
From: Kathy Ruemmler <[REDACTED]>
Sent: Monday, October 29, 2018 9:21 PM
To: jeevacation@gmail.com
Subject: The Interior Designers Behind Ashe Leandro Couldn't Find the Furniture They Wanted, So They Made Their Own Line - WSJ

<=iv class="original-url">

<https://www.wsj.com/articles/interior-designer=-ashe-leandro-couldnt-find-the-furniture-they-wanted-so-they-made-their-own=line-1540835974> <<https://www.wsj.com/articles/interior-designers-ashe-leandro-couldnt-find-the-furniture-they-wanted-so-they-made-their-own=line-1540835974>>

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

Ariel Ashe and Reinaldo Leandro will launch Ruemmler on October 30th

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

CREATING A FURNITURE line was a natural next step for Ariel Ashe, Reinaldo Leandro and Mia Dalton. Ashe and Leandro are the principals of New York interior design firm Ashe Leandro (Dalton is formerly head of interiors and now a partner on the new line) but they'd wanted to make their own furniture for years. "We often just can't find the pieces we want," Ashe said, "so the line is geared towards stuff we couldn't find in the market. The idea was that we should try to make, for example, the perfect dining chair."

Their new line, Ruemmler, launches October 30th, and includes a dining chair that may, 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 split 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 includes work for celebrities like Jake Gyllenhaal, Naomi Watts and Seth Meyers (Ashe's brother-in-law), they named their furniture line for another favorite client, Kathryn Ruemmler, an attorney who served as President Obama's White House Counsel. Ashe said the trio always knew they wanted to be direct-to-consumer: "We almost considered not even having a website and just having an Instagram," she said, adding that they also plan to have a showroom eventually.

In the future, Ashe Leandro plans to have a small Ruemmler launch every year to add new pieces to the line. They hope to move into collaborations as well. Asked about what the most exciting part of creating Ruemmler is, Ashe said, "We've already pre-sold 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.' And then they want to buy it, which is very exciting." ruemmler.us

<https://www.wsj.com/articles=https://ruemmler.us/?mod=article_inline>

*

Instagram's Kevin Systrom on the Platform He Built for One Billion Users

[Click to Read Story](#)

<<https://www.wsj.com/articles/instagrams-kevin-systrom-o-the-platform-he-built-for-one-billion-users-1537886795>>

*

Episode 1: The Columnists on Risk

Click to Read Story

<https://www.wsj.com/video/series/the-columnists/the-columnists-on-risk/A26FB5BB-4AB2-4546-A21C-62B9BEC496F8?mod=article_inline> =

*

Houston's Menil Collection Will Open a New Drawing Institute In November

Click to Read Story

<<https://www.wsj.com/articles/houstons-menil-collection-will-open-a-new-drawing-institute-in-november-1539183832>>

*

The Man Who Could Save Retail

Click to Read Story

<<https://www.wsj.com/articles/the-man-who-could-save-retail-1537178369>>

*

Is It Possible to Reinvent Opera? This Group Is Trying

Click to Read Story

<<https://www.wsj.com/articles/is-it-possible-to-reinvent-opera-this-group-is-trying-1537454992>>

=