



Frankly speaking, we are not your ordinary label.
We do things a little **differently**.



Move Slow rug, color 27.



At Random rug, color 2303.

STAND YOUR GROUND

We live in a world where integrity is so often compromised for convenience. Quantity comes before quality, and attention, focus and silence are considered a luxury.

In this world, we stand our ground.

We come from a place that is known for its exceptional directness. Honesty and sincerity are valued above everything else. The people here are proud to celebrate the unique, the one-of-a-kinds.

It is a place that stands up for what it believes in. Where you can find calm and comfort in the midst of chaos. And where true class never goes out of style.

This is where we do business our own way.

A way that benefits everyone involved. The raw, natural materials we use are pure and trustworthy, as we demand to know exactly where they came from.

With a love for personal interior and bespoke textiles, we make all our products to measure. From inspiration, to artwork and final design. From architects and designers, that use our expertise to create their own masterpieces. From our strictly European production to high-end interior design stores all over the world.

All of us understand how important the little details are, and we are dedicated to every single step in the process.

Where true quality outshines abundance, that is where we claim our stake.

This is our ground. Stand yours.

WE PRODUCE ONLY IN EUROPE

And here's why.

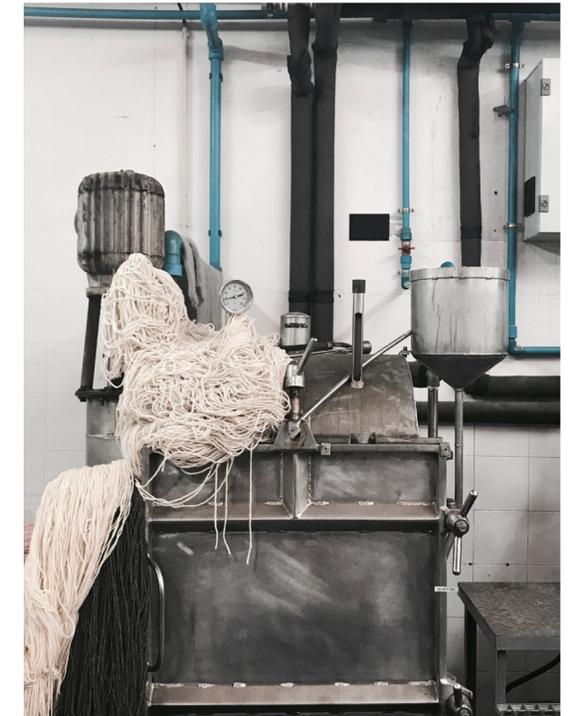
STANDARDS

For any creative label, the first goal is to design beautiful products that you love. To make sure that the product speaks for itself and that it is smoothly delivered to your customers doorstep with a smile.

For us, however, that is not enough.

We want to deliver a truly beautiful product of which we are completely sure that it came from somewhere good. That is was made by people who are being treated fairly. Who worked on this product in a good environment, and who got paid by their value. We want to know that its materials are pure and harmless. We want to make sure that our products are not only gorgeous, but that they are also straightforward.

And that is exactly why we produce strictly in Europe.



EUROPE

Here, we can trust that strict regulations on source-material, production and transport keep us all in check. The materials are pure, the processes regulated. The lead-times are short, the quality outstanding. You, in turn, can trust that you are purchasing a product that is honest, durable and beautiful.

The big advantage this way of producing gives us, is the speed and flexibility that comes with close-by production. That comes with short lines of communication, and a personal relationship between the label and the people in the factory. Because we choose to work this way we are able to provide our customers with one-of-a-kind rugs while maintaining really quick leadtimes. We can manufacture any rug, standard or custom, within 5 weeks.

MAKE A STAND

In our industry, and in many others for that matter, brands are manufacturing the simplest of products in the far east where labor is cheap, and the conditions for it are tragic. These products are then passed off as high-end results of exclusive craftsmanship that your interior simply can not do without. Because of a seemingly lower pricetag, consumers are tempted to close their eyes to the fact that somebody else is actually paying the price for them. This is something, that we can not stand for. It is something that we will not be a part of.

Now, we know that we are holding ourselves to a high standard. We know it is not the easy choice. And that it comes at a price. But for us, it is the right way. It is the only way we can honestly say: we can live with the choices we make. And we can be proud of the work we deliver.



