

Hollis Newton
CANADA
PRESS KIT





THANK YOU

Hollis Newton

CANADA

Thank you for your interest in Hollis Newton. Here you can find photos and copy that may help you share our story.

For more info about working with Hollis Newton or for press inquiries, please send Roxanne an email at info@hollisnewton.com.

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Hollis Newton CANADA

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ABOUT

Hollis Newton CANADA

Mission Statement: Antique and vintage furniture re-imagined into one-off bespoke pieces with a modern edge.

Problem: Most antique and vintage chairs have great frames, however, the wood stain finishing and upholstery leaves the chair looking dated and insignificant.

Solution: Re-imagine antique and vintage chairs into bespoke pieces by updating with full-grain leather and refinished wood frames. The pieces are then ready to stay around another 100 years or more, saving them from obscurity and perhaps even landfill.

Products: The full product line includes updated vintage and antique furniture and complimentary home and fashion leather accessories.

Process: Furniture pieces are carefully selected from the second-hand economy—online classifieds, auctions, and estate sales. Then with a small team of skilled craftspeople, company founder Roxanne Brathwaite creatively transforms each piece into a well-crafted, unique and one-of-a-kind piece of furniture. Hollis Newton utilizes scrap leather in 90% of the product line.



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Company: Hollis Newton is a direct-to-consumer furniture company, founded by Roxanne Brathwaite in 2018. With a small team of talented craftspeople, Hollis Newton re-imagines antique and vintage furniture into one-off, bespoke pieces available at HollisNewton.com. Each piece is upholstered with full-grain leather and crafted to suit the aesthetics of today. Tied to the upholstery line are complimentary home and fashion leather accessories.

The company name “Hollis Newton” has a family history. “Hollis” is the name of the creative and wanderlustful maternal uncle of founder Roxanne Brathwaite. Uncle Hollis had a career as an underwater ship welder and is a talented artist. He lived on five different continents and is now retired and living in Tobago. “Newton” belonged to the eccentric great uncle on her father’s side who, along with his wife Marge, owned an antique shop in their native Trinidad. In addition, each chair design carries the name of a family member. Roxanne works with her brother, Russell, and upholstery masters Berkley Peazer and Pamela Phillips, who have become like family.

Team: Hollis Newton’s consists of a small team of skilled craftspeople.

Russell is Roxanne’s big brother and is a skilled craftsman who always had a knack for building things. Rather than put his academic background to use in the corporate world, he chose to work in the construction industry. When Russell returned to Ontario after a layoff in Edmonton, he immersed himself into the upholstery trade to help his sister build the Hollis Newton brand.



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Berkley Peazer is a master upholsterer who began working on his craft as a youngster in his native Guyana. When he immigrated to Canada in the 70s, he continued in the trade. Throughout the 80s and 90s, he worked for leading furniture makers such as Barrymore, DeBoer's, and Ethan Allen to name a few. In 2008, Berkley opened Burkcraft Furniture Company Ltd. The shop specializes in upholstery and the restoration of antique and vintage furniture. Burkcraft was voted one of the best upholstery shops by BlogTO and Yelp.ca.



Pamela Phillips immigrated to Canada from Jamaica in the 70s and studied fashion design at Seneca College. She worked in the fashion industry for many years but would later transfer her skills to the upholstery trade. During her 9 year at Nienkamper, she worked on high-profile contracts including projects for Pearson Airport and Buckingham Palace. In 2011, she met Berkley Peazer and together they made a formidable pair as co-owners of Burkcraft Furniture Company Ltd.



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Like many children, Toronto-based designer, **Roxanne Brathwaite** loved to play with her dollhouse. More specifically with what adorned its interior—Roxanne threw out the dolls and played with the furniture. That fascination with furnishings continued into adulthood. Roxanne would often take home discarded furniture, fix them up and add unique details. Over the years she apprenticed with master upholsterers and gained the skills to match her visions.

