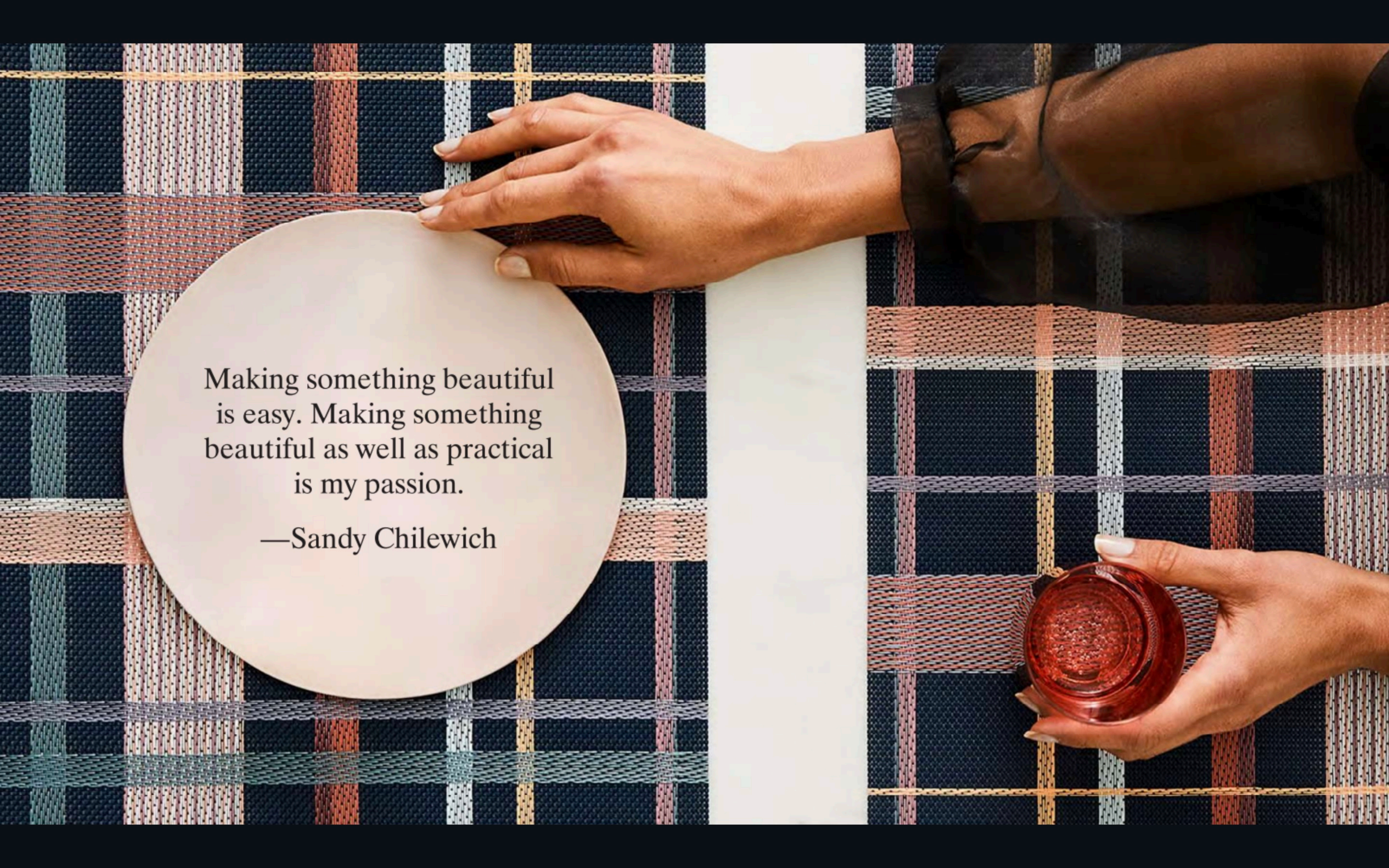


chilewich



DHWANI GOYAL

A woman's hands are shown against a vibrant, multi-colored woven fabric background. The fabric features a grid pattern of vertical and horizontal bands in shades of blue, red, yellow, and white. The woman's left hand is positioned at the top, holding a white circular object. Her right hand is at the bottom, holding a small, textured red glass. The overall scene is brightly lit, highlighting the intricate details of the fabric and the woman's hands.

Making something beautiful
is easy. Making something
beautiful as well as practical
is my passion.

