

KISABETH FURNITURE | CARL BY KISABETH

LOGO



SAVE THE DATE
DIRECT MAIL

SAVE THE DATE

for the **VIP preview** of kisabeth furniture's **60th anniversary capsule collection**. Be among the first to see archival styles **60 years in the making**.

VIP PREVIEW EVENT
Fort Worth Showroom ■
friday, september 28 | 5:00 - 8:00 pm
5320 glenview dr | fort worth, tx

rsvp:
laurel mcouen
lmcouen@kisabethfurniture.com
817.281.7560

KISABETH FURNITURE

Carl
by kisabeth



KISABETH 60 YEAR ANNIVERSARY ARCHIVAL FURNITURE COLLECTION

1958

visit us at kisabethfurniture.com

KISABETH FURNITURE
KISABETH FURNITURE • 5320 GLENVIEW DR, FORT WORTH, TX 76117

Carl
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If you can't make the VIP preview event in fort worth, please join us in the dallas showroom for the official launch event or open house.

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friday, september 28 | 5:00 - 8:00 pm
5320 glenview dr | fort worth, tx

LAUNCH EVENT
Dallas Showroom ■
thursday, october 11 | 5:00 - 8:00 pm
1313 scoum st | dallas, tx

OPEN HOUSE
Dallas Showroom ■
thursday, october 15-19 | 9:00 - 5:00 daily
1313 scoum st | dallas, tx

rsvp:
lmcouen@kisabethfurniture.com | 817.281.7560

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SAVE THE DATE
EMAIL

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for the VIP preview of kisabeth's 60th anniversary capsule collection featuring styles from our archive.

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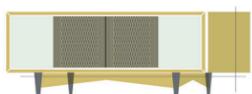
*Can't make the preview?
Join us in Dallas for the launch.*

*Can't make the launch?
Swing by the open house.*

LAUNCH EVENT
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1958

VIP PREVIEW & LAUNCH
Featuring:

- SPECIALTY COCKTAILS BY THE PROPER
- BRENNAN VINEYARDS' AWARD-WINNING WINE
- FABULOUS 1950'S FARE
- PHOTO OPPORTUNITIES
- MODERN LANTERN CORDLESS LAMPS
- LILLY KRAL FINE LEATHERS
- JODY KLOTZ FINE ART
- FACTORY TOURS IN FORT WORTH

Prizes + Surprises!



EMAIL INVITE
PREVIEW & LAUNCH

PLEASE JOIN US

for the dallas launch of kisabeth's 60th anniversary capsule collection featuring styles from our archive.

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Enjoy:

SPECIALTY COCKTAILS BY THE PROPER • BRENNAN VINEYARDS' AWARD-WINNING WINE • FABULOUS 1950'S FARE • MODERN LANTERN CORDLESS LAMPS • JODY KLOTZ FINE ART •

Prizes + Surprises!

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CELEBRATING 60 YEARS OF FURNITURE MAKING

1958



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Enjoy:

SPECIALTY COCKTAILS BY THE PROPER • BRENNAN VINEYARDS' AWARD-WINNING WINE • FABULOUS 1950'S FARE • MODERN LANTERN CORDLESS LAMPS • LILLY KRAL FINE LEATHERS • JODY KLOTZ FINE ART • CONTEMPORARY ART BY WYATT WOODRUFF ADAMS & KIRBY CRONE • FACTORY TOURS IN FORT WORTH •

Prizes + Surprises!

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KISABETH FURNITURE | CARL BY KISABETH

DIRECT MAIL
INVITATIONS
PREVIEW & LAUNCH



FEATURES CUSTOM STAMP, CUSTOM FAUX-STAMP STICKERS AND STICKER CLOSURE, VELLUM FLY SHEETS WITH COPPER FOIL LETTERING, AND INTERACTIVE DIE CUT POP-UP CHAIR INSERT WITH COPPER EDGING AND DEBOSSSED ELEMENTS.

TWO ITERATIONS, ONE FOR THE VIP PREVIEW AND THE OTHER FOR THE OFFICIAL LAUNCH.

