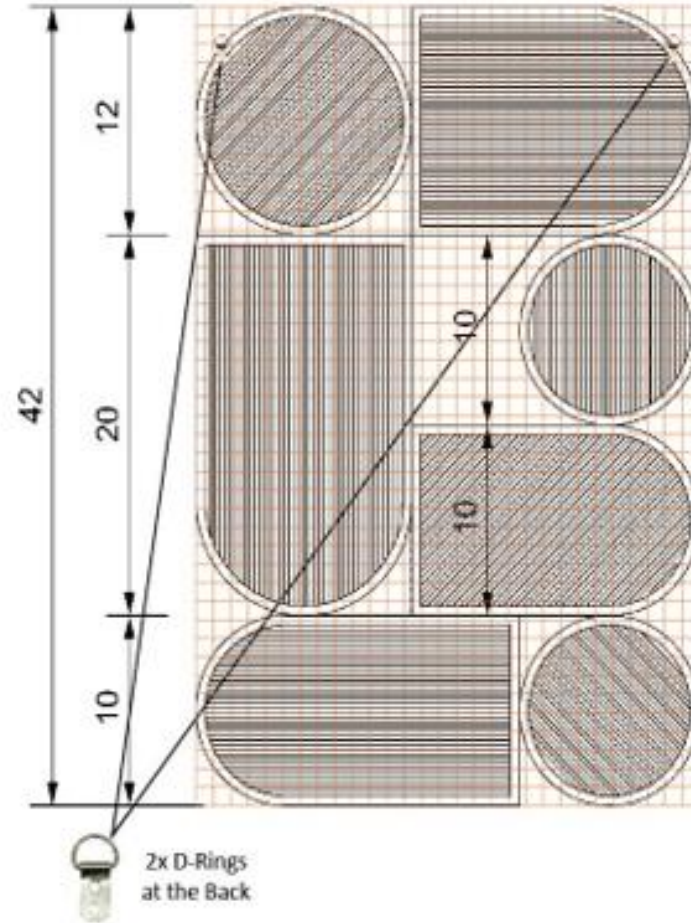
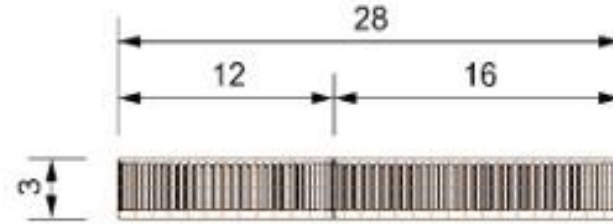
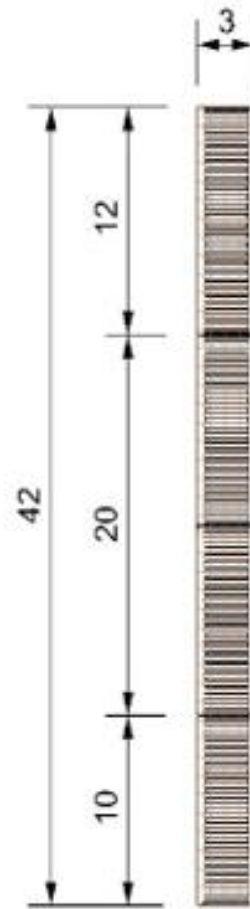