—Sandy Chilewich

- Founded in 2000 by designer Sandy Chilewich
- Rooted in beauty, functionality, originality, and reimagining industrial materials
- Revolutionized tabletop textiles with the introduction of refined woven placemats that wipe clean; reinvented the rug with sleek, easy-to-clean floor mats
- Based in NYC, with our own manufacturing facility in Chatsworth, Georgia
- Offering textile products for tabletops, floors, walls, windows, and upholstery

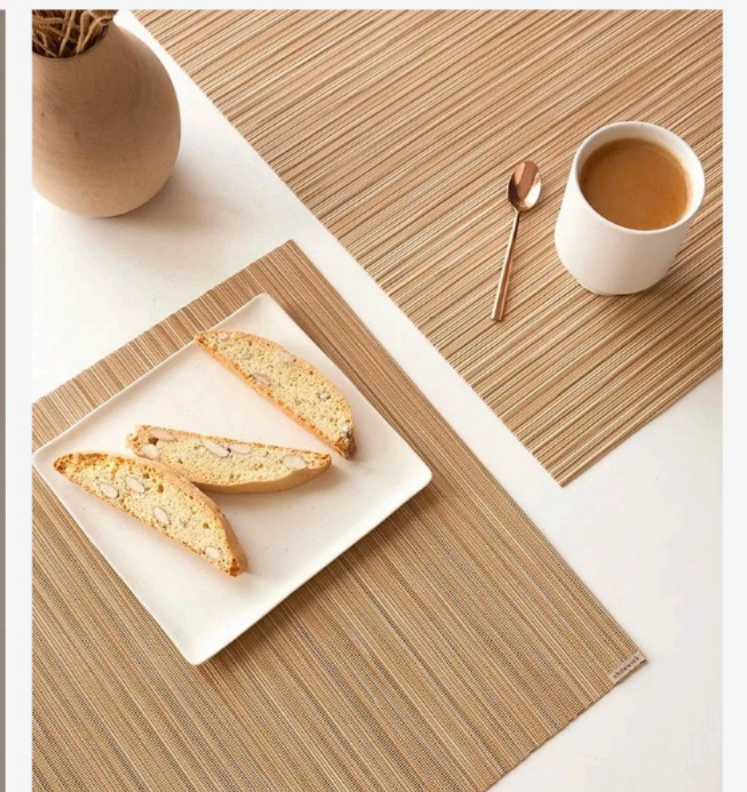




PART 1

POSITIONING STATEMENT

Chilewich offers a **unique combination** of original design and American craftsmanship, **creating durable, easy-to-clean textiles** for various surfaces. Our products withstand the rigors of daily life, **both indoors and outdoors**. Our innovative, **sustainable materials** fuse **artistry, functionality**, and **eco-consciousness**, elevating everyday spaces with style, durability, and environmental responsibility. Explore a world of possibilities with Chilewich and contribute to weaving sustainability into life's fabric.



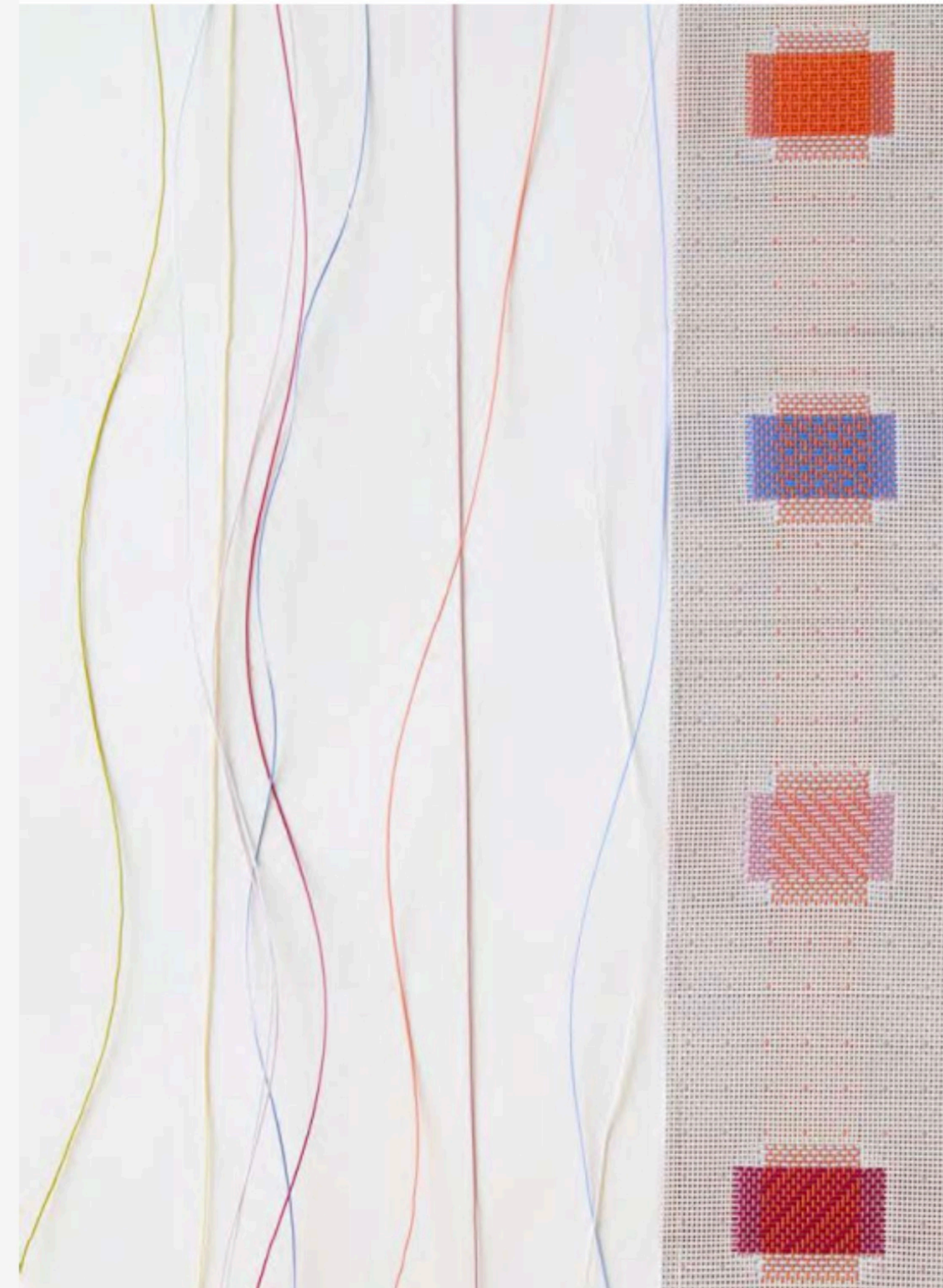
Maintaining a unified brand identity and reputation across its various product lines

