



BALANCING AESTHETICS, BUDGET & PERFORMANCE

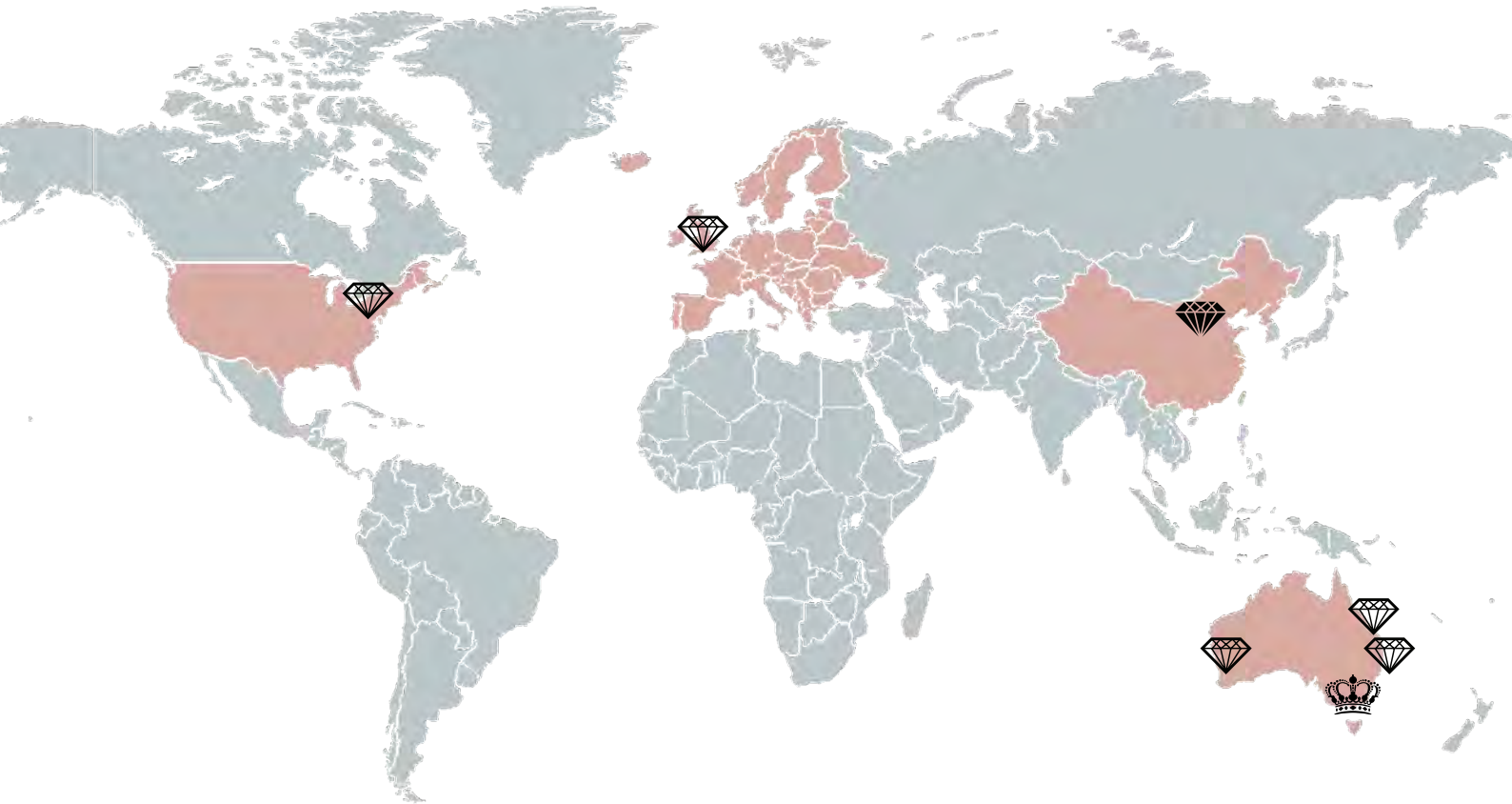
## BACKGROUND

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



**Diana Lopes**  
Accounts Manager



**Ross Cleland**  
Head Designer



**Teresa Cerebek**  
Senior Designer



**Charlotte McGeehan**  
Designer

## NSW & ACT, Australia



**Michelle Power**  
Business Development  
& Design Associate

## WA, Australia



**Simon Knight**  
Director of Konduct/WA  
Representative



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!



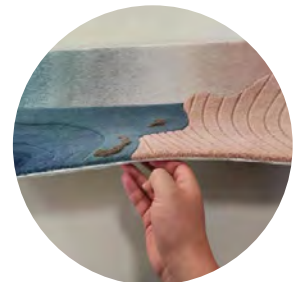
## 3. Touching things

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



# CAPABILITIES + PROCESS

One design can lead to multiple outcomes. This could mean hundreds of m2 of one design in one single project.

