



BALANCING AESTHETICS, BUDGET & PERFORMANCE

## BACKGROUND

A family-owned business founded by David and Kerrie Sharpley, born from a passion for textiles and enchantment of the hand-tufting technique, it is now a global company recognised for its sophistication and knowledge. Our team have over 30 years of experience designing and producing high-quality, custom made carpets and rugs for residential, commercial and hospitality projects worldwide.

A passionate, design-led portfolio with the confidence to take a unique point of view and the technical expertise to deliver. By balancing aesthetics, budget and performance, we have become a premier source for interior designers and architects.



# LOCATIONS



Melbourne HQ Showroom  
Windsor VIC 3181



NSW & ACT Representative



WA Representative



Zibo Tsar Factory  
Shandong Province, China



TSAR USA LLC  
New York, NY



TSAR Carpets UK  
Fulham, London



QLD Representative



# OUR TEAM

## Melbourne, Australia



David Sharpley  
CEO & Co-Founder



Kerrie Sharpley  
GM & Co-Founder



Shona Dunne-Forsyth  
Global Sales & Business  
Development Director



Ercan Sarac  
Showroom  
& Project Manager



Aimie Gers  
Business Development  
& Sales Associate



Diana Lopes  
Accounts Manager



Ross Cleland  
Head Designer



Teresa Cerebek  
Senior Designer



Charlotte McGeehan  
Designer

## NSW & ACT, Australia



Michelle Power  
Business Development  
& Design Associate



Paulette Mirzikinian  
Commercial Sales  
Associate

New York, USA



Aliahn Sharpley  
Studio Manager



Annie Ming  
Marketing & Communications  
Executive



Andrew Cenita  
Designer



Kaydene Lewis  
Studio Coordinator



Angeline Kenny  
Business Development  
Manager



Paige Danoff  
Junior Designer

London, UK



Mike Constable  
Director



Carly Anne Fitzpatrick  
Business Development  
Manager  
& Design Associate

China



Aaron Xu  
Operations Manager



Grace Yin  
Sales Associate

## OUR CONTINUED SUPPORT DURING COVID-19

### 1. We want to see you!

We are all working remotely, at full capacity, and available to answer any and all questions and enquiries. We've had great luck with meetings and product presentation are available via Google Hangouts, Skype and Zoom.



### 2. Designing things

Get in touch! Our design consultants have been developing creative ideas to customise your designs, including threads sheets, renders and floor plan drop-ins. Check it out!



### 3. Touching things

We are still able to courier or mail available samples to you, wherever you are. We can also fabricate custom samples within 3-4 weeks. Our partnering freight companies are working with your safety in mind, employing no-contact-delivery methods at all times



### 4. Our mill

Our mill is running at full capacity, with no delays in production for samples or orders. We also have storage available to our clients in our mill, for any unexpected timeline changes.



## OUR MILL | ZIBO TSAR

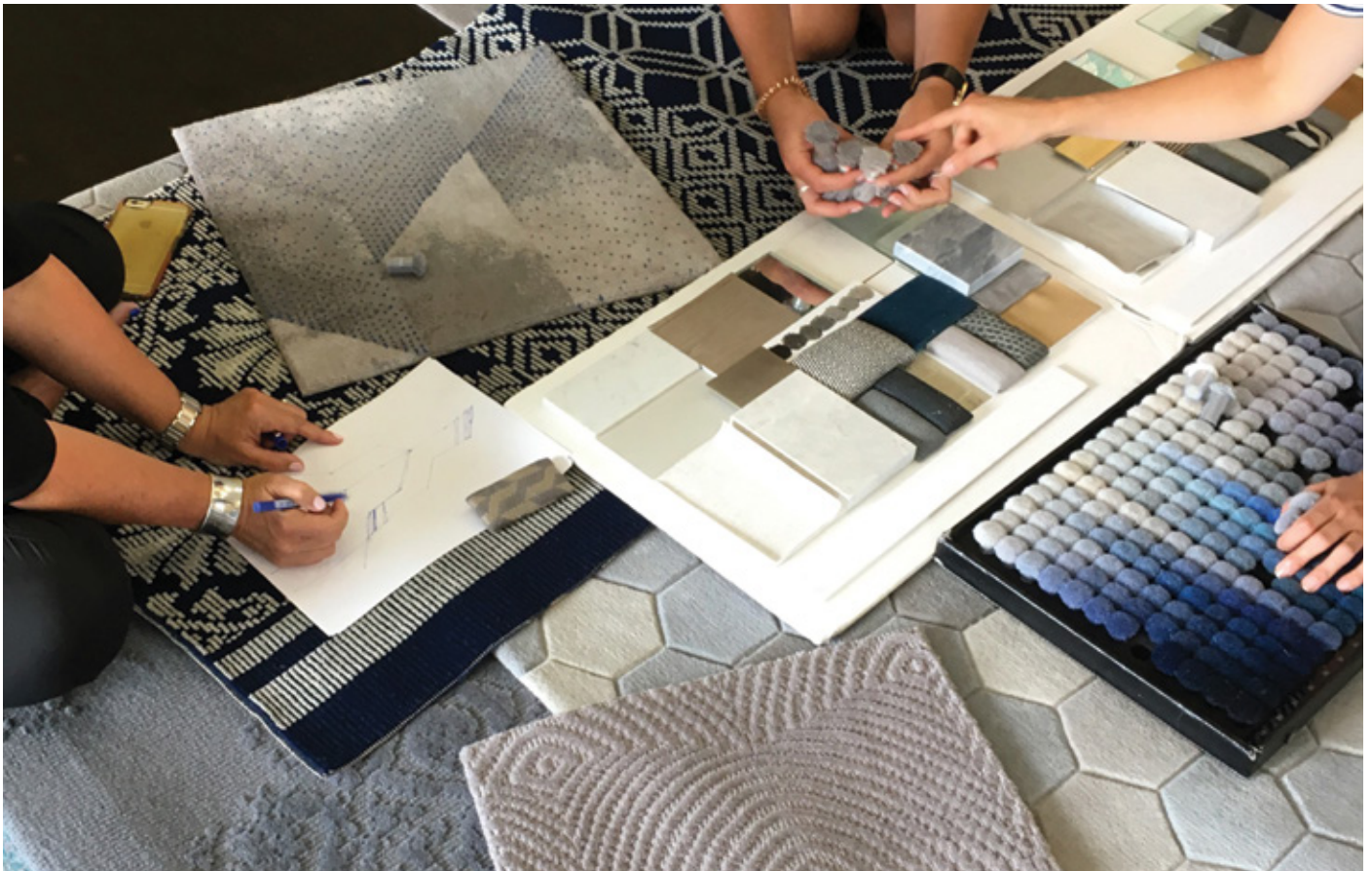
*“We built ZIBO TSAR as a solution for a high-end production facility required by TSAR Carpets. The problems we encountered with other factories have been eliminated here and we’re offering this solution to our clients”*

David Sharpley - CEO, Co-Founder of TSAR Carpets. Co-owner of ZIBO TSAR



## IDEA | YOUR VISION

The first step of any journey is often the most exciting. Share your ideas, sketches and fabrics with our in-house design team and watch your vision take shape. Don't have a distinct idea in mind? Deep dive into our extensive design archive and explore the limitless possibilities.



