
From: Kathy Ruemmler [REDACTED]
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Subject: The Interior Designers Behind Ashe Leandro Couldn't Find the Furniture They Wanted, So They Made Their Own Line - WSJ

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Th= Interior Designers Behind Ashe Leandro Couldn't Find the Furniture=They Wanted, So They Made Their Own Line

Ariel Ashe and Reinaldo Lea=dro will launch Ruemmler on October 30th

Lane Florsh=im <<https://www.wsj.com/news/author/8620>> Oct. 29, 2018 1:59 p.m. ET

CREA=ING A FURNITURE line was a natural next step for Ariel Ashe, Reina=do Leandro and Mia Dalton. Ashe and Leandro are the principals of New York i=terior design firm Ashe Leandro (Dalton is formerly head of interiors and n=w a partner on the new line) but they'd wanted to make their own fu=niture for years. "We often just can't find the pieces we w=nt," Ashe said, "so the line is geared towards stuff we cou=dn't find in the market. The idea was that we should try to make, f=r example, the perfect dining chair."

Their ne= line, Ruemmler, launches October 30th, and includes a dining chair that ma=, in fact, be perfect. Inspired by Italian modernist architect Carlo Scarpa=and finished in French oak, its full back is almost throne-like, with a spl=t all the way down the middle and an upholstered seat. The launch comprises=10 pieces total, including a round nightstand, a dining table and two rugs.=

Though Ashe Leandro's portfolio i=cludes work for celebrities like Jake Gyllenhaal, Naomi Watts and Seth Meye= (Ashe's brother-in-law), they named their furniture line for anot=er favorite client, Kathryn Ruemmler, an attorney who served as President O=ama's White House Counsel. Ashe said the trio always knew they want=d to be direct-to-consumer: "We almost considered not even having a=website and just having an Instagram," she said, adding that they a=so plan to have a showroom eventually.

In the future, Ashe Leandro plans to hav= a small Ruemmler launch every year to add new pieces to the line. They hop= to move into collaborations as well. Asked about what the most exciting pa=t of creating Ruemmler is, Ashe said, "We've already pre-so=d some pieces. I try to not push it on clients because that doesn't=feel fair, but they're like, 'Let me see, let me see.♦=99 And then they want to buy it, which is very exciting." [ruemmler.us<https://www.wsj.com/articles/https://ruemmler.us/?mod=article_inline>](https://www.wsj.com/articles/https://ruemmler.us/?mod=article_inline)

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