



*Flutterman  
Collection*

2023 PORTFOLIO



# *Flitterman Collection*

Flitterman Collection, LLC  
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PROUDLY REPRESENTS:

## *Flitterman Collection*

Flitterman Collection is represented in Southern California by JW Adler Interiors.

Based in Los Angeles, JWAI represents custom-focused and/or luxury-oriented manufacturers and brands whose products and capabilities are suitable to all commercial sectors - from hospitality, health care, and multi-family, to education, senior living, and cruise.

To learn more about Flitterman Collection or any of JWAI's other line partners, contact owner, Jeromy Adler to schedule a presentation, request pricing, or samples. For inquiries outside of Southern California, contact Flitterman Collection directly with the info on the previous page.



*Flitterman  
Collection*

**JE JayEdward**



**ROYAL  
BOTANIA**  
Indulge in Finesse





1 Hotel – San Francisco, CA  
In Photo: handknotted wool rugs



## *Flitterman Collection*

Since 1981, Flitterman Collection has been designing, curating and producing fully custom woven goods for the hospitality and residential markets. Karen Flitterman began importing from her father, Harry Flitterman who was a world-renowned, award-winning designer and entrepreneur since the 1950's. She became the US distributor of his creations which had been handwoven in Portugal for many years.

Upon Harry's passing in 1987, Karen took over the manufacturing at the Portuguese factory which stayed open for many years following. Upon that factory's closing in 1998, a new factory was created right here in Southern California. From there, Karen designs and oversees the weaving of custom handwoven rugs as well as macrame, woven wall hangings and other woven products. Partnering with some of the most respected designers and showrooms in the country, her handmade products are renown throughout the US. In addition to the weaving facility in Southern California, Flitterman Collection has cultivated partnerships with two long-established and highly-respected weaving factories in India, allowing for the production of Karen's custom woven goods to be supplied to the global hospitality market.

Flitterman Collection has been proud to collaborate in the design details for many projects, both commercial and residential, throughout the years and we welcome new partnerships and collaborators to continue doing so well into the future.

## *What is Flitterman Collection?*

- *Flitterman Collection is a woman-owned and woman-operated Business.*
- *Flitterman Collection is a local (Southern California) business.*
- *Flitterman Collection manufactures in Newbury Park, CA and India and can provide for projects of all sizes across all sectors.*
- *Flitterman Collections rugs and woven goods are all hand-made and hand-loomed using old world techniques. No automation.*
- *Flitterman Collection is a custom-only manufacturer. All pieces are one of a kind, made to order, and will not be duplicated for future clients. There is no inline product or inventory.*
- *Flitterman Collection's offerings are limited only by the designers imagination. In addition to what you will see in this brochure, Flitterman Collection should be your go-to source for all things woven. The rule of thumb is...*

*"If it can be woven, Karen can weave it!"*

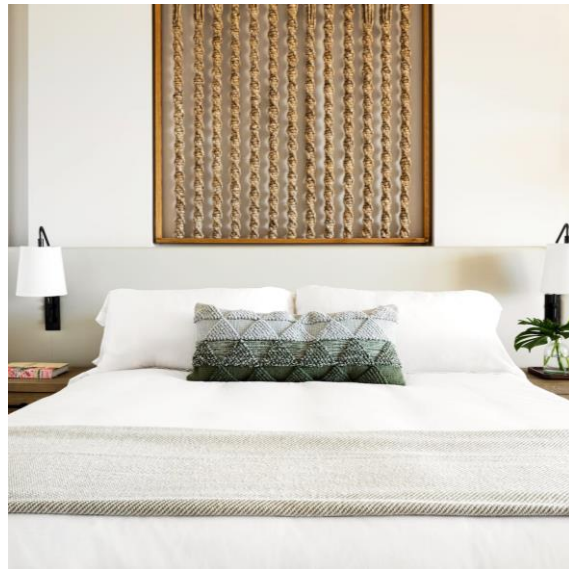


*COMAL by Chileno Bay Resorts – Cabo San Lucas, Mexico  
In Photo: leather macrame lamp shades*