Original design: Lagoon



Design outcome: Commercial

FLOOR PLAN

FINAL CARPET

COX Architecture - Future Fund  
Total = 85m2 (equivalent to 14 rugs)

Design outcome: Commercial

FLOOR PLAN

RENDER

FINAL CARPET

Gensler - RTW Investments  
Total = 75m2 (equivalent to 12 rugs)

Design outcome: Commercial

FINAL CARPET

FLOOR PLAN

Sustainable Styling | Mornington Peninsula Hot Springs - Glamping Accommodation  
Total 30 Rugs

# CAPABILITIES + PROCESS

## ARIA HOTEL | Las Vegas

From 3 house designs, it translated to 10,500m<sup>2</sup> (equates to 1,750 Rugs)

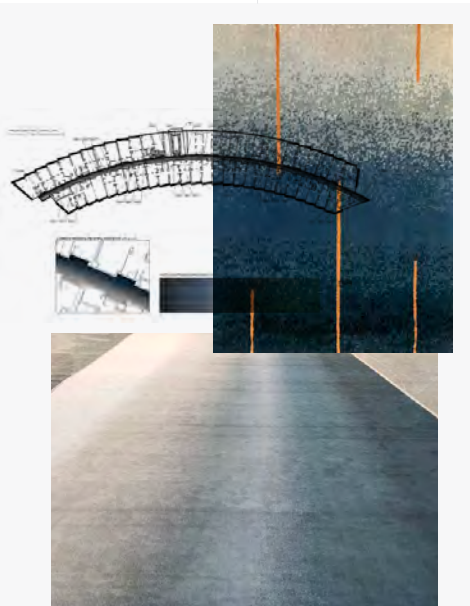
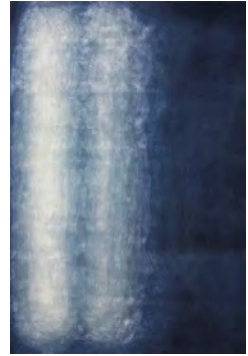
Original design: Ombre



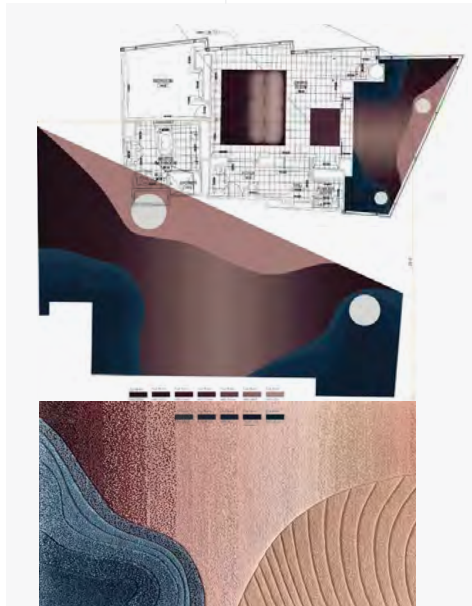
Original design: Lagoon



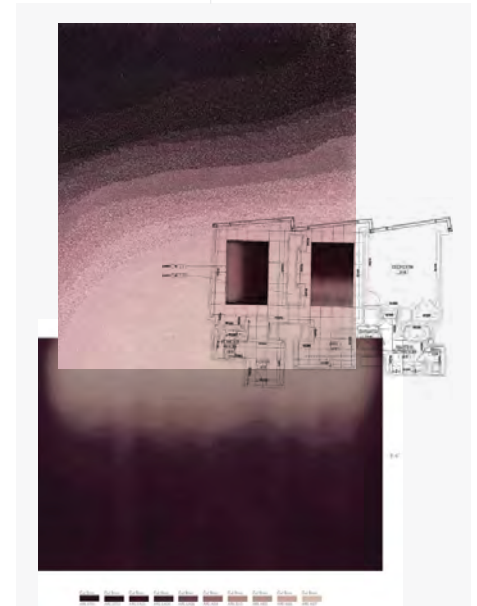
Original design: Thirlmere



Axminter carpet = 9,000m<sup>2</sup>



Handtuft Carpet = 1,000m<sup>2</sup>



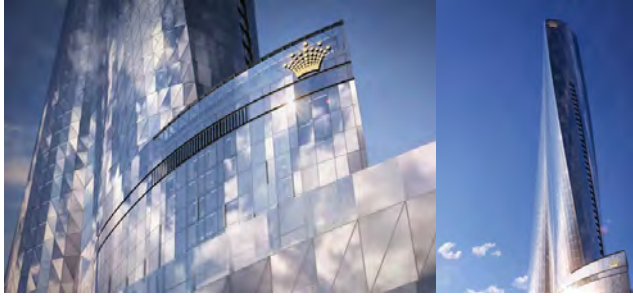
Handtuft Carpet = 500m<sup>2</sup>



# CAPABILITIES + PROCESS

## CROWN RESORT & CASINO

From 3 house designs, it translated to 15,000m2  
(equivalent to 2,500 Rugs)