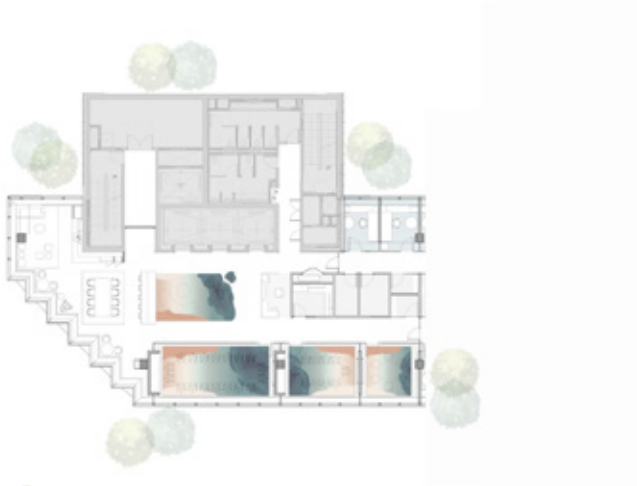


## DESIGN | OUR EXPERTISE

Work with our experts to select the optimal colours, fibres and manufacturing techniques by balancing aesthetics, budget and performance throughout the project. Watch your vision come to life through rendering to scale. Our in-house design team, dye house and factory will create a sample to ensure that your design translates into a quality flooring solution.



## DESIGN | PROCESS



I FLOOR PLAN



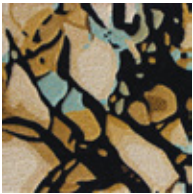
II RENDER



III FINAL CARPET

# CUSTOM PRODUCTION | ONE DESIGN, SIX TRANSLATIONS

TSAR designs can be manufactured in various production techniques. Each manufacturing method has its own distinct advantage depending on the individual requirements, dictated by budget, usage, quantity and time frame required.



## FREEFORM

Construction:

- Hand-tufted area rug or wall to wall carpet.
- Fully customisable yarns, weights and pile heights.
- Cut and/or loop pile
- Single or stippled
- Heavy residential, commercial and hospitality usage



## FREEFORM - 1 COLOR

Construction:

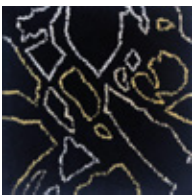
- Hand-tufted area rug or wall to wall carpet.
- 7mm NZ wool cut pile / 8mm Tencel cut pile
- Beveling details



## TREEKO

Construction:

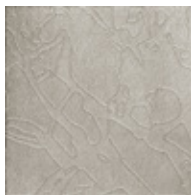
- Machine knitted single colour cut and loop pile
- Textured area rug or wall-to-wall carpet
- 100% NZ Wool
- Budget friendly
- Medium commercial and hospitality range
- Heavy residential usage



## KARTINA

Construction:

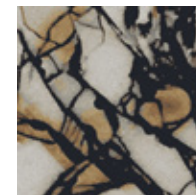
- Machine-tufted background with hand-tufted single-line design
- Fully customisable yarns, weights and pile heights
- Cut and/or loop pile
- Large or small projects
- Heavy residential, commercial and hospitality usage



## ASTORIA CARVED

Construction:

- Seamless machine-tufted wall-to-wall carpet
- Can be adjusted to area rugs
- Budget friendly
- Residential, heavy commercial, and hospitality usage



## AXMINSTER

Construction:

- Cut pile wall-to-wall carpet
- Can be adjusted to area rugs
- Made on an Axminster machine
- Loop pile and carving options possible
- Budget friendly
- Large scale projects
- Heavy commercial and hospitality range
- Minimum qty 250 sq. yds
- Lead time : Customised on qty required

## PRODUCTION | OUR ARTISANS

Sit back and relax! Your custom piece is created with precision and care by our highly skilled artisans in our factory located in China. The TSAR team ensures each custom piece meets the most stringent of standards and is delivered on time. Our expertise and knowledge on fibres and techniques means we are able to provide sound advice and guidance during production to ensure the end result meets your expectations. Production can take between 8-12 weeks.





COLLECTIONS

OUR COLLECTIONS | Retreat



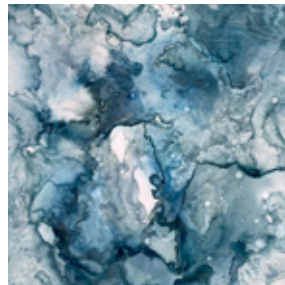
SHORELINE



AFTERGLOW



OCEAN SONG



INK PAINTINGS



CUMULUS

OUR COLLECTIONS | Circ



ICON



BROOKS

METRO

OUR COLLECTIONS | Design Unwind



LIQUID



LIQUID



GLAZE



JADE



PEBBLE



OUR COLLECTIONS | Heather



COOLABAH



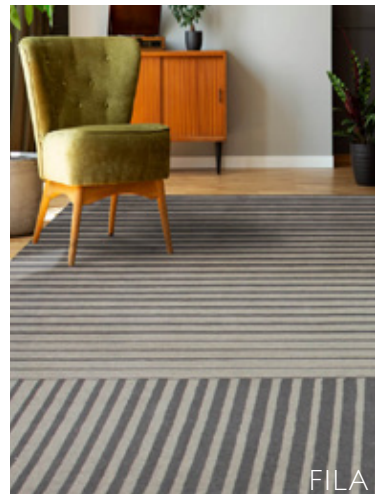
COOLABAH



TRANSIT

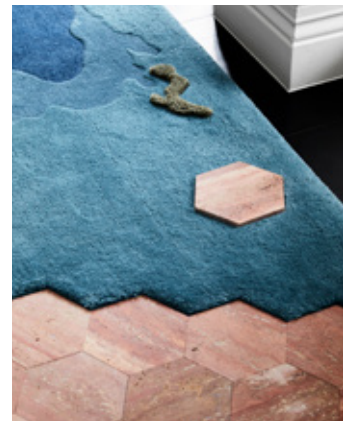
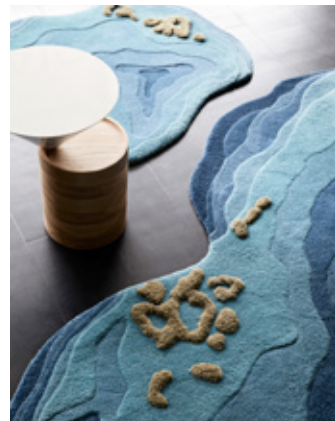
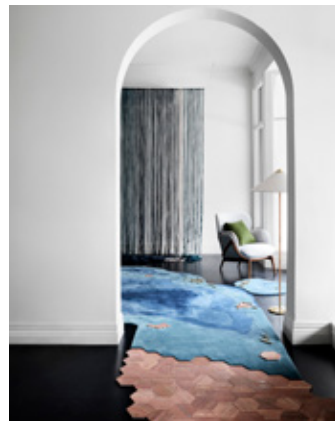