*Hospitality / Commercial*

*Residential*





Landsby Hotel – Solvang, CA  
In Photo: woven wool rugs

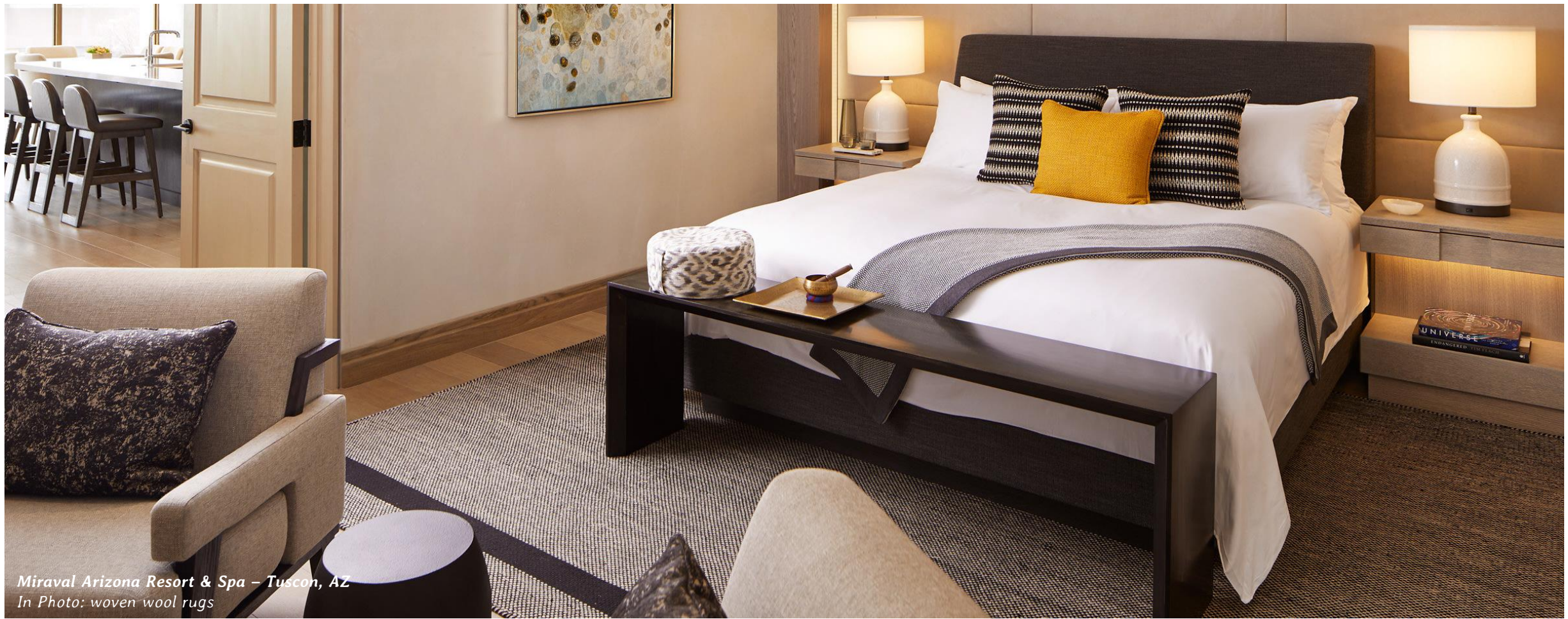
## *Indoor Rugs – Public Spaces*





*Rosewood - Bermuda*  
*In Photo: woven wool rugs*

## *Indoor Rugs – Public Spaces*



Miraval Arizona Resort & Spa – Tucson, AZ  
In Photo: woven wool rugs

## *Indoor Rugs – Guestrooms*



1 Hotel, Hanalei Bay – Princeville, HI  
In Photo: jute rugs

## *Indoor Rugs – Guestrooms*



*Mauna Lani, Auberge Resorts Collection - Hawaii*  
*In Photo: wall-to-wall woven wool carpet, pillows, wall art (right)*

*Wall-to-Wall*



*Residential Project*  
*In Photo: sewn long wool sheepskin rug*

# *Sewn Rugs*



*SIXTY Hotel – Beverly Hills, CA*  
*In Photo: sewn hair-on-hide rugs*



*Residential Project*  
*In Photo: sewn hair-on-hide rug*



*The LOCAL Hotels - Porto Rotundo - Sardinia, Italy*  
*In Photo: outdoor woven vinyl rug*

## *Outdoor Rugs*



*Ritz-Carlton Bacara – Santa Barbara, CA  
In Photo: outdoor woven vinyl rugs*



*Residential Project – San Francisco, CA  
In Photo: outdoor woven vinyl rug*





*Maialino Restaurant – Manhattan, NY  
In Photo: woven leather upholstery*

*Woven Upholstery*



*Maialino Restaurant – Manhattan, NY  
In Photo: woven leather upholstery*

*Woven Upholstery*



*La Peer Hotel by Kimpton - West Hollywood, CA*  
*In Photo: wool rugs and leather throw pillows*

*Pillows*



*Palihouse – West Hollywood, CA  
In Photo: sewn bolster pillows*

*Pillows*



*Residential Project – Los Angeles*  
*In Photo: woven leather pillows in signature “Arabesque” pattern*

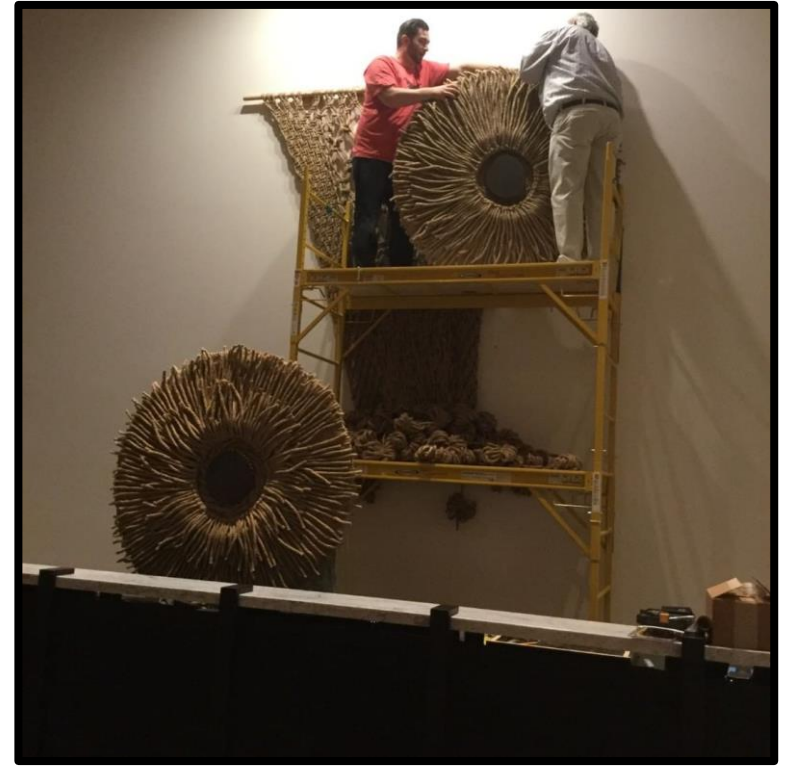
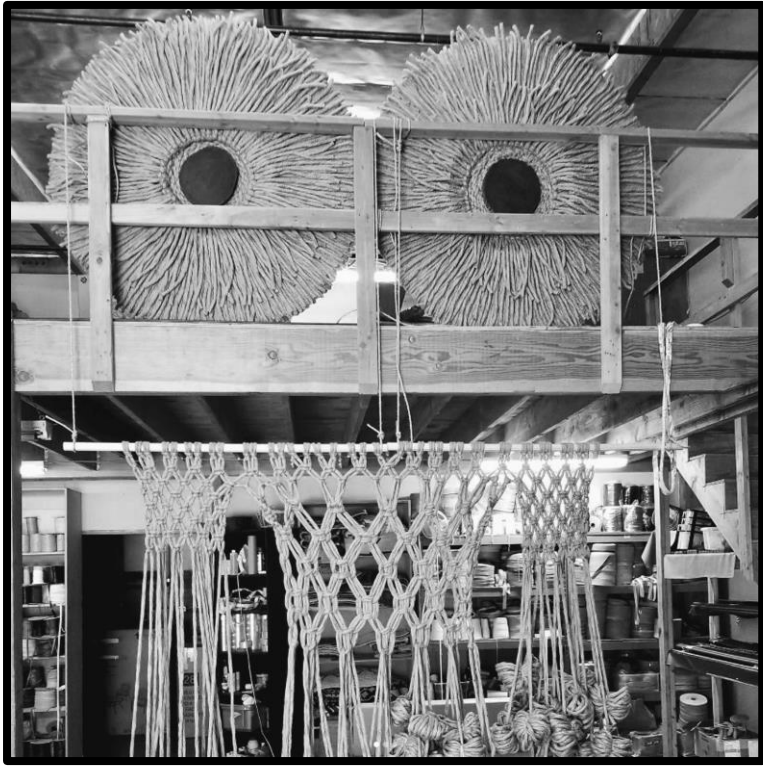


