

# SHORE



## **SUPER SOFT FURNISHING THAT SUPPORT AND ENERGIZE**

SHORE is a design brand pioneering the field of ergonomic rugs and soft furnishings for home, work, and fitness. We believe a rug can be both beautiful and exceptionally functional. Synchronizing rigorous material research with an innovative craft approach, we create highly sophisticated products of surprising beauty and usefulness that are equally at home in high-end interiors, fitness studios, on pool side decks, and in offices and work spaces. We believe that the spaces we occupy and the objects we own should be more than just beautiful and well made, they should aid us in becoming our best selves.

Our signature product, Shore Rugs™, engender wellbeing through a uniquely luxurious experience of health, comfort, and craftsmanship. With their unique deep weave structure, created entirely by hand and woven by skilled artisans in our London workshop, Shore Rugs provide cushioned support and a textured, dynamic surface. To step upon a Shore Rug is to experience a pleasant, massage-like sensation on account of the product's pure (completely non-toxic) silicone. The same intersection of aesthetic appeal and durable performance means Shore Rugs work effortlessly within any imaginable space - residential, commercial and hospitality. Useful anywhere, Shore Rugs™ are waterproof, UV and fire resistant, hypoallergenic, vegan, easy to clean, and extremely durable.

*"THE 100 PERCENT SILICONE MATERIAL FEELS LIKE A GEL SHOE INSERT AND IS DESIGNED TO RELEASE THE LEG STRAIN AND FATIGUE NORMALLY CAUSED BY STANDING ON HARD SURFACES FOR LONG HOURS."*

**-NEW YORK MAGAZINE, BEST BETS**

**Shore Rugs™ are the new standard in anti-fatigue floor coverings**, bringing both beauty and the health benefits of anti-fatigue flooring to any space imaginable. Their unique deep weave structure of a Shore Rug offers cushioned support as well as a textured, dynamic surface. This provides a massaging experience as well as proprioceptive feedback, heightening the balance skills necessary to maintain stability, agility, and coordination skills. Informed by scientific research, anti-fatigue mats are proven to reduce fatigue caused by standing for long periods on a hard surface.

SHORE aims to be the first and foremost consumer brand for health-focused furnishings for living at home and at work. The global wellness industry alone grew by 10.6% from 2013-2015: from \$3.36 trillion to \$3.72 trillion. The workplace wellness industry grew 6.4% from 2013-2015, from \$40.7 billion to \$43.3 billion. Fashion brands have capitalized on this trend in the clothing industry, but it has yet to expand into home products- we are the first.

## **Our Story**

SHORE's founders, Louie Rigano and Gil Muller, met while studying at the Royal College of Art in London. With an interest and passion for materiality, craft and technical innovation, they founded SHORE in the summer of 2015. They share a belief that technical innovation and beautifully crafted design need not be mutually exclusive. Working at the intersection of material research and craft tradition, the team challenges traditional conventions assumed by rugs and is finding new and highly functional roles for an object that has been with us for millennia.

*We value health and freedom above all else. That's why we're challenging the traditional hierarchy of luxury that's based on rarity, provenance, and hype—because you shouldn't have to choose between something luxurious and something good for you. We believe true luxury is not only about what something is, but how it makes you feel. A luxurious product should be beautiful and well made—and it should improve and invigorate your life. It should put that luxury into action and pass it back to you. Satisfaction over status symbols. Performance and quality over labels and prestige. Feeling good over showing off.*