KISABETH FURNITURE | CARL BY KISABETH

SOCIAL MEDIA



ILLUSTRATED GIF
CAMPAIGN



kisabethfurniture • Following

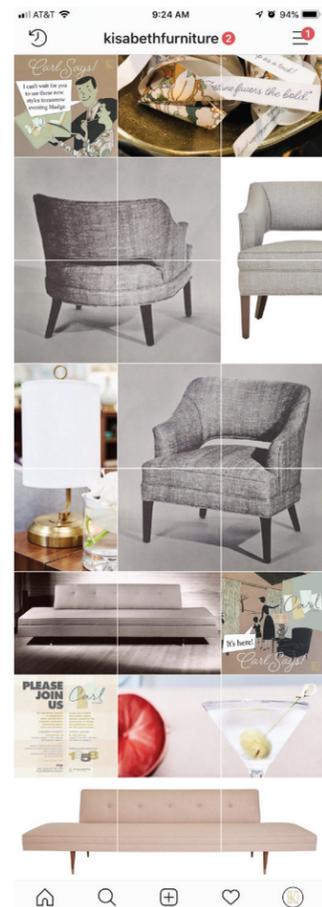
kisabethfurniture We've been handcrafting furniture since 1958, so we're celebrating our 60th with Carl, an archival collection named for our founder and inspired by our styles from the 1960s. It's Kisabeth, it's kismet, it's Carl. See all 7 illustrated here, then see them in person at our Dallas launch next Thursday, 10/11 from 5-8 pm. #fromourarchives #comingsoon #carlcollection #kisabeth #kisabethfurniture #furniture #furnituredesign #handcrafted #builttoorder #newcollection #productlaunch #staytuned #comingthisfall #residential #commercial #hospitality #midcenturymodern #midcentury #midcenturymodernfurniture #fromourarchives #kismet #kisamet #kisamet2018 #carlcollection2018



74 views

DID YOU SEE THE ANIMATIONS?

VISIT TINYURL.COM/CARL-SOCIALGIF-SAMPLE



MULTI-TILE PRODUCT
CAMPAIGN,
INCLUDING GIFS

DID YOU SEE THE FULL SERIES?

VISIT OUR INSTAGRAM @KISABETHFURNITURE.

KISABETH FURNITURE | CARL BY KISABETH

HOLIDAY
CAMPAIGN

DIRECT MAIL
HOLIDAY CARD



EMAIL



MULTI-TILE SOCIAL
CAMPAIGN



HOLIDAY PARTY
INTERNAL INVITE



PRESS RELEASE



KISABETH
FURNITURE

FOR IMMEDIATE RELEASE: 10/29/18

Laurel C. McEuen
Creative Director
Kisabeth Furniture
(817) 614-7979
lmceuen@kisabethfurniture.com

The Mid-Mod Vibe is Alive: Kisabeth Furniture's 60th Anniversary Archival Capsule Collection, *CARL by Kisabeth*.

FORT WORTH, TEXAS — In 1958 Carl Kisabeth began handcrafting residential and commercial furnishings that were the epitome of mid-century modern style, all executed with traditional furniture-making techniques handed down from generation to generation, the very same techniques still used by Kisabeth Furniture craftsmen today. Kisabeth Furniture marks its 60th anniversary with the release of their archival capsule collection *CARL by Kisabeth*. The collection draws its inspiration from the earliest days of Kisabeth's beginnings, relying heavily on mid-century modern lines, styles, and patterns from the Kisabeth archive. The collection consists of seven distinctive pieces that work individually or together as a group. A low-slung sofa is the central focus of the capsule, complemented by a groovy, organic sling-back chair and matching ottoman, a credenza accented with imported copper laminate from the period, a stylishly long coffee table also accented by period copper laminate, a sophisticated lounge chair that comfortably works as a single or a set of two, a standing bar that fits perfectly into the background and can be rolled out to mix cocktails and serve drinks, and a geometric-patterned screen, setting just the right mood for the room. Both the sofa and lounge chair are original styles from 1958, built with old patterns to match archival photos.