FILA



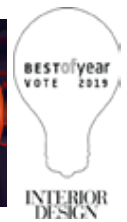
FILA

# OUR COLLECTIONS | Lagoon | X-Materiality



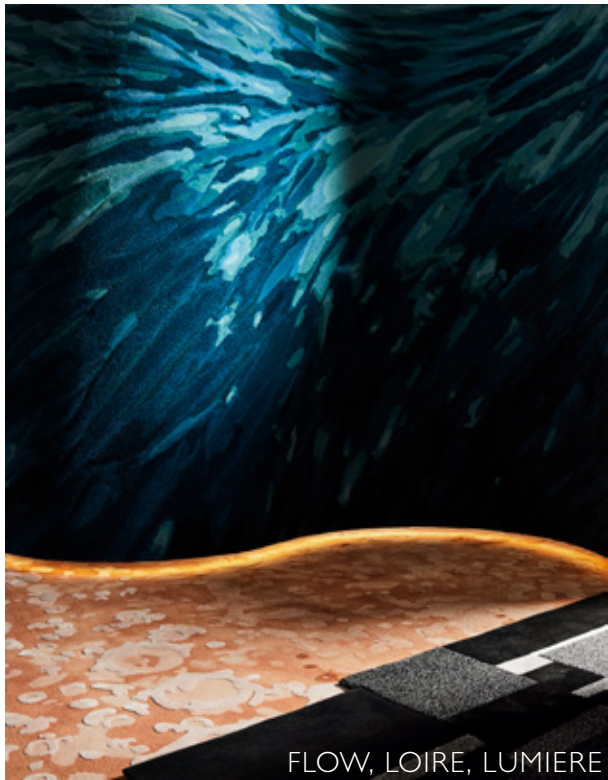
The Design Files Awards Finalist for Collaboration announcing in September 2019  
The Design Files Awards Finalist for Textiles announcing in September 2019

OUR COLLECTIONS | Saltwater | X-Materiality



The Design Files Awards Finalist for Collaboration announcing in September 2019  
The Design Files Awards Finalist for Textiles announcing in September 2019

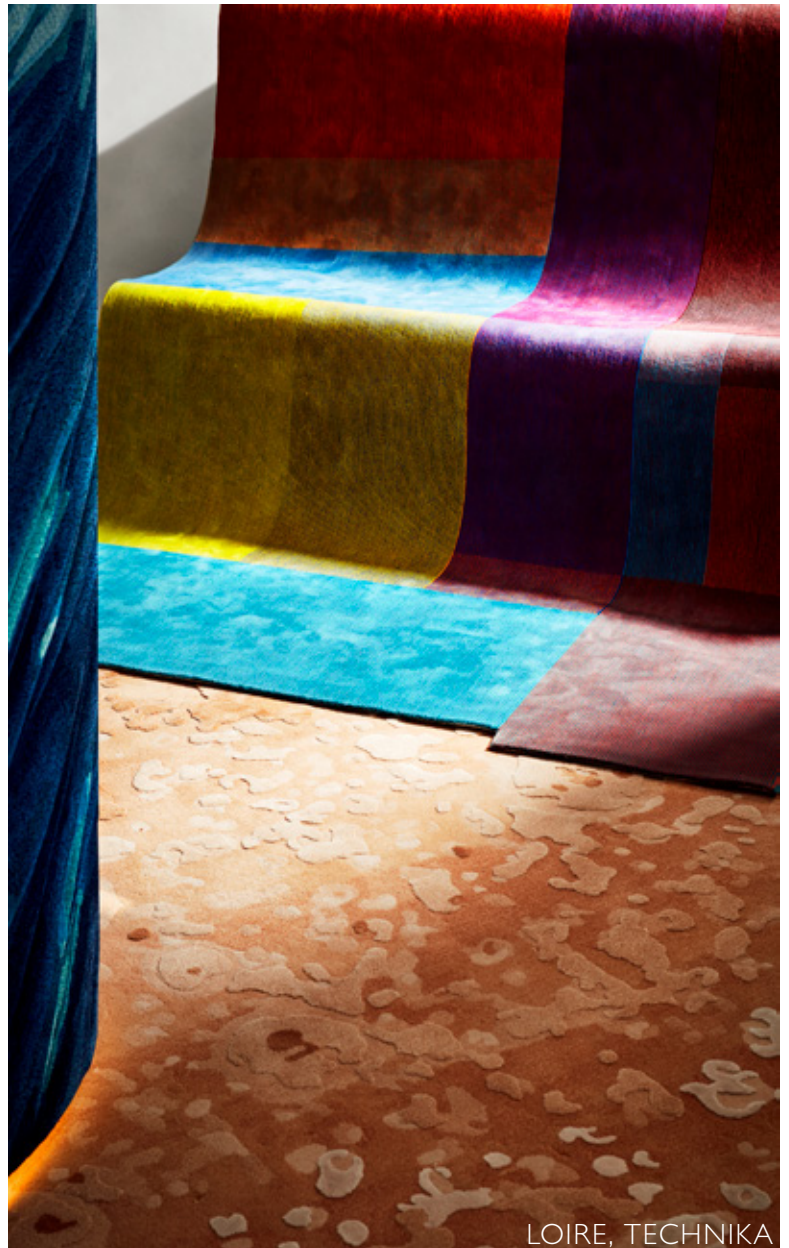
OUR COLLECTIONS | Phenomena



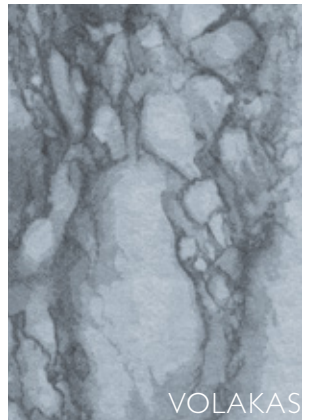
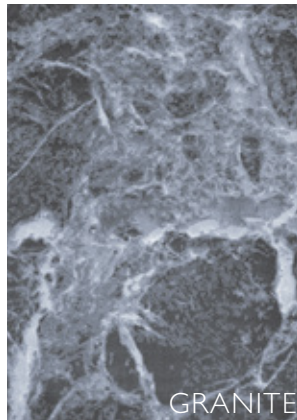
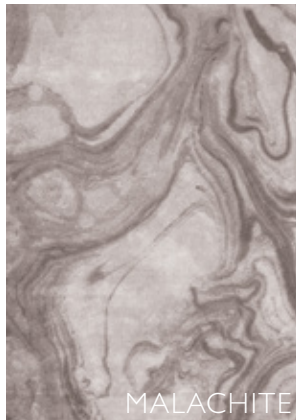
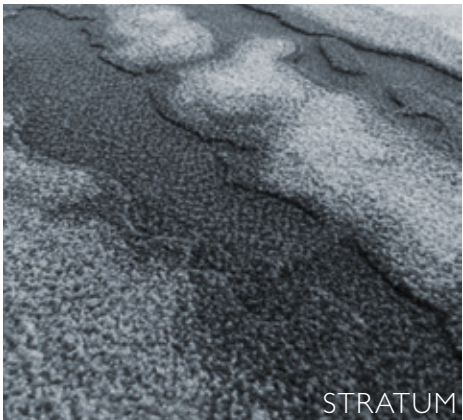
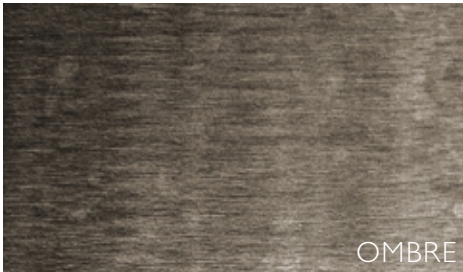
FA SETTO I