Original design: Granite



Hotel Queen Suites  
5,000m2 Axminster

Original design: Stratum



Hotel Villas = 1,200m2 Hand tufted

Original design: Fluorite



Hotel Suites = 8,800m2 Axminster



# CAPABILITIES + PROCESS

Original design: Tuileries



## NEW YORK CITY STOCK EXCHANGE REFURBISHMENT

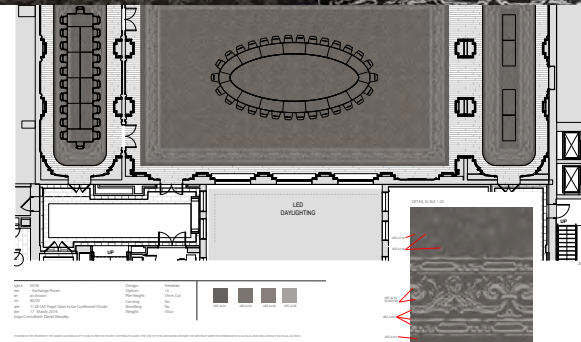
Studios Architecture & Rottet Studios, 2018

Project = 1,200sqm equivalent to 200 rugs



Design outcome: Commercial

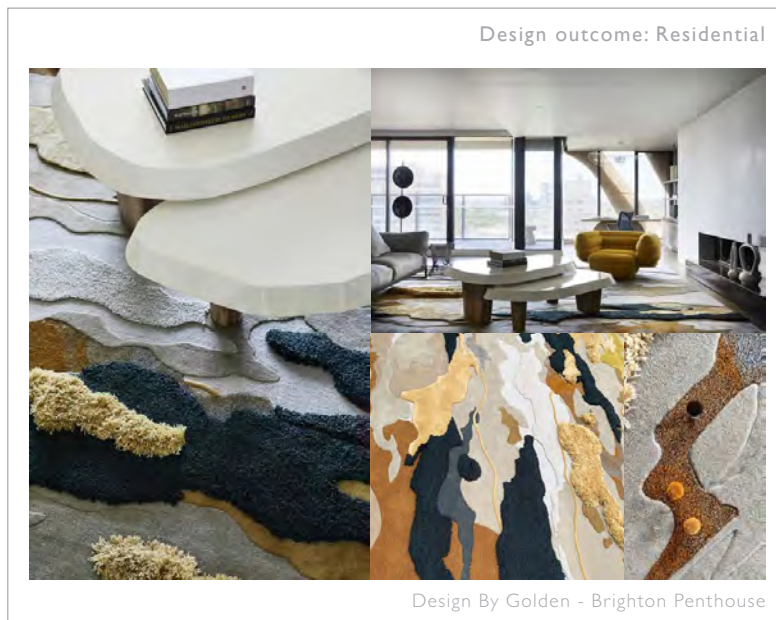
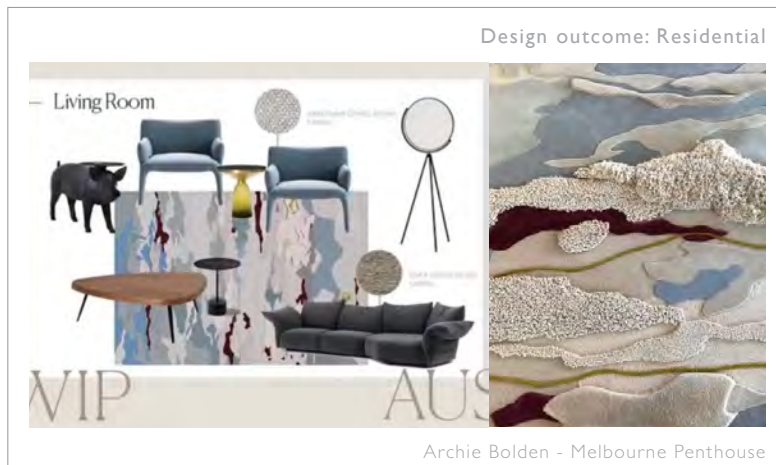
Design outcome: Residential





# CAPABILITIES + PROCESS

Original design: Saltwater



# 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:

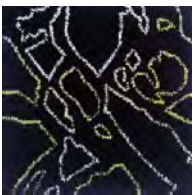
- Hand-tufted area rug or wall to wall carpet.
- 7mm NZ wool cut pile / 8mm Tencel cut pile
- Beveling details



## TREEKO

Construction:

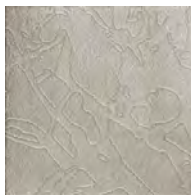
- Machine knitted single colour cut and loop pile
- Textured area rug or wall-to-wall carpet
- 100% NZ Wool
- Budget friendly
- Medium commercial and hospitality range
- Heavy residential usage



## KARTINA

Construction:

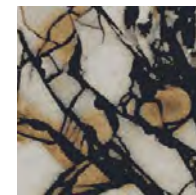
- Machine-tufted background with hand-tufted single-line design
- Fully customisable yarns, weights and pile heights
- Cut and/or loop pile
- Large or small projects
- Heavy residential, commercial and hospitality usage