About Hollis Newton, Roxanne says, *"I love the cultural movement that has resurrected traditional trades and crafts and turned them on their side. I always had a love for the upholstery trade and antiques and vintage furniture in particular, but I also had an impulse to remix things and bring something entirely fresh and new."*

And with Hollis Newton she believes she has, winning Best Business Venture Pitch, from ACCEL Centre for Entrepreneurship in 2018.

Roxanne founded Hollis Newton in 2018. She has a degree in Fine Art History and a professional background in graphic design. She is the author of the blog, suitecitywoman.com where she writes about supporting the local economy, craftspeople, artist, and the second-hand economy.





QUOTES

Hollis Newton

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Quotes from the Founder:

"I always loved furniture. When playing with my doll house as a child, I threw out the dolls and played with the furniture."

"I love the cultural movement that has resurrected traditional trades and crafts and turned them on their side."

"I always had a love for the upholstery trade and antiques and vintage furniture in particular, but I also had an impulse to remix things and bring something entirely fresh and new."

"I take old furniture that may have been destined for obscurity or even landfill and re-imagine it into something that will be around for another 100 years or more."

"It's definitely not your Granny's antiques but I think she would approve."

"Hollis Newton's aesthetic is a mash up of design eras, styles and materials, but I think they work together harmoniously."

FAQS

Hollis Newton CANADA

Company Name: Hollis Newton

Website: HollisNewton.com

Year Company Founded: 2018

Founder: Roxanne Brathwaite

Mission Statement: Antique and vintage furniture re-imagined into one-off bespoke pieces with a modern edge.

Team: Roxanne Brathwaite, founder, designer, artist, furniture finisher; Russell Brathwaite, skilled craftsman; Pamela Phillips, master industrial sewing machine operator, and Berkley Peazer, master upholsterer.

Award: Best Business Venture Pitch, ACCEL Centre for Entrepreneurship, 2018.

Products: The full product line includes updated vintage and antique furniture and complimentary home and fashion leather accessories.

Price Range: \$25.–\$5000. CAD

Materials: Full-grain leather. Hair-on-hide leather. Embossed leather. Buckskin leather. Surface-printed leather. Scrap leather. Coque-tail feathers. Acrylic/oil on canvas. Mudcloth. Kuba cloth. Cork-fabric. Antiqued brass.

Location: Items are traditionally crafted in the east-end of Toronto and available direct-to-consumer from HollisNewton.com. Items ship nationwide from Toronto, Ontario, Canada.

Social Media: [Instagram](#), Facebook, and You Tube @Hollis Newton Canada.

Blog: suitecitywoman.com, authored by the founder, Roxanne Brathwaite.

Contact: info@hollisnewton.com

ASSETS*

Hollis Newton CANADA

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After

PRINT: [hnc_3386a_rodney_front_lrg_cc.psd](#)

WEB: [hnc_3386a_rodney_front_cc.png](#)

NAME: Rodney

DESC.: Louis XV Style. Full-grain and speckled hair-on-hide leathers, antiqued brass nail-head trim and carbon gray wood stain w/ hand-painted patina finish. Cabriole legs.

PRICE: 2000. CAD



After

PRINT: [hnc_3394a_rodney_back_lrg_cc.psd](#)

WEB: [hnc_3394a_rodney_back_lrg_cc.png](#)

NAME: Rodney

PHOTO: Dwayne Evans Photography



After

PRINT: [hnc_3492a_rodney_side_lrg_cc.psd](#)

WEB: [hnc_3492a_rodney_side_lrg_cc.png](#)

NAME: Rodney

PHOTO: Dwayne Evans Photography



Before

PRINT: [hnc_1529b_rodney_cc.psd](#)

WEB: [hnc_1529b_rodney_cc.png](#)

COND.: Louis XV Style. Soiled and faded fabric w/ outdated wood stain finish. Date unknown.