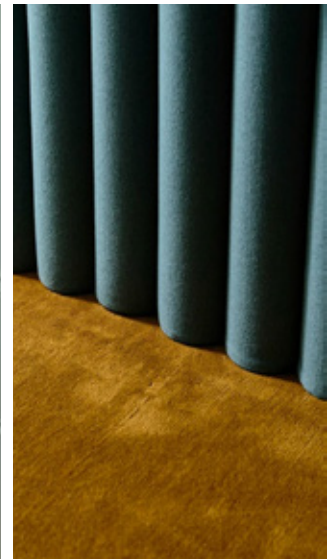
FA SETTO II



# OUR COLLECTIONS | Mineral



# WALL-TO-WALL CUSTOM CARPET



## DELIGHT | PROJECTS

Our portfolio of projects range from major developments to private residences and commercial spaces throughout Europe, USA, Asia, the Middle East and Australia.

A selection of our most prestigious projects:

Li Ying VIP Club (City of Dreams Casino, Manila)

Etihad Towers (Abu Dhabi, UAE)

Armani Restaurant (Burj Khalifa, UAE)

Orchid Cosmopolitan Hotel (Dubai, UAE)

Emirate Park Towers Hotel (Dubai, UAE)

Harvey Nichols (Kuwait)

Rockpool Restaurant (Sydney, Australia)

Palazzo Versace (Gold Coast, Australia)

Crown Perth (Perth, Australia)

Crown Casino (Melbourne, Australia)

Crown Casino (Sydney, Australia)

Crowne Plaza (Melbourne, Australia)

ANZ Headquarters (Melbourne, Australia)

AXA Asia Pacific Headquarters (Melbourne, Australia)

Deloitte (Australia-wide)

Porsche (Australia-wide)

Hotel Chadstone Melbourne M Gallery by

Sofitel (Melbourne, Australia)

Cerce de l'Union Interalliée (Paris, France)

Hotel Résidence Foch (Paris, France)

MGM Grand (Macau, China)

The Amora Jamison (Sydney, Australia)

The Gramercy Park Hotel (New York, U.S.A)

The New York Stock Exchange (New York, U.S.A)

The Darling (Gold Coast, Australia)

Qantas Chairman's Lounge (Brisbane, Australia)

David Jones Store (Sydney, Australia)

The Cosmopolitan (Dubai, U.A.E)

Bopp & Tone Restaurant/Bar (Sydney, Australia)

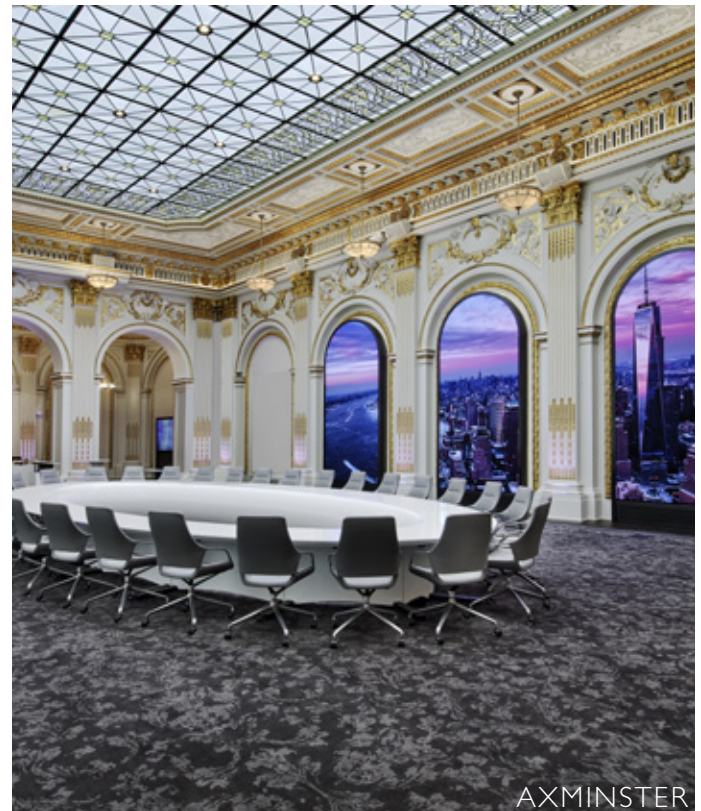
Equinox HQ Hudson Yards (New York, NY)

The Aria Hotel (Las Vegas, NV)

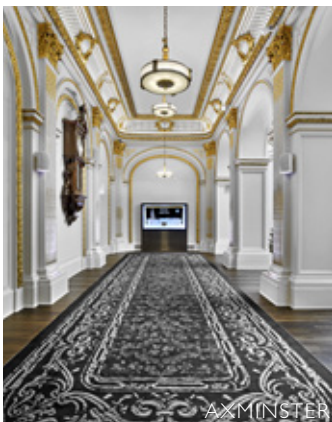
The Kingsley Hotel (New Castle, Australia)

The Star Hotel (Gold Coast, Australia)

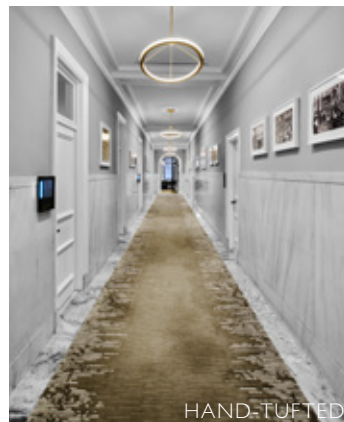
# NYSE REFURBISHMENT | Studios Architecture & Rottet Studios, 2018



