

JONATHAN ADLER

BUSINESS TO BUSINESS



INSIDE:

TRADE • CONTRACT & HOSPITALITY
INTERIOR DESIGN SERVICES
CORPORATE GIFTING • PARTNERSHIPS



JONATHAN ADLER *is...*



MORE THAN A STORE

As a business to business partner, Jonathan Adler is *everything*:

TRADE

Every designer's secret weapon

CONTRACT & HOSPITALITY

A commercial designer's resource

INTERIOR DESIGN SERVICES

From refreshes to redesigns

CORPORATE GIFTING

For your 9-to-5 folks

PARTNERSHIPS

We're the collaborator you deserve

JONATHAN ADLER *is...*

EVERY DESIGNER'S SECRET WEAPON

We get it. Jonathan is a designer, just like you.
As a **trade program member**, access these exclusives:

- 25% OFF DESIGNER DISCOUNT
- EARLY ACCESS TO PROMOTIONS
- TAX EXEMPT PURCHASING FOR QUALIFYING ACCOUNTS
- CUSTOM UPHOLSTERY & C.O.M. OPTIONS
- PERSONALIZED SERVICE

APPLY NOW:

jonathanadler.com/trade | Contact trade@jonathanadler.com



JONATHAN ADLER *is...*

A CONTRACT & HOSPITALITY RESOURCE

Commercial design professionals and business owners, we have you covered too. As a **contract program member**, access these exclusives:

SPECIALIZED PRICING STARTING AT 25% OFF

NO ORDER MINIMUMS

LARGE-SCALE PROJECT PRICING OPPORTUNITIES

ACCESS TO OUR GLOBAL SUPPLY CHAIN

EXTENSIVE CUSTOM CAPABILITIES, INCLUDING C.O.M.

CONTRACT-FRIENDLY FURNISHINGS

CUSTOM HOSPITALITY AMENITIES

APPLY NOW:

jonathanadler.com/contract | Contact contract@jonathanadler.com





CONTRACT-FRIENDLY
UPHOLSTERY, CASE GOODS & LIGHTING

From a luxe lobby to a massive resort, there's no destination our styles won't transform. We offer 100+ contract-friendly SKUs, each design-driven and engineered for use in commercial and hospitality environments.

Learn more at jonathanadler.com/contractfurniture



JONATHAN ADLER *is...*

AN INTERIOR DESIGN COMPANY, TOO

Based in New York City, our interior design team is available to hire for a full range of services, from large scale hospitality projects and commercial interiors to bespoke small business spaces. Our **Interior Design Services experience** includes:

INTERIOR DESIGN

Dedicated design professionals focused on creating a unique environment.

PLANNING + PRODUCTION

Experts in all manufacturing processes, from exacting standards to quality checks.

ACCOUNTING

Support to ensure timely vendor payments so no part of your project is left in limbo.

PRODUCT DEVELOPMENT

Our in-house product design team addresses any custom furnishings and décor.

OPERATIONS + LOGISTICS

Efficiency specialists committed to all-aspect shipment and delivery management.

MARKETING + PR

Industry pros ready to create and coordinate materials for publicity, events, and more.

LEARN MORE:

jonathanadler.com/interiordesign | Contact interiors@jonathanadler.com



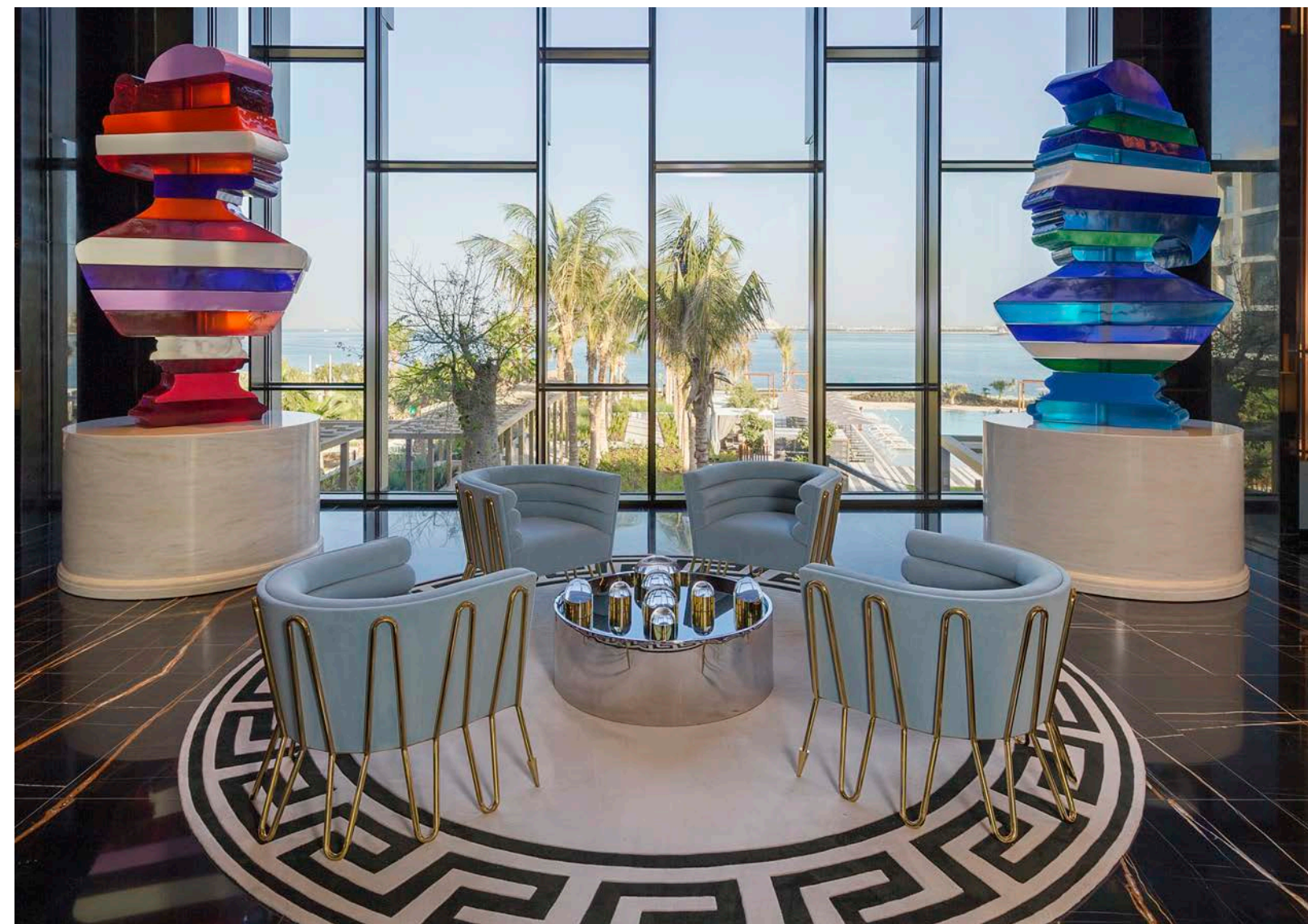
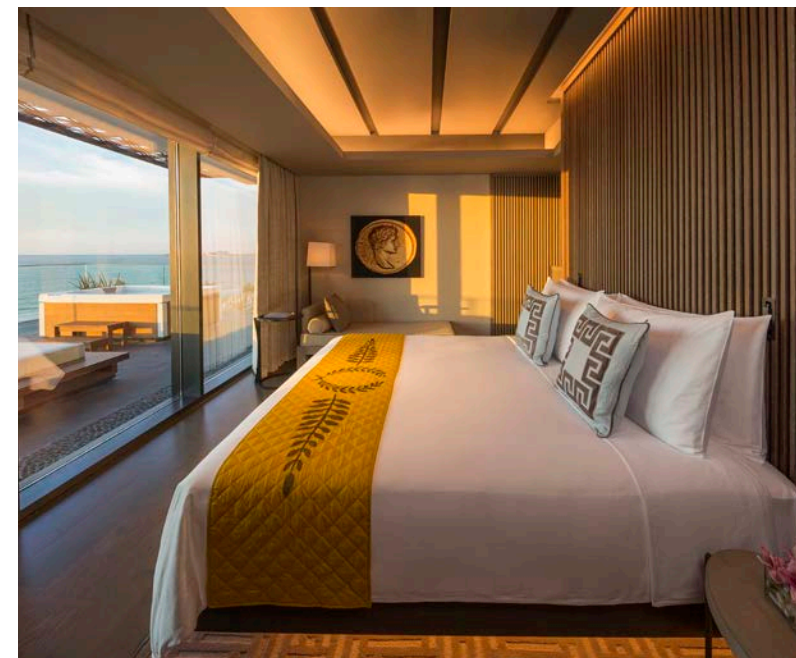
WHAT WE CAN DO FOR HOTELS