To commemorate the anniversary, Kisabeth debuted *CARL by Kisabeth* at a VIP Preview Friday, September 28, from 5:00 to 8:00 PM at their Fort Worth Manufactory on Glenview Drive. The VIP Preview was followed by the official Launch Event Thursday, October 11, from 5:00 to 8:00 PM at Kisabeth's Dallas Showroom in the Design District on Slocum Street. The entire collection remains on display at the Dallas Showroom from 9:00 AM to 5:00 PM daily. Both the VIP Preview and the Launch Event included midcentury-inspired cocktails crafted by The Proper as well as Brennan Vineyards award winning wine, which perfectly complemented the fabulous 50s fare by Chadra Mezza and Grill. Original midcentury works of art from Jody Klotz Fine Art and contemporary works by fine artists Wyatt Woodruff Adams and Kirby Crone will also be on display. Prizes and surprises were had!

Stop by the Dallas Showroom to view *CARL by Kisabeth* and help Kisabeth Furniture celebrate building furniture that stands the test of time since 1958. Enjoy the kismet of it all – they're turning 60 with the 60s!

About Kisabeth Furniture Company: With a showroom in the Dallas Design District and its main manufactory in Fort Worth, Kisabeth Furniture has been handcrafting built-to-order furniture since 1958. Kisabeth Furniture's manufactory is located at 5320 Glenview Drive, Fort Worth, Texas 76117. Kisabeth's Dallas Showroom is located at 1313 Slocum Street, #101, Dallas, Texas 75207.

Contact Information: Laurel McEuen, Creative Director (817) 614-7979, lmceuen@kisabethfurniture.com.

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FORT WORTH SHOWROOM & MANUFACTORY
5320 GLENVIEW DRIVE • FORT WORTH, TEXAS 76117
TELEPHONE: 817.281.7560

DALLAS SHOWROOM
1313 SLOCUM STREET, #101 • DALLAS, TEXAS 75207
TELEPHONE: 214.745.1340

Milestones

The 1958 Sofa, shown in a shimmering Robert Allen Gleam Dream textile in Blush, has white oak legs hand finished with oiled walnut and brass ferrules.



Feeling Groovy at 60



The Carl Collection coffee table and credenza are constructed of white oak with an oiled walnut finish. The imported copper laminate accent for the magazine shelf and credenza doors dates to the mid-20th century. Sourced by Kisabeth owner Joy Webster, the material is available in limited quantities and a handful of patterns.
Photos by Aaron Dougherty

Fort Worth furniture maker Carl Kisabeth began handcrafting his home and office pieces in 1958, leaning into classic midcentury modern styles while refining traditional furniture-making techniques.

Those techniques, handed down from generation to generation, still define the craftsmanship for which Kisabeth Furniture is known today. If you've dined at Waters or Paris 7th in Fort Worth, chances are you've made yourself comfortable in one of the company's signature banquettes.

To mark the 60th anniversary, creative director Laurel McEuen took inspiration from archival company photographs. The result: a time capsule collection of seven distinctive pieces brought to life by the Kisabeth team with a strong midcentury vibe. Baby boomers and hipsters alike will covet it all. Both the Thursday Chair and the 1958 Sofa date to original designs from that auspicious year, with the new renditions built from archival drawings to match historic photos. The low-slung sofa is complemented by a groovy leather sling-back chair and ottoman in addition to the sophisticated lounge chair that redefines sitting pretty. Upholstered pieces wear fabrics sourced from Robert Allen and Fabricut. A credenza is accented with imported copper laminate from the period, and a coffee table is highlighted by the same retro material. A geometric-patterned screen acts as a versatile mood setter with the right amount of attitude. Oh, and the Carl Collection features a standing bar, because what midcentury scene would be complete without one?