*In Photo: Assortment of woven throws*



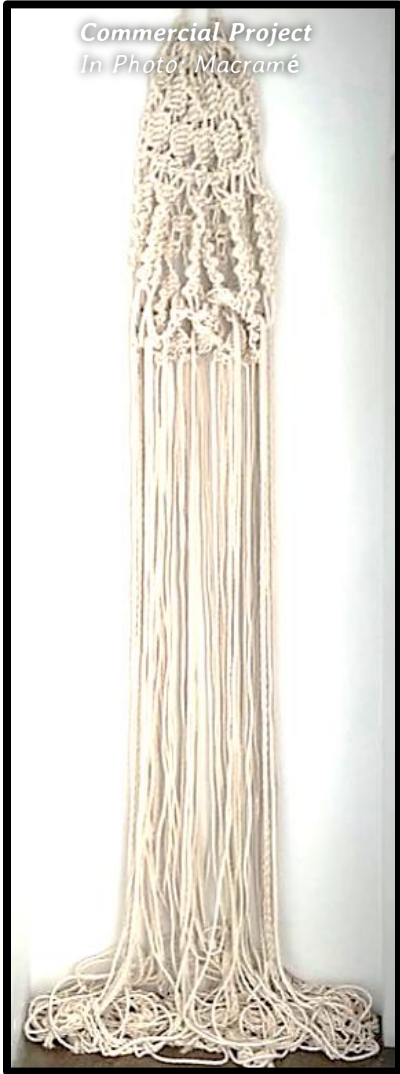
*The Rowan by Kimpton – Palm Springs, CA*  
*In Photo: Macramé Owl*

## *Macramé and Wall Art*





*1 Hotel Nashville – Nashville, TN  
In Photo: Macramé Wall Art*



*Commercial Project  
In Photo: Macramé*



*The Goodland by Kimpton – Goleta, CA  
In Photo: Macramé Window Treatments*





*Miraval Arizona Resort & Spa – Tuscon, AZ  
In Photo: woven rugs, wool wall art*



*(Top to Bottom)  
The Goodland by Kimpton – Goleta, CA  
In Photo: woven wall art*



1 Hotel, Hanalei Bay – Princeville, HI  
In Photo: Grass wall art, jute rugs, and sheepskin fur rug

## *Macramé and Wall Art*



COMAL by Chileno Bay Resorts – Cabo San Lucas, Mexico  
In Photo: leather macrame lamp shades

*Imagine It!*



HOSPITALITY PROTOTYPE  
In Photo: Woven PET (recycled plastic) Planter Baskets

*Imagine It!*



HOSPITALITY PROTOTYPE  
In Photo: Woven PET (recycled plastic) Baskets



*The LOCAL Hotels - Porto Rotundo - Sardinia, Italy*  
*In Photo: vinyl rope hand-made decorative ceilings and columns*

*Imagine It!*



*The LOCAL Hotels - Porto Rotundo - Sardinia, Italy  
In Photo: vinyl rope hand-made sculpted wall (wall frame by others)*

*Imagine It!*



*The LOCAL Hotels - Porto Rotundo - Sardinia, Italy  
In Photo: vinyl hammock*



*Imagine It!*



*Residential Project – Los Angeles, CA  
In Photo: woven leather stair runner in signature “Waves” pattern*

*Imagine It!*





*Hospitality Project – New Orleans, LA  
In Photo: hand-tufted wool stair runner in custom pattern*