- Design guest & bath rooms
- Concept in & outdoor recreational environments
- Create public sculpture
- Design exclusive furniture and décor, including custom pieces
- Curate extensive accessory, textile, sculpture & art programs



ANDAZ WEST HOLLYWOOD

PARKER PALM SPRINGS



EAU PALM BEACH RESORT & SPA

CAESARS PALACE, BLUEWATERS HOTEL DUBAI

WHAT WE CAN DO FOR RESTAURANTS

Create a distinct dining experience rooted in a sense of time, place & mood

THE LEMONADE STAND



BREEZE BAR



CONTRACT DINING CHAIRS



MR. PARKER'S

What if the Parker were a missus and she had a boy toy? Enter Mister Parker's, a world class French restaurant dressed like the ultimate dandy with a penchant for psychedelia.



COUNTER REFORMATION

An intimate single-counter wine bar and small plates spot should lean into the moody nuances of a nighttime rendezvous.

NORMA'S

Quintessential Cali—a bright and sunny open air terrace by day, it glows warmly at night when the votives come out.

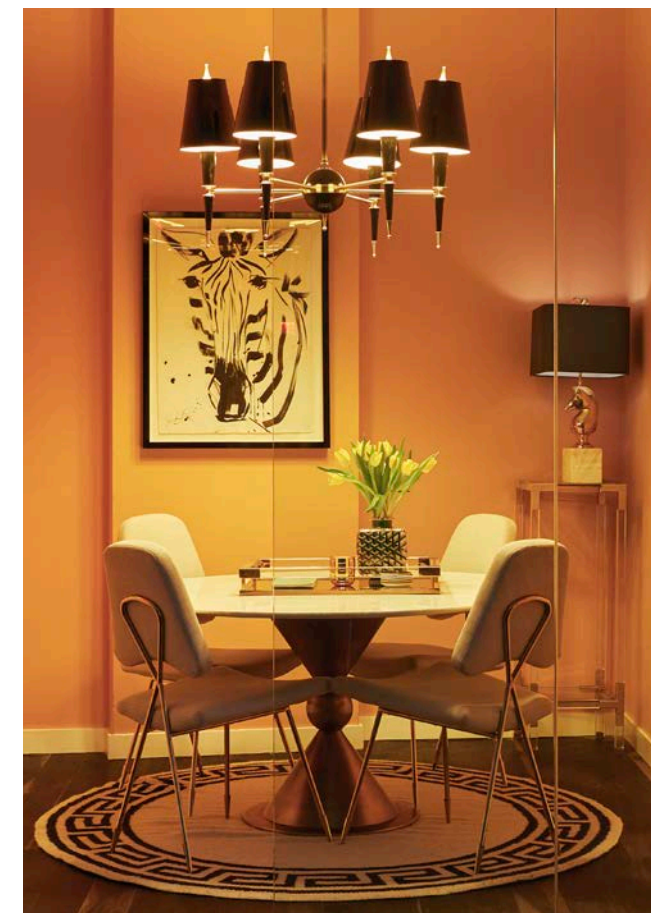
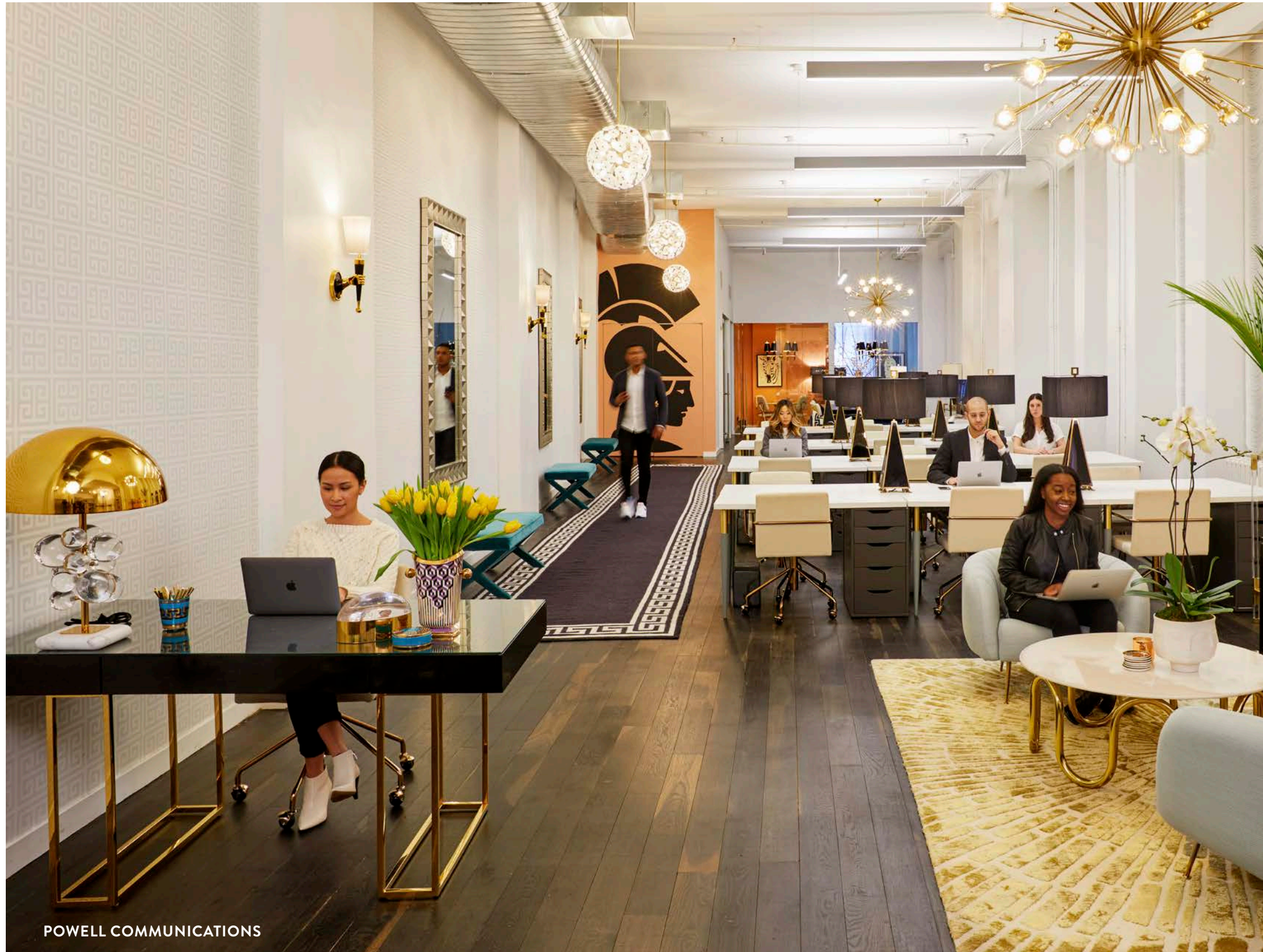