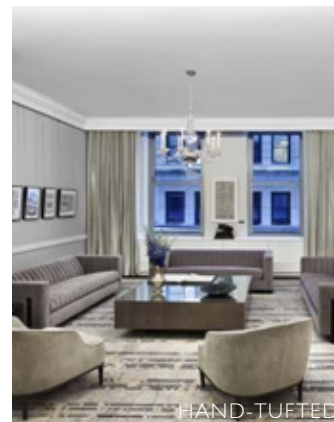
AXMINSTER



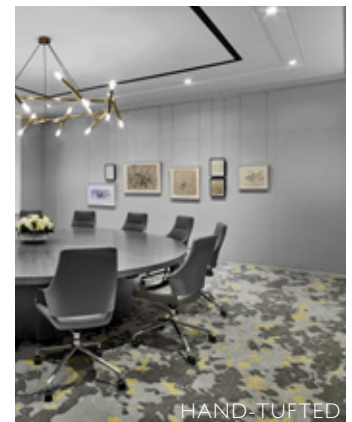
AXMINSTER



HAND-TUFTED



HAND-TUFTED



HAND-TUFTED



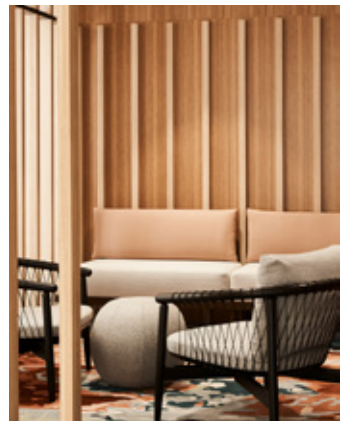
ROSE BAR | The Gramercy Park Hotel, NYC 2018



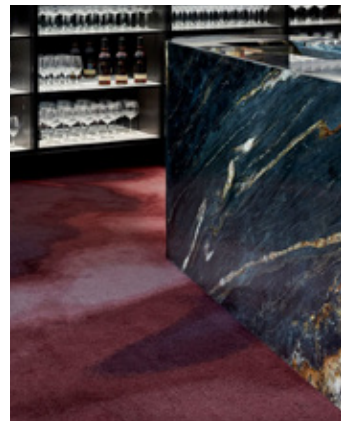
MICROSOFT TECHNOLOGY CENTRE | Tom Mark Henry, Sydney