*Imagine It!*

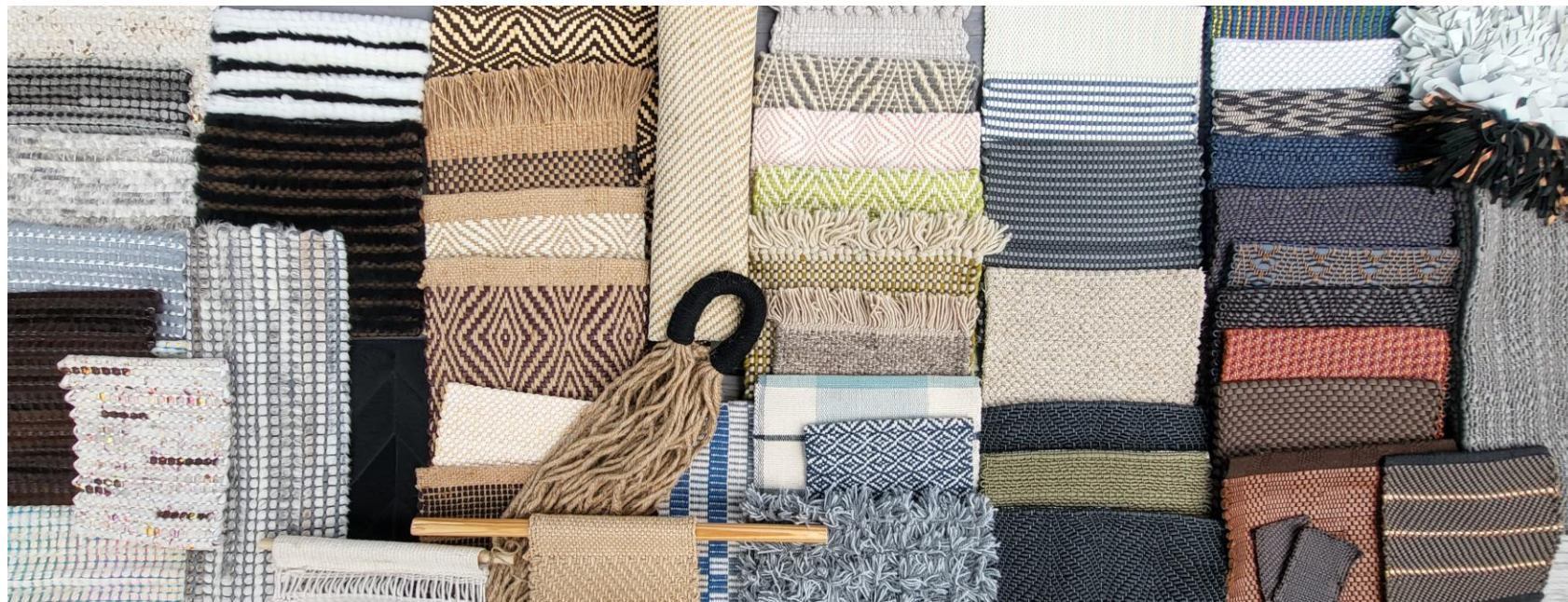


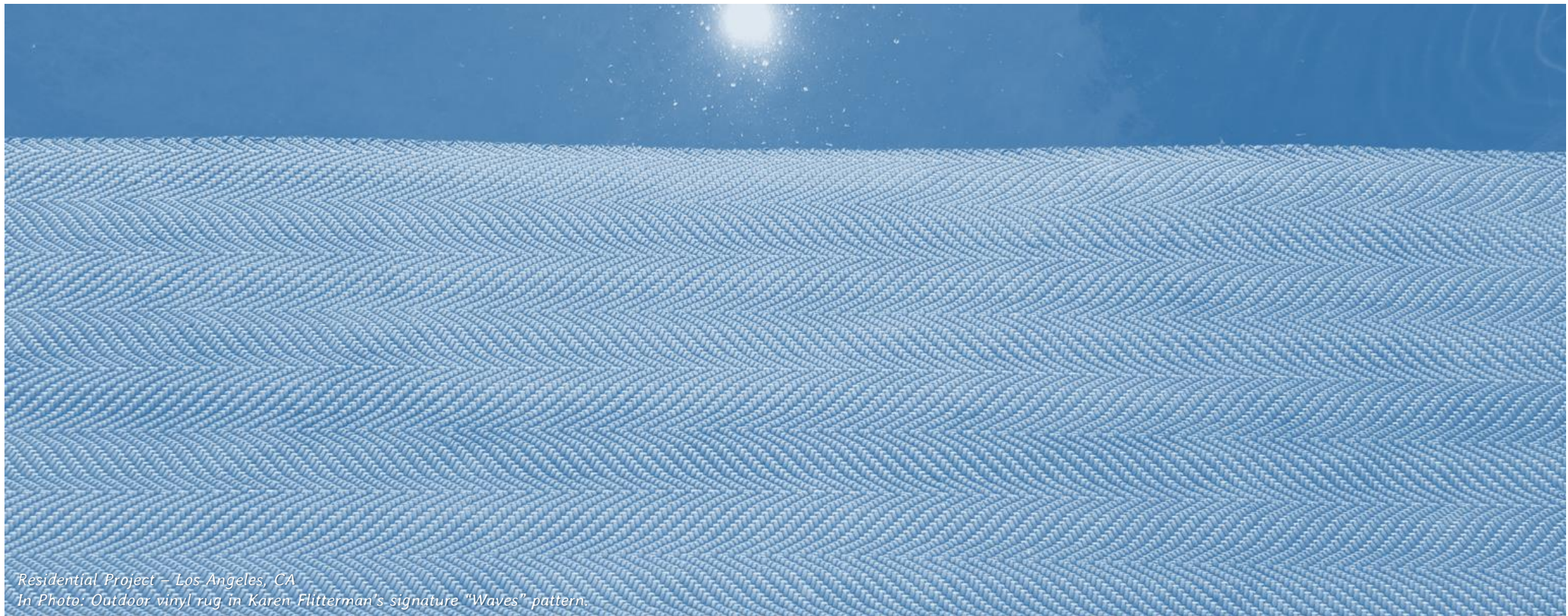
*Private Clients– Los Angeles, CA  
In Photo: Woven leather handbag and clutch in signature “Arrows” and “Triple Draught” patterns*

*Imagine It!*



*For Designers & Specifiers*





*Residential Project – Los Angeles, CA  
In Photo: Outdoor vinyl rug in Karen Flitterman's signature "Waves" pattern.*

