

Design Within Reach Announces Exclusive Partnership with Australian Designer Sarah Ellison

Introducing a softer side of modern



(Stamford, Conn.) - February 14, 2022 - Design Within Reach, Inc. (DWR), a part of the MillerKnoll collective (NASDAQ: MLHR), announces an exclusive retail partnership with leading Australian designer and interior stylist, Sarah Ellison.

As the exclusive North American retail partner, DWR is now offering a curated selection of the designer's 1970's-inspired furniture, including favorites such as the Muse Sofa (3 Seater, \$4,195) and the Huggy Chair (\$2,295), and a number of coveted silhouettes not previously available stateside, such as the Luca Console Table (\$3,195), Valentina Screen (\$3,895), Pepé Side Table (\$1,295), and the Yoko Bed (\$4,895-\$5,995).

"We are thrilled to welcome the ever-talented Sarah Ellison into our growing family of global design partners. Her fresh point of view melds strong silhouettes with inviting comfort and ease—something we at Design Within Reach see as the next evolution of postmodern design," said Debbie Propst, President of Global Retail for MillerKnoll. "Sarah's distinctive style and creative concepts have long influenced the way Australians, and people around the world, decorate their homes, so it's an honor to be able to share her own designs with our customers through this exclusive retail partnership."



Part furniture, part sculpture, Ellison's bold designs bring liveability to high design. Splitting her time between Sydney and the beach in Byron Bay, the designer and parent of a 7-year-old son was inspired to push coastal style in a modern direction through a refined juxtaposition of textures, paired with sculptural shapes and proportions that evoke a sense of nostalgia. The result is elevated, yet relaxed and will stand up to the rigors of family life.



“Accessible luxury is at the heart of my brand. As a former magazine editor, I always knew that the products I would put on the pages were often out of reach for so many people and that’s not what I envisioned for my collection,” said Ellison. “Great design should be loved and shared by as many design lovers as possible. This is why partnering with Design Within Reach felt so organic to myself and my team. Without realising it, both our brands share the exact same ethos of bringing creativity and originality to as many people as possible.”

Ellison’s editorial styling background may not be the typical route to furniture design, but in the course of styling hundreds of rooms, she came to intimately understand what it takes to make a room shine and also what was missing in the market – a more approachable, versatile take on modern design. Ellison’s collections, which range from living room to bedroom, are available now exclusively at dwr.com. The assortment will also be in select DWR studios across the country later this Spring and will continue to grow in future seasons.



About Design Within Reach

Design Within Reach is your source for modern living. Founded in 1998 with a mission to provide access to the best in authentic design, the company curates classics from design icons and cultivates next generation talent to deliver an evolving breadth of product that can only be found at DWR. With a solution-oriented approach, the company offers the expertise and services needed to support the way people live today. Headquartered in Stamford, Conn., DWR sells its furniture and accessories to residential and commercial customers through retail Studios in North America, via the web at dwr.com, by phone at 1.800.944.2233. Design Within Reach, Inc., is part of the MillerKnoll collective.

About MillerKnoll

MillerKnoll is a collective of dynamic brands and one of the largest and most influential modern design companies in the world. The company is a result of a deep legacy of design, innovation, and social good. MillerKnoll was created in 2021 from the combination of Herman Miller and Knoll, and includes brands Colebrook Bosson Saunders, DatesWeiser, DWR, Edelman Leather, Fully, Geiger, HAY, Holly Hunt, KnollExtra, Knoll Office, KnollStudio, KnollTextiles, Maars Living Walls, Maharam, Muuto, naughtone, and Spinneybeck|FilzFelt. Guided by a shared vision, common values, and a steadfast commitment to design, MillerKnoll innovates and designs the future while contributing to a more equitable and sustainable future for all.

About Sarah Ellison

The Sarah Ellison Studio collection is the furniture and homewares brand of leading international stylist, media editor and global taste-maker Sarah Ellison. Developed at the studio’s design headquarters in Australia’s coastal sanctuary of Byron Bay and the cosmopolitan city of Sydney, their collection expresses the essence of accessible international luxury. The Sarah Ellison aesthetic is modern and innovative, nodding to international

trends, but with a down-to-earth simplicity that is distinctly Australian and easily relatable for both consumer and design-led clients. This humility has also become the Sarah Ellison brand signature: great design without the ego. Through a strategic partnership with US furniture retail behemoth Design Within Reach, the Sarah Ellison collection will launch both online and in a number of DWR's key physical showrooms throughout the United States from February 2022.

<https://news.millerknoll.com/2022-02-14-Design-Within-Reach-Announces-Exclusive-Partnership-with-Australian-Designer-Sarah-Ellison>