## 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

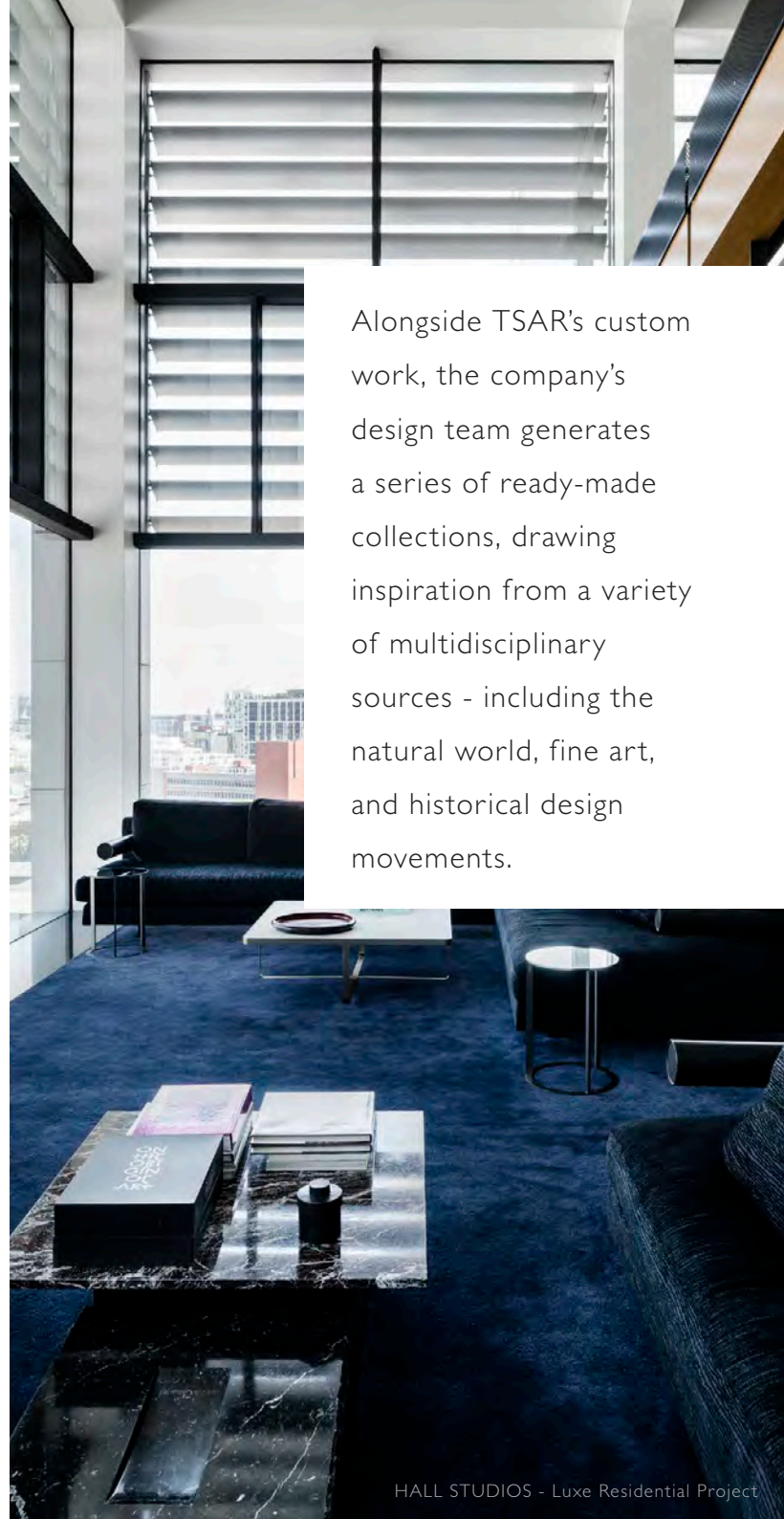
Sit back and relax! Your custom piece is created with precision and care by our highly skilled artisans in our factory located in China. The TSAR team ensures each custom piece meets the most stringent of standards and is delivered on time. Our expertise and knowledge on fibres and techniques means we 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.



## CUSTOM AND READY-MADE

As a design-led collective, TSAR's company-owned, vertically integrated value chain allows the team to continually experiment and perfect a multitude of construction techniques - including hand-tufting, pass-tufting, Axminster woven, knitted, handwoven, hand-knotted and printed. TSAR maintains total control over every step of manufacturing within its own production campus - including dyeing of yarns from 100% New Zealand wool - thus ensuring complete consistency throughout the entire production cycle. Vertical integration uniquely positions TSAR to deliver completely bespoke, carpet & rug designs at all scales for an astonishingly wide range of commercial, hospitality, and residential applications.

Alongside TSAR's custom work, the company's design team generates a series of ready-made collections, drawing inspiration from a variety of multidisciplinary sources - including the natural world, fine art, and historical design movements.