Move Slow rug, color 3505.

THE MAGICAL MATERIAL THAT IS EUCALYPTUS

The truth behind our crowning jewel.

EUCA-WHAT?

Let us first explain what we mean by the word Eucalyptus. Eucalyptus is the name we give the yarn that we use in some of our rugs. Like wool, for instance, the yarn is called after the material it was made from. Our Eucalyptus yarn was made with the wood of European Eucalyptus trees. These trees form the natural source for the fibre that is then spun into a strong, shiny, natural yarn.

WHY IS IT SO SPECIAL?

Eucalyptus yarn is strong, soft, and has many different applications. Because it is made from Eucalyptustrees, it has most of the characteristics that a woodfibre naturally has, like great moisture management, strength and excellent anti-bacterial performance.

Moreover, the fibre is, compared to cotton and synthetic yarns, very sustainable. The trees can grow on soil that was rejected for the food industry, so there is no competition there. The trees that are used for the production of our Eucalyptus yarn are located in European forests, under strict management according to the FSC certificate. When the trees are cut, the process that they are treated in to create the fibre is a closed loop process, which means solvents and water are re-used and recycled. The solvents are even fully biodegradable. And if that wasn't enough, the production of Eucalyptus takes only 2.8% of the water that is needed to produce cotton. Need we say more? We don't think so.

FAKE? OR JUST REPRODUCED?

Fibres made from Eucalyptus trees are becoming more and more popular. There are many suppliers claiming to use, have or sell yarn made from Eucalyptus fibres. That doesn't mean that they are all equal. They may have the same name, but there is an immense difference in quality. Unfortunately, Eucalyptus is not a licensed brand name with a regulated quality. This means that suppliers get to call their product "Eucalyptus yarn" when only a small percentage of the yarn is in fact Eucalyptus. Because of this, suppliers can all have different recipes and therefore different qualities, but be able to sell it under the same productname. Still, the quality of the yarn depends on many factors, like the recipe of the manufacturer, the purity of resources and the manufacturing processes. One yarn will always be better in quality than the other. One is the king, and one has to be the jack. The trick is knowing how to tell a weak yarn from a strong one.

OUR YARN

Now, what sets our yarn apart from the rest? That is a very good question. And it has a very good answer. Because we produce in Europe. The trees used for our yarn grow on European soil. The pulp is processed by European companies. It is dyed, spun, and made into rugs in our very own continent. This means that our products have the European stamp of approval for sustainability and durability, which means a lot, since regulations are superstrict on this side of the world. It also means that we can sleep at night, knowing that there were no underpaid, under appreciated hands forced to work on these rugs. That there is no gigantic amounts of water spilt to make a beautiful piece of textile. And, perhaps the most important part: we can be 100% sure that we are not settling for less than 100% of actual, pure Eucalyptus material.

We feel good knowing that the people we work with have the materials, knowledge, experience, the skill and the freedom to work on the standard that we hold dear. And we are not willing to compromise that for anything.

This is our ground. Stand yours.



Move Slow rug,color 27.

Proud of the work we do,
and the **people** we do it with.

MEET THE TEAM



FEMKE

Back in the day, young career-maker Femke quickly acquired all the skills she needed to found her own company in textiles. Business school? Check. Director of a big textile company? Check. Found the right partner in business and in life? Check. Commercial chief Johan and businesswoman slash textile-fanatic Femke founded the company together when she was pregnant with their first child. It was a dream coming true in many aspects, and a whirlwind of madness in some. But Femke has found that these two things often go hand in hand. Daily, she carefully balances the challenges of running your own company and being a mom of two. She delegates and redirects as needed, keeping in mind the grand scheme of things while paying close attention to the details of every move made. She forms the soul of the company: the respectful elegance and uncompromising allegiance she brings to the table are evident in every fibre of the company and make for a beautiful and trustworthy brand.

Besides being the face and representative of the brand, dealing with architects and other special requests is Femke's forte. Call her if you want something extraordinary and she'll make that happen for you.