10 mm Round Bar Painted Finish

10 mm Round Bar Back Frame Wrapped in Wicker Natural Finish

1/4" Rattan in Natural Finish

10 mm Round Bar Frame Wrapped in Wicker Matte Black

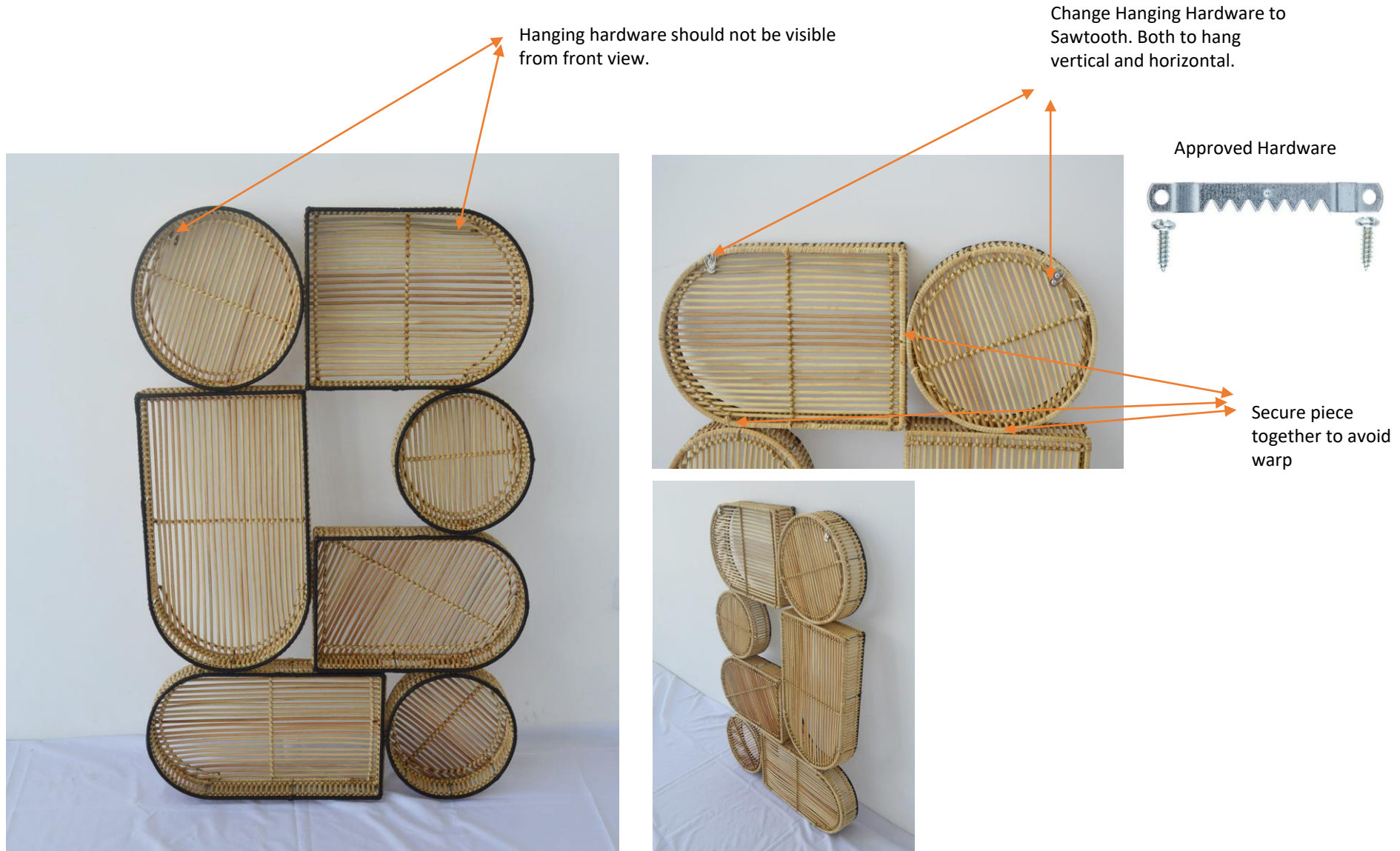


Natural Fiber Weaving Reference

Linear Rattan Wall Art

Overall Size: 28" W x 3" D x 42" H

sample review + comments



vendor submissions + comments

Typical submission approaches

- PDF of website decks
- Virtual showroom tours
- Travel



2nd sample / assortment review



in summary

When partnering with retailers:

- Engage regularly with visuals to remain top of mind.
- Inquire about the greatest opportunities.
- Aggressively execute changes to designs and cost engineering.

example projects



Cultural Celebration + Innovation = Impact

Mexico Story Concept

origin-inspired



traditional transformed



Mexico Artisan Partnerships



— DESTINATION MEXICO HANCRRAFTED TECHNIQUES

This collection explores and works in different destinations of Mexico. Glass Blowers from Guadalajara, Hand Painted Ceramics from San Miguel de Allende, Textile Weavers from Oaxaca, and basket weavers from Hidalgo Mexico.