COLLECTIONS



# OUR COLLECTIONS | Tæpper



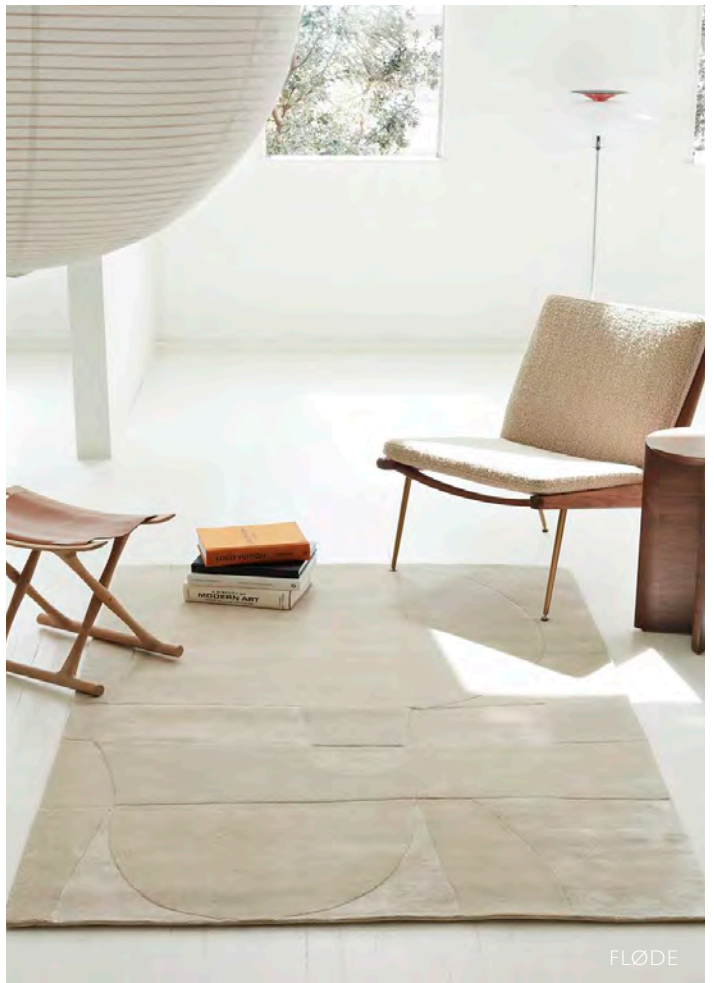
GRØN



LYSERØD



MONOKROMATISK



FLØDE

# OUR COLLECTIONS | Sierra



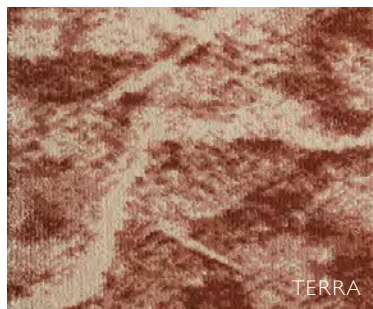
LOAM



PARCO



TERRA



TERRA



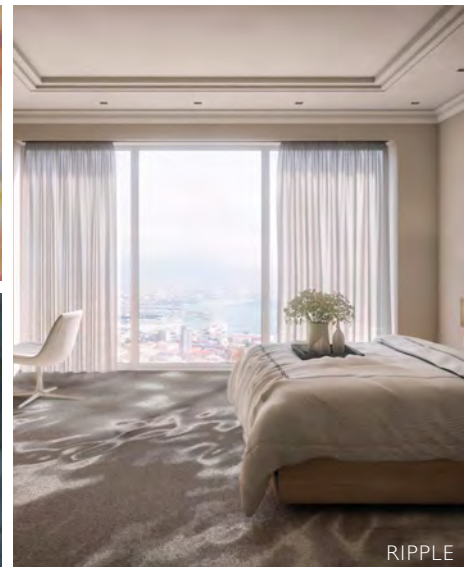
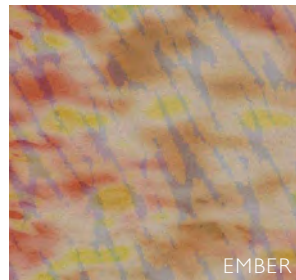
WEATHERED



