

Rise Custom Broadloom + Rug Collection



ShawContract®  
hospitality



# Rise Like a Phoenix

There are moments in time when we need to stop and think about the world around us and how we want to live in it. Moving forward isn't always an easy thing to do.

How do you respond to disorder and disruption? Sometimes we need to create new paths, rethink and rebuild. The Rise Custom Collection is our response to overcoming the challenges we face. It draws inspiration from the world around us; a collection created from a place of empathy. It pays tribute to the resilience of the hospitality industry and the spirit of renewal as we all move forward, buoyed by optimism rather than weighed down by difficulties. Together we rise.

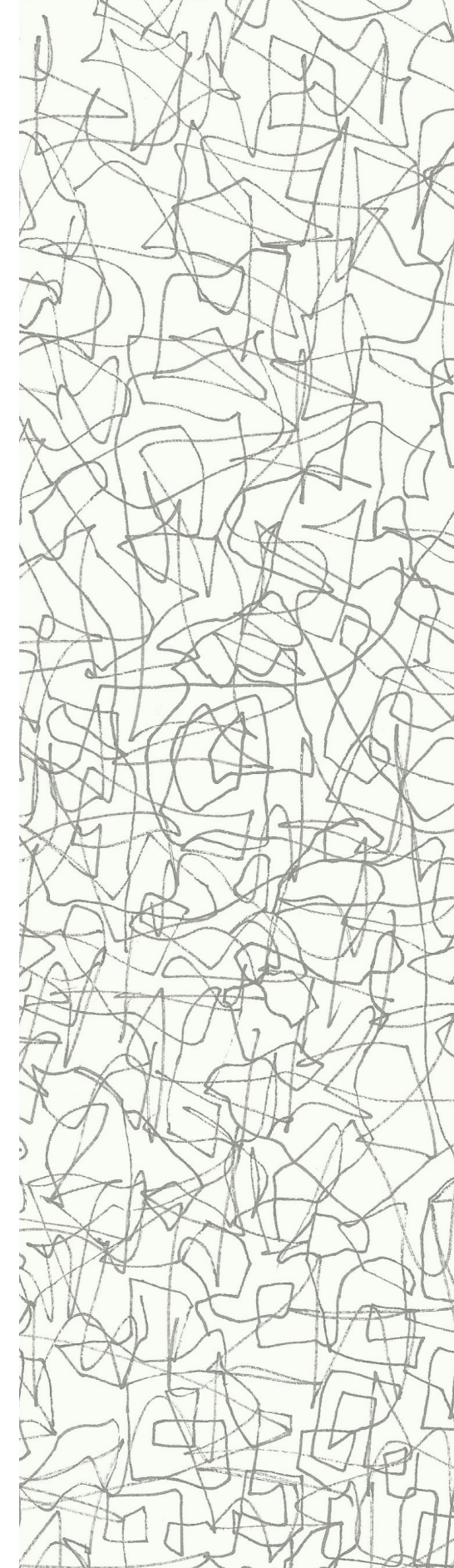
COVER: HR79463 + BESPOKE OAK CA250  
IN ARCHIVAL OAK 09016 | INSTALLED  
HERRINGBONE

# Rise Together

This collection is expressed through three phases of discovery, characterized as **Perseverance**, **Ingenuity** and **Hope**: the hallmarks of an industry that is poised for fresh beginnings and a season of rediscovery. The lush color palette is rooted in soothing neutral tones, intertwined with a delicate terracotta rose that adds a deep vein of energy and optimism.



PERSERVERANCE



INGENUITY



HOPE



# Forward Momentum

The *Rise Custom Collection* is designed for hospitality spaces that allow you to luxuriate and find comfort within. With bold visuals, it offers a range of constructions and aesthetics that provide flexible design solutions for both guest rooms and communal spaces. The sculptural effect and pixel-to-pixel

definition of tailor tuft technology deliver unparalleled design detail. Rise also adds Axminster designs to elevate your space with a sense of plush comfort. The supreme quality of the natural woven wool, coupled with the creativity of our Lifestyle Studio, present choices that meet the very highest standards of aesthetics and performance.