HAND-TUFTED



NINETEEN | The Star, Gold Coast Australia



CERCLE DE L'UNION INTERALLIÉ | Juan Pablo Molyneux, France



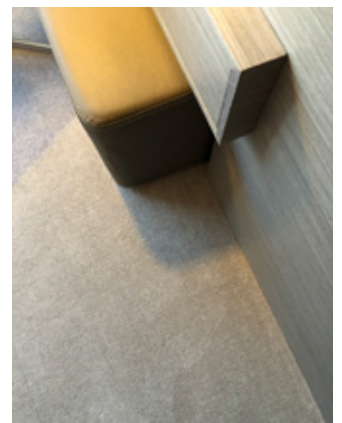
CROWN SYDNEY | Sydney, Australia



HOSPITALITY | Crowne Plaza & Four Seasons Executive Lounge

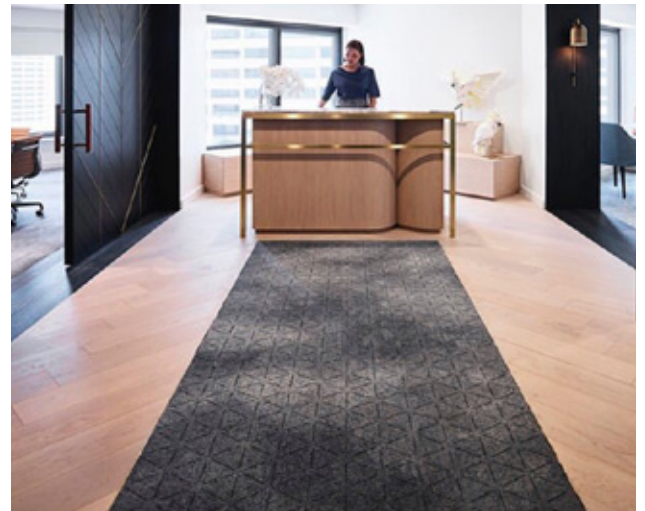


AXMINSTER



HAND-TUFTED

FOUR SEASONS EXECUTIVE LOUNGE | Melbourne, Australia



HOTEL CHADSTONE | M Gallery | Melbourne, Australia



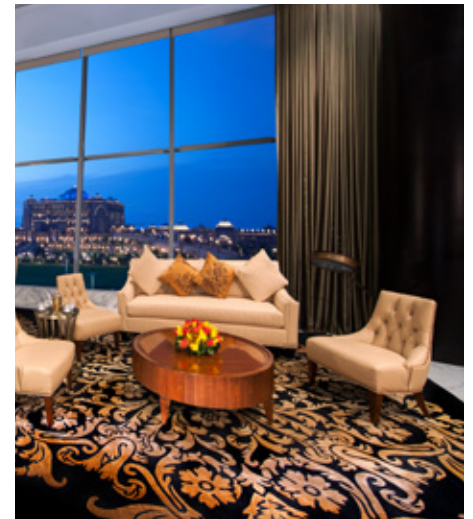
AXMINSTER WITH HAND CARVING



THE JUMERIAH HOTEL | Etihad Towers | Dubai, U.A.E



HAND-TUFTED



HOSPITALITY | Bopp & Tone | Melbourne Australia



HOSPITALITY | Waterside, The Albion, Penrith Panthers Nightclub



HOSPITALITY | MGM MACAU | Macau, China



HOSPITALITY | AMORA HOTEL, Sydney / Novotel Melbourne South Wharf, Melbourne



HAND-TUFTED



HAND-TUFTED

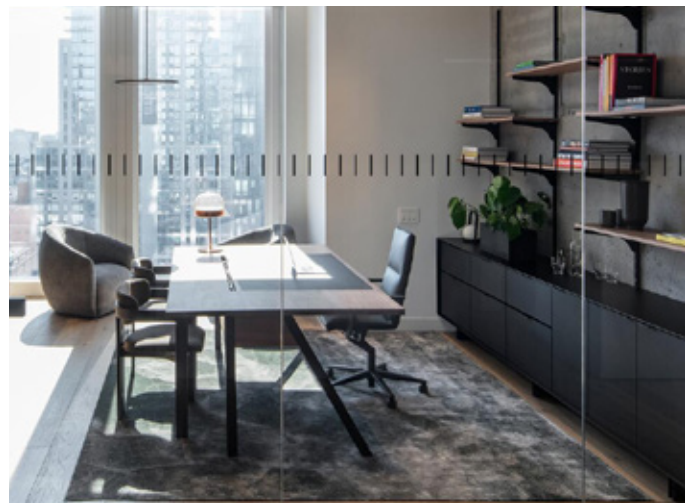


HAND-TUFTED

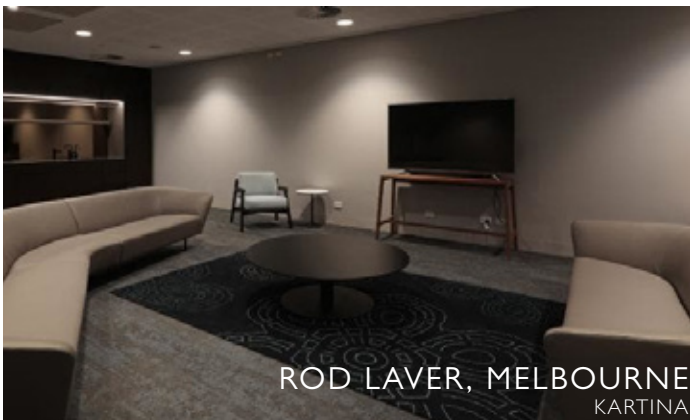


HAND-TUFTED

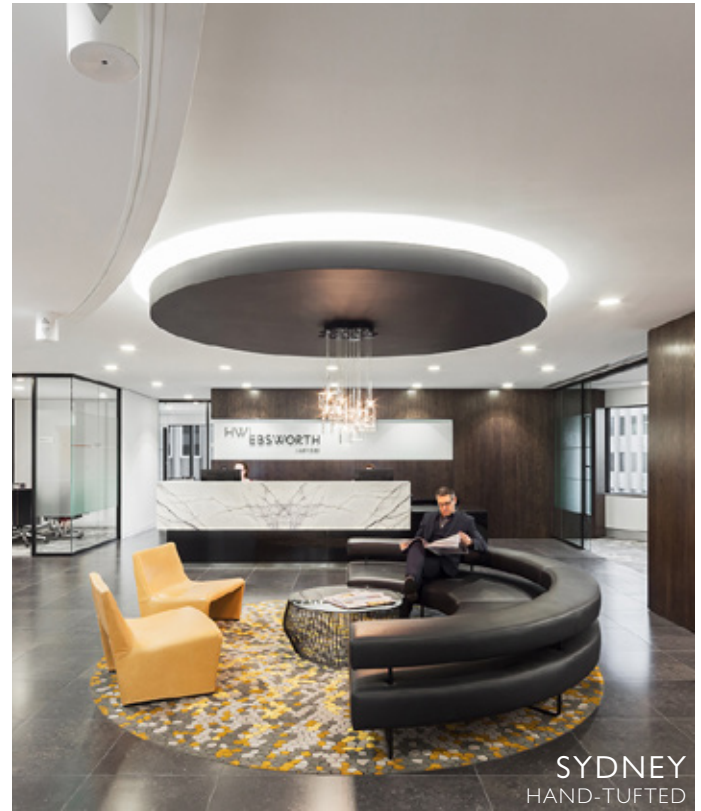
COMMERCIAL | EQUINOX HQ HUDSON YARDS | New York, NY



COMMERCIAL | Kartina Construction



COMMERCIAL | Ebsworth, HWL, Multiple Locations

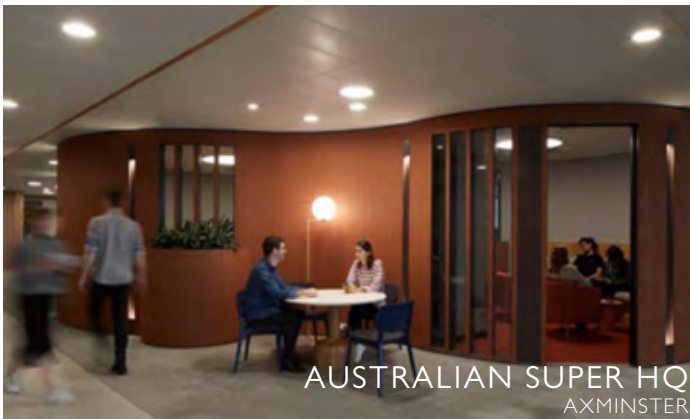




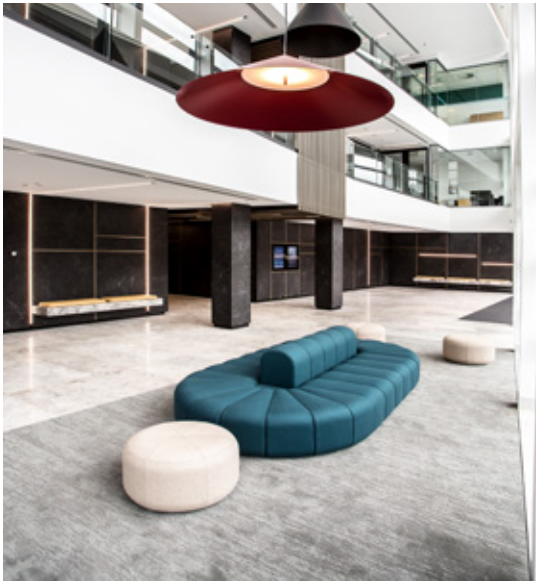
COMMERCIAL | Axminster Construction



COMMERCIAL | Axminster & Machine-Tufted Construction



COMMERCIAL | Loam Showroom & Nexus

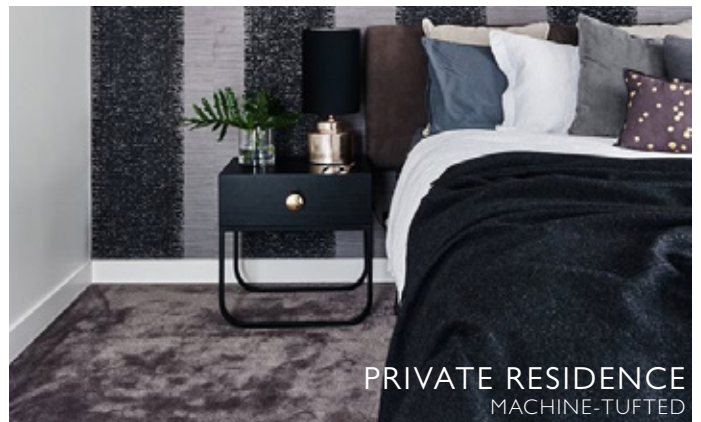


LOAM SHOWROOM  
HAND-TUFTED



NEXUS LOBBY  
TREEKO

RESIDENTIAL | Machine-Tufted Construction



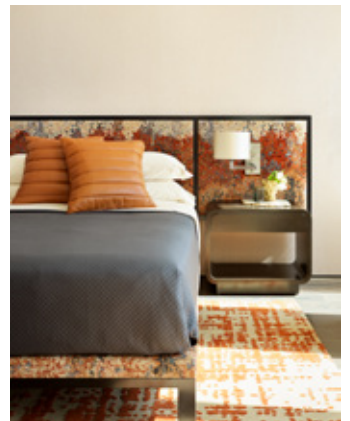
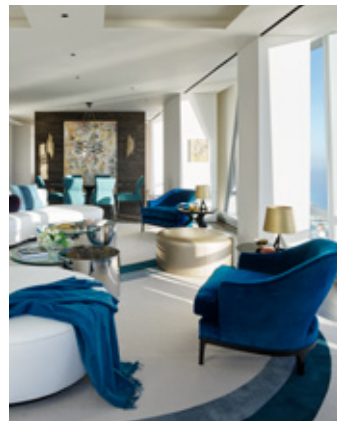
RESIDENTIAL | Luxe & Opal Construction



