



*townsend*<sup>®</sup>  
LEATHER

# BY DESIGN



A periodical from Townsend Leather

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**Townsend Leather crafts leather, *by design.***

**We live our team culture, *by design.***

**We work to meet every customer's needs, *by design.***

Here is your periodical snippet of the designed focuses of Townsend Leather.

**WE LOVE TO CONNECT, DISCUSS, AND EXPLORE -  
PLEASE CONTACT US ABOUT ANYTHING YOU SEE HERE  
OR ANY QUESTIONS, IDEAS, OR INSPIRATION THAT COMES FROM IT.**

**WWW.TOWNSENDLEATHER.COM**

TOWNSEND LEATHER P.O. BOX 669 45-49 TOWNSEND AVENUE, JOHNSTOWN, NY 12095  
INFO@TOWNSENDLEATHER.COM  
518.762.2764



June 2019



The advertisement for Townsend Leather features a black leather background. A white ribbon with the Townsend Leather logo is draped across the top. The text 'Your direct line to luxury' is in a large, white, serif font, with 'TOWNSEND LEATHER IN STOCK' in a smaller, white, sans-serif font below it. The Townsend Leather logo, consisting of a diamond shape with four colored squares (blue, orange, yellow, and green) and the words 'townsend LEATHER', is prominently displayed. Below the logo, the text 'Superior Rated Durability, In-Stock, luxury leathers, crafted by hand with passion for 60 years.' is written in a small, white, sans-serif font. The website address 'WWW.TOWNSENDLEATHER.COM/INSTOCK' is also present. At the bottom, there are three logos: 'SUPERIOR RATED DURABILITY' with a triangle icon, 'IN STOCK' with a downward arrow icon, and a '60' anniversary logo with a diamond icon. The background also shows various textures of leather and gold hardware.

Townsend Leather is *celebrating Luxury*,  
in the most recent edition of *Boutique  
Design* magazine.

<https://www.nxtbook.com/nxtbooks/boutiquedesign/201904/index.php#/60>





And we are wrapping ourselves in luxury,  
as we excitedly release one of three brand  
new Stacy Garcia designed leathers.  
Shown here is the wealth of beauty that is  
our Pendant Cowhide.

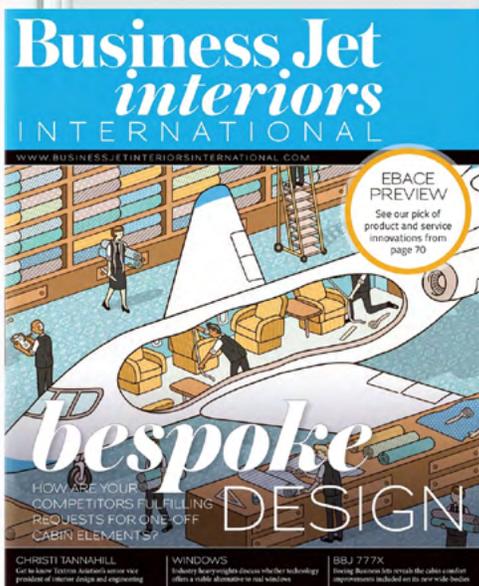
*Influenced by the extravagant elegance of gleam-  
ing chandeliers, Pendant mimics a vision of draped  
crystals refracting rays of light. Hand-tipping with  
metallic hues gives this embossed design a pearlescent  
and slightly distressed feel.*

[http://www.townsendleather.com/leather/samples/product-lines/Stacy-Garcia-Pendant-Cowhide-\(SG-PDT\)/](http://www.townsendleather.com/leather/samples/product-lines/Stacy-Garcia-Pendant-Cowhide-(SG-PDT)/)