HR79462 + BRANCHING OUT  
4256V IN RISE OAK 56120  
| INSTALLED STAGGER



# Perseverance

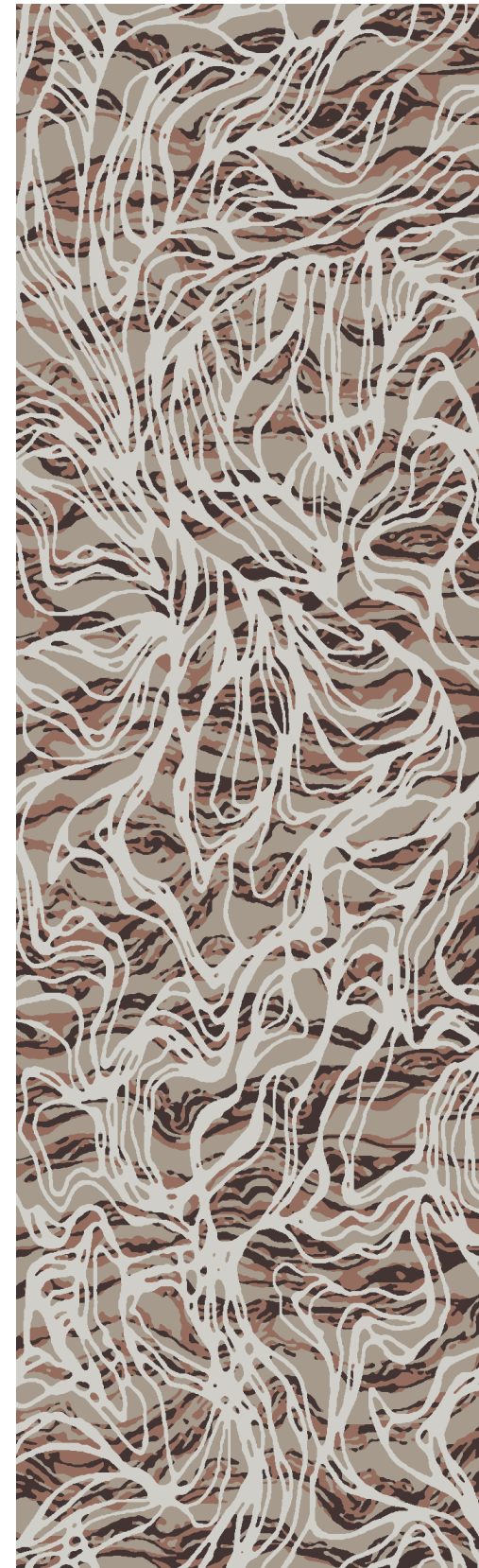
DESIGNS THAT ALLOW FOR INFINITE POSSIBILITIES  
AND FRESH STARTS.

“Success comes from curiosity,  
concentration, perseverance  
and self-criticism.”

Albert Einstein.

We persevere in the belief that there are always new and better ways to move forward, that we should not be defeated by disruptions, but instead embrace them as opportunities to learn and to thrive.

The patterns of Perseverance echo the organic and flexible movements found in nature. The way that a tree branch will bend around an obstacle and continue to grow. The gentle strength of a flower pushing its way through a crack in the concrete determined to bloom in the harshest of circumstances. The softly flowing lines encourage us to navigate across space with confidence, open to every possibility. New, unexpected directions show us that beauty can be both natural and spontaneous or cultured and created.