JOHAN

You have no idea how much Johan wishes there was a boy on his team. Don't get us wrong, he likes all the girls in the office, but sometimes he just wants to kick back with a beer, and not talk about feelings. And have ketchup in the fridge. It's not a lot to ask. That's why on some days, he's extra happy to be on the road. He drives his Volvo to all corners of the country to campaign our way of working and our collection of products. Also, minor thing, he co-founded the brand and he is the boss. He and Femke form the spearpoint of Frankly Amsterdam, the rock on the top of the pyramid. He will always be watching over the interest of the brand, the future of the company, and is willing to protect it with all 2.05 meters of him. Daring, excited, and sharp as a knife, this self-taught hustler doesn't shy away from a challenge. Like a full-on namechange after 7 years of growth for instance. In fact, there's a good chance he'll have come up with the crazy idea himself.

Call the big boss for a meeting, collaboration, sales or otherwise.
He's friendly. Really.





JANNA

The curly haired stormtrooper with the quick wit. That's Janna. In a hectic office-environment she is always looking for the right story to tell. And the best way to tell it. She is our in-house designer and communications expert who rocks our world with words, designs, drawings, ideas, jokes and mad, mad skills. This girl really does it all. She is in charge of the continuous development of the collection. She is the one to hold responsible for all texts. All presentations and graphics. Anything campaign, press or online related and all special designs. Also, being the designated nerd in the office, her colleagues bother her daily with questions about software, the server, and WHY is the printer not working? All equipment in our office only ever obeys Janna's magic touch. It's really the only reason why we all put up with her constant singing.

Janna is the one you go to if you have any requests concerning new developments, special designs, press, our website or anything nerdy or funny. She likes that too.



LISA

Sometimes, managing to gleefully handle all internal business for Frankly Amsterdam can be as tough as walking in 20cm heels. On a balancing beam. In the rain. Lisa can do both. This versatile lady aims to assist our customers and bosses our logistic team around Europe on a daily basis. She is basically the driving force behind our day-to-day affairs and she never quits, like the powerhouse she is. We're serious, the woman barely takes a vacation. But when she does, she disappears to Italy for a couple of weeks, and comes back with the best wines of every region in the trunk.

Lisa is the one you talk to when you have questions about our products or your order. She knows everything.



STACY

They call her Stacy, 'cause that's her name. This feisty, beautiful lady has been added to the team to assist Lisa and Janna with their daily tasks. Stacy is the master in all things manageable, because her ability to organise and to fix any issue is sort of baffling. She simply picks a target, calmly aims her shot, takes it, and she gets. The job. Done. Her household must run super smoothly because of it. With her black-painted fingernails, black hair, and her outstanding sense of fashion she makes a sweet, cool mom that is just a little bit dangerous. She just doesn't take no for an answer, except maybe from her adorable toddler son. Every now and then, she will bring him by the office when we are all in desperate need of a tiny little pick-me-up. And he gets the job done too.

Call Stacy if you have any questions about the production of samples, your pending order or anything organizational that has to do with the collection. And don't be afraid, she fights her battles with a smile.

ANOUK

This little firecracker takes aesthetics and interior very seriously. With Anouk, it's all about style, grace, and the tiny little details that make the whole. No wonder she and Frankly make a good fit. After working at the front desk for a couple of years, she joined Johan and Femke in the field, and is now meeting with and charming our dealers, architects and customers alike. Next to this, she uses her skills of creation, her keen eye and her love for aesthetics to consult Janna in many a creative matter. You can trust Anouk to always speak her mind, gently but clearly. She is one of those people that will never cease to surprise. She's a walking paradox. With her fingernails perfectly polished, she twerks on the weekends and drives her bosses car like she rides her motorcycle: fearless, with true grit and just a little bit mischievous.

Anouk is the one to call about setting up a meeting. Any meeting. Want to place an order? To see the collection? Have any questions? Call her. She'll hook you up.



INGE

Inge was there from the very beginning. Inge helped Femke set up the label. She was the creative force behind the brand, which she helped guide to adulthood with her careful approach and her signature chilled-out, calm-as-the-sea attitude. On many Frankly-fronts she has battled some kind of war. Production, branding and now even finances. She is a jack of all trades, and she will probably always be involved in some part of the company. Inge is also Johan's no-bullshit, never-whiny sister, with the long legs and the friendly face. This character of hers is sure coming in handy now that her second baby is born. Taking care of two little boys at home definitely puts the office-insanity in perspective.