After

PRINT: [hnc_3360a_russell_front_lrg_cc.psd](#)

WEB: [hnc_3360a_russell_front_cc.png](#)

NAME: Russell

DESC.: Louis XV Style. Full-grain and hair-on-hide leathers, antiqued brass nail-head trim and Jacobean wood stain finish. Cabriole legs.

PRICE: 2000. CAD



After

PRINT: [hnc_3375a_russell_back_lrg_cc.psd](#)

WEB: [hnc_3360a_russell_back_cc.png](#)

PHOTO: Dwayne Evans Photography



After

PRINT: [hnc_3464a_russell_side_lrg_cc.psd](#)

WEB: [hnc_3464a_russell_side_lrg_cc.png](#)

PHOTO: Dwayne Evans Photography



Before

PRINT: [hnc_1529b_russell_cc.psd](#)

WEB: [hnc_1529b_russell_cc.png](#)

COND.: Louis XV Style. Faded fabric w/ outdated wood stain finish. Date unknown.

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After

PRINT: [hnc_0839a_maxine_lrg_cc.psd](#)
WEB: [hnc_0839a_maxine_lrg_cc.png](#)
NAME: Maxine aka Murder She Wrote
DESC.: Victorian era Mahogany Balloon Back chair. Full-grain leather w/ coque-tail feather skirt, pewter nail-head trim and ebony matte wood stain finish.
PRICE: 2300. CAD



Before

PRINT: [hnc_0354b_maxine_cc.psd](#)
WEB: [hnc_0354b_maxine_cc.png](#)
COND.: Balloon Back, tattered fabric w/horsehair stuffing and jute webbing.



After

PRINT: [hnc_1157a_joe_lrg_cc.psd](#)
WEB: [hnc_1157a_joe_cc.png](#)
NAME: Joe
DESC.: Mid-Century Modern tube chair w/ two-tone full-grain and speckled hair-on-hide leathers. Teak legs.
PRICE: 2000. ea CAD



Before

PRINT: [hnc_3171b_joe_cc.psd](#)
WEB: [hnc_3171b_joe_cc.png](#)
COND.: Mid-Century Modern, 1950-1970s. Torn and stained vinyl. Worn-down foam stuffing.



After

PRINT: [hnc_3724a_lynley_front_lrg_cc.psd](#)
WEB: [hnc_3724a_lynley_front_lrg_cc.png](#)
NAME: Lynley
DESC.: Louis XVI style. Full-grain leather w/ original acrylic on canvas painting. Carved beechwood, naked finish w/ brushed silver nail-head trim and fluted legs.
PRICE: 2800. CAD



After

PRINT: [hnc_3551a_lynley_side_lrg_cc.psd](#)
WEB: [hnc_3551a_lynley_side_lrg_cc.png](#)



After

PRINT: [hnc_3457a_lynley_back_med_cc.psd](#)
WEB: [hnc_3457a_lynley_back_lrg_cc.png](#)



Before

PRINT: [hnc_1614b_lynley_med_cc.psd](#)
WEB: [hnc_1614b_lynley_med_cc.png](#)
COND.: Louis XVI style. Torn, faded and soiled fabric. Outdated painted frame.

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PRINT: [hnc_1265a_orman_sm_cc.psd](#)
WEB: [hnc_1265a_orman_lrg.png](#)
NAME: Orman
DESC.: Louis XV style settee. Python embossed and full-grain leathers, nail-head trim w/ ebony matte wood stain finish. Cabriole legs.
PRICE: 3800. CAD



PRINT: [hnc_1036b_orman_cc.psd](#)
WEB: [hnc_1036b_orman_cc.png](#)
COND.: Louis XV style. Stained needlepoint tapestry w/ outdated wood stain finish. Date unknown.



PRINT: [HNC_1726A_Beau_Montgolfier_CC.psd](#)
WEB: [HNC_1726A_Beau_Montgolfier_CC.png](#)
NAME: Beau
DESC.: Louis XVI, French Montgolfier chair, circa 18th C. Molded wood w/ rich natural patina. Veg-tan full-grain leather w/ antiqued nail-head trim. Dove-tail joints, fluted legs.
PRICE: 900. CAD



PRINT: [HNC_3633B_Beau_Montgolfier_CC.psd](#)
WEB: [HNC_3633B_Beau_Montgolfier_CC.png](#)
COND.: French Montgolfier w/ no seat.