Chilewich offers a range of textile products, such as placemats, flooring, wall coverings, and more, all under the Chilewich brand name.

While these products may vary in function and design, they are all marketed as part of the Chilewich brand, which is known for its innovative, sustainable textiles.

This refers to a branding strategy where a company markets various products or product lines under a single, overarching brand name.

BRAND OF HOUSE



BRAND VOICE

Sustainable through the use of sustainable products in their production

Sophistication through the use of colours - Whites and creams represent purity and simplicity.

Clarity through its concise and easy-to-understand information about their products and design philosophy, making it accessible to a broad audience.





BRAND ARCHTYPE

The **INNOVATOR** - Chilewich is known for its **innovative** and **modern design** in textiles. The brand constantly seeks **new materials** and techniques, pushing the boundaries of traditional textiles. This aligns with the core attributes of the Innovator archetype.

Cutting edge

Chilewich's focus on sustainability and eco-consciousness demonstrates a forward-thinking approach, which is characteristic of the Innovator archetype.

Originality

The Innovator archetype represents originality, and Chilewich's products stand out with their unique designs and sustainable materials.

Forward Thinking

Chilewich's focus on sustainability and eco-consciousness demonstrates a forward-thinking approach, which is characteristic of the Innovator archetype.

American Craftsmanship

The Innovator archetype often embodies American ingenuity and craftsmanship, which Chilewich proudly emphasizes in its brand.

COLOURS AND LOGO

Chilewich often uses a sophisticated and neutral color palette in their branding. Common colors include shades of gray, taupe, beige, and various earthy tones.

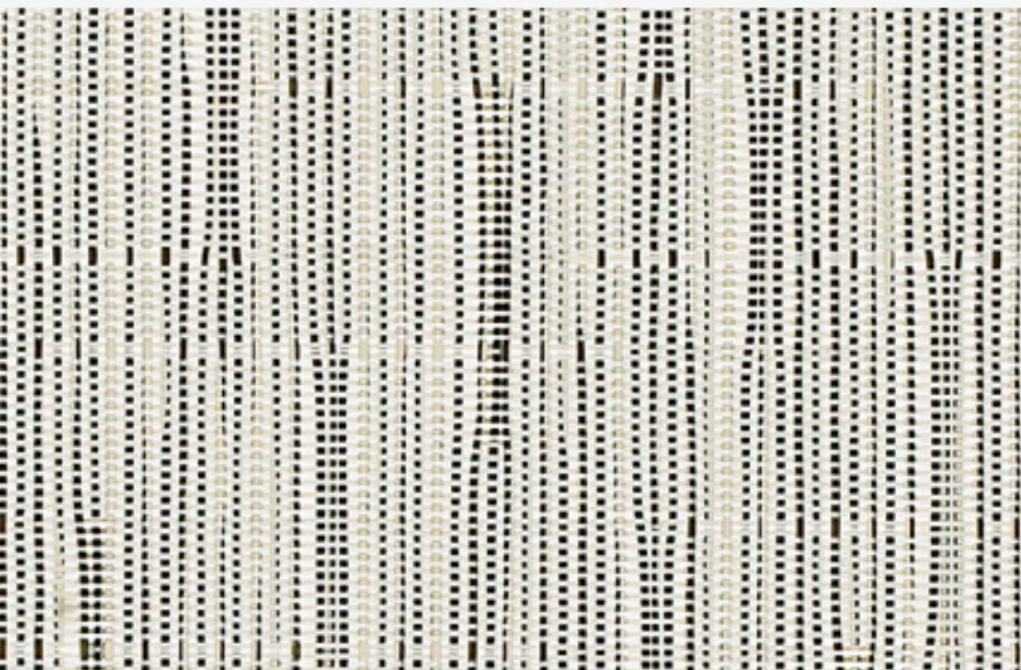
The Chilewich logo typically featured the brand name in a clean, modern, and elegant typeface.