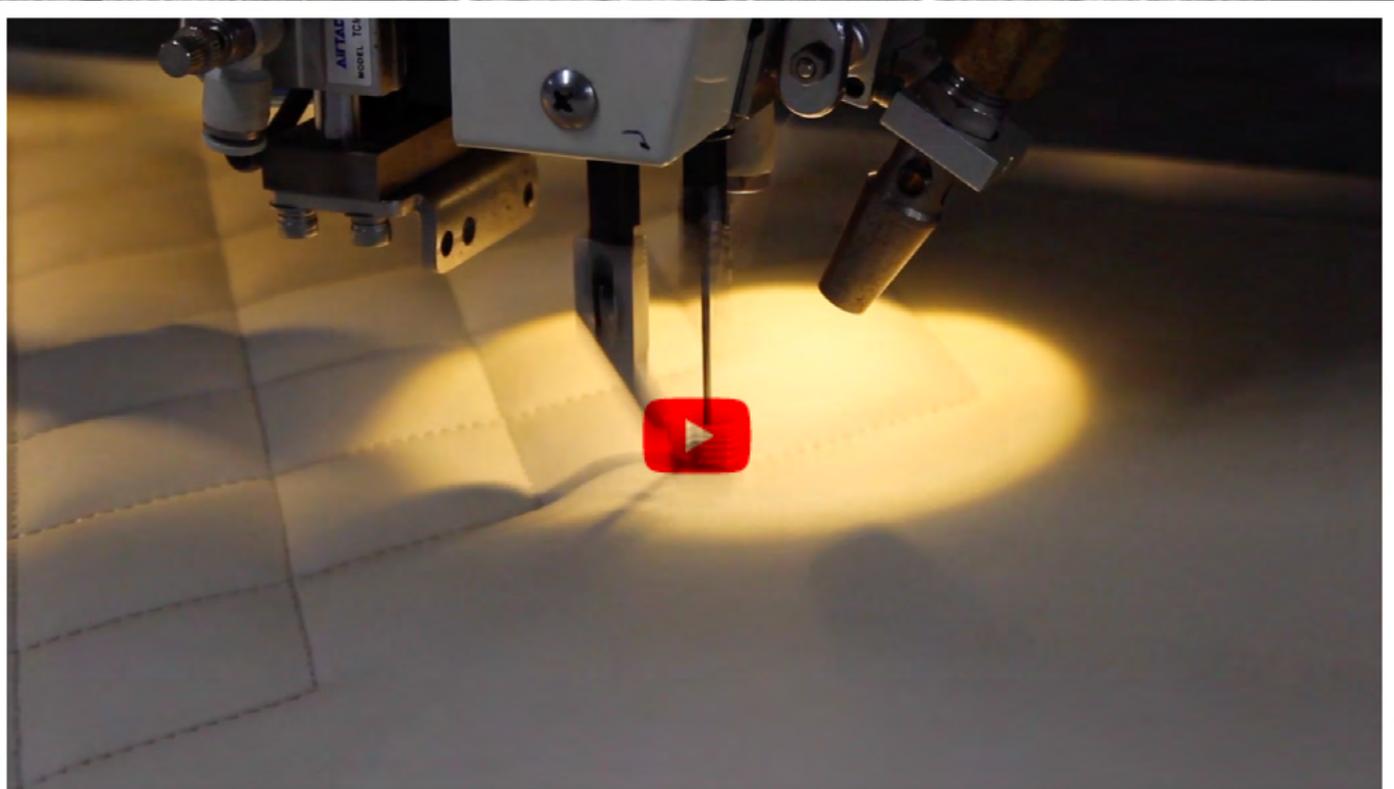


We highlighted our *newest design capability, Quilting*, in the most recent edition of *Business Jet Interiors* magazine.

<http://viewer.zmags.com/publication/28a618e6#/28a618e6/74>



See the beauty of our newest design  
capability in action on YouTube:  
[https://youtu.be/0A2bBu\\_hHaw](https://youtu.be/0A2bBu_hHaw)



Townsend Leather Quilting Capability



We are honored, to once again be recognized as a Top Work Place, in fact *the Top Work Place*, in the entire Capital Region, here in Upstate New York.

As well as special Leadership recognition for President, Jared Eckler.