WHAT WE CAN DO FOR
CORPORATE SPACES

Bring in a not-so-corporate mix of luxury and surprise

Introduce bold graphics, patterns and textures

Prioritize comfortable, durable furniture and inviting lighting

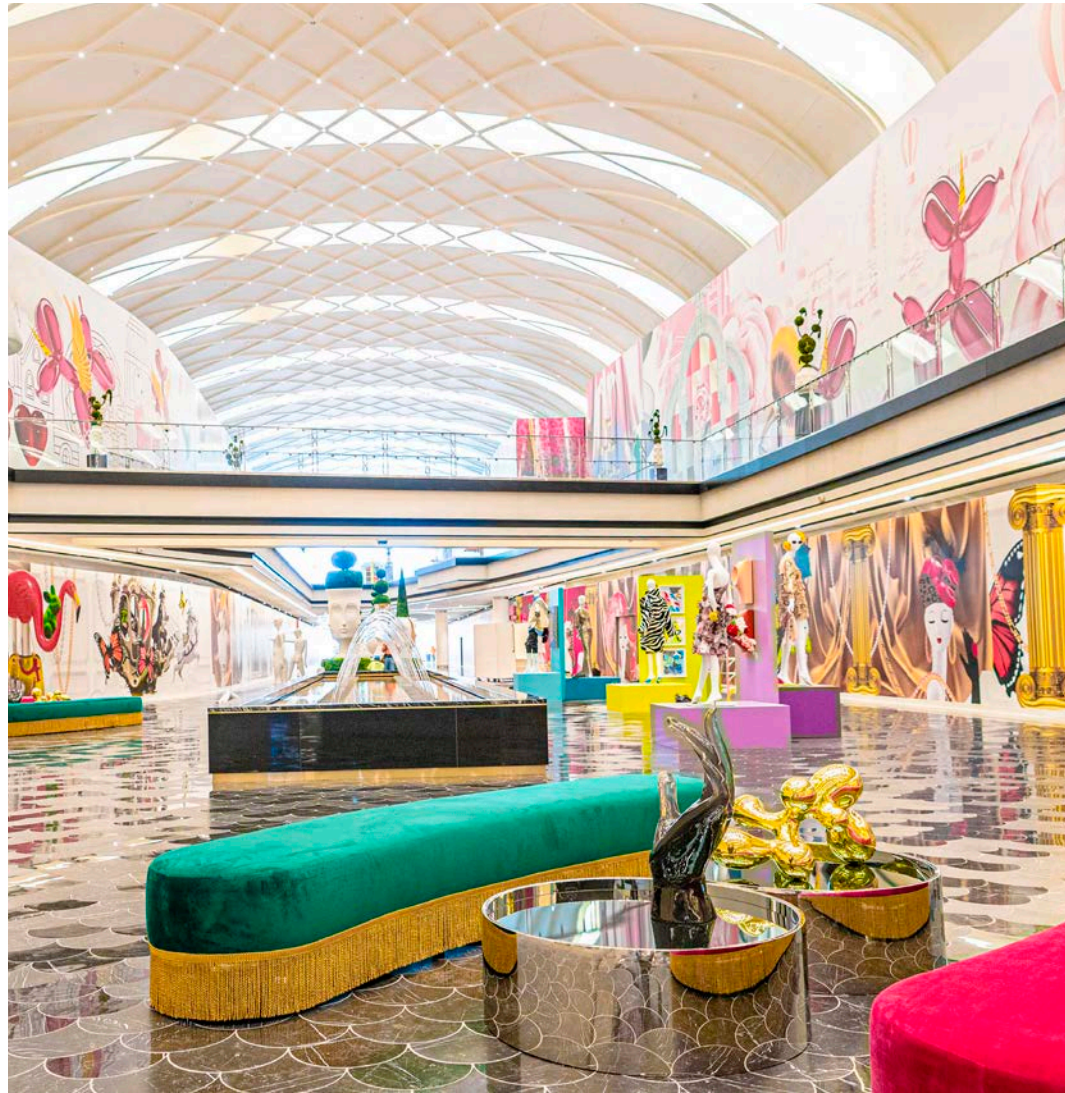


WHAT WE CAN DO FOR
ENGAGING ENVIRONMENTS

Create an experiential destination (like an oversized surrealist sculpture garden, natch!)

Work in plush seating plans

Engineer spaces for family friendliness and high-traffic wear



AMERICAN DREAM MALL



WHAT WE CAN DO FOR

MODEL APARTMENTS

Create fully furnished and styled model homes designed to highlight any property's floorplans and features

Leverage our in-stock product to meet timelines

Garner marketing and PR opportunities by utilizing the Jonathan Adler brand



JONATHAN ADLER *is...*

YOUR CORPORATE GIFTING GURU

Whether you're gifting in small batches or for a major event, we can help you show your 9-to-5 folks—clients, colleagues, partners— how much you care with a custom gift that's guaranteed to get a mention around the water cooler. **Gift program exclusives** include:

- CUSTOM SOLUTIONS FOR A WIDE RANGE OF CLIENT NEEDS
- DEDICATED SUPPORT TEAM
- PRODUCTION CAPACITY FOR LARGE VOLUME ORDERS
- COMPETITIVE VOLUME-BASED PRICING
- CURATED COLLECTIONS TAILORED TO YOUR GIFTING OPPORTUNITY

LEARN MORE:

jonathanadler.com/corporategifting | Contact gift@jonathanadler.com



**IN STOCK &
MADE TO ORDER**

Leverage our cross-category assortment of made-to-order gifts, perfectly suited for any large scale gifting opportunity.

