

FOR IMMEDIATE RELEASE



Coalesse® Announces Expansion of the ARZU STUDIO HOPE Portfolio of Rugs

Addition of ten new designs in the Modern Collection

Chicago, IL – Coalesse, the leader in bringing new life to work, is pleased to announce the Modern Collection from ARZU STUDIO HOPE featuring ten new patterns and designs. Beautiful, versatile, and sustainable, ARZU rugs are designed to make a difference. Hand-crafted in 100% wool, ARZU minimizes environmental impacts while maximizing fair labor practices in Afghanistan.

The Modern Collection features rugs from top designers, all exclusive to ARZU. The designs in this modern rug collection vary from bold, innovative motifs to subtle, watercolor-inspired patterns. While fresh and fashion-forward, all are modern day heirlooms. Woven by skilled artisans who reinterpret the designers' work, each rug in this collection is truly a work of art.

The Coalesse Design Studio carefully curated this selection that can be customized to blend and complement any space. The Modern Collection joins the successful Masters Collection, which launched in 2013, featured great world leaders in design and marked the beginning of the Coalesse/ARZU relationship.

ARZU Studio Hope preserves the centuries-old rug-making traditions of graphing, dyeing and hand-knotting, further supporting Coalesse's ongoing commitment to craft and customization.

For more information on Coalesse and its products, visit www.coalesse.com.

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About Coalesse

Coalesse collaborates with design professionals around the world, to help leading organizations create great workplaces that inspire great work. Led by insight and driven by design, Coalesse furnishings create welcoming destinations to improve social connection, creative collaboration, personal focus and rejuvenation. As part of the Steelcase Inc. family of brands, our solutions are globally accessible through architects and designers and over 800 dealers. Learn more at www.coalesse.com.

About ARZU STUDIO HOPE

ARZU STUDIO HOPE is an innovative model of social entrepreneurship that empowers Afghan women by providing fair-labor, artisan-based employment and access to education and healthcare.

ARZU, which means “hope” in Dari, is an example of a “for-benefit” corporation model, a 501(c)(3) not-for-profit organization that uses private sector practices to create jobs in rural villages in Afghanistan and produces export quality products. Net proceeds from the sales of ARZU’s flagship products, ARZU STUDIO HOPE rugs and Peace Cord® bracelets, directly benefit Afghans in the form of fair wages and social benefits, rather than accruing to investors or shareholders.

From a starting point of only 30 carpet weavers, ARZU has created over 700 private sector jobs and provided direct social benefits in Bamyan Province, Afghanistan. The ripple effect of ARZU’s work today impacts the lives of tens of thousands of Afghans. Central to ARZU’s approach is the Social Contract with weaver families. ARZU agrees to pay women the market rate for weaving plus up to a 50% quality incentive bonus. In exchange for the extra income, families must agree to send all children under the age of 15 to school full-time, to allow women in the household to attend ARZU literacy classes and to allow ARZU to assist pregnant women and newborns in obtaining pre- and post- natal care.

Press Contacts:

For Coalesse and ARZU (Trade only)

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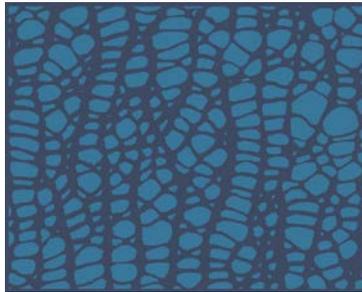
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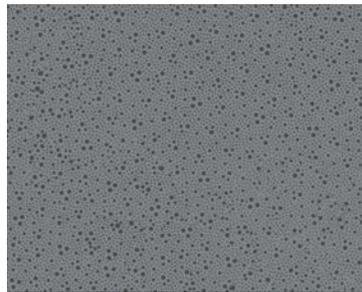
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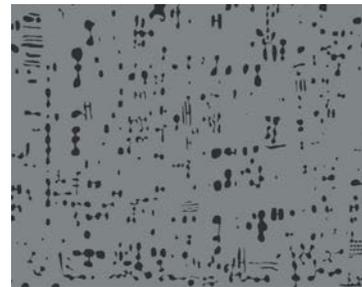
Condensation



Dreams



Light



Merge



Milestone



Path



Progress



Resourcefulness



Tooth