A

CL842

B

CO031

C

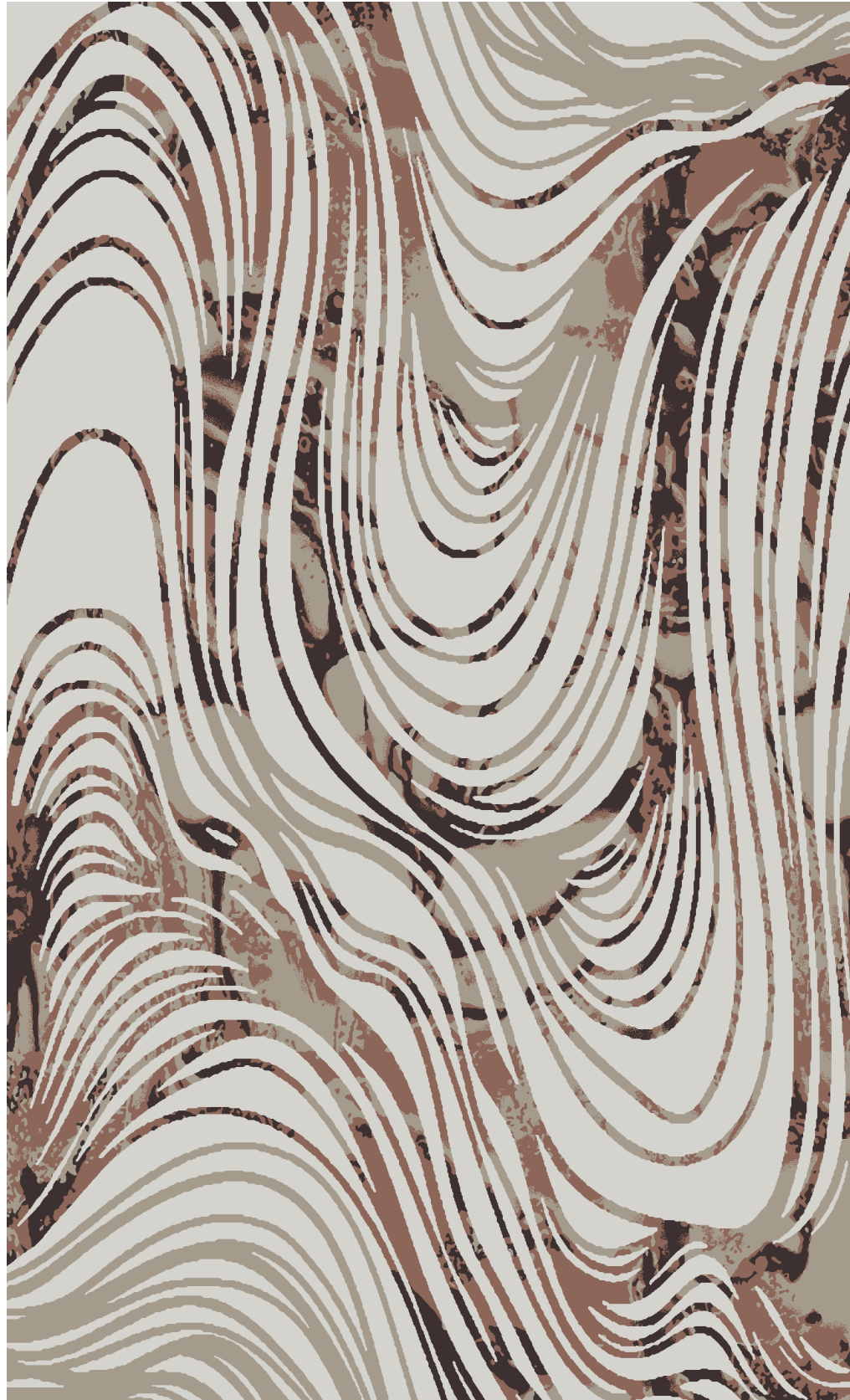
6031

D

BQ826

HR79463

12 ft x 18 ft 3.66 m x 5.49 m



CL842



CO031



6031



BQ826

HN79471

6 ft x 18 ft 1.83 m x 5.49 m



CL842



CO031



6031



BQ826





HF79475

6 ft x 6 ft 1.83 m x 1.83 m



CL842



CO031



6031



BQ826

AXR79229

12 ft x 18 ft 3.66 m x 5.49 m



C5-10



C4-10



C3-10



C2-09



A2-07



B6-05



B5-06



B6-03



A4-01



AXF79221

6 ft x 6 ft 1.83 m x 1.83 m



C5-10



C4-10



C3-10



C2-09



A2-07



B6-05



B5-06



B6-03



A4-01





# Ingenuity

CREATES A FRESH TOPOGRAPHY OF POINTS  
IN COMMON WHERE NONE EXISTED BEFORE.

“Progress means getting nearer  
to the place you want to be. And  
if you have taken a wrong turn,  
then to go forward does not get  
you any nearer.”

C.S. Lewis.

We consider ingenuity inseparable from creativity. Together, they draw order from chaos. Chaos is defined as a form of order that lacks predictability; creativity is the ability to transcend traditional ideas. Ingenuity is the place where they meet.

The lines of Ingenuity create rhythm and structure as they emerge from what appears as turbulent beginnings to form unexpected patterns. Shortcuts are created from fragmented journeys that loop back and forth, repeating or separating, until a breakthrough is found and new patterns emerge.