PRINT: [hnc_2210a_gemma_front_lrg_cc.psd](#)
WEB: [hnc_2210a_gemma_front_lrg_cc.png](#)
NAME: Gemma
DESC.: Louis XVI style. Full-grain leather w/ John James Audubon vintage illustration on Portuguese cork fabric. Distressed finish w/ antiqued brass nail-head trim and fluted legs.
PRICE: 3200. CAD



PRINT: [hnc_2813a_gemma_back_sm_cc.psd](#)
WEB: [hnc_2813a_gemma_back_sm_cc.png](#)



PRINT: [hnc_2900a_gemma_side_sm_cc.psd](#)
WEB: [hnc_2900a_gemma_side_sm_cc.png](#)



PRINT: [hnc_3109b_gemma_med_cc.psd](#)
WEB: [hnc_3109b_gemma_lrg_cc.png](#)
COND.: Louis XVI style. Un-upholstered and outdated painted frame.

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After

PRINT: [hnc_3227a_kawhi_lrg_cc.psd](#)
WEB: [hnc_3227a_kahwi_lrg_cc.png](#)
NAME: Kawhi (Leonard)
DESC.: Mid-Century Modern foot stool(circa.1950-early 1970s) Two-tone full grain and hair-on hide leathers. Refinished walnut legs.
PRICE: 560. CAD



Before

PRINT: [hnc_1414b_kahwi_cc.psd](#)
WEB: [hnc_1414b_kahwi_cc.jpg](#)
COND.: Mid-Century Modern,(circa.1950-early 1970s) Made by Mattawa Furniture Mfg. Ltd, Cooksville, Ontario. Vinyl with outdated wood stain on legs.



PRINT: [hnc_all_mudcloth_pillows_print.psd](#)
WEB: [hnc_all_mudcloth_pillows_web.png](#)
DESC.: Hand-woven and dyed, Mudcloth lumbar pillows. 18" x 12", insert incl.
PRICE: 50. CAD ea



PRINT: [hnc_all_leather_pillows_print.psd](#)
WEB: [hnc_all_leather_pillows_web.png](#)
DESC.: Leather tassels with antique brass head.
PRICE: 60. CAD ea



PRINT: [hnc_4250a_lily_lrg_cc.psd](#)
WEB: [hnc_4250a_lily_lrg_cc.png](#)
DESC.: Lampshade w/ Coque-tail feathers, gold-leaf interior and leather trim.
PRICE: 125. CAD



COMING FALL 2019



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PRINT: [HNC_3492V_RR_Med.psd](#)
WEB: [HNC_3492V_RR_Med.png](#)
CREDIT: Dwayne Evans Photography



PRINT: [HNC_3384_Rodney_Lrg.psd](#)
WEB: [HNC_3384_Rodney_Lrg.jpg](#)
CREDIT: Dwayne Evans Photography



PRINT: [HNC_0845T_Roxanne_Lrg_CC.psd](#)
WEB: [HNC_0845T_Roxanne_Lrg_CC.png](#)
CREDIT: Photography, Dwayne Evans Photography, and Makeup, Faces by Toru. Seated in "Joe"



PRINT: [HNC_0836T_Roxanne_Lrg_CC.psd](#)
WEB: [HNC_0836T_Roxanne_Lrg_CC.png](#)
CREDIT: Photography, Dwayne Evans Photography and Makeup, Faces by Toru. Seated in "Joe"



PRINT: [HNC_4805T_Rodney_WIP.psd](#)
WEB: [HNC_4805T_Rodney_WIP.jpg](#)
DESC.: Adding patina to Rodney Chair.



