

A NEW LOOK FOR THE NEXT CENTURY

Durability. Craftsmanship. American-made. For 100 years, these are the qualities that have defined Jasper Chair. They remain unchanged, yet one important part of us is about to evolve.

Updated brand

Throughout 2017, we will unveil the new look of Jasper Chair. In May—coinciding with HD Expo—we'll introduce our new branding, tonality, products, detailing, materials, and even faces. Like we approach every product, we have thoughtfully crafted our new brand, and cannot wait to share it with the world.



jasper chair

An authentic message

"At Jasper Chair, we bend the rules, preserve lost arts, and pursue a level of quality that's hard to come by – always for our customers, always with American pride."

This mantra is at the heart of our new brand and you'll see it infused throughout. Our visual look will speak volumes, too. Everything we do—our logo, words, imagery, and more—will nod to our legacy of craftsmanship, clean aesthetic, and awareness of where furniture is heading.

It's a new era, and you're invited

This is more than updated design and messaging. It's a new commitment to you, our customer. As we enter our next 100 years, we hope you'll come along for the ride.

jasper chair

AMERICAN. ALWAYS.

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