For questions about financial matters, talk to Inge. She can tell you all about it.



NOOR

This is Eleonora, or Noor, if you will. With a fresh degree in communications and a few years of office-experience, Noor sits at the front desk and finds her way in the interior branche. Like a social chameleon, this lovable little lady got comfortable with everyone in the team in no time. With a charming attitude and a down-to-earth sense of humor, she manages all daily affairs with a laugh and total dedication. She, Lisa and Stacy play out all possible problems and obstacles together, and they look so damn effortless doing it. She even knows how to boogie in the bar. We're sure you can understand that we are not letting her go anytime soon.

Noor can help you with anything office related. If you're nice to her, she may even make you a cup of her famous cappuccino.

OUR COLLECTION

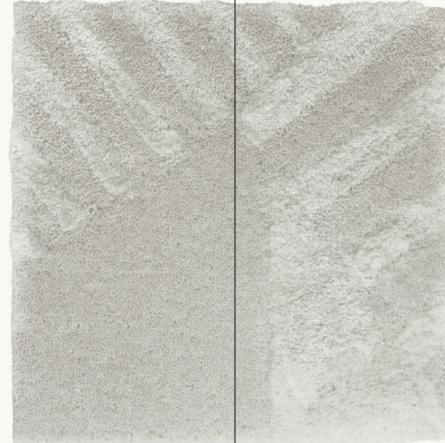
Of made-to-measure rugs. Many more colors available.



At Ease



At Random



Cross Over



En Suite



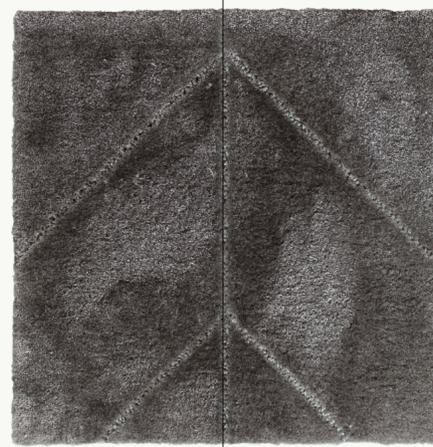
Perfect Match



Move Slow



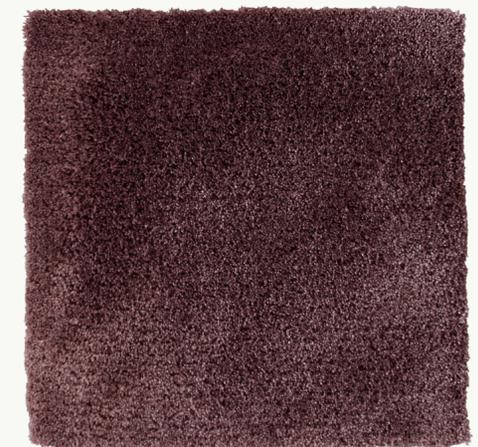
Full Circle



Chasing Light



Higher Ground



Colour Me

OUR COLLECTION

Of throws, bedspreads and high-quality bedding made in Europe.



Truly Yours



Bright Side



Early Bird



Kings Comfort



Morning Glow bed linen, Kings Comfort bedspread. Find more bed linen qualities and color options online.

WE CAN DO ANYTHING

Anything you want. Just try us.