RESIDENTIAL | Melbourne Penthouse by Design by Golden | Melbourne, Australia



RESIDENTIAL | 181 Fremont Penthouse by Kendall Wilkinson | California, U.S.A



RESIDENTIAL | 181 Fremont Lobby and Exclusive Areas by Kendall Wilkinson | California, U.S.A





RESIDENTIAL | Tsar Customisation



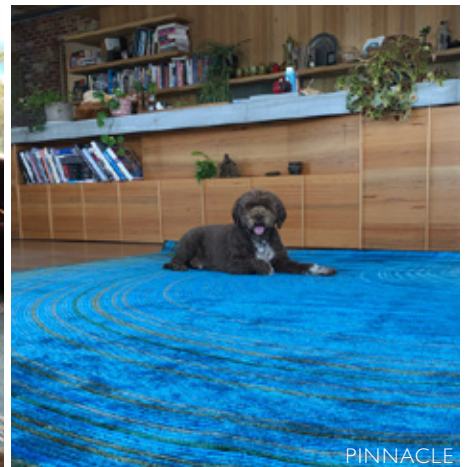
RESIDENTIAL | Tsar Customisation, Hand-tufted



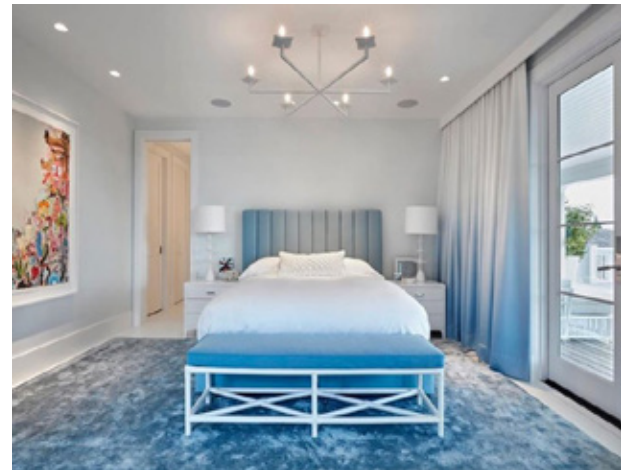
RESIDENTIAL | Tsar Customisation, Hand-tufted



RESIDENTIAL | Tsar Customisation, Hand-tufted



RESIDENTIAL | Tsar Customisation, Hand-tufted



COMMERCIAL| Tsar Customisation



LOBBY  
HAND-TUFTED



DOCTOR LOBBY  
HAND-TUFTED



ME & GENERAL DESIGN  
SAHARA

INSTALLATIONS & EVENTS | MELBOURNE DESIGN WEEK 2020



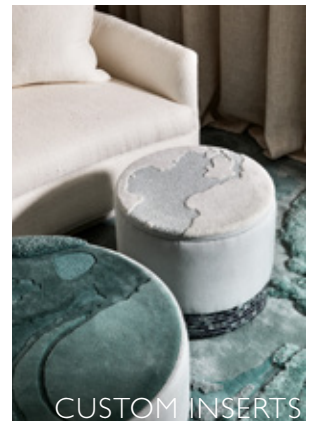
- TSAR X ARTHUR G X BYZANTINE  
DESIGN UNWIND



LIQUID

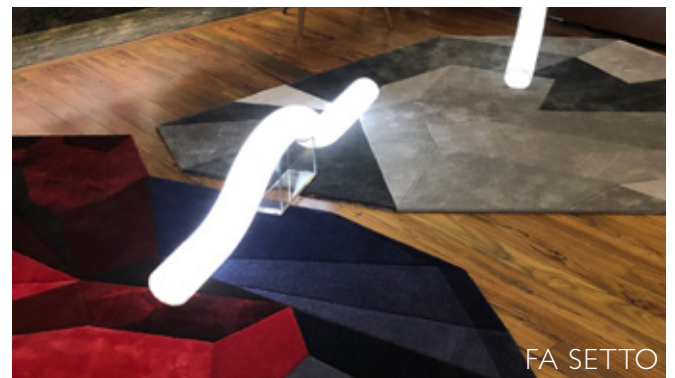
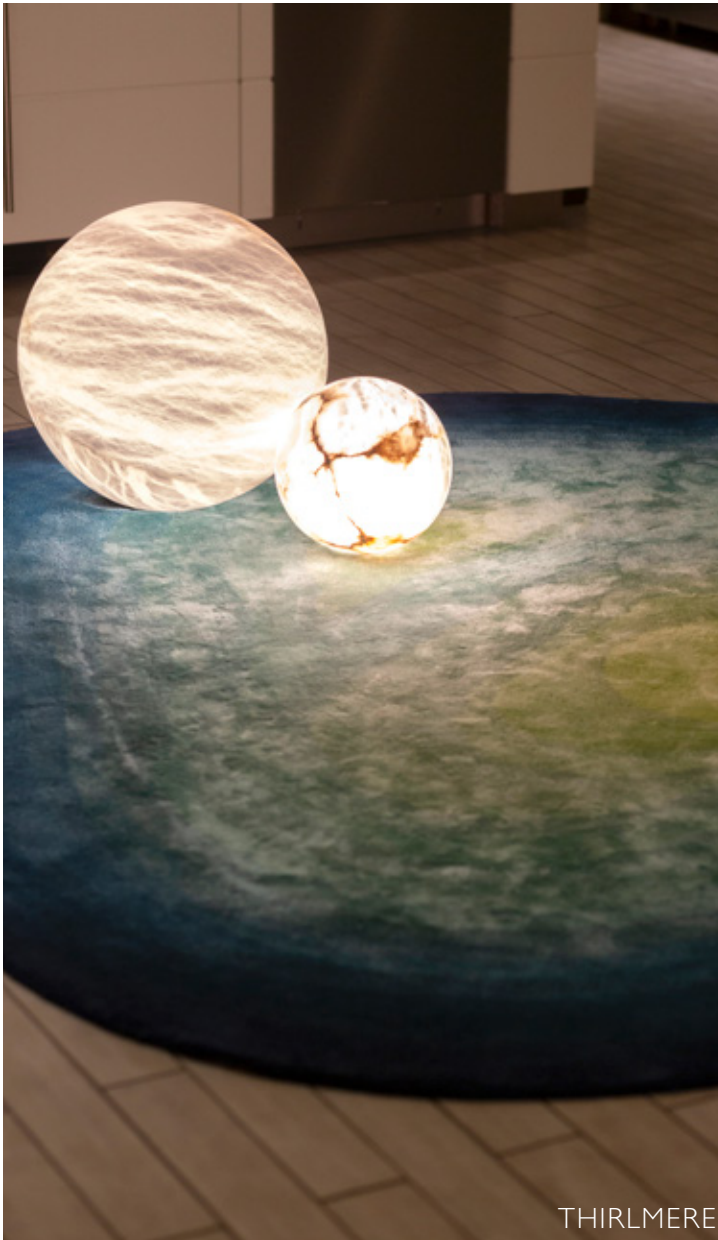