REMNANT



OUR COLLECTIONS | Chromatic





# OUR COLLECTIONS | Retreat



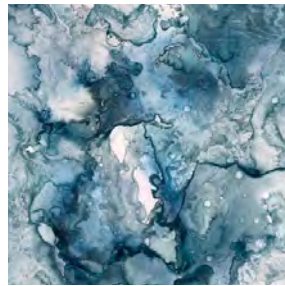
SHORELINE



AFTERGLOW



OCEAN SONG

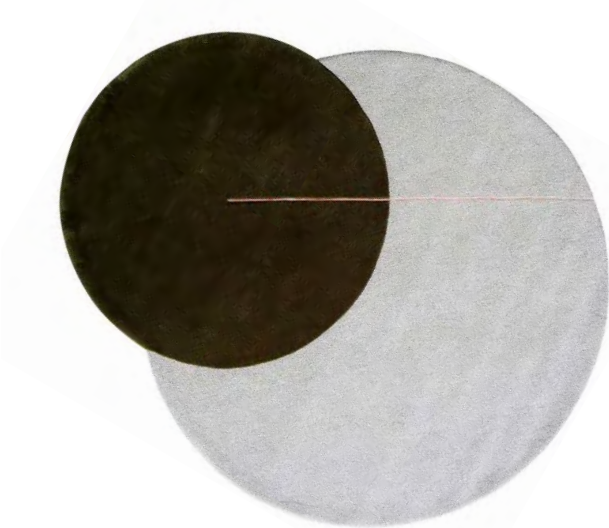


INK PAINTINGS



CUMULUS

OUR COLLECTIONS | Circ



ICON



BROOKS

METRO



OUR COLLECTIONS | Design Unwind



LIQUID



LIQUID



GLAZE

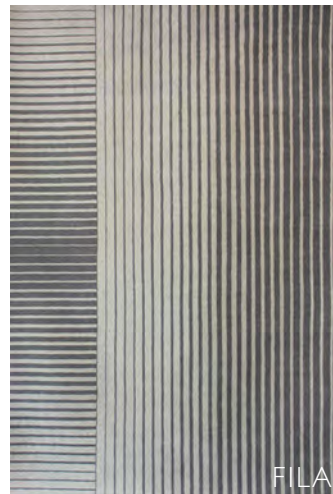


JADE



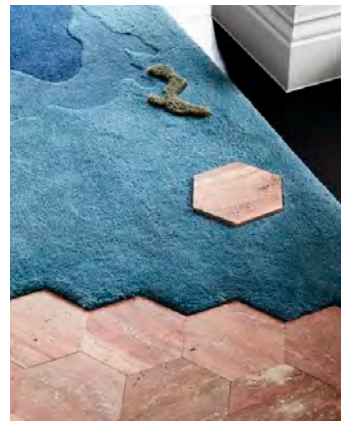
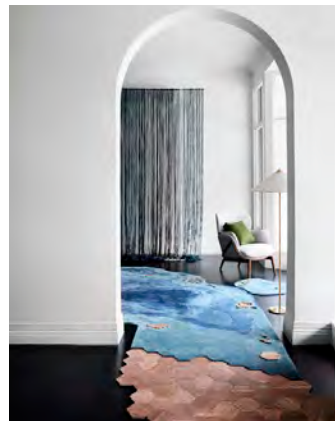
PEBBLE

OUR COLLECTIONS | Heather





# 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



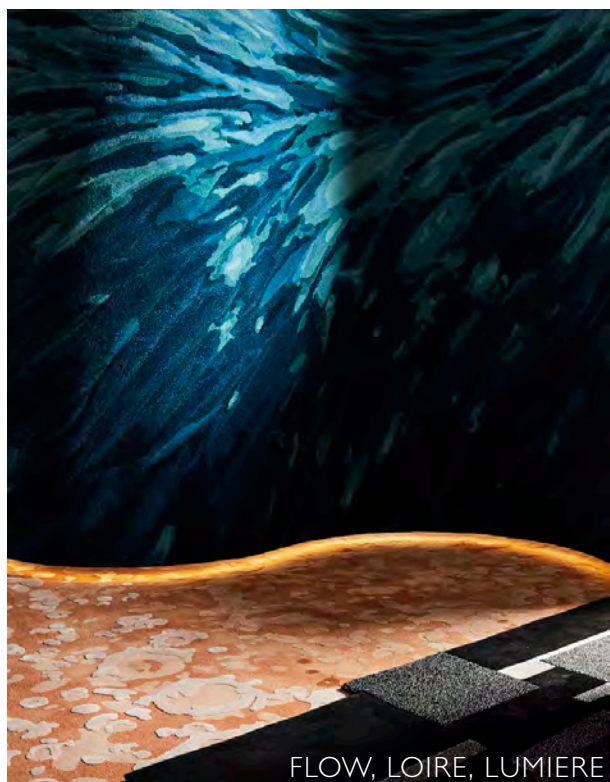
OUR COLLECTIONS | Saltwater | X-Materiality



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



FLOW, LOIRE, LUMIERE



FA SETTO I



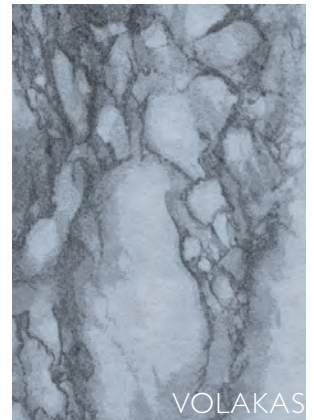
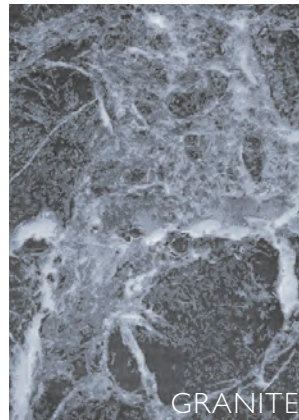
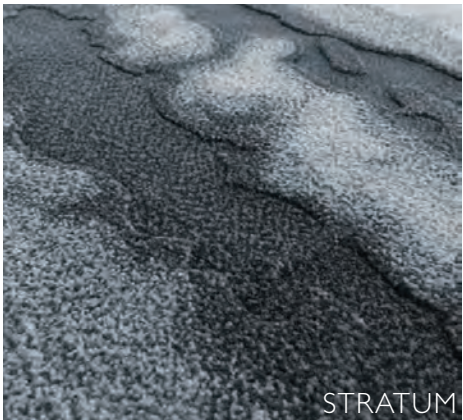
FA SETTO II



