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Altfield Interiors Is Building A Future Where Luxury And Sustainability Coexist

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Luxury home and lifestyle brands are redefining their industry by embracing sustainability, not as a passing trend, but as a core value that drives everything they do. These brands are proving that eco-friendly practices and luxurious design can coexist beautifully. By prioritising recycled materials, organic fibres, and sustainable production methods, they're not only creating stunning products but also setting a powerful example for the future of design.

For Altfield Interiors, a luxury home goods distributor, sustainability is at the heart of their business. It's not just a buzzword—it's a guiding principle. Altfield partners with brands that share their dedication to environmental responsibility, focusing on organic fibres, recycled materials, and sustainably sourced wood. They actively engage with clients and interior designers to promote eco-friendly home products, leading the way for others in the luxury market.

Take Rubelli, for example. This renowned Italian textile brand, along with its atelier Kieffer, is celebrated for its commitment to sustainability. Rubelli has invested heavily in creating innovative fabrics, many of which meet OEKO-TEX® Standard 100 and GREENGUARD Gold certifications. In 2021, they introduced their eco-friendly collection, *Di Varia Natura*, made from bio-based fabrics and recycled materials.

Kieffer, on the other hand, focuses on the timeless beauty of natural fibres. Its *Untitled* series explores subtle, delicate textile textures with a pure sensory approach. By carefully selecting eco-friendly materials and production techniques, Kieffer strikes the perfect balance between style and sustainability, demonstrating that functionality and aesthetics can coexist harmoniously. Together, Rubelli and Kieffer are driving innovation in the industry while prioritising environmental and social responsibility.



Rubelli's eco-sustainable fabric collection, Di Varia Natura

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Weitzner infuses spaces with endless charm

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Meanwhile, over in New York, Weitzner Limited is adding charm and warmth to spaces with its beautifully designed fabrics and wallcoverings. Creative Director Lori Weitzner incorporates plant-based materials, such as abacá, banana fibres, and mulberry fibres, into her designs. The brand also emphasises circular design, creating durable products that stand the test of time. What's more, Weitzner champions cultural sustainability by respecting traditional craftsmanship and preserving artisanal skills. This thoughtful approach connects artisans and nature, making sustainability an integral part of their creative vision.



Weitzner incorporates plant-based materials into its designs

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Kieffer's Untitled series utilises eco-friendly raw materials and production techniques, balancing functionality and aesthetics

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Pierre Frey, a historic French family brand, is another standout. Known for its exceptional craftsmanship and heritage, the company took a major step towards sustainability in 2020 with the launch of its *NATECRU DURABLE - SUSTAINABLE* collection. This line reflects the brand's commitment to using eco-friendly materials and environmentally conscious manufacturing practices.

Sébastien Paillard, Director of Manufacturing at Pierre Frey, has been instrumental in advancing the company's sustainability efforts. Around 60% of their products are made in their own French factories, supporting local economies and keeping supply chains short. The brand also focuses on waste sorting and reuse, continuously improving its environmental policies.

Since 1950, Jim Thompson has been synonymous with Thai silk and the revival of silk weaving. With its own silk farms, factories, and design studios, the brand ensures exceptional quality at every stage of production. These strong foundations support its ambitious sustainability goals, which include achieving ISO 9001 and ISO 14001 certifications by 2025, as well as recycling 100% of its yarn waste. Sustainability is becoming a central focus of their iconic designs.

Similarly, Maya Romanoff, the largest hand-crafted wallcovering manufacturer in the United States, has been blending artistry and sustainability since 1970. Their *Natural Elements™* and *Ajiro Honeycomb* collections are a testament to this commitment. *Natural Elements* meets LEED standards and holds FSC certification, while *Ajiro Honeycomb* uses hand-painted paulownia wood veneers inspired by the natural structure of honeycombs to create stunning, organic patterns.





Maya Romanoff introduces the Ajiro Honeycomb wallcoverings

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As a whole, luxury home and lifestyle brands are demonstrating that eco-consciousness and high-end design can go hand in hand. By embracing sustainable materials and practices, they're not only elevating their products but also setting a new standard for the entire industry. As consumers increasingly align their values with their purchases, the demand for sustainability in luxury is growing. These brands prove that responsibility and luxury can coexist — and look beautiful at the same time.