[www.facebook.com/townsendleathercompany](http://www.facebook.com/townsendleathercompany)

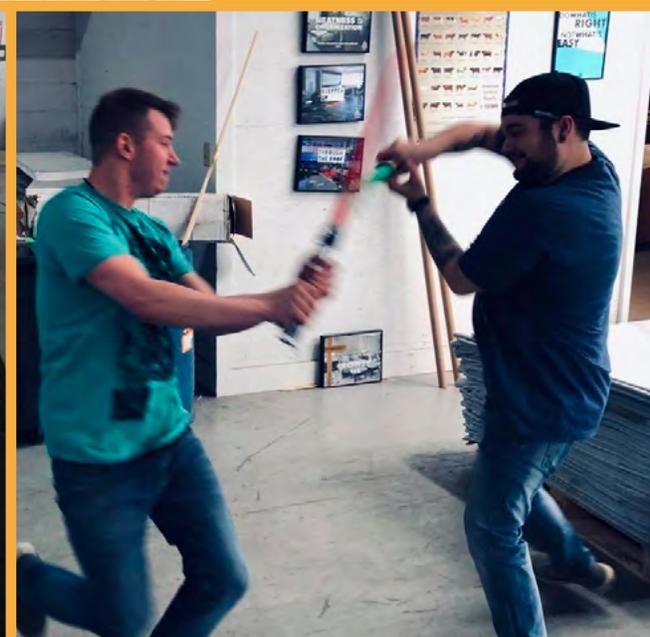


 townsend  
LEATHER



We strive for a commitment to quality and design in our relationships, our work, and our team. Our Top Work Place and Leadership Awards feel at home when we are so busy having fun creating amazing things