*Pattern*

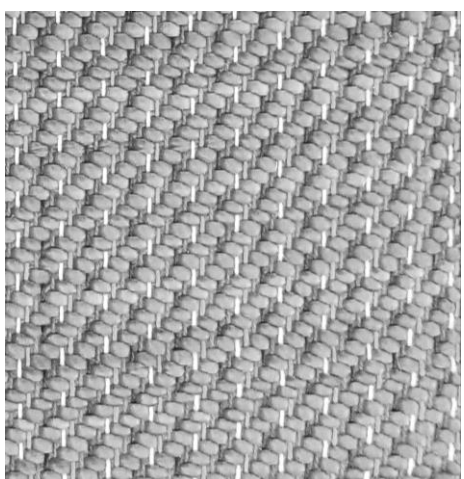
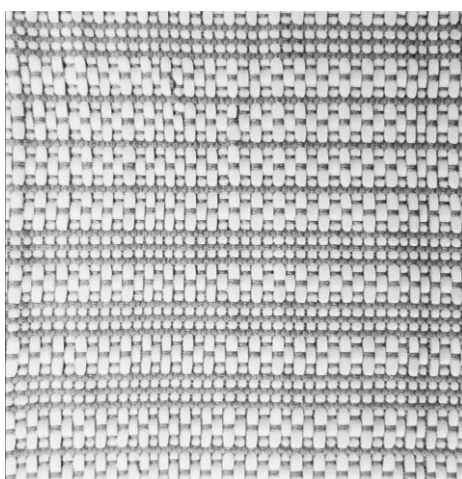
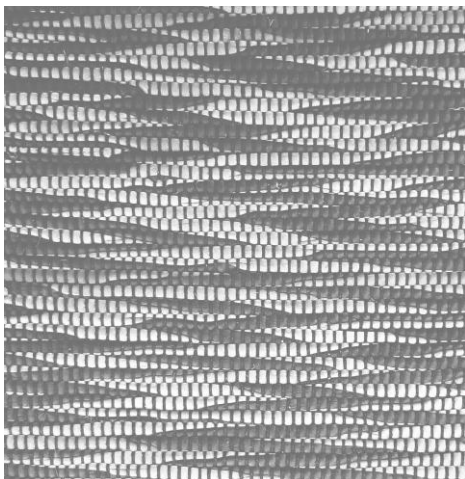
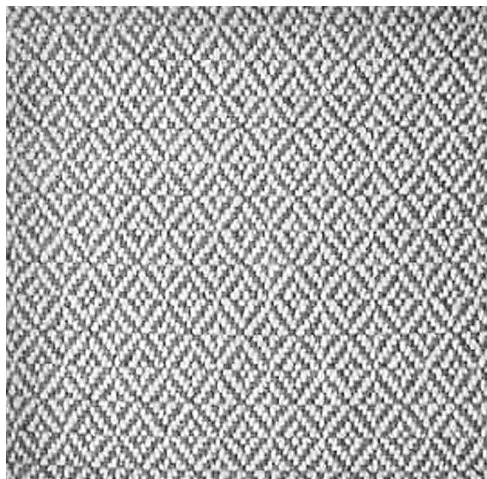
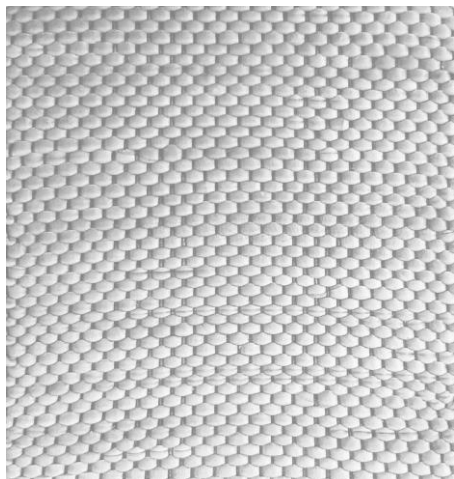
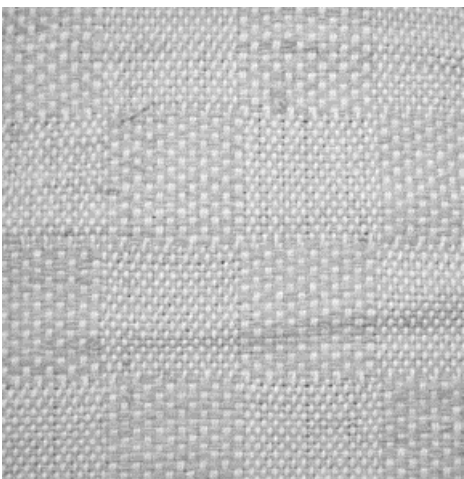
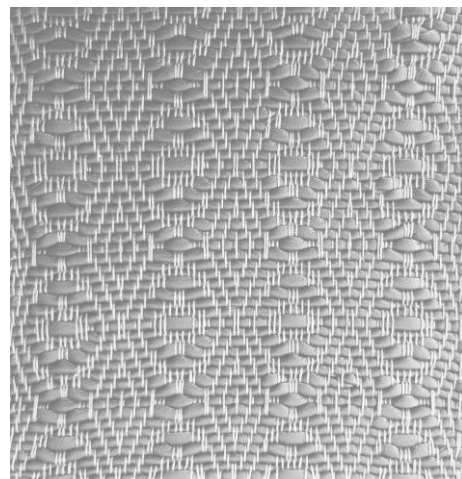
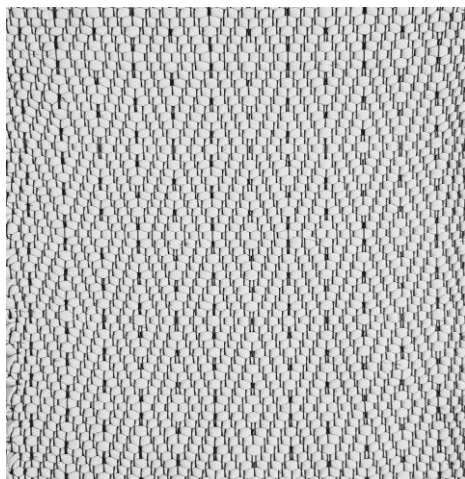
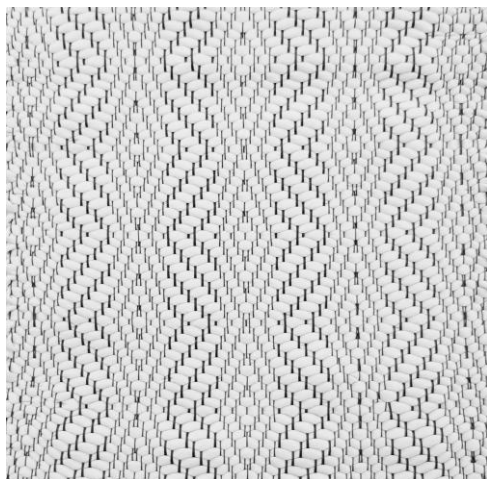
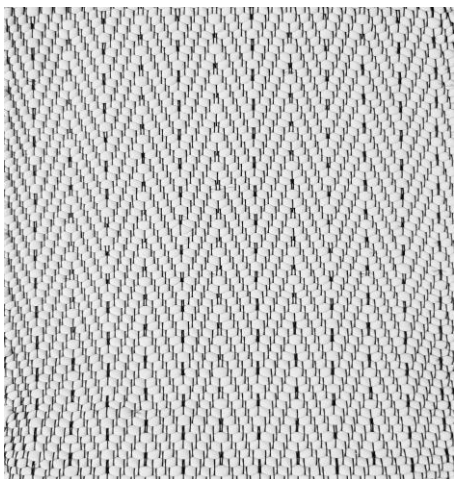
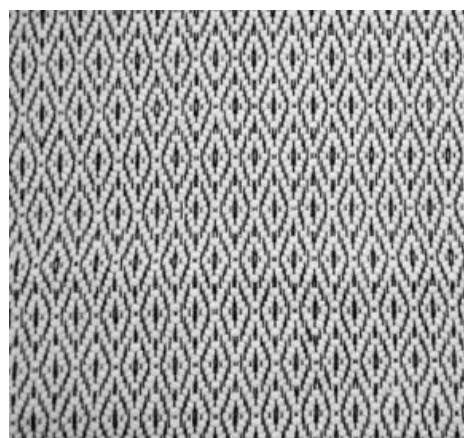
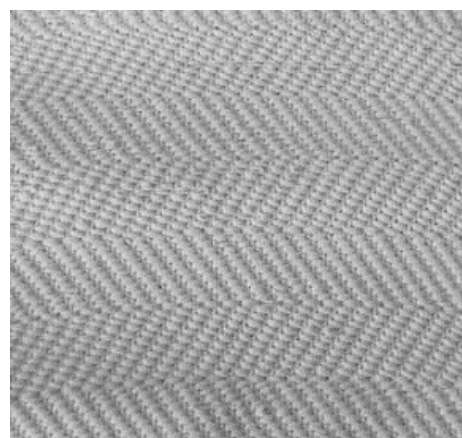
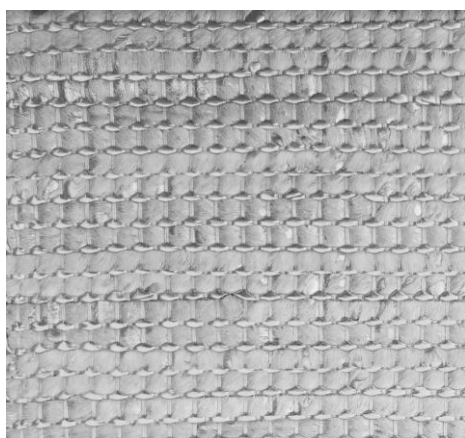
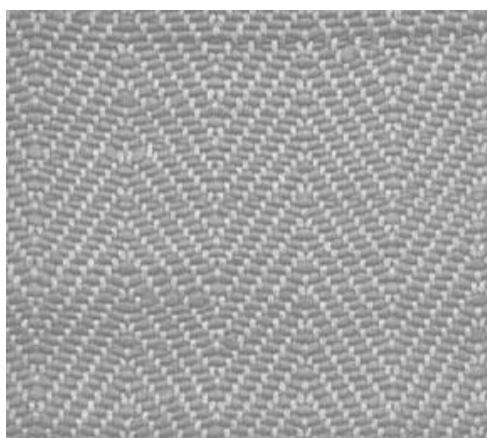
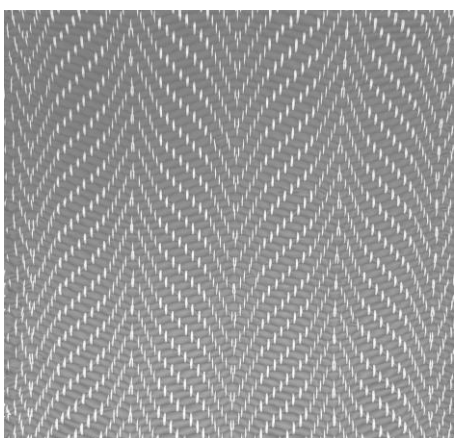


