
PIECEWORK
CAKE NAPKINS
BRUNCH NAPKINS



Piecework Doubles Sales in 2025 and Expands Global Wholesale with Debut of Cocktail Napkin Collection

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The design-first brand known for reinventing puzzles rapidly scales its footprint and product offering

LOS ANGELES, CALIF., September 9, 2025 – Piecework, the design-driven brand known for bringing style and storytelling to jigsaw puzzles, announced today that it has more than doubled its gross merchandise sales year-to-date following the successful debut of its cocktail napkin collection, which launched earlier this year.

The new line, which features over a dozen matching or mixed sets of four napkins with gift-ready packaging, is Piecework's first significant move beyond puzzles since the brand launched in 2019. The cocktail napkin collection is quickly gaining traction with retail partners including Nordstrom, Anthropologie, Liberty London, and over 1,000 independent boutiques. Since the launch of the collection earlier this year, Piecework’s napkin line has entered more than 1,000 retail doors, pushing the brand’s total store count to over 2,000 worldwide.

“Bringing products to market that are colorful, whimsical and a little quirky has always been part of our story,” said Rachel Hochhauser, co-founder of Piecework. “The cocktail napkins bring a sense of play and design to everyday rituals and the response so far has been incredible. It’s shown us that people want entertaining pieces that feel special without being too precious.”

To support its accelerating growth, Piecework will launch wholesale distribution across East Asia, Southeast Asia, Australia and New Zealand in the fourth quarter of 2025, with logistics operations in place to support timely and regional fulfillment. Global direct-to-consumer shipping will go live in parallel.

In August, Piecework unveiled its first line of decorative matchboxes, including a limited-run edition believed to be the longest match currently available on the market. The brand also previewed its expanded holiday assortment and next wave of entertaining products at Shoppe Object in New York.

Looking ahead, the company plans to launch additional new products in late Summer 2025, with a significant expansion of its gift and lifestyle assortment planned throughout 2026.

Retailers interested in stocking Piecework's growing collection can learn more atPiecework.

About Piecework

Piecework is a design-forward lifestyle brand reimagining the art of gifting and home rituals. Founded with the belief that everyday objects should spark joy, creativity, and connection, the brand first gained recognition for elevating the humble jigsaw puzzle into a modern design object. Today, Piecework's collection extends beyond puzzles into a rapidly growing line of entertaining and home goods, from tabletop accents to playful essentials, all created to celebrate beauty, delight, and a sense of play. Discover more at pieceworkpuzzles.com and follow along onInstagram.

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