



HBF INTRODUCES HAZEL GUEST CHAIR BY ALYSSA COLETTI

A refined guest chair designed with thoughtful detailing, active support, and compelling material expression.

HBF proudly announces the launch of Hazel, a guest chair collection highlighting the brand's signature mastery in finely crafted wood and upholstered seating. Created for today's dynamic work and social spaces, Hazel honors HBF's legacy while offering a fresh opportunity for designers to explore materiality and construction capabilities.

Hazel embodies comfort-forward, enhanced ergonomics within a solid ash frame that balances strength and grace. Offered in five models – with single fabric, dual fabric and multi-fabric options – Hazel offers designers a canvas to make the guest chair their own. Wrapped arms, a draped center runner, and meticulous upholstery and seam placement elevate visual appeal and tactility, inviting personal interaction and a luxe feel.

"I enjoy creating a canvas that is resolved in form and leaves room for designers to create their own story," says designer Alyssa Coletti. The resulting silhouette is warm, sculpted, and unmistakably welcoming. Rounded edges and a softened visual language make Hazel a natural fit for contemporary workplace, collaborative, social, and hospitality settings.

Thoughtfully engineered proportions allow for longer sit times without sacrificing elegance, while Hazel's upright pitch and supportive back encourage an engaged posture. Each seam, curve, taper and joint celebrates the capabilities of honest, modern wood craft while staying true to HBF's time-honored standards of quality.

"One of my inspirations for Hazel's details was to embrace HBF textiles, a brand I've long admired. I wanted to showcase their meticulously designed patterns by thoughtfully integrating them into Hazel's design," says Coletti. "You can choose if you want to highlight a detailed textile or keep it as a subtle surprise on the secondary surface. You can color block or use the same textile for a textural expression or go nuts and maximize. It's yours now."

In this way Hazel is both a timeless archetype and a versatile design solution. Constructed from solid ash, the frame is offered in 15 finishes which showcase HBF's deep craft and material expertise. Hazel is manufactured domestically to ensure quality and sustainability standards – meeting ANSI/BIFMA Level 3 Furniture Sustainability Standards, Third Party Certified - BIFMA Level 7.4.4, and is SCS Indoor Advantage Gold Certified.

With Hazel, HBF offers a guest seating solution that speaks to both the functional demands of modern environments and the emotional comfort of good design. It's a piece that invites interaction, reflects thoughtful craftsmanship, and adapts effortlessly to the needs of today's interiors.

To explore the full Hazel collection, visit www.hbf.com/hazelcollection.

[Hazel Press Images](#)

###

About Alyssa Coletti

Alyssa Coletti is a North Carolina-based industrial designer and founder of Nonfiction Creative, a studio focused on crafting timeless, empathic designs for the workplace furniture industry. With a background in industrial design and architectural studies, her award-winning work synthesizes concept, form, and craft to create lasting impact and meaningful user experiences.

About HBF

With an emphasis on design, craft, and sustainability, HBF (Hickory Business Furniture) is proud to be part of North Carolina's two-hundred-year-old legacy of furniture and textile manufacturing. HBF's expertise is rooted in the understanding of how furniture creates relationships between people and environments. With this holistic perspective for living and working comes good, honest craftsmanship driven by inspiring, contemporary design. Engineered for longevity and performance, HBF products are built with a sound contract manufacturing competence that has continuously evolved since our foundation in 1981. For more information, visit: www.hbf.com and follow [@hbffurniture](#).

Media Contact:

For further information and press inquiries, please contact **bde&co.**

Email: beth.massey@bdeandco.com