and having fun while doing it. *Lightsaber fights, garage sales, careful crafting, and family days...* we are proud to be Townsend.

<http://www.townsendleather.com/blog>



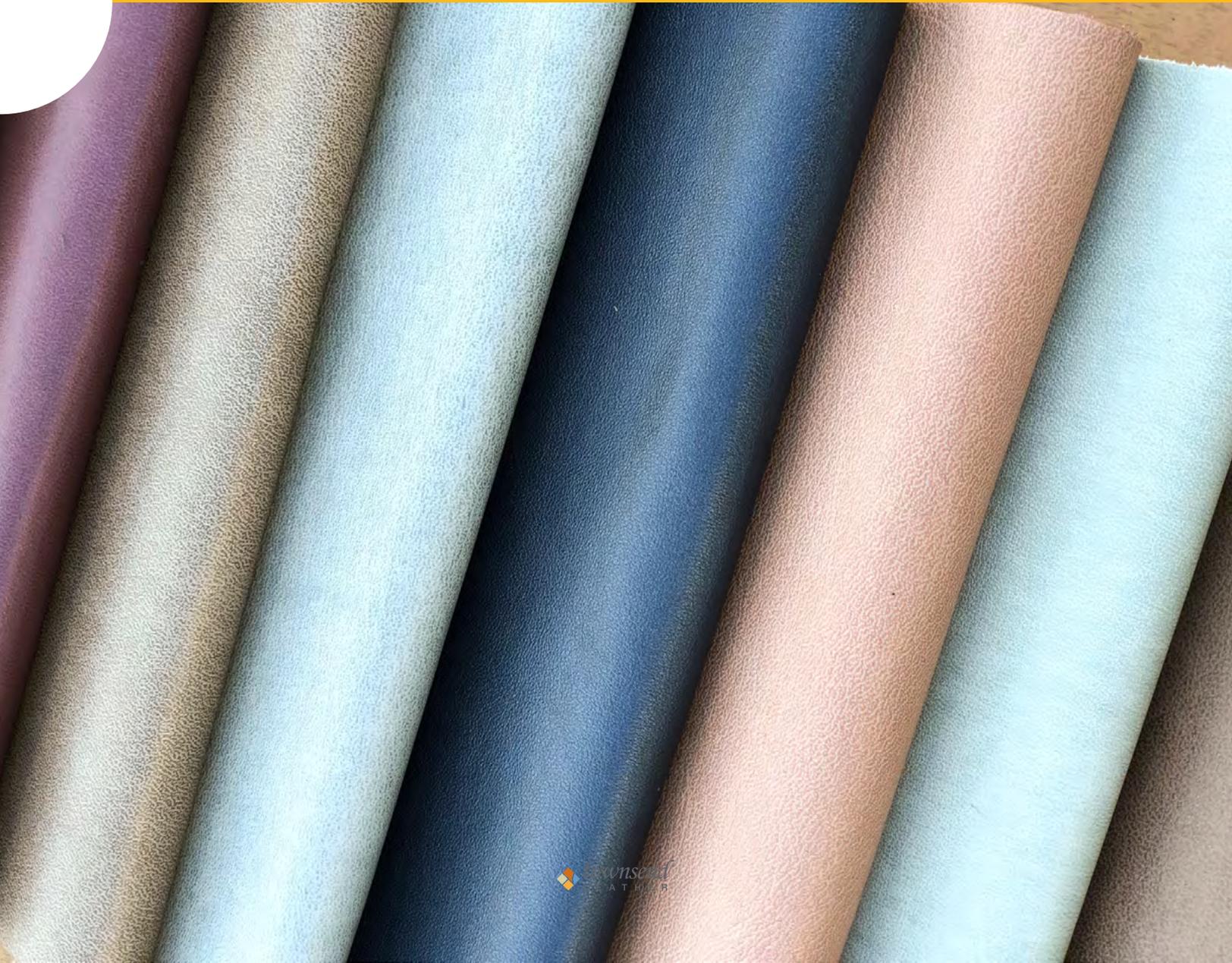
With so much happening at Townsend,  
we love that our main focus is still crafting  
the highest quality and most stunning  
leathers in the world.