WHITE

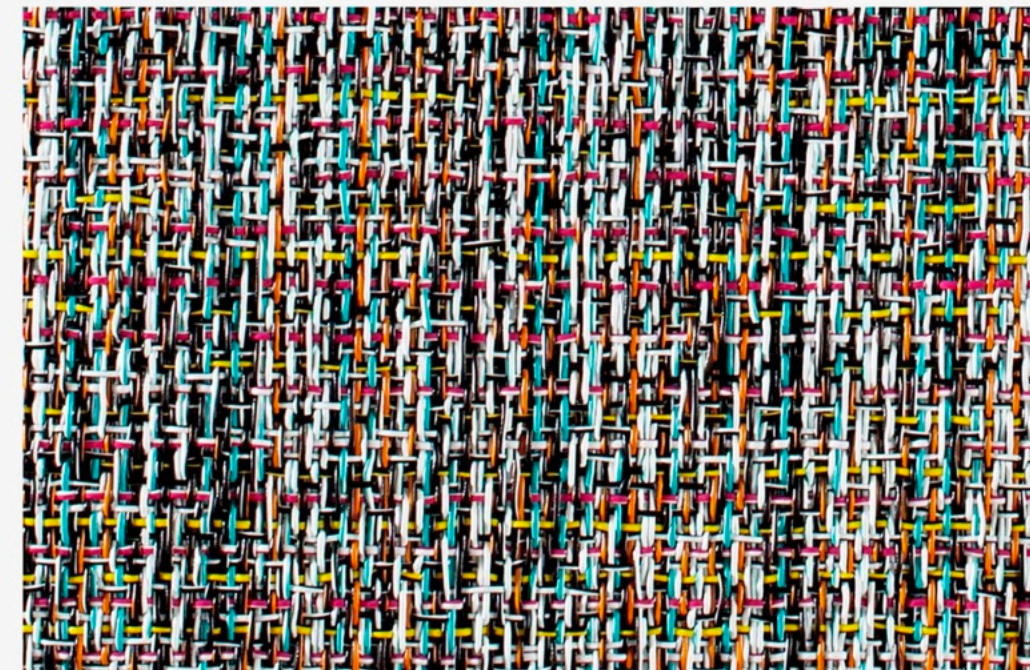
HEX CODE #FFFFFF

FONT - Europa-Light Light

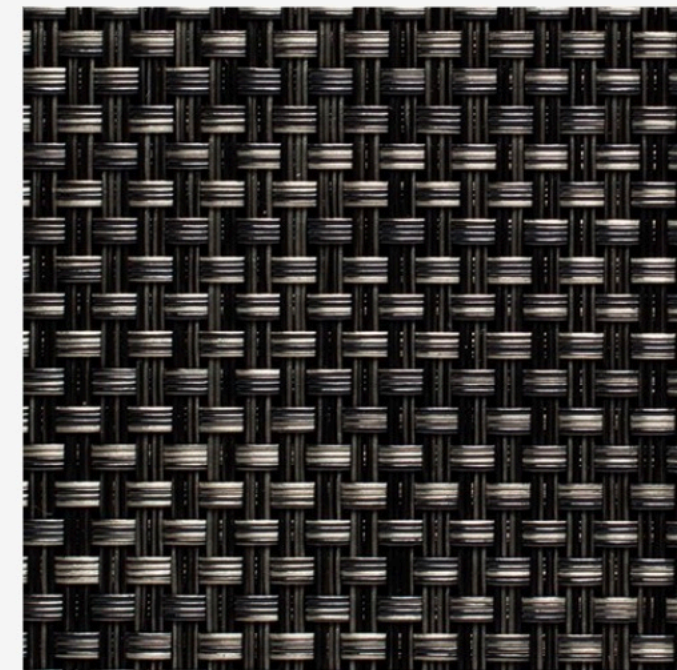
TEXTURE 01



TEXTURE 02



TEXTURE 03



chilewich®

BRAND PACKAGING

While Chilewich primarily relies on neutrals and earthy tones, the addition of bold accents like charcoal or deep blues can inject a sense of modernity and innovation in its packaging.