- Guadalajara
- Mérida
- Oaxaca
- Guanajuato

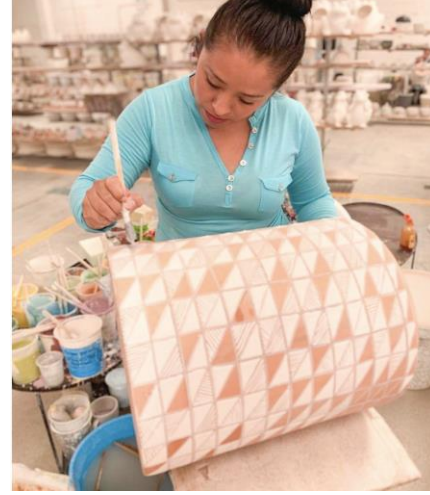


- Vendors
- Aid to Artisans
 - Arte Zapoteco
 - Impercisa
 - La Mano Mexicana
 - Oaxifornia
 - Talavera Castillo / Arte Bicentenario
 - Woloch

| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| 1,249 ARTISANS | 6 TECHNIQUES | 1 COUNTRY | 7 VENDORS | 24 SKUS 14,877 TOTAL UNITS |

Spring 21 - Mexico Story - West Elm + Diego Olivera

November 2019

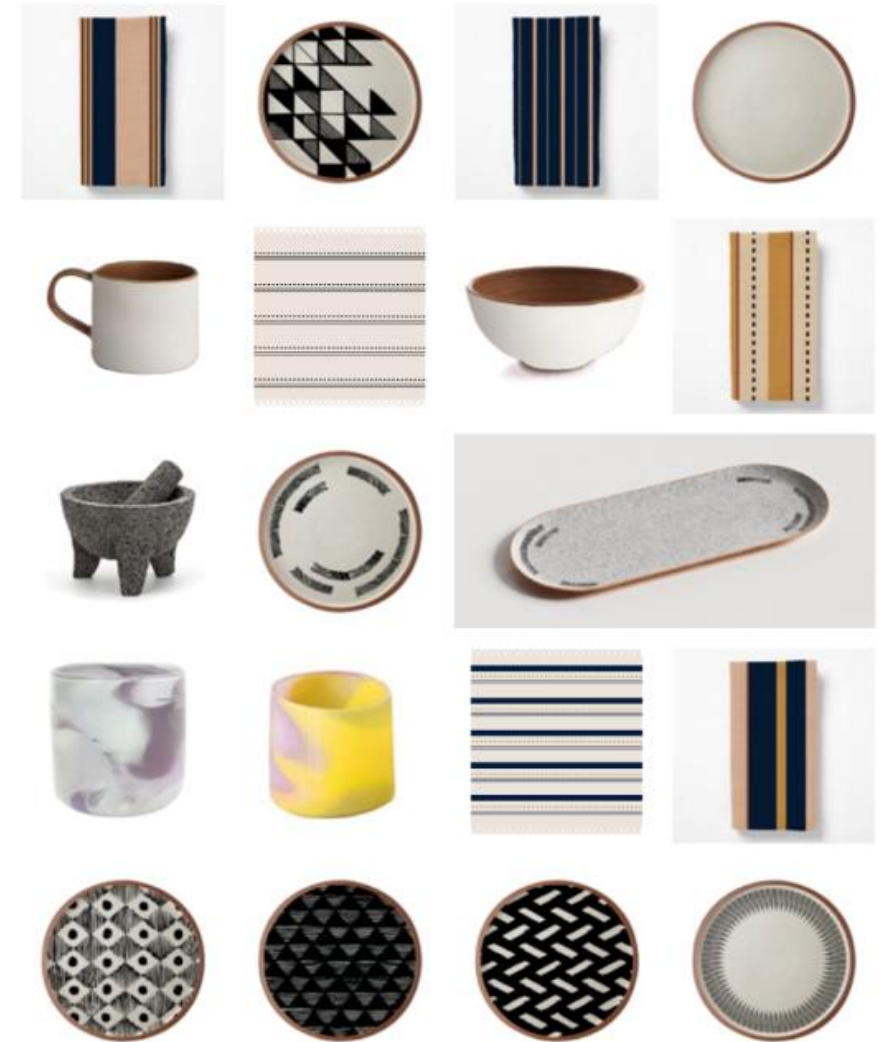


La Mesa Mexicana



— LA MESA

La Mesa celebrates mexican cuisine, traditional and artisanal heritage found in different regions of Mexico. This collection is made in collaboration with different artisan groups including, hand painted terracotta, hand loomed traditional textiles, natural fibers, and recycled glass. Bringing home a cultural celebration and creating positive impact in artisan communities in Mexico.