A spotlight on our newest releases...

## STARGAZER COWHIDE

*Aniline-dyed cowhide, hand-rubbed with beautiful  
metallic pigments that twinkle in the light.*

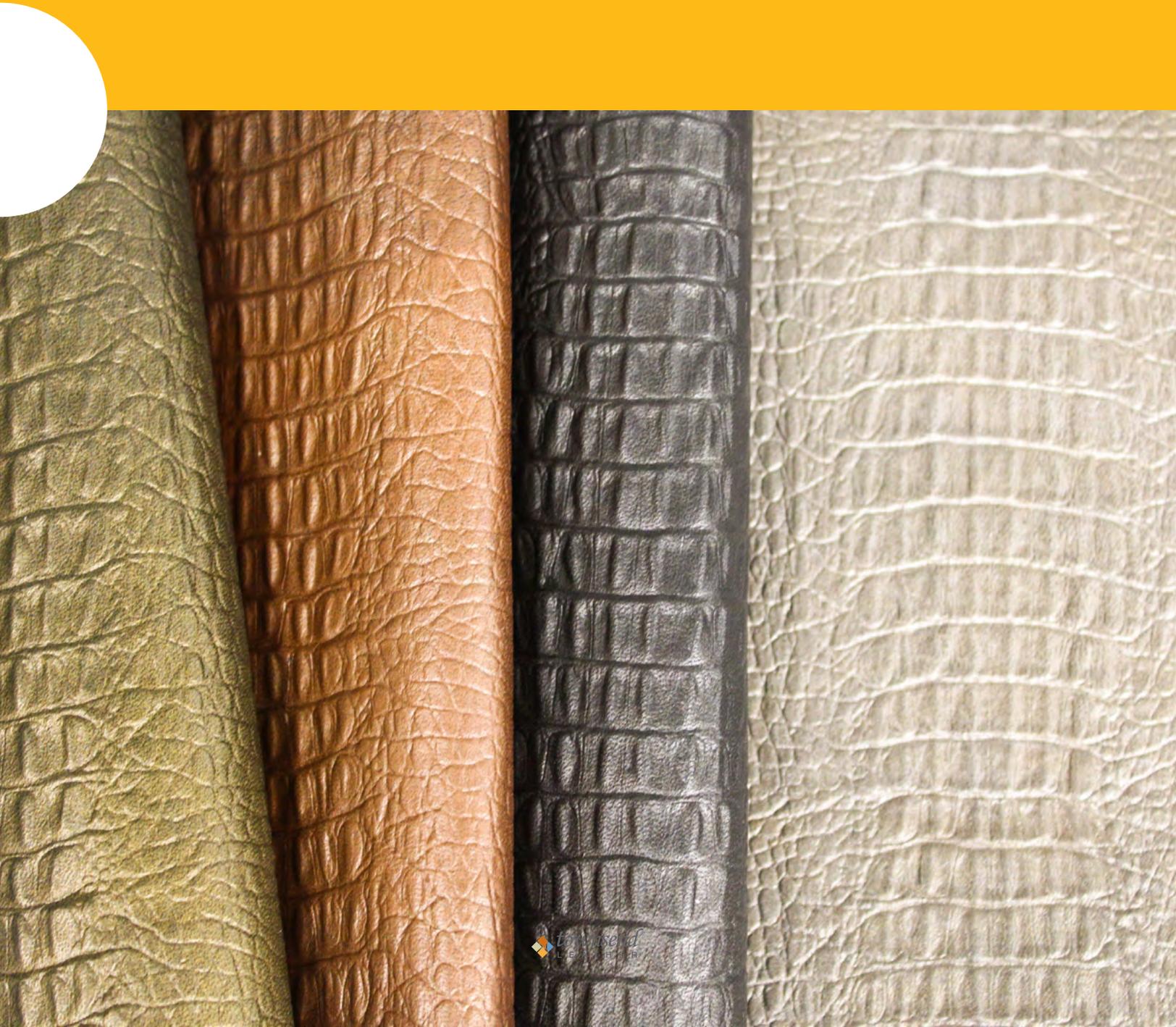
[http://www.townsendleather.com/leather/samples/product-lines/Stargazer-Cowhide-\(SGZ\)/](http://www.townsendleather.com/leather/samples/product-lines/Stargazer-Cowhide-(SGZ)/)