*Over the years, Karen Flitterman has developed many signature patterns, such as her award-winning “Arabesque” pattern (upper right). These patterns are highly sought after as being quintessentially “Karen”.*

*But beyond her signature patterns, Karen’s Newbury Park, CA factory can create many custom woven patterns or designs.*

*The custom process of realizing a designer’s vision simply involves collaboration. Karen works hand-in-hand with designers to understand their design narrative, advise and guide them through their project’s development, and ultimately turn their ideas, inspiration, and vision into reality.*

*The result - whether it’s rugs, wall art, or anything else you can imagine - will always be beautiful works of woven art that not only add to the design story but also possess a story of their own. A story that both clients and end users can be proud of.*



# *Versatility*

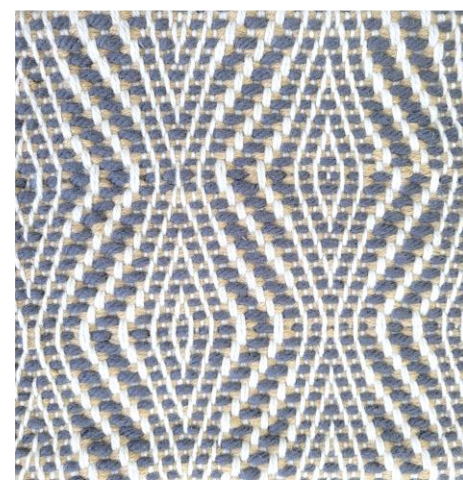
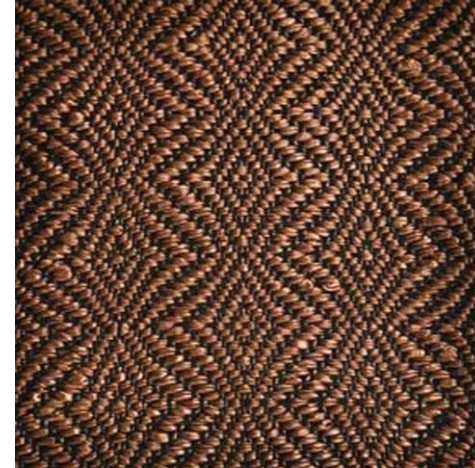
*Using Karen's "Arabesque" pattern as just one example, your options for material, color, scale, and even shape create nearly infinite combinations and design possibilities.*

*For instance...*



**2016 AWARD WINNER**

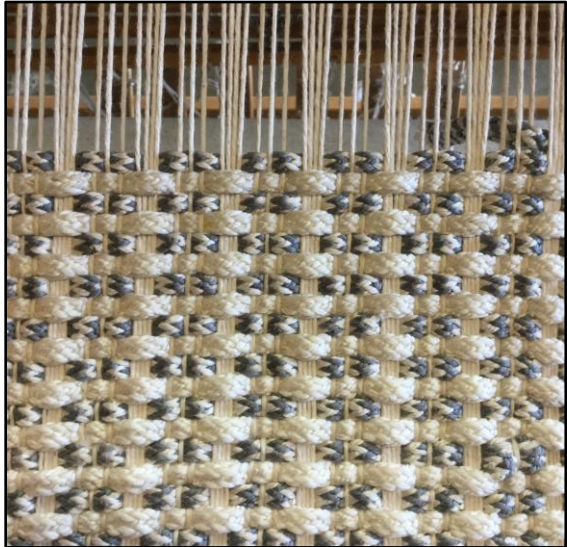
*In Photo: Best of Show - Flooring - BD West 2016 (Afueara vinyl rug)*







*Materials*



***If it can be woven, Karen can do it!***

*Karen is renowned for her leather rugs and outdoor, aka "Afuera" vinyl rugs but wool, jute, sisal, acrylic, and PET are all frequent specifications for hospitality and residential projects.*

*For residential projects, additional non-commercial materials such as cotton, upcycled denim, upcycled "rag", etc. are also wonderful options!*

*Whether your project is hospitality, commercial, or residential, the range of materials available (or combinations thereof) are seemingly limitless.*

*If your project requires rugs, wall art, macrame, upholstery, wall panels, or just about anything else you can imagine, you can be confident that Flitterman Collection has the sources, skill and capabilities to accomplish your design goals.*

# Commonly Specified Materials by End Use

## Indoor



La Peer Hotel by Kimpton – West Hollywood, CA  
In Photo: Wool Indoor Rugs

- Flat Leather
- Hair on Hide Leather
- Shearling Leather
- Wool – Flat Weave
- Wool – Hand-Tufted
- Wool – Hand-Knotted
- Jute
- Sisal
- Seagrass
- Coir
- Vinyl
- P.E.T.
- Wool Shag
- Leather Shag
- Cotton (residential only)
- Denim (residential only)
- Rag/Upcycled (residential only)