LOIRE, TECHNIKA

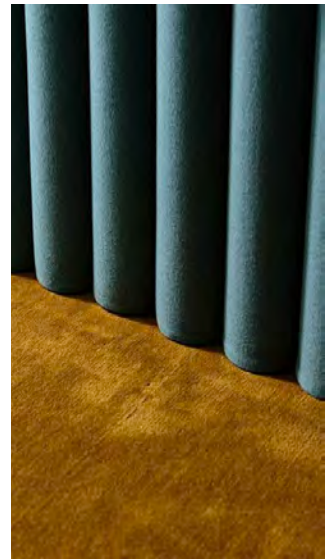


# OUR COLLECTIONS | Mineral





# 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)

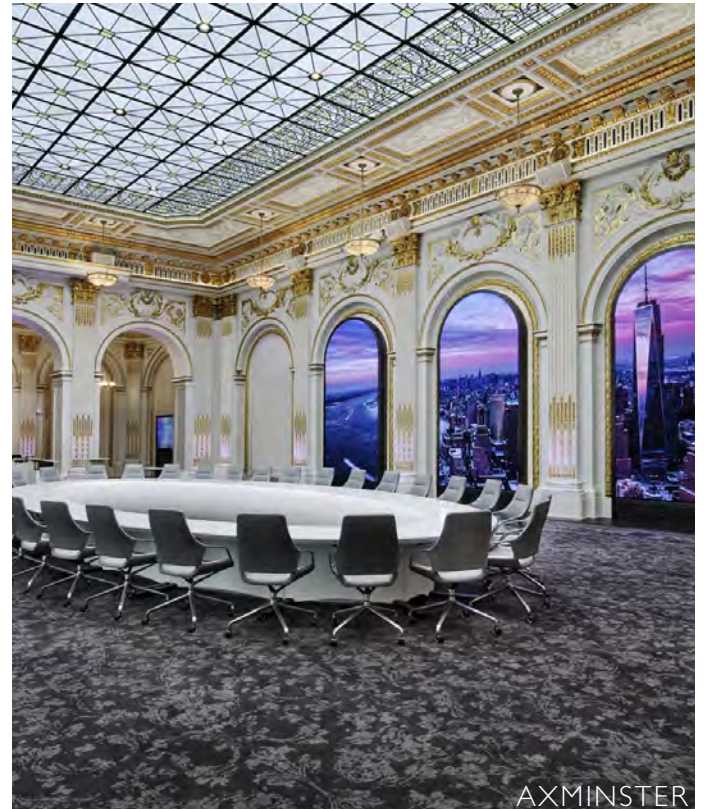
**The Aria Hotel** (Las Vegas, NV)

**The Kingsley Hotel** (New Castle, Australia)

**The Star Hotel** (Gold Coast, Australia)



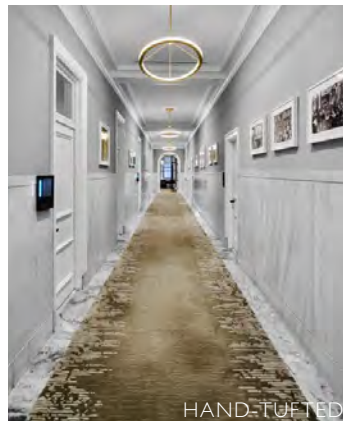
# NYSE REFURBISHMENT | Studios Architecture & Rottet Studios, 2018