## LUSTROUS GEM COWHIDE

*Aniline-dyed and hand-rubbed with a pearlescent metallic finish. Available embossed, gaufred, or natural grain. Gem stone colors are illuminated by shimmery effect.*

[http://www.townsendleather.com/leather/samples/product-lines/Lustrous-Gem-Embossed-Cowhide-\(ELG\)/](http://www.townsendleather.com/leather/samples/product-lines/Lustrous-Gem-Embossed-Cowhide-(ELG)/)



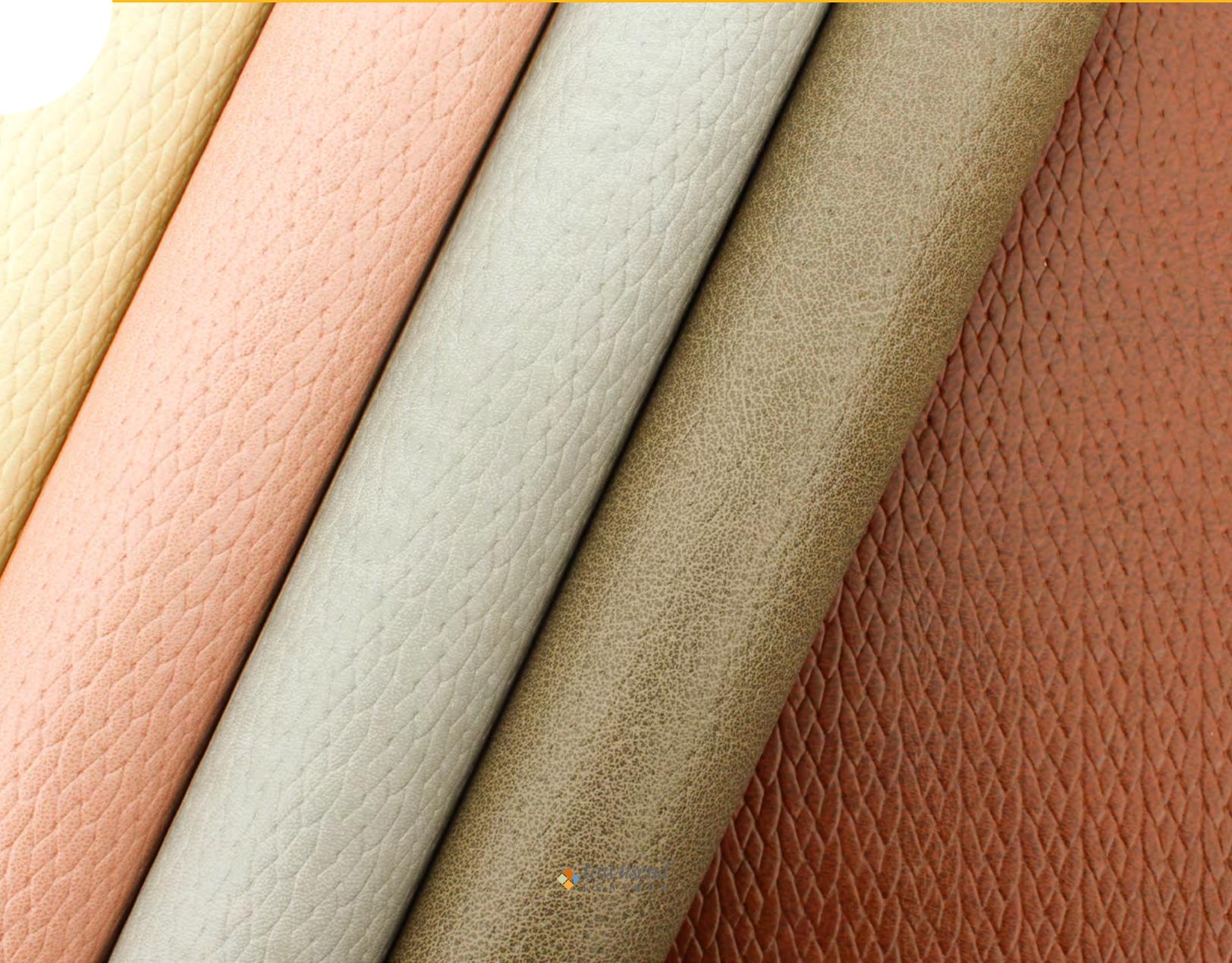


Townsend Leather's ability to craft any leather combined with Stacy Garcia's preeminent capacity as a forecaster of color and design trends, makes *The Stacy Garcia for Townsend Leather* collection an unparalleled partnership.

## LOOM COWHIDE

*Inspired by the delicate intricacies of fabric weaving, Loom tells a tale of interconnection. The uniform, braided design is achieved through a gaufirage-emboss and hand-rubbed effect.*

[http://www.townsendleather.com/leather/samples/product-lines/Stacy-Garcia-Loom-Cowhide-\(SG-LM\)/](http://www.townsendleather.com/leather/samples/product-lines/Stacy-Garcia-Loom-Cowhide-(SG-LM)/)





## BOND COWHIDE

*Bold yet classic, Bond breaks boundaries while remaining rooted in tradition. Embossed on a wax-coated pull-up leather, the linear-driven pattern ages well over time, developing a nuanced patina.*

[http://www.townsendleather.com/leather/samples/product-lines/Stacy-Garcia-Bond-Cowhide-\(SG-BND\)/](http://www.townsendleather.com/leather/samples/product-lines/Stacy-Garcia-Bond-Cowhide-(SG-BND)/)