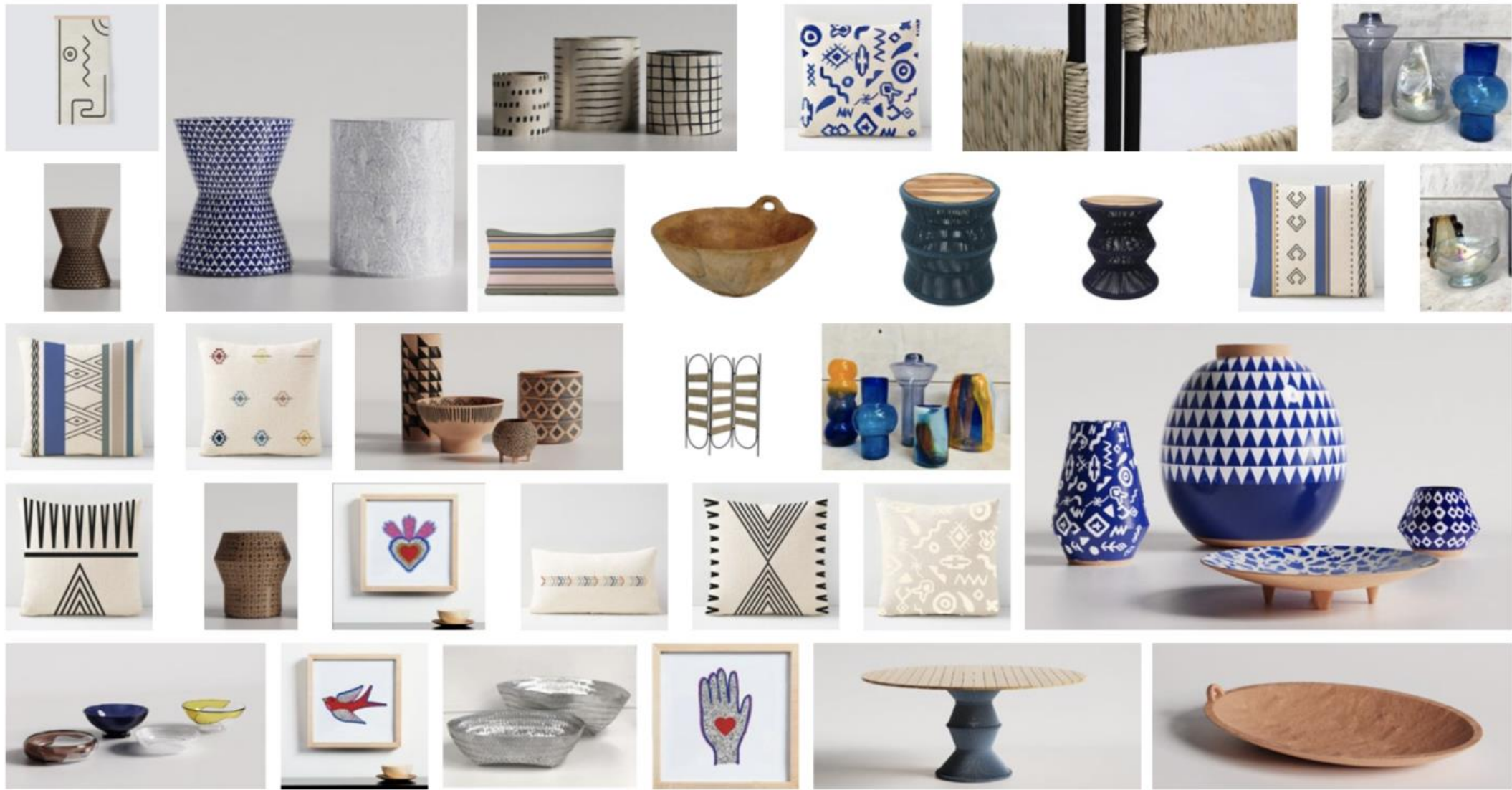


Talavera, México



Traditional Talavera Handpainted Technique

La Mesa Dinnerware - Handpainted Talavera - Jalisco Mexico



– LA CASA MEXICANA

La Casa Mexicana celebrates Mexican traditions bringing home a world of good, traditions. This collection includes hand painted terracotta vases, hand loomed textiles, recycled glass accessories maintaining traditions and craft alive.

Otomi Textiles, México



Traditional Embroidered Otomi - Cotton Textile



New Pattern Proposal - Embroidery - Chiapas Mexico

Guatemala Momostenango Wool Weavers