Use of cardboard for packaging is commonly used by the brand

Packaging 01



Packaging 02



Packaging 03



Packaging 04





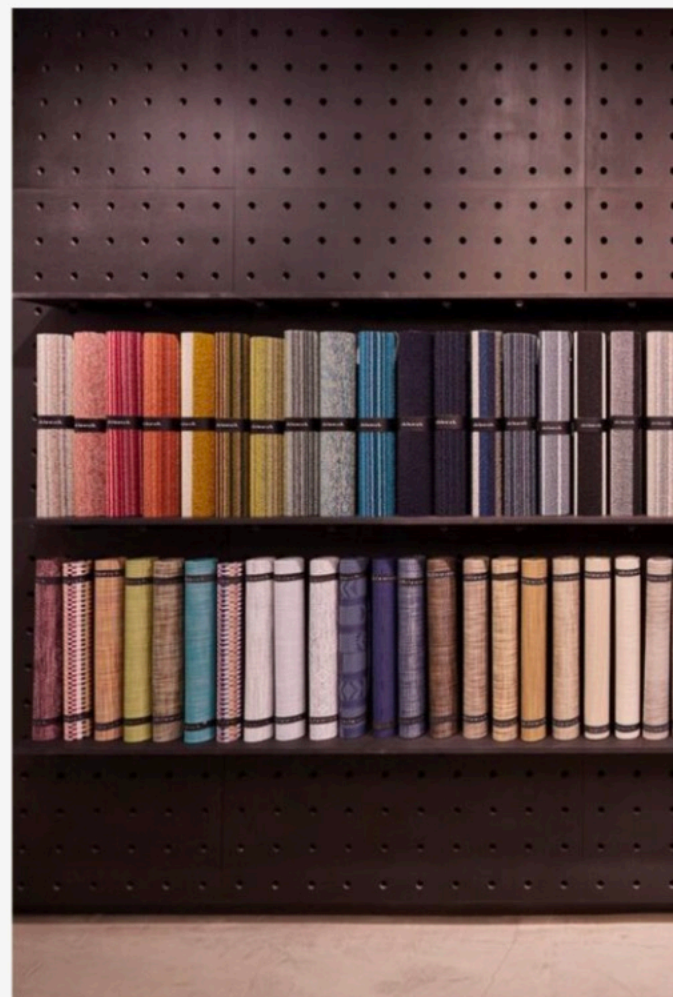
PART 2

CHILEWICH

23 E 20TH STREET

FLATIRON

Designed as Chilewich's global prototype and **first retail store**, de-spec thought about the '**path of least resistance**' for an immersive retail store offering the most comprehensive collection of Chilewich tabletop and flooring design under one roof.



Analysis

Retail store where they have a **spectrum of options** for tabletops, mats and other textiles. The store is **aesthetically appealing**

Sales and Marketing

Free swatches are available for pickup, or can be collected on a pre placed order as well. The Chilewich Store offers our complete collection - every weave, color, and **customisation option**

Services

Sales specialist available for personal meetings and guidance
Staff available for help and **clean** and **well managed and organised**

CHILEWICH AT COOPER HEWITT SMITHSONIAN DESIGN MUSEUM

Entering the Cooper Hewitt collection in **2017** Original design gets its due as seven Chilewich designs enter the **permanent collection** of the Cooper Hewitt, Smithsonian Design Museum.



Analysis

Chilewich's important contributions to the world of textiles, the Cooper Hewitt, Museum has accepted seven Chilewich styles, including Plexi Pockets, into its permanent collection.

Sales and Marketing

The museum has guaranteed to keep the designs on display for 15 years.

It is placed under the Chilewich label and is only available to sight and no touch. Unlike the store, it has only a selected few designs

Services

Chilewich products chosen for the collection include **Spun, Lattice, Tulle Tech, Pressed Dot, Brocade, Plaid runners**, and the new material concept **Plexi Pockets**.



PART 3

23 E 20TH STREET STORE DEMOGRAPHICS

General Location - Flatiron

Average apartment rent - \$7,000 for 2bhk



Flatiron District Demographics

Education Levels

Education Level	Local	National
Master's degree or higher	38%	13%
Bachelor's degree	50%	21%
Some college or associate's degree	6%	29%