CURATION SERVICES

We offer expert-curated collections tailored to your unique gifting opportunity, including timeline, trends consideration. Volume pricing is available based on order quantities and product price point, ranging from under \$50, to \$100-\$200, and upwards of \$250+.

WHAT WE CAN DO FOR CUSTOM GIFTING

Incorporate your branding and logos

Apply custom color palettes

Create bespoke product shapes and silhouettes

Offer a range of couture materials and fabrications to choose from

Design special packaging





GIFTS FOR \$50ish



GIFTS FOR \$100ish



GIFTS FOR \$200ish



GO ABOVE & BEYOND

JONATHAN ADLER *is...*

THE PARTNER YOU NEVER KNEW YOU NEEDED (BUT YOU DO)

PRODUCT COLLABORATIONS

- Application of our iconic IP to your products
- Development of new products alongside your in-house design team
- Flexibility across category categories ranging from beauty, fashion, and accessories to home décor, consumer packaged goods, and electronics

MARKETING ACTIVATIONS

- Public-facing or private creative direction
- Co-branded sweepstakes for email acquisition
- Social media partnerships
- Posts on *J'Approved!*, the Jonathan Adler blog
- Emails to our robust customer database
- Use of Jonathan as a spokesperson, tapping into our engaged social media audience of over a million followers

EXPERIENCES

- Design-led installations for tradeshows and retail locations
- Large scale sculpture development for public display and social media engagement
- Event hosting at Jonathan Adler stores in the Us and UK, or at Jonathan's personal residences in Palm Beach, FL and Shelter Island, NY
- Speaking engagements where Jonathan connects directly with customers, product or interior designers, and business leaders on subjects ranging from creativity, design, trends, LGBTQ+, to entrepreneurship

LEARN MORE:

jonathanadler.com/partnerships | Contact pr@jonathanadler.com

#MHOME

PRODUCT COLLABORATION

For holiday 2019, Jonathan Adler and H&M Home introduced a collection of giftable home accents inspired by iconic Jonathan Adler pieces, including blankets, decorative pillows, ceramics, and more. The collaboration marked H&M Home's first-ever designer collaboration. The collection had an 80% sell-through at launch and was completely sold out in less than a week.



Ruggable

PRODUCT COLLABORATION

Jonathan Adler and Ruggable partnered to create a collection of machine washable designer rugs and doormats that reflect Jonathan Adler's hallmark: Modern American Glamour. Since launch in 2021, the Jonathan Adler x Ruggable collections have become Ruggable's most successful designer partnership.





PRODUCT COLLABORATION

In addition to designing a cobranded collection of baby gear called “Jonathan Adler Crafted by Fisher-Price,” Jonathan was appointed Creative Director. In this role he developed seasonal style guides that explored color, pattern, and character development for use by Fisher-Price’s in-house design team.



MORE PRODUCT COLLABORATIONS:



MARKETING ACTIVATION

Jonathan designed a custom wrap for one of BMW’s new models; the car was driven in the NYC Pride parade.



MARKETING ACTIVATION

A repeat partner, Kohler tapped Jonathan in 2012 to reimagine their iconic cast-iron sinks in some of our favorite hues. In 2023 Kohler once again engaged us, this time to celebrate their 150th anniversary, through a panel discussion at KBIS in Las Vegas, social media posts, and a custom JA-designed powder room on the Kohler campus for content creation surrounding the reissue of historic Kohler colors.



MORE MARKETING ACTIVATIONS:



EXPERIENCE

Jonathan brought Caesarstone’s quartz surface to life with an installation dubbed “Dreamland” at the Interior Design Show in Canada.





LET'S CHAT

Ready to collaborate? We can't wait to bring your vision to life with our specialized business to business solutions—no project is too big or too small.

Visit our website for more information
jonathanadler.com/B2B

TRADE

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CONTRACT & HOSPITALITY

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 (646) 603-6070

Upper West Side
 304 Columbus Avenue
 (212) 787-0017

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 8125 Melrose Avenue
 (323) 658-8390

San Francisco
 2133 Fillmore Street
 (415) 563-9500

FLORIDA

Miami
 4040 NE 2nd Avenue
 (305) 576-0200

ILLINOIS

Chicago
 676 N. Wabash Avenue
 (312) 274-9920

NEW JERSEY

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 1 American Dream Way
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