A

CL842

B

CO031

C

6031

D

BQ826

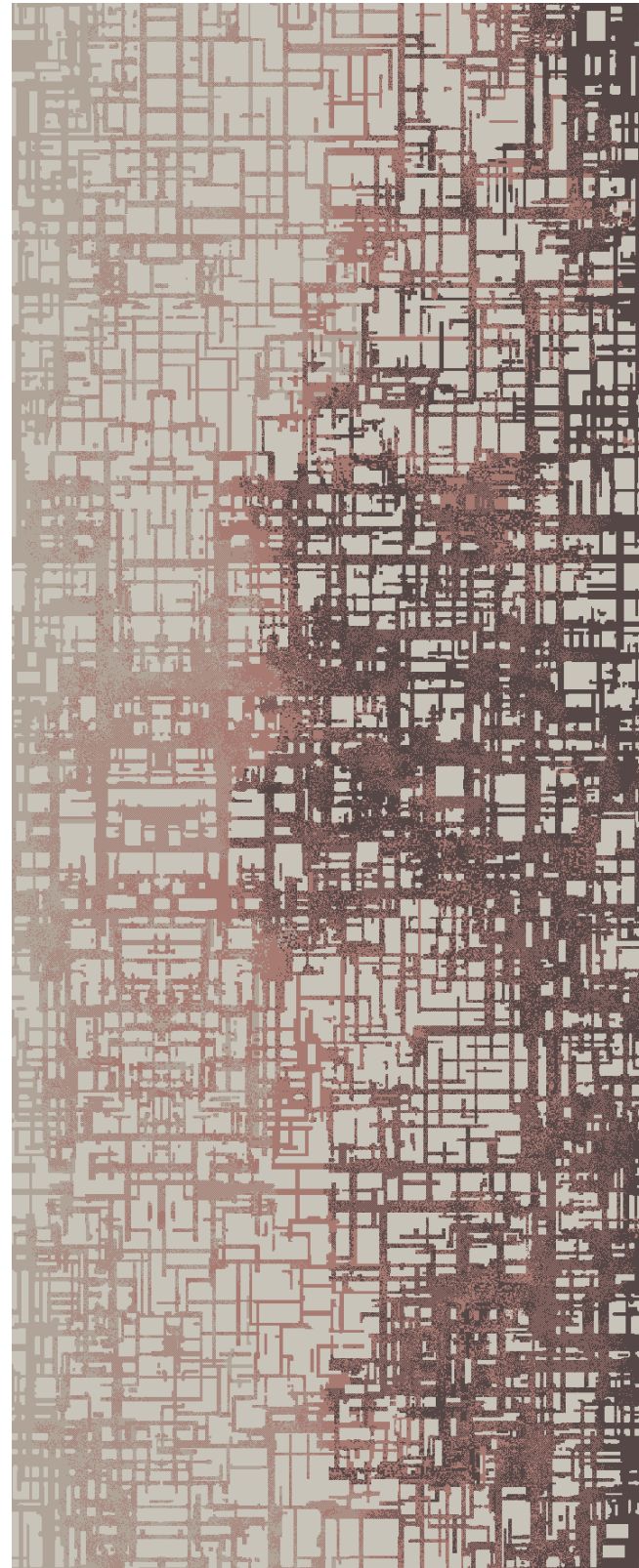


HR79466 + BESPOKEOAK  
CA250 IN ARCHIVAL OAK 09016  
| INSTALLED HERRINGBONE



HN79472

6 ft x 13 ft 5.5 in 1.83 m x 4.1 m



CL842



CO031



6031



BQ826

HN79473

6 ft x 18 ft 1.83 m x 5.49 m



CL842



CO031



6031



BQ826

HF79476

6 ft x 6 ft 1.83 m x 1.83 m



CL842



CO031



6031



BQ826