JADE



CUSTOM INSERTS

INSTALLATIONS & EVENTS | LIVING TEXTURES WITH SZW & AAE





INSTALLATIONS & EVENTS | TSAR X AAE COLLABORATIONS



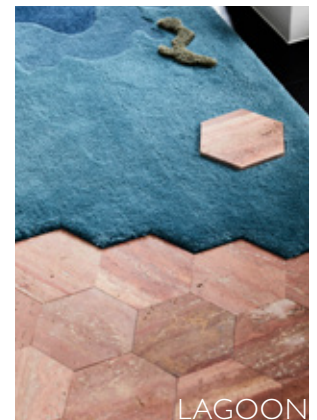
INSTALLATIONS & EVENTS | MELBOURNE DESIGN WEEK 2019



- TSAR X BYZANTINE X LUKE COLLABORATE IN X-MATERIALITY



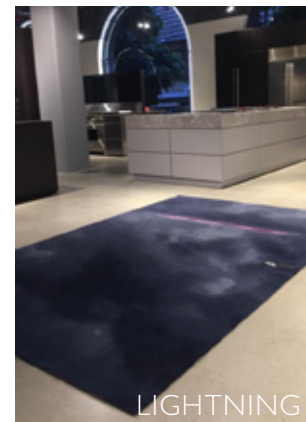
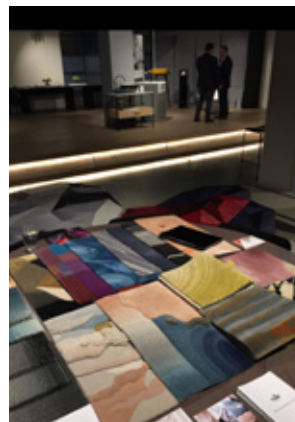
SALTWATER



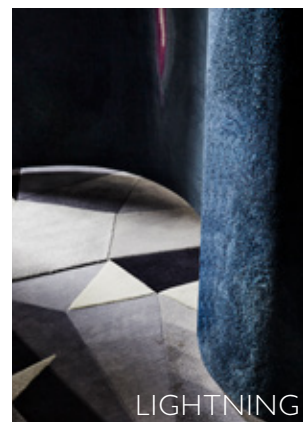
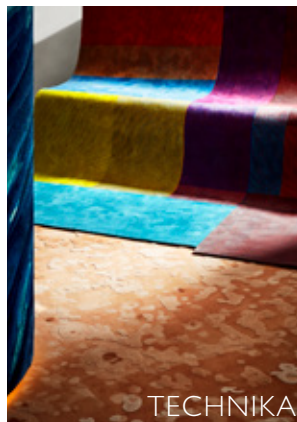
LAGOON

The Design Files Awards Finalist for Collaboration and Textiles 2019  
Design et al Awards - Finalists for Flooring Design 2019

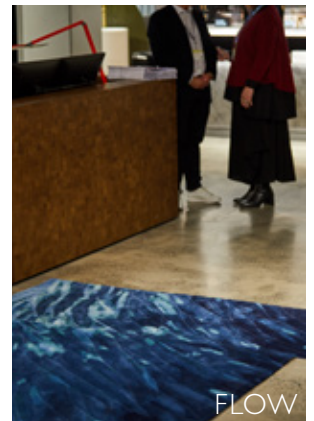
INSTALLATIONS & EVENTS | DINE & DESIGN WITH SUBZERO WOLF



INSTALLATIONS & EVENTS | PHENOMENA - Elusive Sensory Experiences



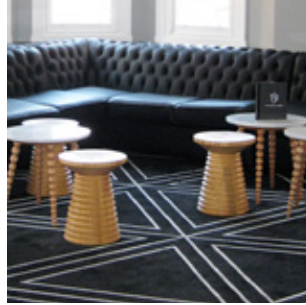
INSTALLATIONS & EVENTS | SATURDAY IN DESIGN, 2019



## ADDITIONAL COLLECTIONS | ONLINE



**NEVA FADE**  
Architizer winner 2015



**TRANSITIONAL**  
Geometric & traditional



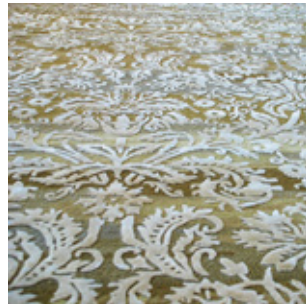
**CETAK**  
Indonesian & Thai inspired



**EXPRESSION**  
Artistically inspired



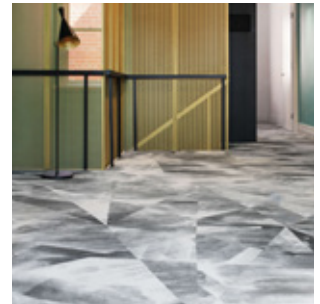
**GEOMETRY**  
Geometric designs



**ROYALE**  
Damasks and Traditional



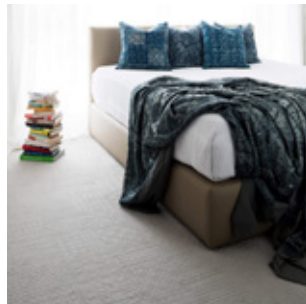
**BOTANICA**  
Floral Designs



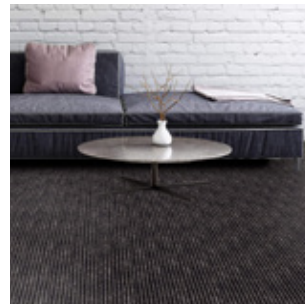
**WOVEN +**  
Hybrid Axminster



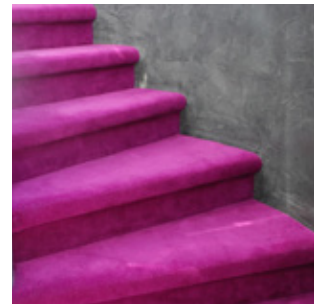
**KARTINA**  
Custom personified



**TREEKO**  
Knitted Designs



**NEVA**  
Wall-to-Wall



**ASTORIA**  
Wall-to-Wall

## CONTACT | TSAR Carpets

www.tsarcarpets.com | Instagram: @tsarcarpets | LinkedIn: <https://www.linkedin.com/company/tsar-carpets/>

### TSAR CARPETS GLOBAL & HQ SHOWROOM

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Windsor VIC 3181  
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THANK YOU FOR YOUR TIME.