[More](#) ▾

Racial Diversity

White	74%
Asian	12%
Hispanic	8%

[More](#) ▾

Median Household Income

\$180,849

National \$69,021

Gender

Female	51%
Male	49%

Age

<10 years	9%
10-17 years	3%
18-24 years	7%

[More](#) ▾

Household Income Brackets

<\$25k	9%
\$25-\$44k	5%
\$45-\$74k	10%
\$75-\$149k	18%
\$150k+	59%

Competitors nearby

COUNTRY FLOORS - TILE STORE & NATURAL STONE

FROM THE SOURCE

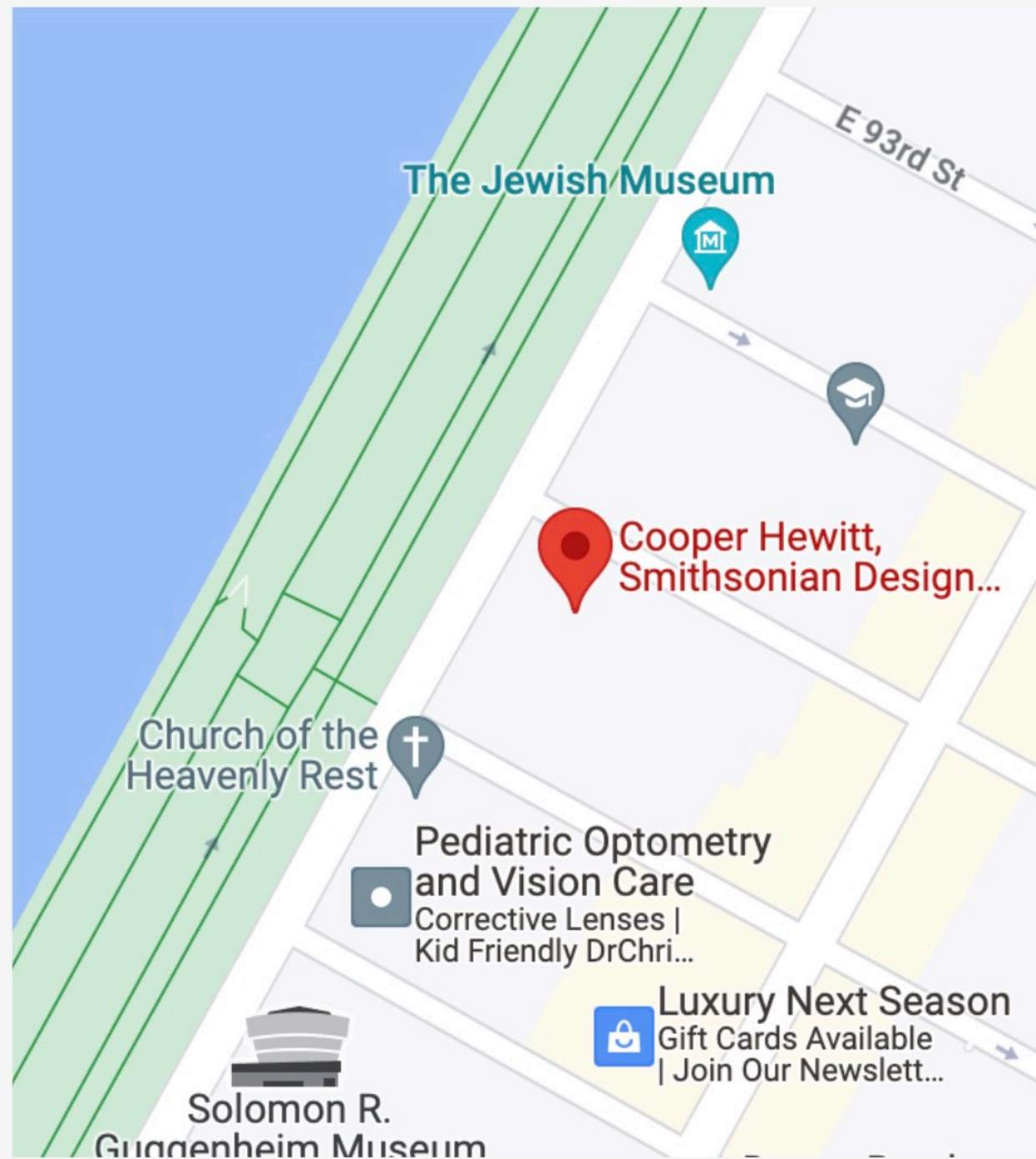


A screenshot of the Chilewich business profile on Yelp. The profile includes a header with the business name, a 2.7-star rating from 7 reviews, and a 'Closed' status. Below the header is a map showing the location at 23 E 20th St, New York, NY 10003. The 'Location & Hours' section lists the store's hours for each day of the week. To the right of the map, there are links for 'Get Directions', 'Message the business', and 'Suggest an edit'. Below the hours, there is a 'You Might Also Consider' section featuring sponsored listings for IKEA and Exotic Woods USA. At the bottom, there is a 'Designer Furniture' listing.