AXR79225

12 ft x 18 ft 3.66 m x 5.49 m

A

C5-10

B

C4-10

C

C3-10

D

C2-09

E

A2-07

F

B6-05

G

B5-06

H

B6-03

I

A4-01



AXF79222

6 ft x 6 ft 1.83 m x 1.83 m

A

C5-10

B

C4-10

C

C3-10

D

C2-09

E

A2-07

F

B6-05

G

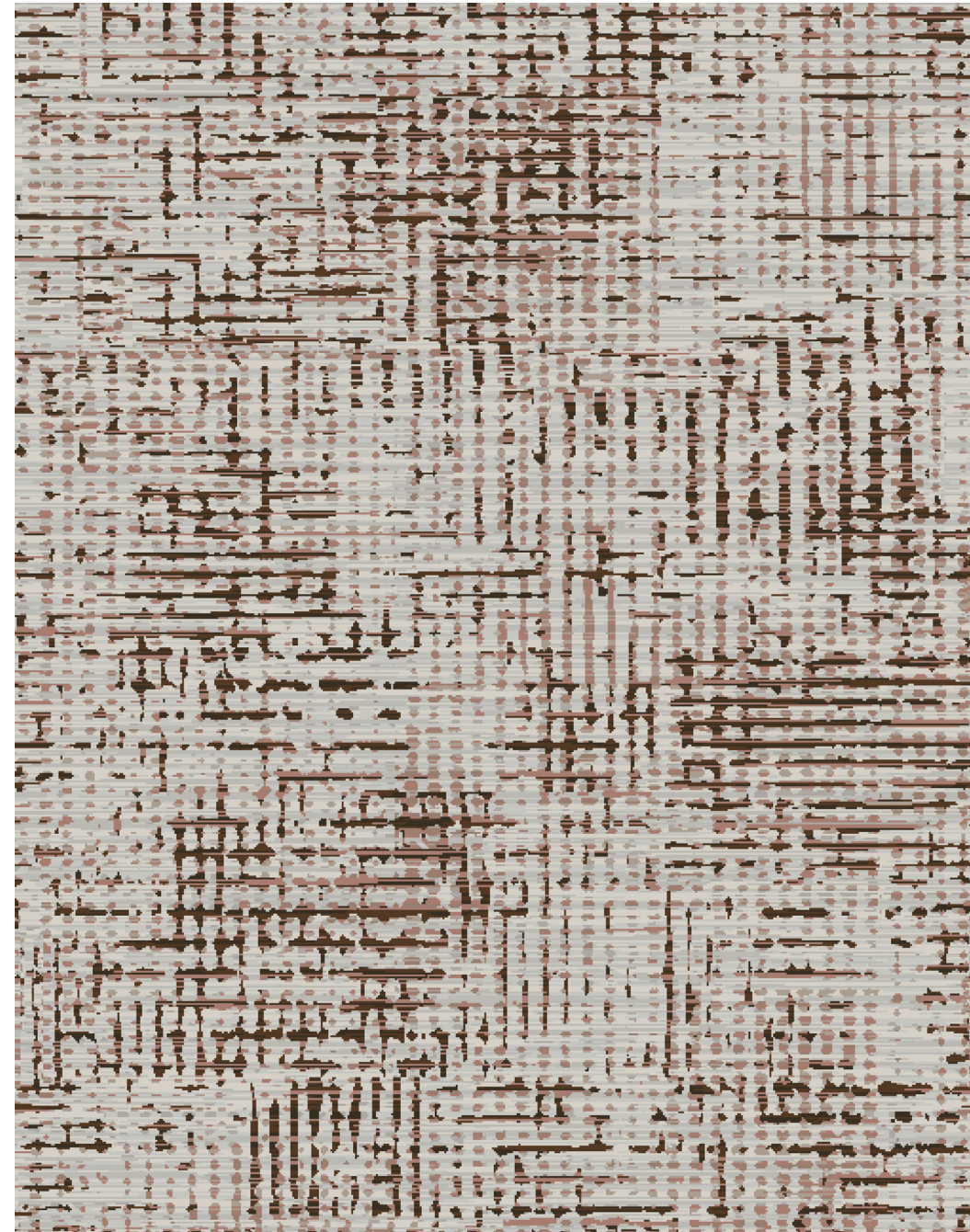
B5-06

H

B6-03

I

A4-01







# Hope

MAPS OUT PATTERNS THAT INVIGORATE  
AND RESTORE OUR SENSE OF OPTIMISM.