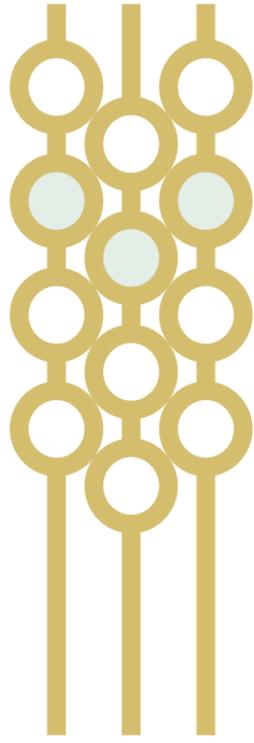
— Babs Rodriguez



PRESS
360 WEST

KISABETH FURNITURE | CARL BY KISABETH

CUSTOM DECOR



WINDOW CLINGS

INSPIRED BY THE
CARL COLLECTION
ROOM SCREEN, DOROTHY



CARL CUT-OUT

INSPIRED BY KISABETH'S
FOUNDER, CARL &
COMPANION PIECE TO
"CARL SAYS" COLLATERAL



LANTERNS

KISABETH FURNITURE | CARL BY KISABETH

CATALOG

SEE THE FULL
CATALOG AT
[TINYURL.COM/
CARLBYKISABETH](http://TINYURL.COM/CARLBYKISABETH)



PRICE LIST

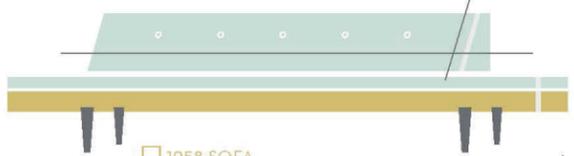


Kisabeth Furniture celebrates our 60th Anniversary with a special archive capsule collection.

You've been craving midcentury design. The expression of a moment where the Machine Age meets Organic Modernism and heads swiftly through the Post-War Era to you. Its streamlined proportions thoughtfully mingle with delicate handcrafted form, denouncing mass production. It evokes all that's modern, and yet, its origins are surprisingly simple. You begin to imagine it in your favorite fabric and finish. Do you need more than one? Luxury doesn't have to be complicated. Here's proof.