## Outdoor



La Peer Hotel by Kimpton – West Hollywood, CA  
In Photo: Vinyl Outdoor Rugs

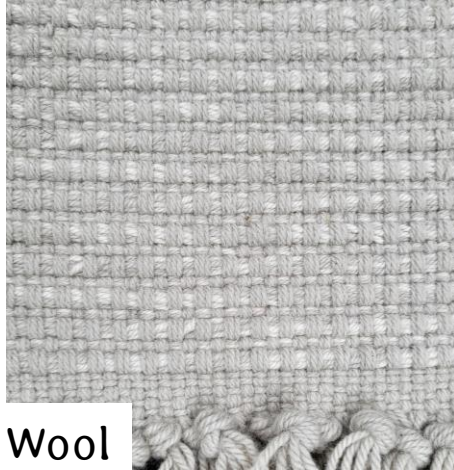
- Vinyl
- P.E.T.
- Acrylic/Sunbrella
- Silicone (in development)
- Synthetic Sisal



Flat Leather



Hair-on-Hide Leather



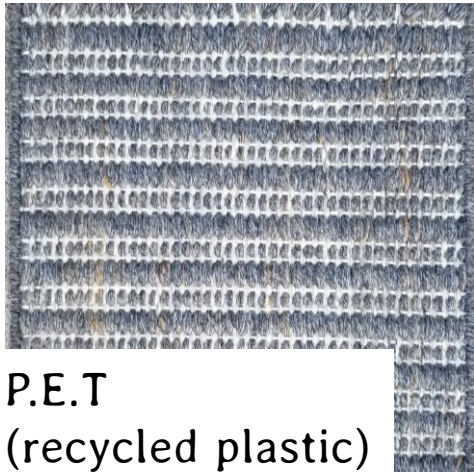
Wool



Jute



Sisal



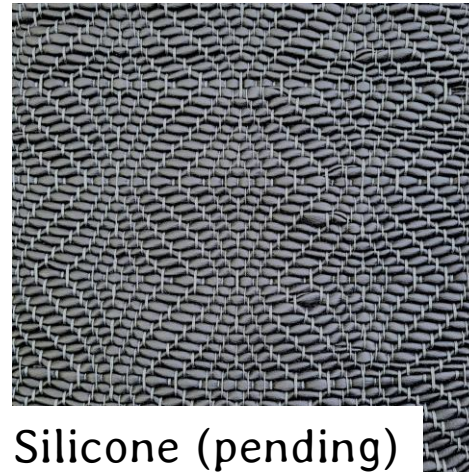
P.E.T  
(recycled plastic)



Vinyl



Acrylic/Sunbrella



Silicone (pending)



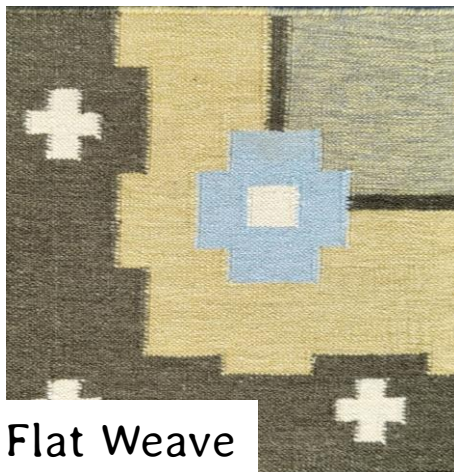
Grass



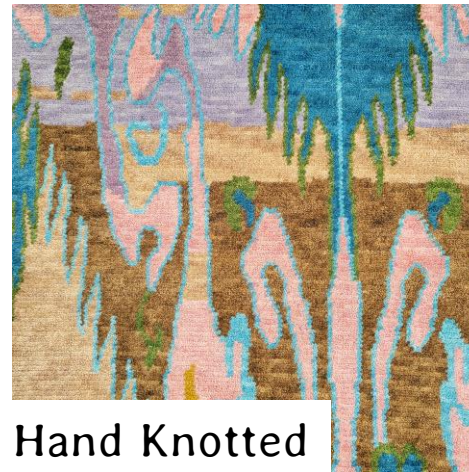
Furs/Shearlings



Leather/Wool Shag



Flat Weave



Hand Knotted



Hand Tufted



*Information for Specification*

## *Material Sourcing*

*Over decades, Flitterman Collection has cultivated a network of sources for their materials. In most cases, Karen either has long-established distribution agreements or receives preferred/manufacturer's pricing.*

*These relationships allow her to source nearly any materials at optimal pricing. As a specifier, allowing Karen to use her own suppliers will provide you with the most cost-effective pricing and budget flexibility. It will also ensure that the material has already been tested to ensure its suitability for your application.*



## *C.O.M. / C.O.L.*

*Flitterman Collection gladly accepts COM/COL!*

*Leather and vinyl are frequently specified as such. It is important to understand, however, that not all leather and vinyl are suitable for weaving. Characteristics such as thickness, rigidity, pliability, flexibility, etc. must all be considered in order to determine whether a material is suitable for your application.*

*When specifying your own material to be woven, it will be necessary to provide Flitterman Collection with a 6"x6" minimum sample in order to test it's viability.*

# C.O.L.

*When it comes to leather as COL, it is advisable to consider **Moore & Giles** for your specifications for several reasons. Karen has worked in partnership with Moore & Giles for many years. In fact, two of the woven leathers that Moore & Giles offers are actually exclusive patterns, developed & manufactured, to-order, by Karen.*

*This also means that many Moore & Giles articles - from flat leathers to hair-on-hides - have already been tested for weaving which can save you time and effort.*

*For those articles that haven't been tested, samples can be quickly acquired, in some cases the same day, due to Karen's close relationship with Moore & Giles' local sales representatives.*

*More significantly, their shared history and relationship allow you, in many instances, to source Moore & Giles at manufacturer's pricing if Karen purchases it.*

The logo for Moore & Giles is centered on a yellow rectangular background. The text is arranged in three rows: the first row contains the letters 'M O O R E', the second row contains hyphens, an ampersand, and hyphens, and the third row contains the letters 'G I L E S'. The background of the entire image is a close-up of various shades of brown leather, with some pieces overlapping and creating shadows.

M O O R E  
- - & - -  
G I L E S

# Pricing & Spec Writing

Whether you're writing your rug spec or just requesting pricing, the following information is the minimum general information Karen will need in order to provide accurate pricing. Pricing for things like macramé or other specialty items have many variables so generally speaking, the more info you can provide, the better. For rugs, pillows, or other common woven goods, the following basic info should be provided:

- Size/sizes
- Shape (if other than rectangle)
- Quantity
- End use/application
- Material
- Is the material COM or Karen's suppliers?
- Pattern. If not known or custom, you can either provide:
  - an inspiration image.
  - a drawing.
  - arrange a consultation with Karen.
  - Share your design narrative and allow Karen to create designs for you.
- Color/colors
- Is the rug for an inlay?
- What is your preferred edging/binding?
- Does the rug require backing?

