



AXE AND AWL TAKES THE NEXT STEP IN THEIR CREATIVE JOURNEY
WITH EXPANDED WORKSPACE AND RETAIL CHANGES

New location for leatherworks operations opens new doors for creation and continued growth

Waynesville, NC --- June 3rd 2024---Axe and Awl Leatherworks, one of downtown Waynesville’s premier retail and cultural spaces, are pleased to announce the acquisition of and subsequent transition to a new production workshop in Allen’s Creek, just eight minutes from Main Street. The new location will serve as the manufacturing outpost for all day-to-day leather goods production that loyal customers have come to know and love throughout the last decade.

Axe and Awl, founded by Spencer and Courtney Tetrault, began their journey in 2014 and have made great strides to grow and transition the business from the workshop in their family home to their iconic space on Depot Street in Waynesville, NC. With a full focus on heritage products spanning belts to bags and everything in between, as well as culturally engrained traditions built into the custom fire service products the team offers, Axe and Awl aim to ascend in the local artisan market that they continue to shine in.

"We feel that Axe & Awl is really a highlight of the Blue Ridge Craft Trails. It's amazing how Spencer and Courtney have fused their experiences and connections with a passion for leather work. Each piece they create is the product of layers of thought, dedication, and historical awareness. I've been especially impressed to learn about their intentional development of new products and their steadfast attention to detail. At the heart of it all, Axe & Awl's products and ethos are attractive because of the human connection to every step of the process," said Brandon Johnson of the Blue Ridge National Heritage Area Program.

The new Allens Creek workshop serves to distinctly establish Axe and Awl’s production of leather goods in an expansive setting, nestled peacefully along the banks of the running waters that share the neighborhood name. The facility, which shares a history as both a machine shop and a glass etching studio, boasts an added 3,000 square feet of space for stretching the creative and manufacturing narrative while adding as many as 2 – 3 full-time and 3 – 4 part time staff to their growing team. With this in mind, customers who shop the custom fire service goods can expect the 12 – 14 week lead times to be cut to 4 – 6 weeks; a significant marker in increased productivity.

“We are tremendously excited about Axe & Awl Leatherwork's expansion. Their new commercial space in Allens Creek will not only scale-up their operation to meet increased demand but will further enhance our county’s unique allure by creating a collaborative venue that will offer leathercraft workshops, events, and generate new opportunities for other artisans. Acknowledging the important role local businesses play in creating jobs and fostering creativity, this positive move by Axe & Awl solidifies their contribution to our vibrant community,” writes Amie Newsome, Haywood County’s Tourism Development Authority Content Manager.

Axe and Awl also have renewed plans to re-imagine product innovation and creation, as well as retail distribution. The team will work to produce an array of private label and hospitality products, which include menu holders, check presenters, custom patches, key chains, and more. With additional products and a shift in focus, the retail space on Depot Street is also set to undergo a makeover, with added floor and counter space to further showcase their talents in a warm and hospitable environment.

“Our retail space will grow by 300 square feet, adding new offerings both crafted in-house and curated from unique makers around the world. Plans of adding a new built-in countertop will allow for folks to relax and gather amongst great company while enjoying a cold beverage as they explore the shop," said Spencer Tetrault, co-founder and creator of Axe and Awl.

Axe and Awl Leatherworks is located (retail) at 41 Depot street in Waynesville, North Carolina and is open from 10AM – 5PM, Wednesday through Saturday.