PRINT: [HNC_0541T_Joe_WIP.psd](#)
WEB: [HNC_0541T_Joe_WIP.jpg](#)
DESC.: Sanding Teak legs of Joe Chair.



PRINT: [HNC_1900T_Russell_WIP.psd](#)
WEB: [HNC_1900T_Russell_WIP.jpg](#)
DESC.: Staining the Russell Chair.



PRINT: [HNC_4939T_Lily_WIP.psd](#)
WEB: [HNC_4939T_Lily_WIP.jpg](#)
DESC.: Siblings team-work.

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BRAND GUIDE LINES

Primary Logo

Hollis Newton
CANADA

Note: Black logo on white or light background (primary option). The Hollis Newton logo must always be 100% black and appear together with “CANADA”. In copy text “Hollis Newton” may appear without the word “Canada”.

Hollis Newton
CANADA

Note: When white out is used, the logo is inverted to white. This form of the logo is only be used against background colours and imagery strong and dark enough to hold enough contrast to maintain legibility.

Logo with tagline

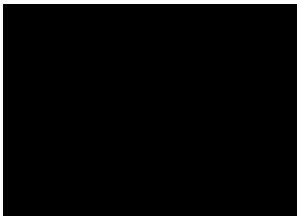
Hollis Newton
CANADA
Antiquity Remixed

Note: Tagline must appear below logo and between the first “L” in Hollis and “T” in Newton. Distance of tagline from logo should be at least “C” height in Canada.

Hollis Newton
CANADA
Antiquity Remixed



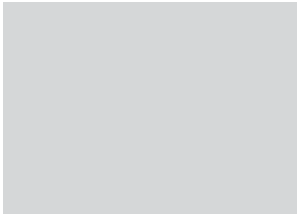
Colour Palette



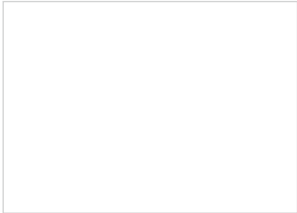
CMYK: 100K or Rich Black; C=60 M=40 Y=40 K=100
RGB: 0, 0, 0
#000000



CMYK: 85K
RGB: 77, 77, 79
#4d4d4f



CMYK: 18K
RGB: 213, 215, 216
#d5d7d8



CMYK: 0K
RGB: 255, 255, 255
#ffffff

Typography

Primary Font:

Header

Sub Header

Body Text

Secondary Font:

Century Gothic

Bold, 85%K, UPPERCASE

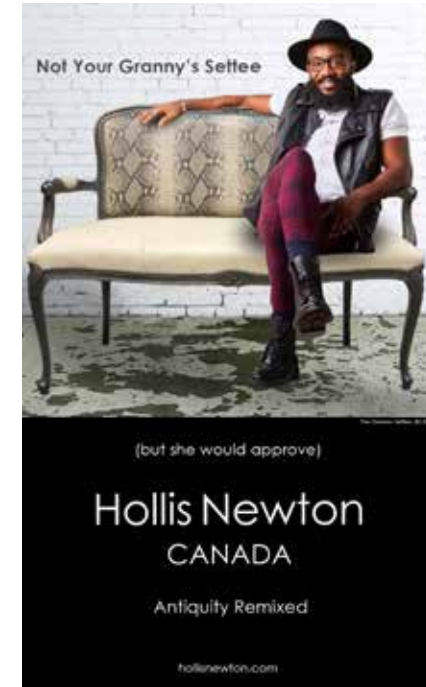
Bold, 85%K, Title Case

Regular, 85%K

American Typewriter
(for use in presentations and social media)



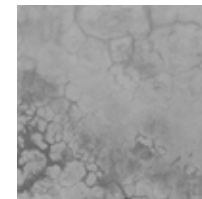
Imagery



Brick



Wood



Cement

- All background imagery is neutral in tone and reflect an urban loft interior
- Product shots with backgrounds are preferably brick, wood, cement or any neutral colours that do not overpower product
- People appearing in product shots, should reflect relaxed, cool, laid-back personas