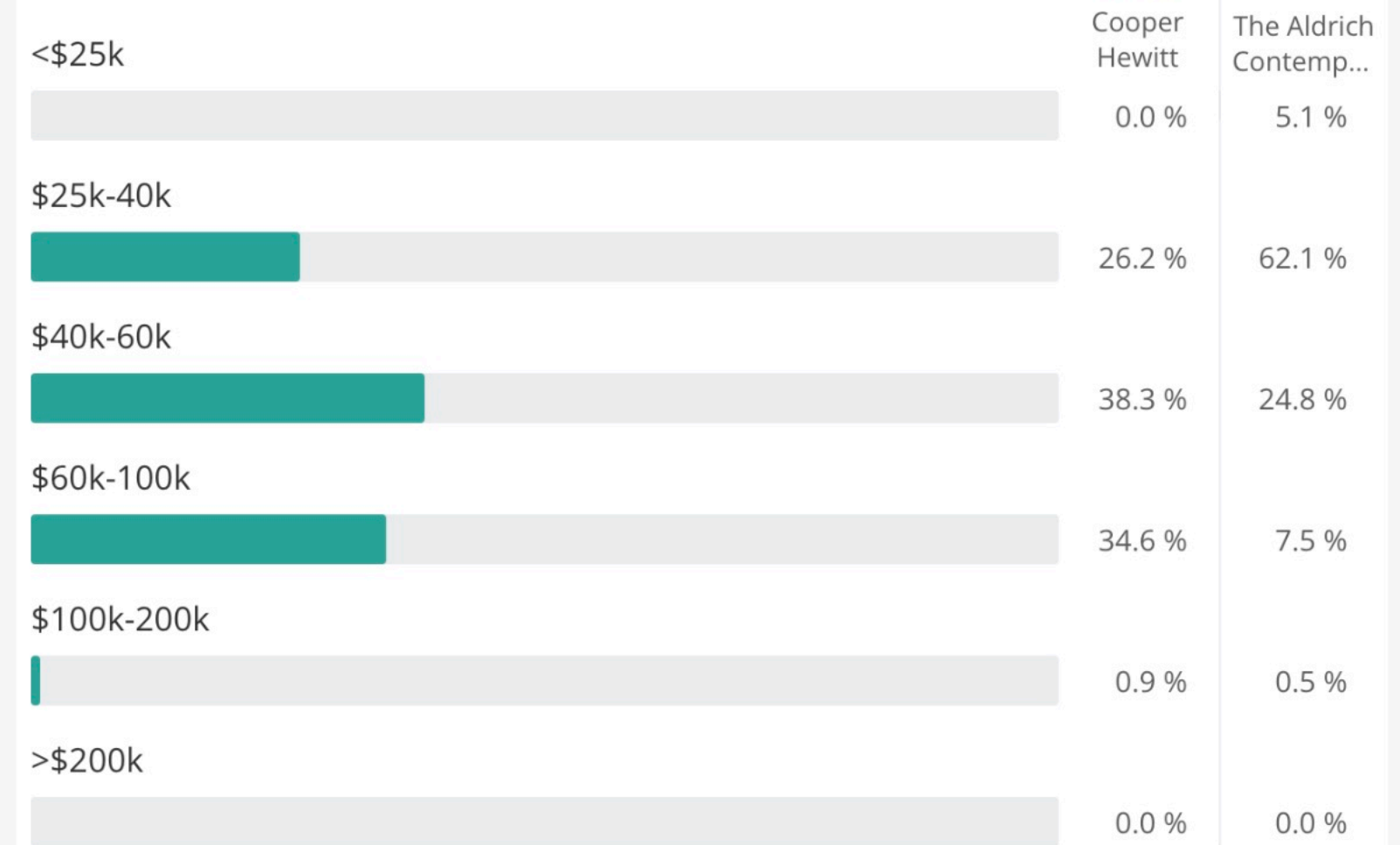
The Yelp Reviews aren't the best - 2.7/5 rating and poor reviews on the products pertaining to the online delivery services particularly

COOPER HEWITT DEMOGRAPHICS

General Location - Close to Upper east side
Average apartment rent - \$5,000 for 2bhk



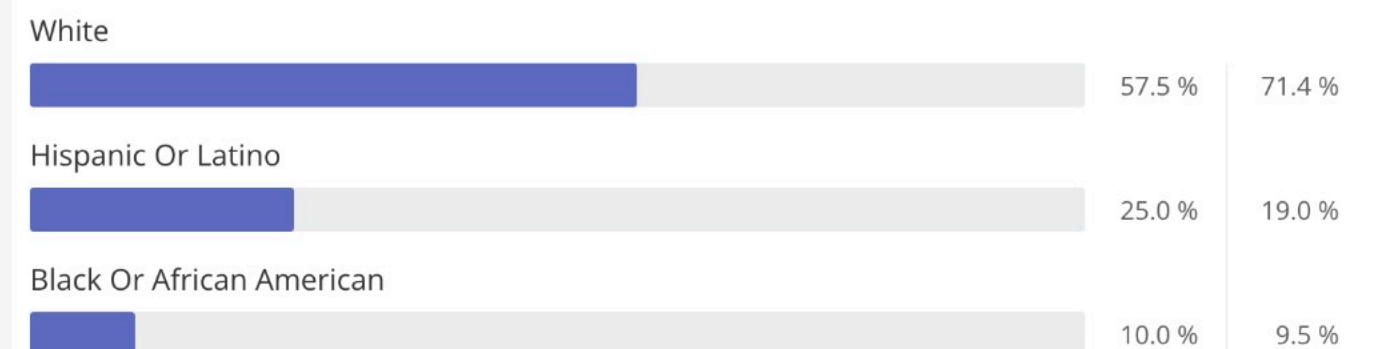
Cooper Hewitt Competitor Salary Comparison