Traditional Momostenango Wool Textiles



High and Low Pile – Wool Rugs and Pillows

Guatemala

Momostenango Wool Weavers



Wool Weaving



Location:

1. Momostenango, Totonicapán / 40 Artisans - Wool

Artisans number:

- 40 Artisans

Artisans Leader:

- Luis Poncio / Wool

Chulucanas, Peru Low Fire Ceramics



Traditional Low Fire Ceramics - Chulucanas Peru.



Meso Scallop Collection – Low Fire Terracota – Hand Polished – Chulucanas Peru

Chulucanas, Peru Low Fire Ceramics



Peru

- 1. Chulucanas
- 2. Lima



Location:

- 1. Chulucanas
- 2. Lima

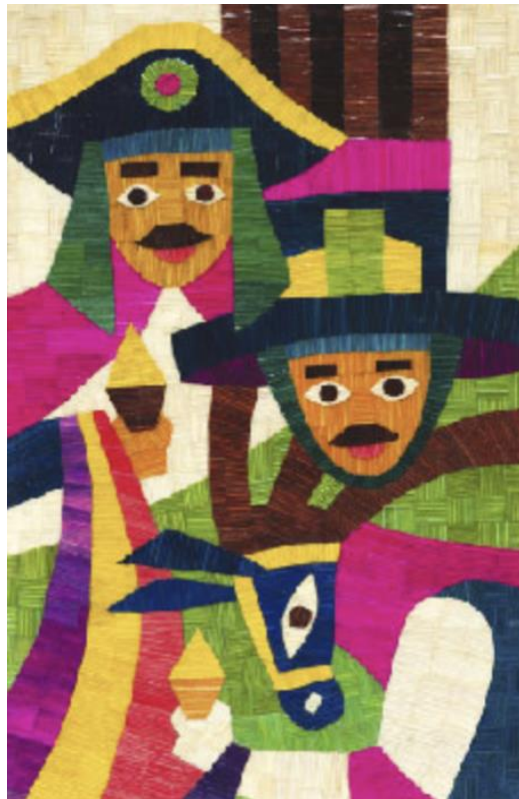
Artisans number:

- 30 Artisans

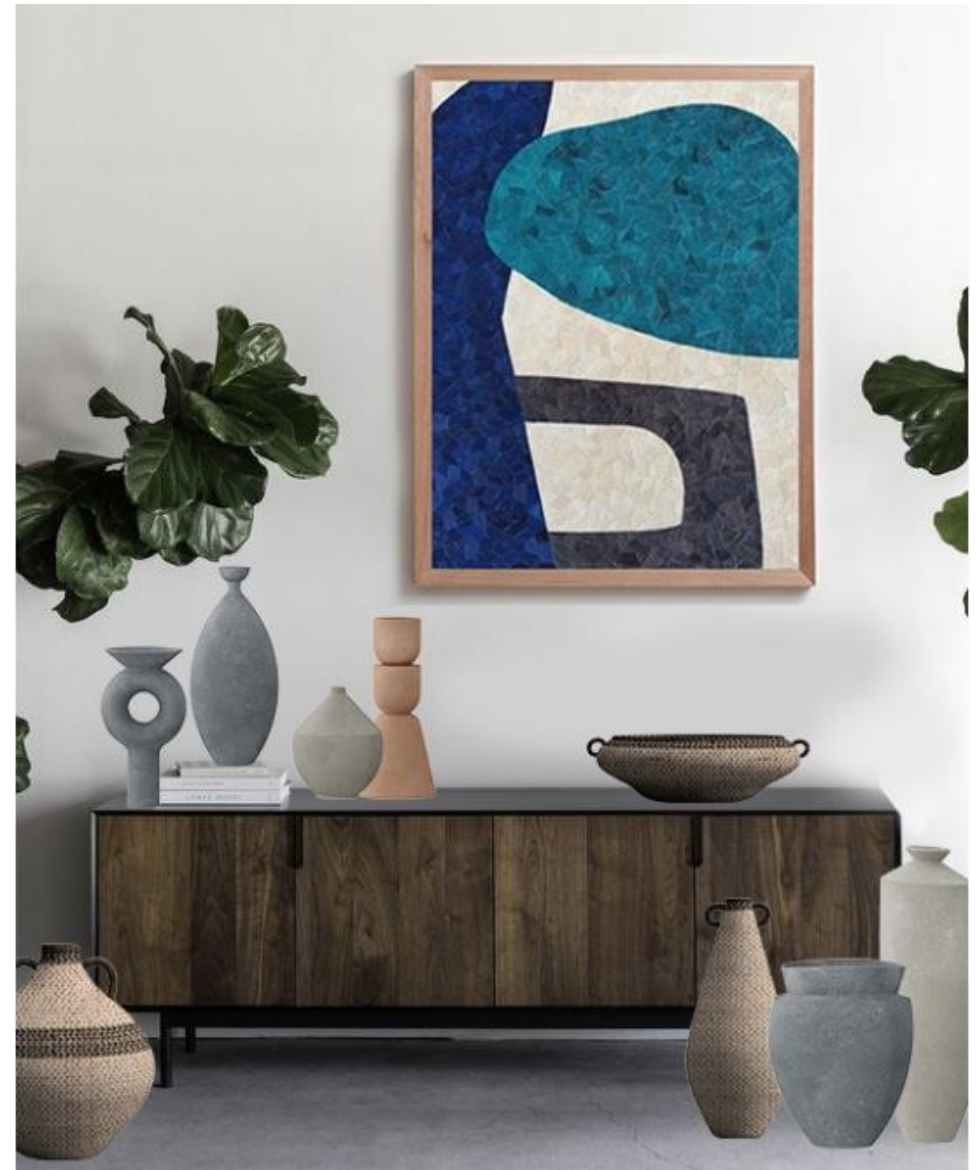
Artisans Leader:

- Axel Flores

Nicaragua Corn Husk Wall Art



Traditional Corn Husk Artwork
Nicaragua

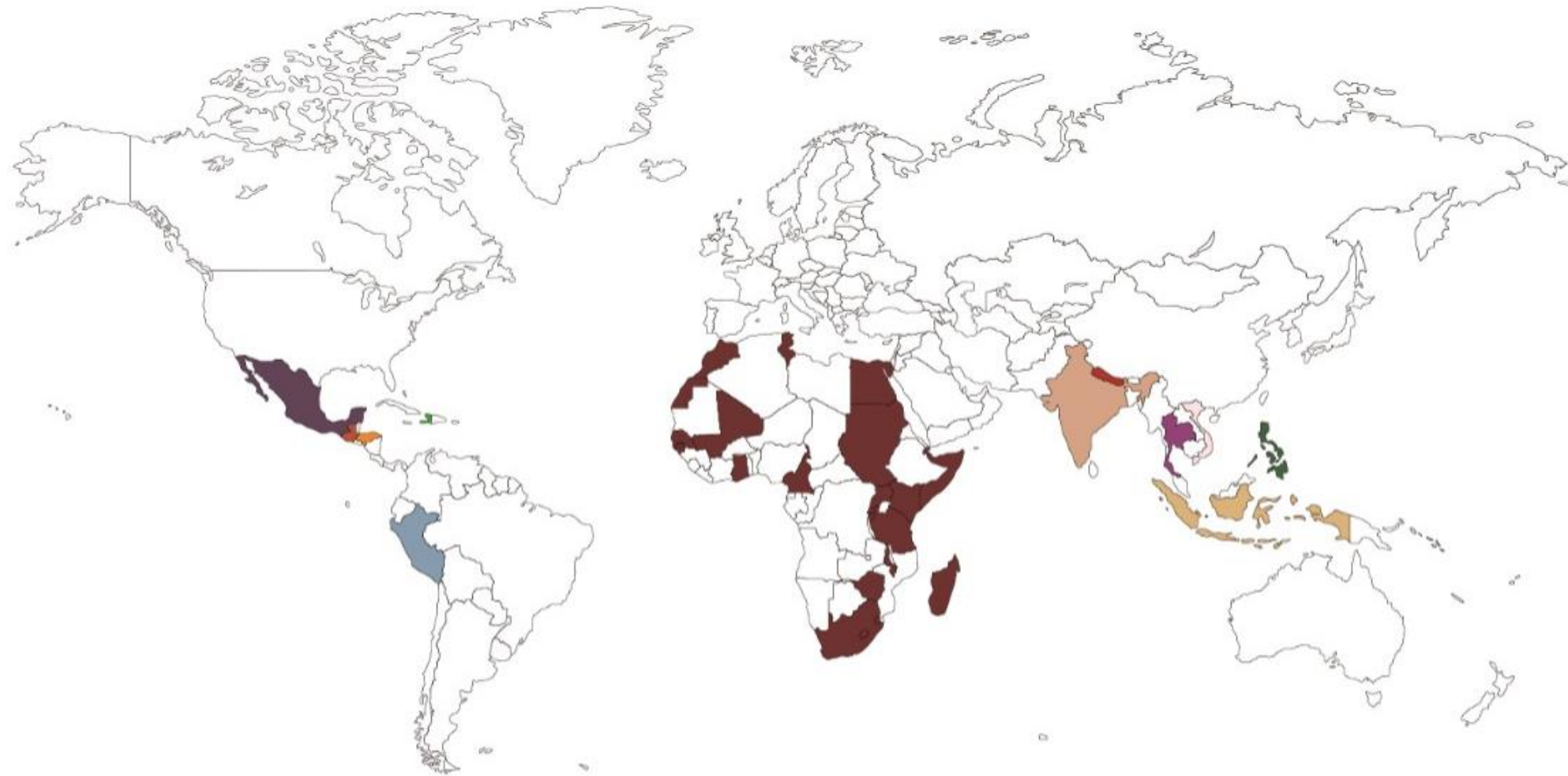


West Elm Development
Spring 22

The Atitlán Project



west elm artisan network



14,641 ARTISANS



38 TECHNIQUES



31 COUNTRIES



34 VENDORS

thank you!