

A man and a woman are posed in front of a wall with two types of wallpaper. The upper portion features a vibrant red background with a dense floral pattern in shades of blue, yellow, and green. The lower portion, separated by a dark wood chair rail, features a white background with vertical stripes of intricate, colorful geometric and floral patterns. The man, on the left, has a beard and is wearing a dark shirt with a large, colorful floral print and dark trousers. The woman, on the right, has her hair pulled back and is wearing a dark green dress with a floral pattern. A blue arrow-shaped graphic points from the right towards the man, containing the text 'Backing British Businesses'. A dark blue arrow-shaped graphic points from the right towards the woman, containing the text 'House of Hackney'.

Backing British Businesses

House of Hackney

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Founded by Frieda Gormley and Javvy M Royle in 2011, House of Hackney is a British luxury brand renowned for ripping up the interiors rule book and dreaming up iconic prints inspired by the world we live in. House of Hackney has spearheaded a renaissance for painterly prints and exquisite colour while championing traditional craftsmanship and eco-friendly production.

Alongside their spectacular showroom in London's Shoreditch, House of Hackney were able to open an extraordinary space in New York last September – a 'Gallery' that frames their collections next to work by up-and-coming guest artists. The expansion to New York brought with it a whole host of new legal, taxation and administrative responsibilities for House of Hackney to comply with.

houseofhackney.com

Newable paired with our joint venture partner Avitus Group to deliver the America Made Easy (AME) programme for British businesses looking to expand to the US.

House of Hackney enrolled onto the AME programme, and were advised on the best corporate structure based on their business model and streamlined the process from start to finish. House of Hackney were guided through the various filings and ensured the organisation was tax and insurance compliant. They were also introduced to other valuable service providers, and Newable have continued to work with them for recruitment and co-employment services.

"We couldn't have managed this expansion to the US without the support of Avitus, whose team were always on hand to help steer the way".

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