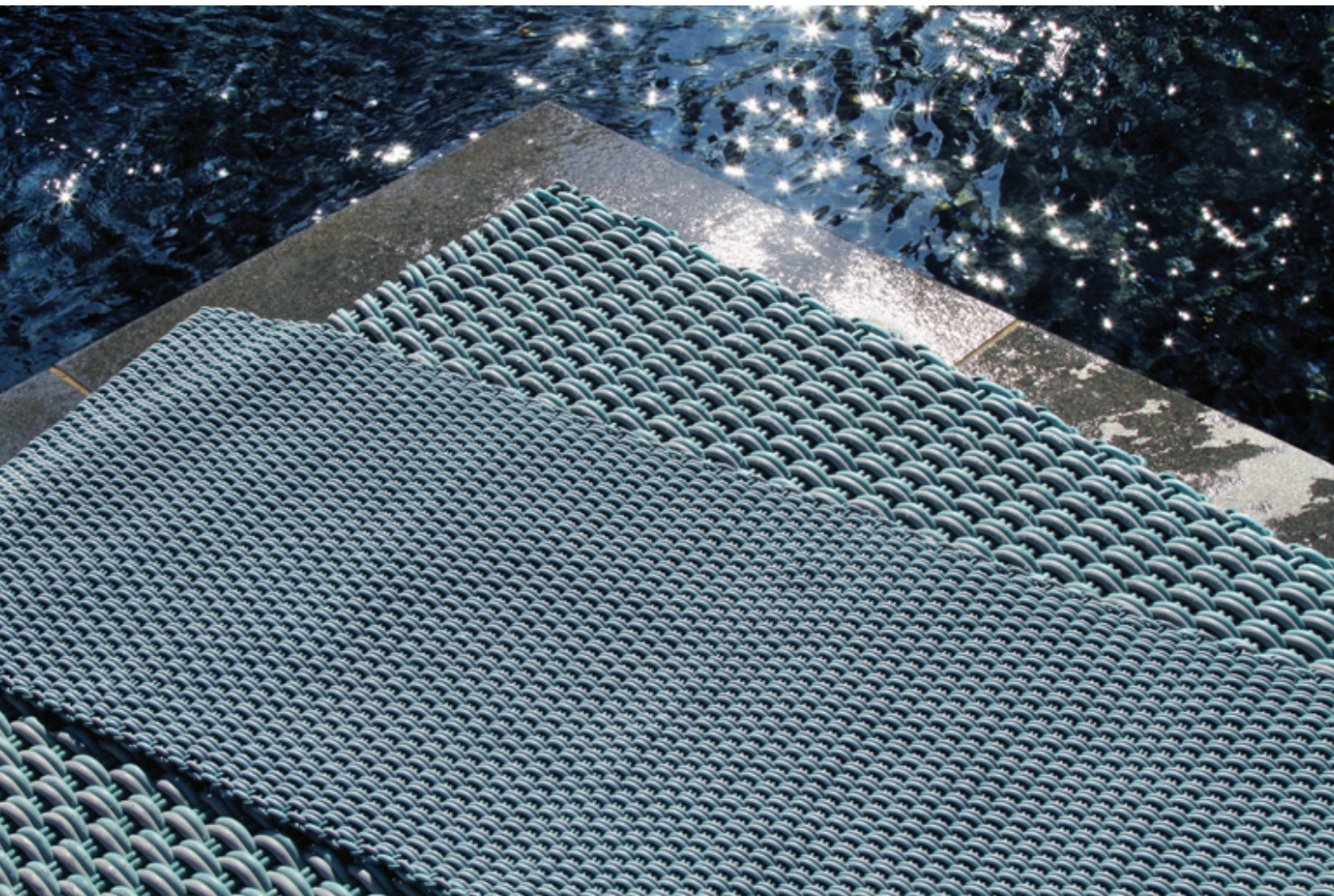
*Rugs are rarely seen as having the power to be life-changing. But we believe their position within your most immediate and familiar spaces gives them unique potential to enrich and stimulate. Upgrade your life, starting from the ground up.*

**SHORE**

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Lake Neptune Mat, 4' x 8', Lake Neptune Rug, 2' x 6'

*"THE COOLEST OUTDOOR  
RUGS ON THE MARKET  
RIGHT NOW."*

—AMELIA SHIRLEY, DESIGN  
MANAGER AT THE STANDARD



Meteorite Mat, 2' x 4'

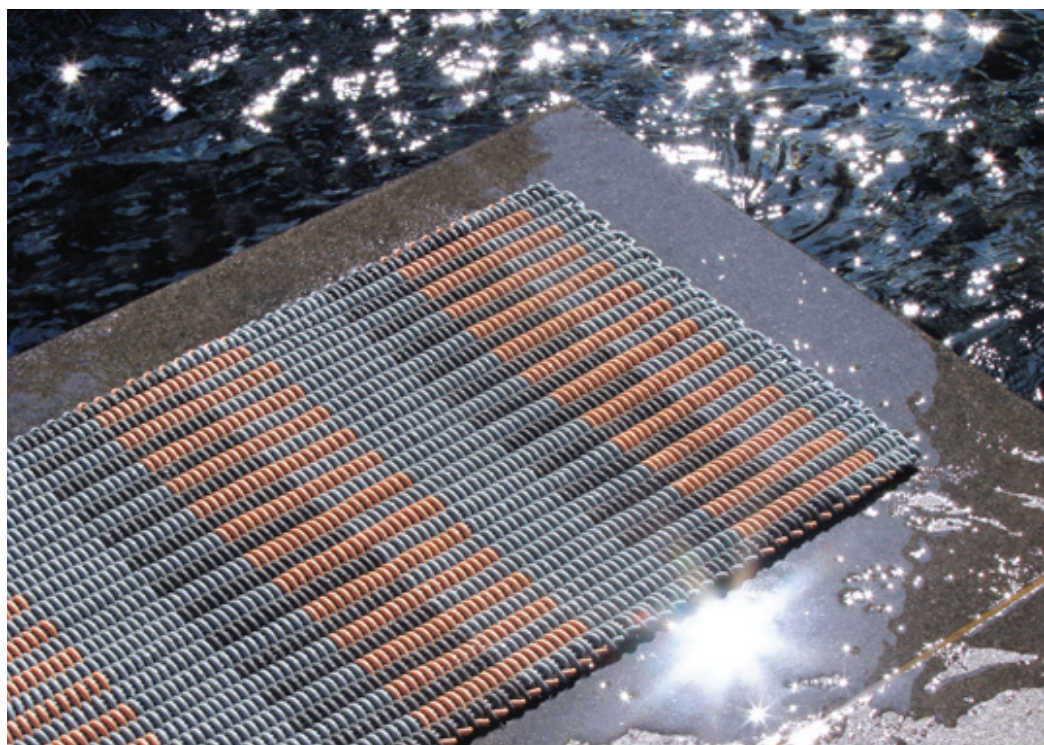




Twilight Sea Pillow, 16" x 16"







Rose Garden Rug, 21" x 34"





Lavender Seat Cushion, 12"



Jupiter Sky Pouf, 3' x 3' x 1'