WE ALL WANT SOMETHING DIFFERENT

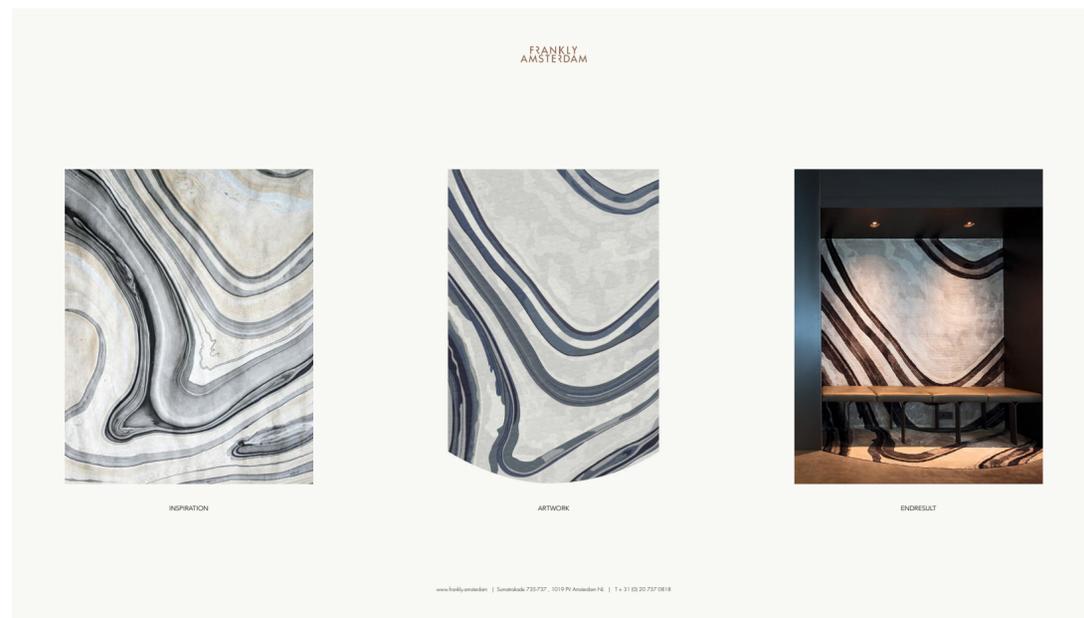
Look, we know it's a cliché to say that everyone is unique. But cliché or not, it's true. We are all different. We like different things. We are different people. And we should all be able to let our surroundings express exactly who we are.

That is why, next to our standard collection, we also offer the possibility to customize endlessly, and even design your own rug entirely. Together with us, you can make sure that your rug is precisely how you want it. That it seamlessly fits your interior, your style, and the space you have reserved for it.

THIS IS HOW IT WORKS

You explain to us what you want. Tell us in a meeting, over the phone, or send us an email with your inspiration. It can be as simple as a picture, a drawing or a written idea.

We take that inspiration and we start sketching. With our extensive ranges of materials and colors we create your very own custom design. We send you an artwork to review, which we can adjust according to any feedback you may have. You can determine material, color, size, shape, height, technique and even density. We keep adjusting until you are completely satisfied with the design. We make a sample for your approval, and only then will we start the production of your special rug.

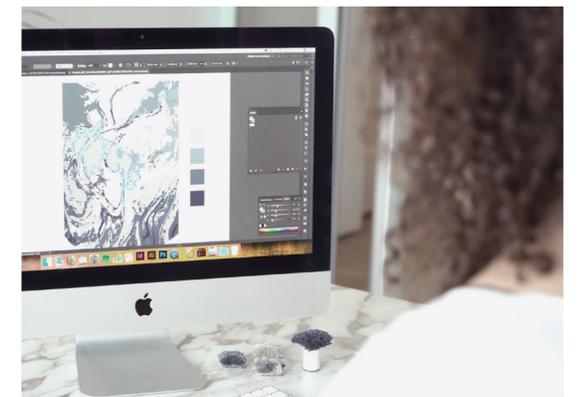


Our Eucalyptus colorbox of no less than 110 colors. Find more information online.

WE'RE FAST TOO

And here's the best part about it. It doesn't take us months to produce your masterpiece. We can have your rug produced, shipped and delivered to your doorstep in 5 weeks.

We love doing what we do. We truly enjoy working with creative minds to create something extraordinary. And we pride ourselves in doing it accurately, quickly and frankly in Europe.



We love it when a **project** comes together.
Especially lovely ones like these.



Boutique Hotel Parc Broekhuizen, Leersum. Design by Judith van Mourik, photo by Ronald Zuidinga.



Boutique Hotel Parc Broekhuizen, Leersum. Design by Judith van Mourik, photo by Ronald Zuidinga.



Restaurant MOON in A'DAM toren, Amsterdam. Design by TANK Architects, photo by Theo Krijgsman.



Hotel The Dylan, Amsterdam. Design by Studio Linse, photo by Roel Ruijs.

Get in **touch** some time.
We'd love to hear from you.