“A bend in the road is not the end of the road... Unless you fail to make the turn.”

Helen Keller

We hope for a better future and actively work towards that goal. Hope lays the groundwork for new beginnings.

These patterns include detailed pathways with interruptions and color accents that highlight the joy of good times to come. Kinetic lines explore multiple horizons, some softly organic and others sharply delineated, each presenting us with the possibility of catharsis and renewal.



A

CL842

B

CO031

C

6031

D

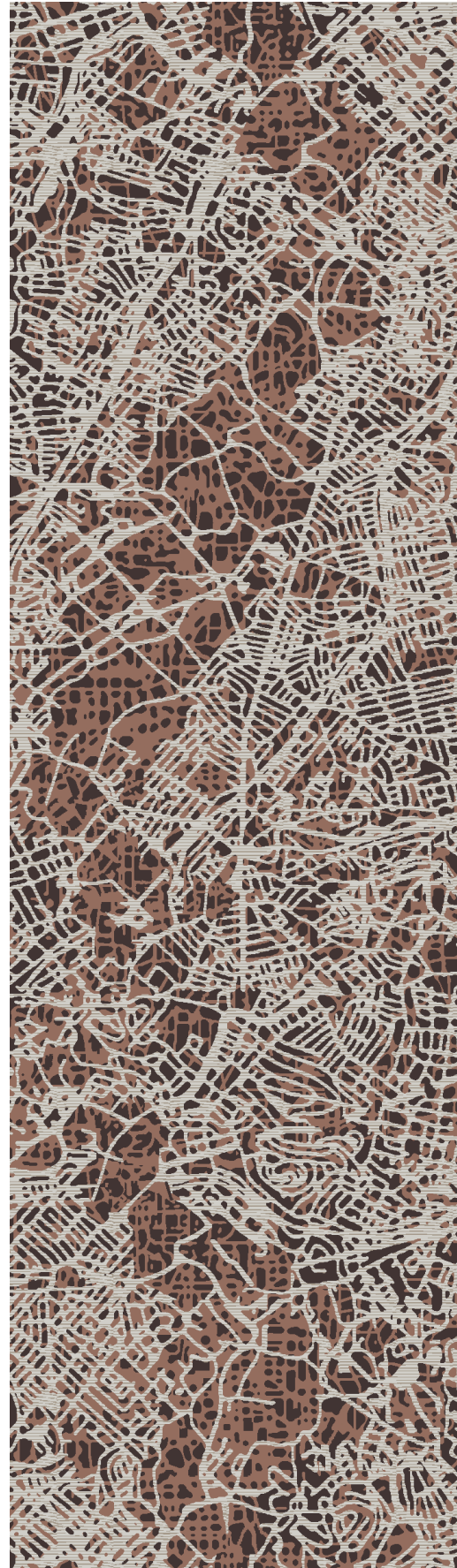
BQ826



HR79462 + BRANCHING OUT  
4256V IN RISE OAK 56120 |  
INSTALLED STAGGER

**HN79468**

6 ft x 18 ft 10.9 in 1.83 m x 5.76 m



CL842



CO031



6031



BQ826

**HN79467**

6 ft x 14 ft 2.18 in 1.83 m x 4.32 m



CL842



CO031



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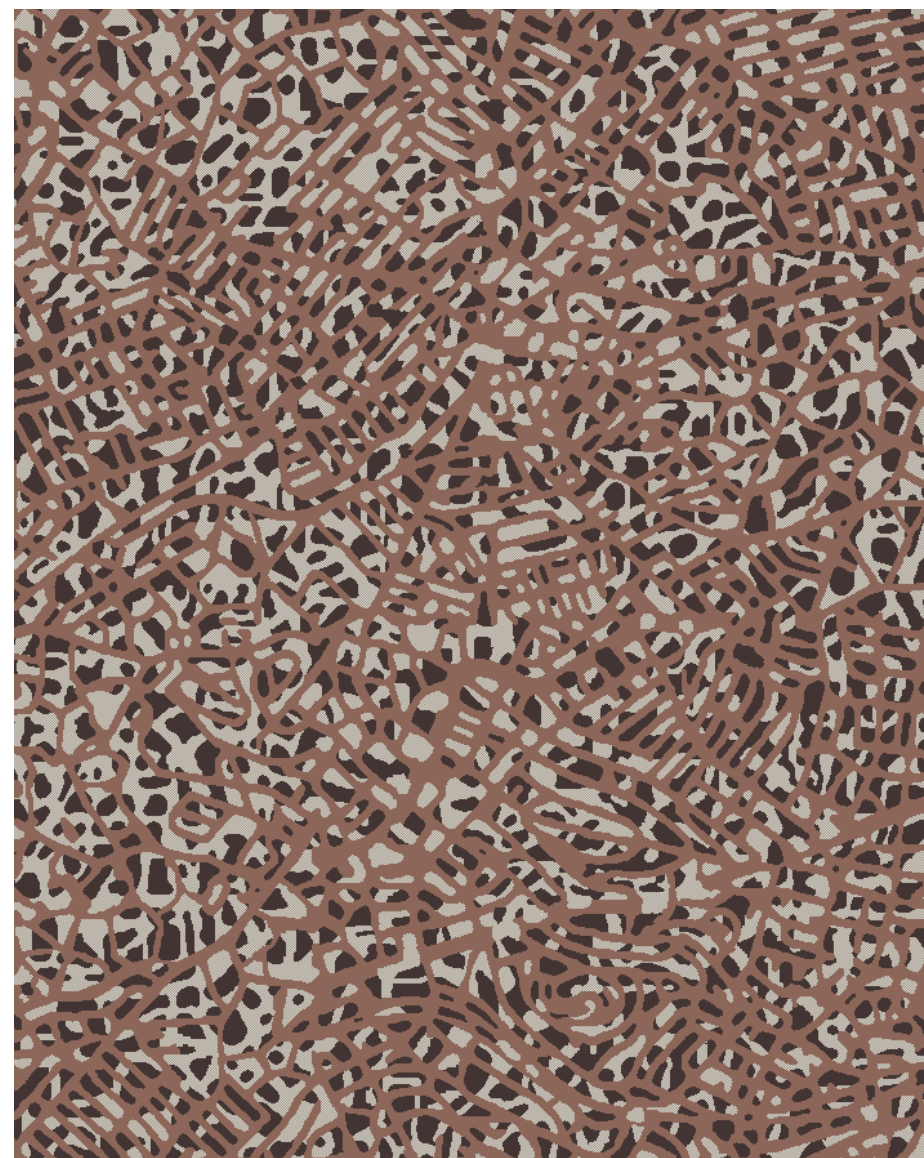