Gender Ratio



Ethnicity



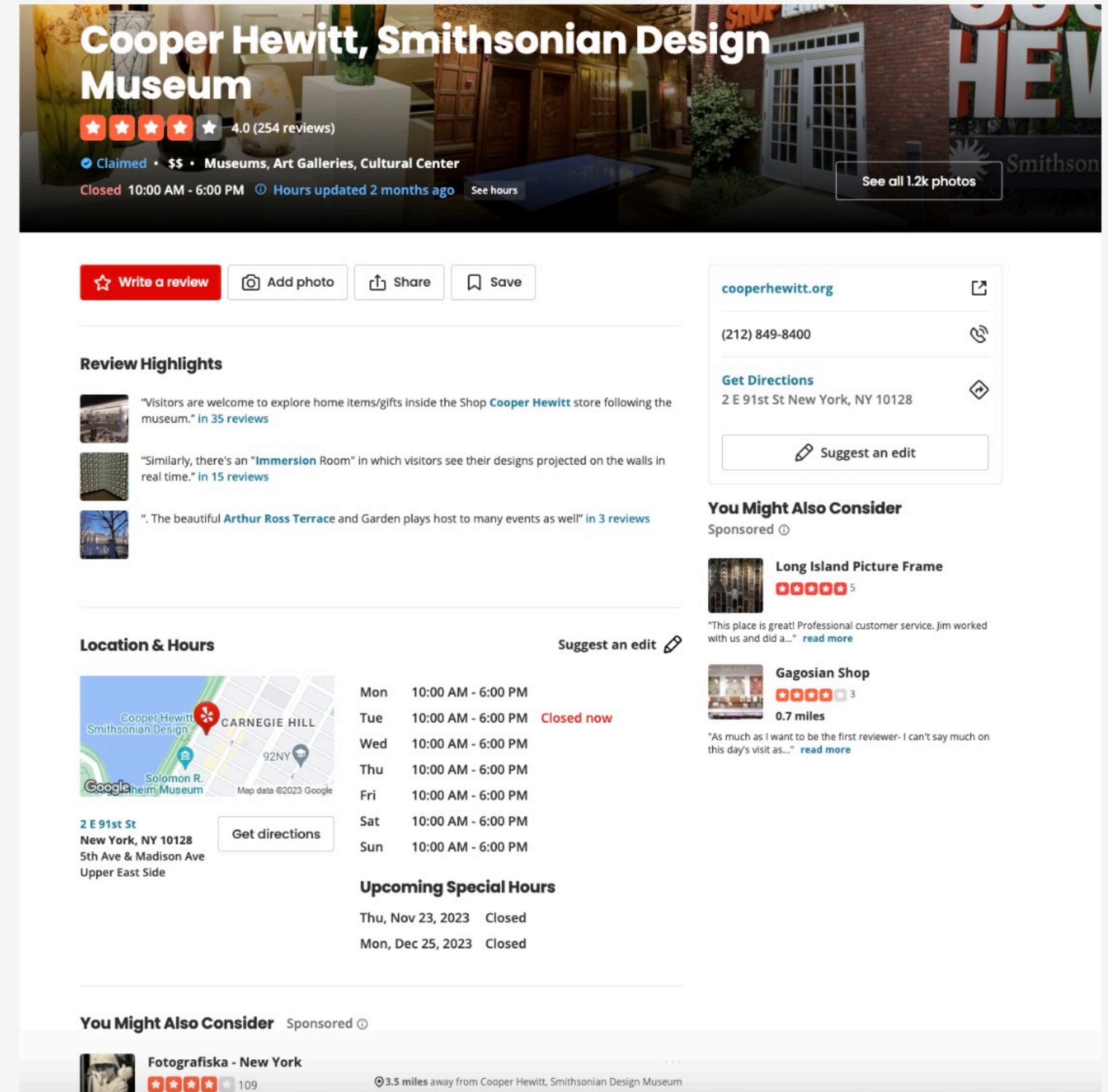
Competitors nearby

THE METROPOLITAN MUSEUM OF ART

SOLOMON R. GUGGENHEIM MUSEUM

AMERICAN MUSEUM OF NATURAL HISTORY

MUSEUM OF THE CITY OF NEW YORK



Cooper Hewitt, Smithsonian Design Museum
4.0 (254 reviews)
Closed 10:00 AM - 6:00 PM
Hours updated 2 months ago

[Write a review](#) [Add photo](#) [Share](#) [Save](#)

Review Highlights

- "Visitors are welcome to explore home items/gifts inside the Shop **Cooper Hewitt** store following the museum." in 35 reviews
- "Similarly, there's an **Immersion Room**" in which visitors see their designs projected on the walls in real time." in 15 reviews
- "The beautiful **Arthur Ross Terrace** and Garden plays host to many events as well" in 3 reviews

Location & Hours

2 E 91st St
New York, NY 10128
5th Ave & Madison Ave
Upper East Side

Mon 10:00 AM - 6:00 PM
Tue 10:00 AM - 6:00 PM **Closed now**
Wed 10:00 AM - 6:00 PM
Thu 10:00 AM - 6:00 PM
Fri 10:00 AM - 6:00 PM
Sat 10:00 AM - 6:00 PM
Sun 10:00 AM - 6:00 PM

Upcoming Special Hours

Thu, Nov 23, 2023 Closed
Mon, Dec 25, 2023 Closed

You Might Also Consider

- Long Island Picture Frame** 5.0 (5 reviews)
- Gagosian Shop** 3.0 (3 reviews) 0.7 miles
- Fotografiska - New York** 4.0 (109 reviews) 3.5 miles away from Cooper Hewitt, Smithsonian Design Museum

The Yelp Reviews are great 4.5/5
It has a range of products from various artists and designers from across the world and is considered as one of the most interactive museums.



Thank You

chilewich