KISABETH 60-YEAR ANNIVERSARY ARCHIVAL FURNITURE COLLECTION

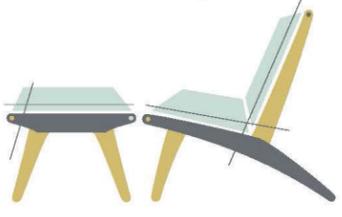


☐ 1958 SOFA
\$4,196 COM



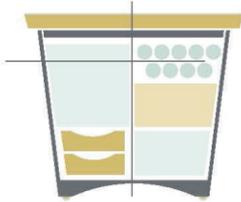
☐ THURSDAY CHAIR
\$2,296 COM



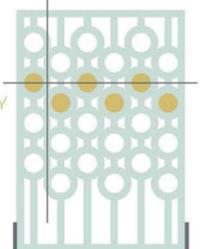
☐ LON SLING CHAIR & OTTOMAN
CHAIR \$1,124 COL | OTTOMAN \$748 COL



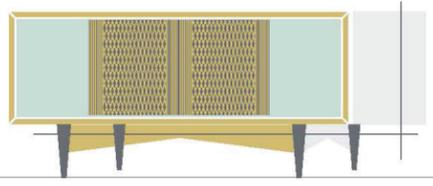
☐ THURMAN
\$2,014 + COPPER



☐ DOROTHY
\$2,996



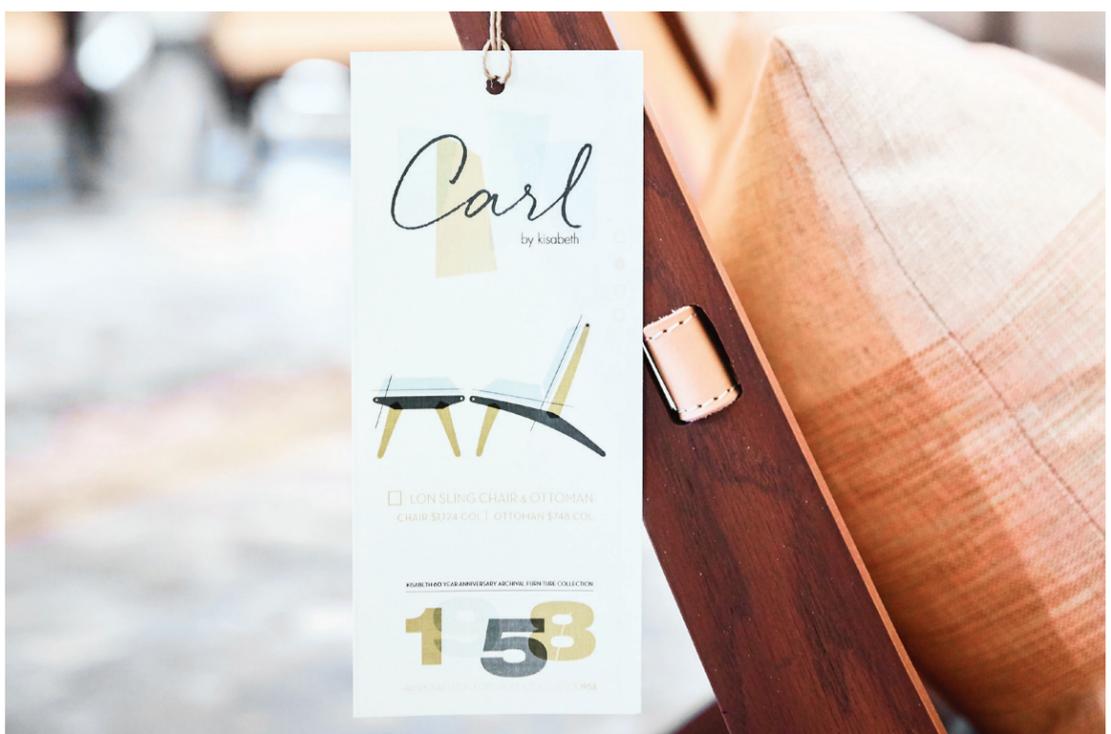
☐ HOLLIS
\$15,196 + SOLID SURFACE & HARDWARE



☐ PERRY
\$3,986 + COPPER

* For upholstered pieces, price does not include fabric.
Call 817.614.7979 to place an order or start a custom project.
HANDCRAFTED IN FORT WORTH, TEXAS SINCE 1958
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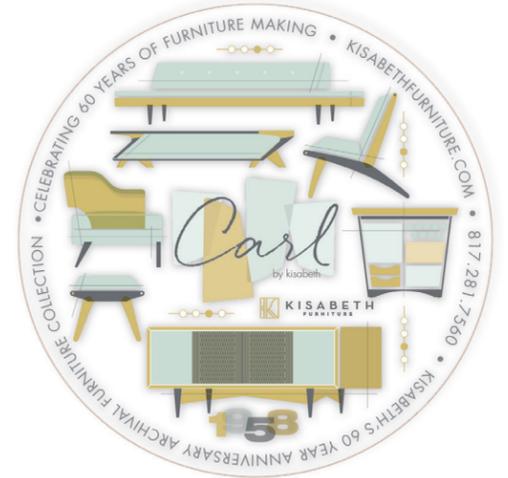
FURNITURE TAGS



EVENT TAKEAWAYS



PAPER FORTUNE
COOKIES



CUSTOM LOGO
MACARONS



KISABETH FURNITURE | CARL BY KISABETH

1958 AD CAMPAIGN



CELEBRATING 60 YEARS OF FURNITURE MAKING

1958

KISABETH CUSTOM SOFA, ARCHIVAL PHOTOGRAPH, 1958

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CELEBRATING 60 YEARS OF FURNITURE MAKING

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KISABETH CUSTOM SOFA, ARCHIVAL PHOTOGRAPH, 1958

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KISABETH CUSTOM CHAIR, ARCHIVAL PHOTOGRAPH, 1958

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