BQ826



HF79474

6 ft x 6 ft 9.45 in 1.83 m x 2.07 m



CL842



CO031



6031



BQ826

AXR79226

12 ft x 18 ft 3.66 m x 5.49 m



C5-10



C4-10



C3-10



C2-09



A2-07



B6-05



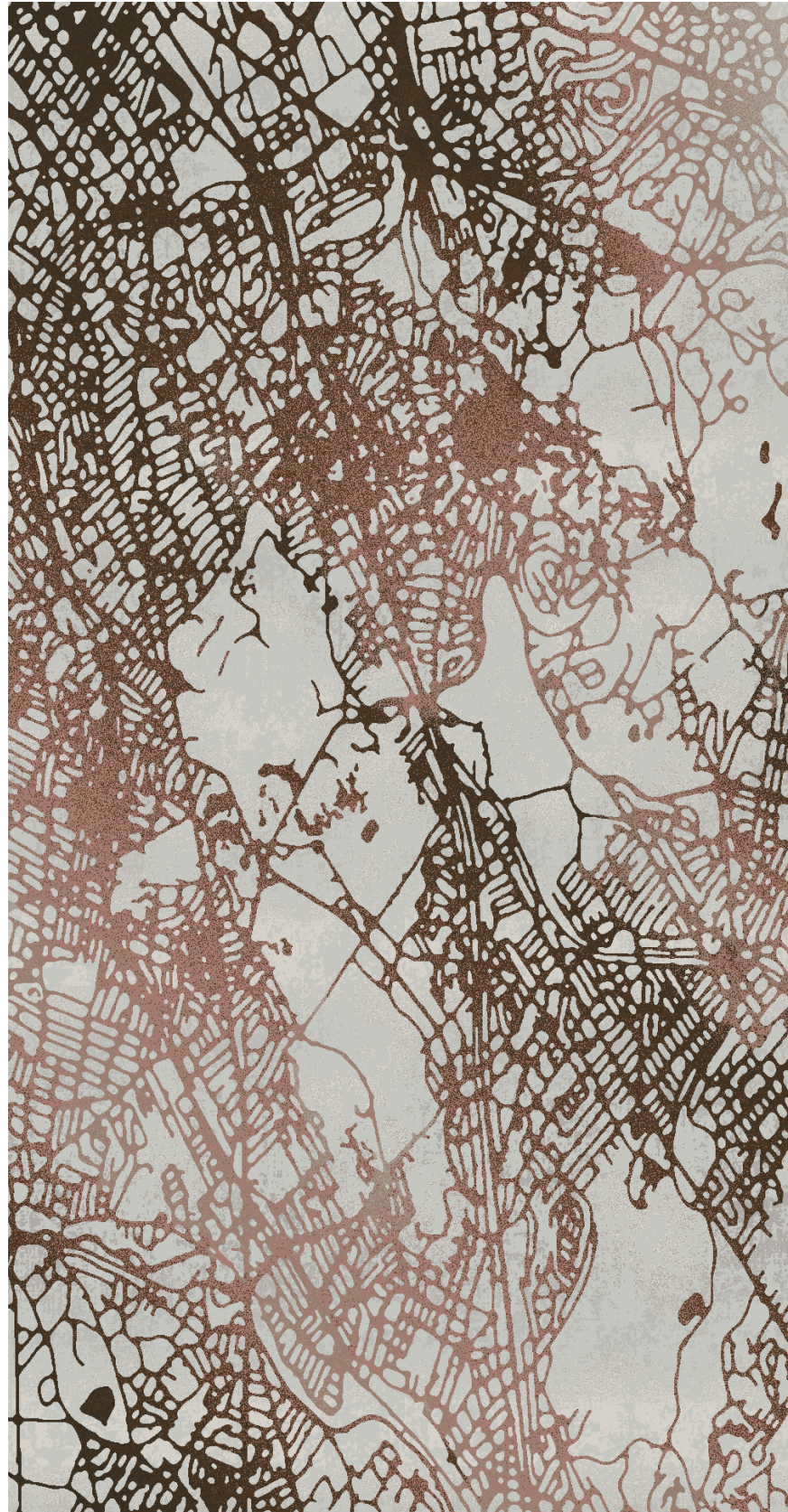
B5-06



B6-03



A4-01



AXF79224

12 ft x 11 ft 5 in 3.66 m x 3.48 m



C5-10



C4-10



C3-10



C2-09



A2-07



B6-05



B5-06



B6-03



A4-01



## SHOWROOM LOCATIONS

ATLANTA  
+1 404 853 7429

MEXICO CITY  
+55 5010 7600

BANGALORE  
+080 6773 0202

NANTONG  
+86 400 800 7429

BEIJING  
+86 10 6568 588

NEW YORK  
+1 212 953 7429

CHICAGO  
+1 312 467 1331

PARIS  
+33 1 55 27 39 07

DUBAI  
+971 4 313 2496

SAN FRANCISCO  
+1 415 955 1920

HONG KONG  
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SANTIAGO  
+562 2431 5000 X 550