**SEEN:** Townsend Leather's Hair-On Hide Leopard Print coordinated with perfection in a luxury aircraft seat.

<https://www.instagram.com/townsendleather/>

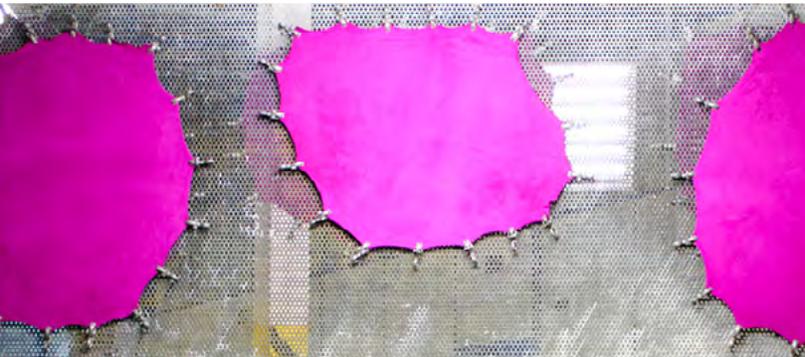
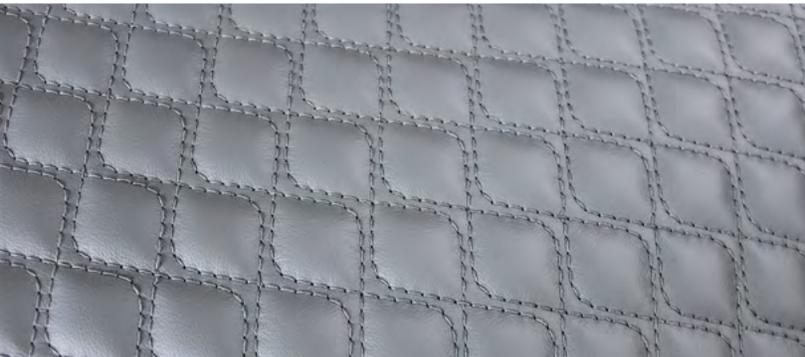
**SEEN:** Townsend Leather's Abstract Art leathers, custom-crafted for a private residence.

<http://www.townsendleather.com/2013/lifestyle/abstract-art>



## On Trend

What we are seeing in leather right now.



**Brights, colors, and specialty techniques are on trend right now - anything to grab attention and hold your eye with great visual impact.**

Contact [info@townsendleather.com](mailto:info@townsendleather.com) for samples or answers to anything found in this edition of *By Design* from Townsend Leather.



Marble Suede

[www.townsendleather.com](http://www.townsendleather.com)



# Who is Townsend Leather...

**At Townsend Leather**, we have a *passion for leather, luxury, and design*. Our design-driven philosophy allows us to offer creative and innovative leathers along with virtually unlimited opportunities for customization. With 50 years of experience working with designers in the residential, hospitality, contract, aviation, and transportation markets around the world, we strive to provide top-of-the-line leathers that are as unique as each of our customers.

Our trained professionals are experts at understanding the many nuances of leather. We manage the entire process from start to finish, from your initial consultation to determine the best approach to your project, right through dyeing and finishing, to final delivery of your leather.

We are craftspeople and artisans of leather, not just distributors or marketers. For us, this is a life passion and a family-owned business, not just another job. Our company was founded in 1969 by the Kucel family and our leather is produced in our state-of-the-art facility located in Upstate New York, about 50 miles northwest of Albany.

The result: superior quality, consistency, and attention to detail you can count on for all Townsend Leather products. This is what sets Townsend Leather apart and what can make a significant difference in the outcome of your next design project.



Using 100's of years of collective experience, a rich history, and state of the art technology, we hand-craft each hide to the highest of expectations.



For years, Townsend Leather has continuously won awards for our Team, our culture, and our Leadership - making us a Top Work Place and Best Place To Work.



We believe in our company, in our people, and in our culture. We believe in making it better every day. Awards like these are not necessary, they aren't something we specifically strive for, but to be recognized for the things that we hold near and dear to our hearts, feels good.



Townsend Leather is heartfelt intent on balance, growth, and innovation for all, especially those that face marginalization and unfair barriers.



We strive to make a positive environmental impact in all we do.



Leathers that give you the time to focus on your love of design.



Proud to be believing in better.



Exclusive provider of 3M Scotchgard  
Keep your leather looking beautiful even longer.



Being the Manufacturer allows us to perfect the Flammability Requirements for any project



Hand-crafted to not only stand the test of time, but also meet the most stringent quality and durability standards.



Hand-crafted in the foothills of the Adirondack Mountains, in Upstate New York - the Leather Making Region.



Quality at the heart of everything we do. We are proud of our AS9100D certification.



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