*This information will also allow Karen to determine where best to manufacture your spec - at her Newbury Park factory or her India factory.*



## Additional Information

- *If the shape is other than rectangular or a circle, a template will need to be provided prior to production (or prototype/model room if applicable).*
- *If providing an inspiration image, keep in mind that Karen does not “knock off” other suppliers. Any inspiration image from another manufacturer will need to be altered in the range of about 20% in order to ensure that copyrights are not infringed upon and also to maintain the integrity of Karen's art.*
- *Karen's largest loom (the largest of it's kind in the US) can produce pieces up to 180" wide (max) x infinite length. Rugs wider than 180" can also be produced but must be paneled.*
- *All rugs should expect a dimensional tolerance of +/- 3%. For example, a 15'0" rug could have a final dimension of 14'6". If this is not an acceptable variance, the rug must be paneled.*
- *This can vary, but when calculating your budget for COM/COL, a rule of thumb is 5-6 SF of leather or vinyl yields 1 SF of woven goods.*
- *When specifying wool, there is a one-time, \$250 per color dye charge. Karen's supplier's wool is not stocked in color and is dyed to order.*





*Lead Times*

## *Typical Lead Times*

*As a custom-only manufacturer, not only is every project unique, but also an opportunity to create new and exciting works of art and explore different applications. As such, lead times can vary by product and project.*

*Generally speaking, lead times for hospitality rugs or woven upholstery can typically be estimated as follows:*

- **Quotes – 1-3 business days**
- **US Samples for Approval – 7-10 business days**
- **US Production – 8-12 weeks (typically per rug)**
- **India Samples for Approval – 5-6 weeks**
- **India Full Production – 12-14 weeks (full order)**
- **Macrame, wall art, and other specialty products can only be determined on a case-by-case basis.**



## *Understanding Lead Times*

*Whether your spec is made in Newbury Park, CA or India, you will be receiving a product that is entirely hand-made/hand-loomed. There is no automation used in the manufacturing of your specs. When compared to similarly manufactured product, her lead times are extremely competitive. That said, it is not Flitterman Collection's intent or desire to compete on time with rug suppliers with automated capabilities, inline products, or stocked inventory.*

*Whether your need a single macrame piece for a residential client or 200 guestroom rugs, when you specify Flitterman Collection you are making a statement that you, the designer, appreciate the art of hand weaving and want your client and their end users to receive a product that has a story. Part of that story is the appreciation of the process involved in crafting these beautiful one-of-a-kind products. A process that takes just a little bit longer and a lot more heart than doing so with automation.*

*Most importantly, you know that it's worth it!*





*Manufacturing  
Newbury Park vs India*

## *Finding Solutions*

*The scope and scale of your project will ultimately determine which factory is best suited to produce your pieces.*

*Certain creations can only be made at Karen's Newbury Park factory while for other products, the India factory may only have those capabilities.*

*Quantities also play a factor. Both Newbury Park and India provide the same level of quality with bespoke, hand-made, hand-loomed custom works of art designed by Karen Flitterman. But while the Newbury Park factory has 6 manual looms, the India factory has hundreds and can handle guestroom volume.*

*While India may handle the bulk of the guestrooms, they can also produce for smaller quantities, public spaces and individual pieces. Conversely, Newbury Park can produce things like macrame and wall art, pillows, accessories and even certain rugs for guestrooms. It really just depends on the specifics of a given project.*

*Regardless of the product, design, materials, or quantities, rest assured The Flitterman Collection has the capability to deliver on virtually any project*



*Tommie Hollywood by Hyatt – Hollywood, CA  
In Photo: Wool rugs*



*Ritz-Carlton Bacara – Santa Barbara, CA  
In Photo: indoor woven vinyl rugs*



*Mondrain Hotel – Los Angeles  
In Photo: Guestroom wool rugs from India factory*

## *Exclusive to Newbury Park*

- All leather rugs/woven goods*
- All Vinyl rugs/woven goods*
- Acrylic/Sunbrella rugs/woven goods*
- Silicone rugs/woven goods (in development)*
- All woven goods with Karen's signature patterns*
- All macrame and certain other wall art*
- All raffia rugs*
- Most decorative specialty items and accessories*

## *Exclusive to India*

- Hand-Knotted, Hand-Tufted rugs*
- Flat weave rugs*
- Guestroom quantity rugs/woven goods (typically)*
- P.E.T. Rugs*
- Baskets*
- Decorative woven throws and pillows*



*Hotel Figueroa – Los Angeles, CA  
In Photo: wool rugs*

## *Pricing*



## *Pricing in General*

*“How much are Karen’s rugs?”*

*With so many variables, it’s an impossible question to answer succinctly. Those who know Karen solely for her handmade leather rugs often make the mistake of assuming they can’t afford any Flitterman Collection rugs or her other woven goods for hospitality guestroom projects or even public space projects.*

*The reality is that whether you need rugs, upholstery, wall art, macrame, wall panels, pillows, throws, baskets, etc., Karen has the ability to work with you to find pricing solutions to fit within your projects 3-5 star+ budgets. For guestrooms, Karen’s relationship with her India factory spans decades and she is able to exert a great deal of control over her pricing. For hospitality, her many frequent and repeat clients know that her pricing, for the product being delivered, is not only competitive but can also be aggressive.*

*That said, those same clients understand that, as with lead times, when you are specifying Flitterman Collection, you are truly specifying art and not merely looking for a supplier to race to the bottom dollar.*

*The best way to understand Flitterman Collection pricing is to send us your specs, collaborate, and discover how easy and affordable it is to elevate your project with Karen’s beautiful creations!*





*Flitterman Collection would look great with...*

Already working with or considering one of JW Adler Interiors' other lines for your hospitality project? Consider how *Flitterman Collection* rugs, upholstery, wall art, pillows and accessories would pair beautifully with any of our other lines for your 4-5 star+ hospitality project. JWAI can streamline your project by being your single source for many of your FF&E needs!

Contact JWAI to learn more or schedule a presentation!



*Bluebird Lighting Project:  
Macarthur Place Hotel & Spa*



*Jay Edward Hospitality Project:  
Proper Residence*



*Consider for C.O.L. Including flat  
leather, hair-on-hide leather,  
shearling, and more!*



*Royal Botania Promotional Image:  
"Mozaix" Outdoor Furniture Collection*

*Thank you!*

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*Flitterman  
Collection*