MIAMI  
+1 305 827 5912

SHANGHAI  
+86 21 3338 4000

LONDON  
+44 207 961 4120

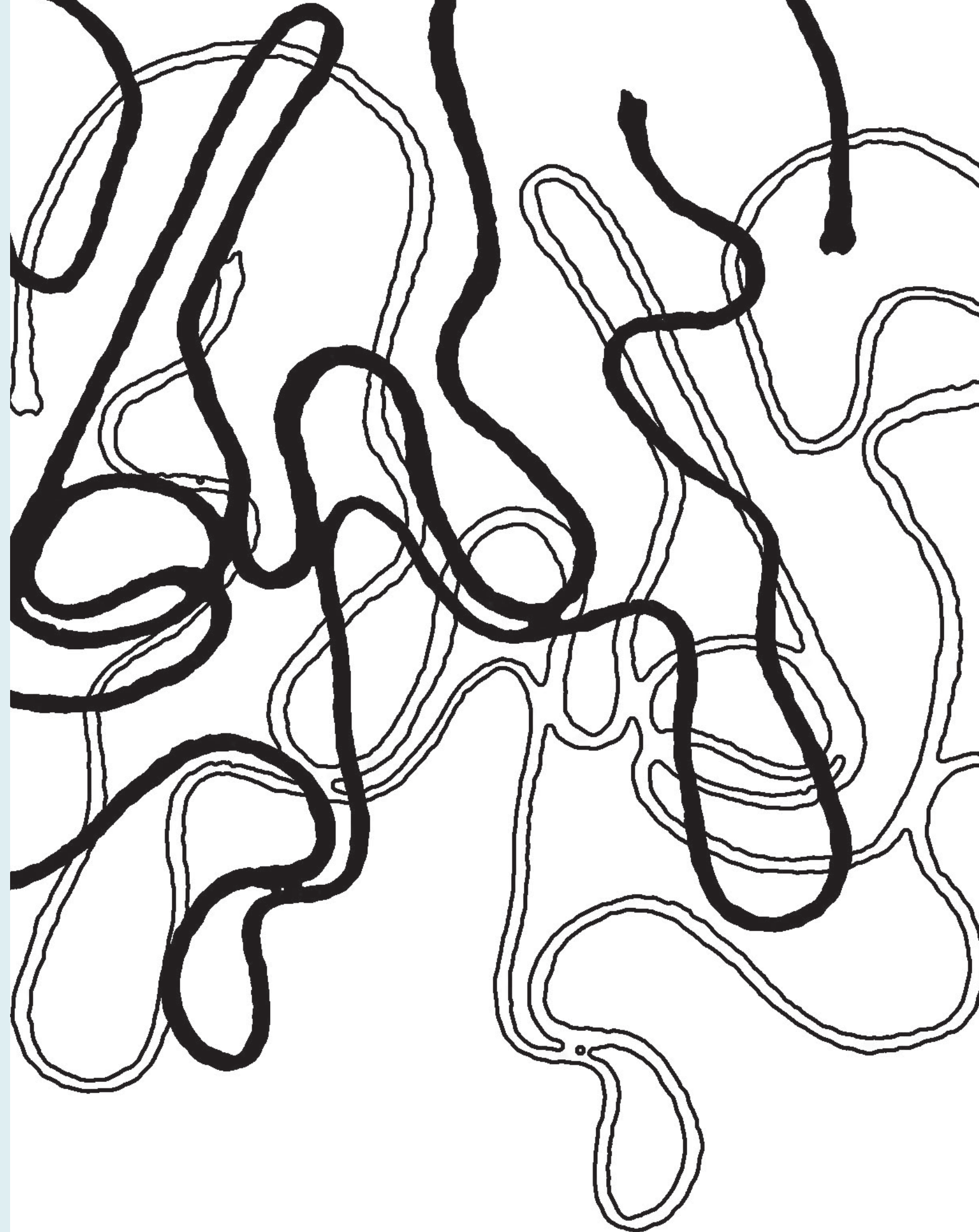
SINGAPORE  
+65 6733 1811

LOS ANGELES  
+1 800 233 1614

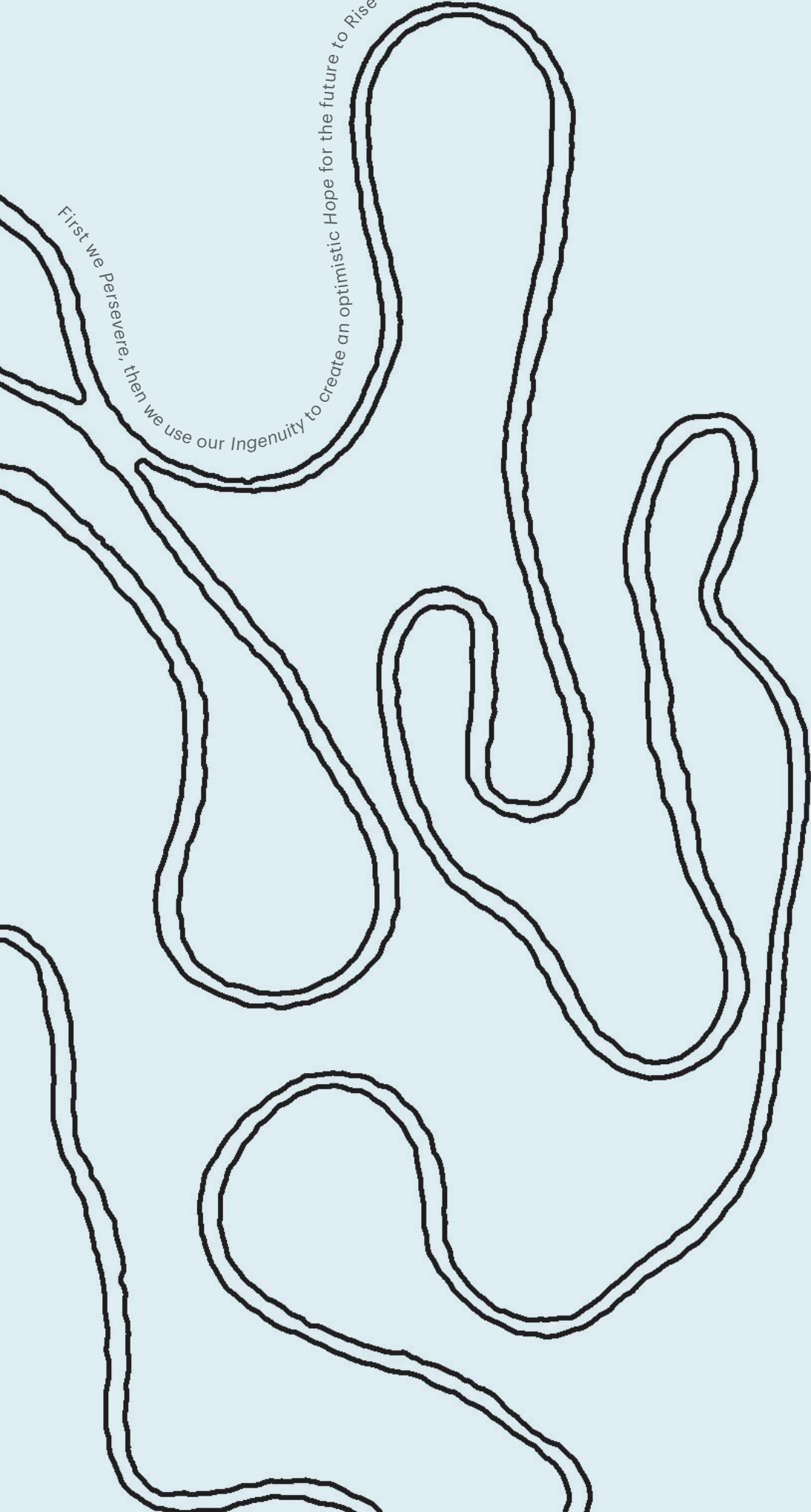
SYDNEY  
+61 2 8065 1901

MELBOURNE  
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First we Persevere, then we use our Ingenuity to create an optimistic Hope for the future to Rise together.



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hospitality