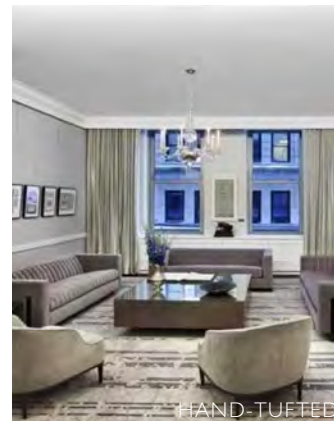
AXMINSTER



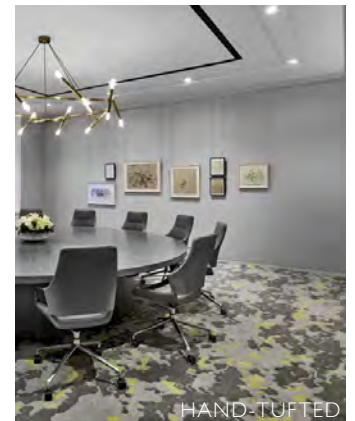
AXMINSTER



HAND-TUFTED



HAND-TUFTED



HAND-TUFTED



ROSE BAR | The Gramercy Park Hotel, NYC 2018



HAND-TUFTED

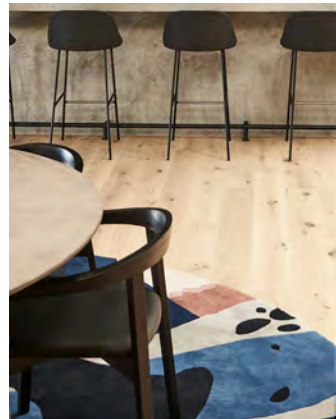




MICROSOFT TECHNOLOGY CENTRE | Tom Mark Henry, Sydney



HAND-TUFTED

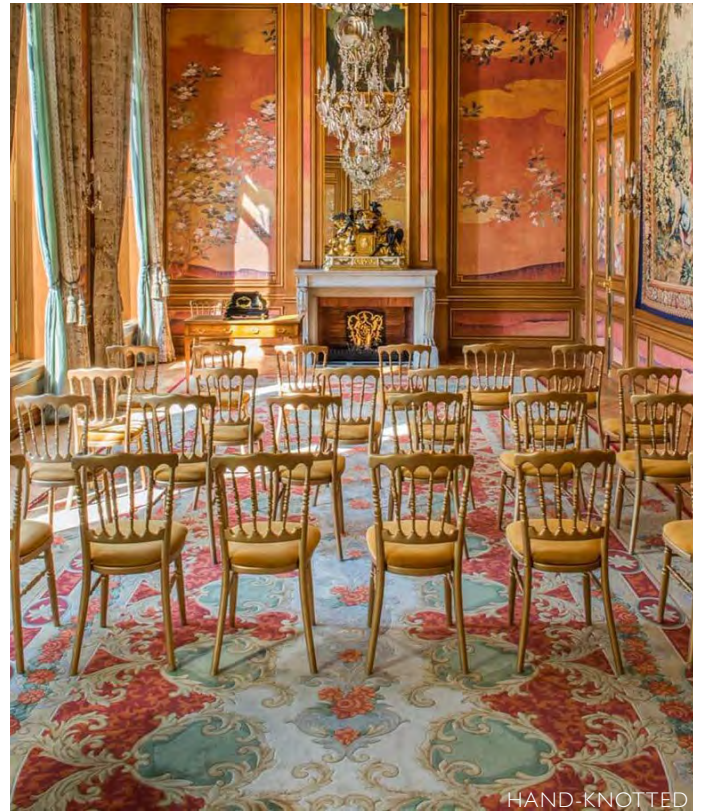


NINETEEN | The Star, Gold Coast Australia



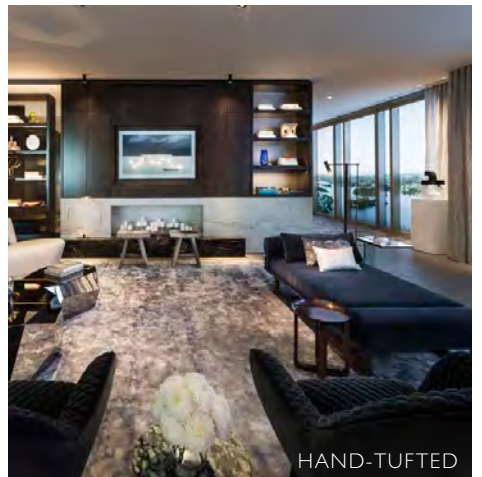


CERCLE DE L'UNION INTERALLIÉ | Juan Pablo Molyneux, France



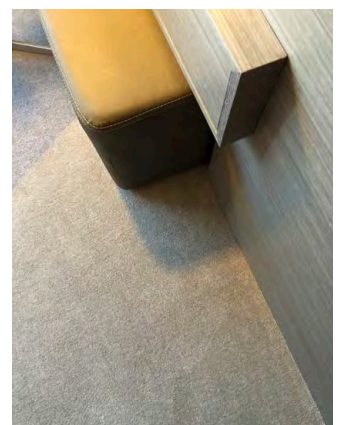
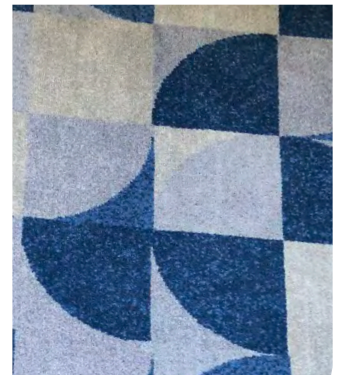


# CROWN SYDNEY | Sydney, Australia

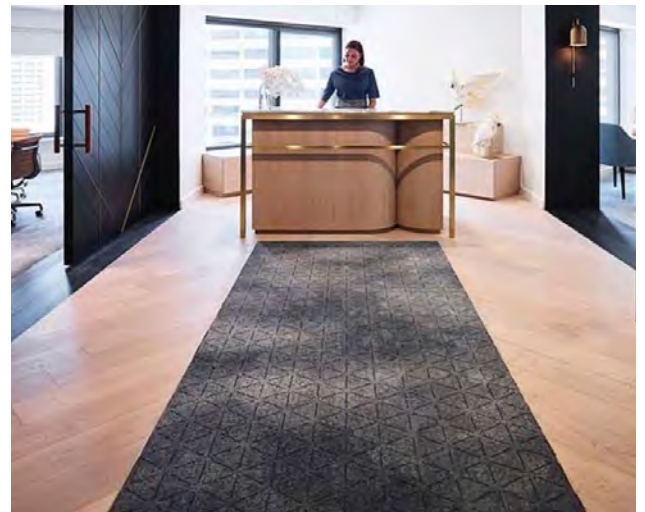
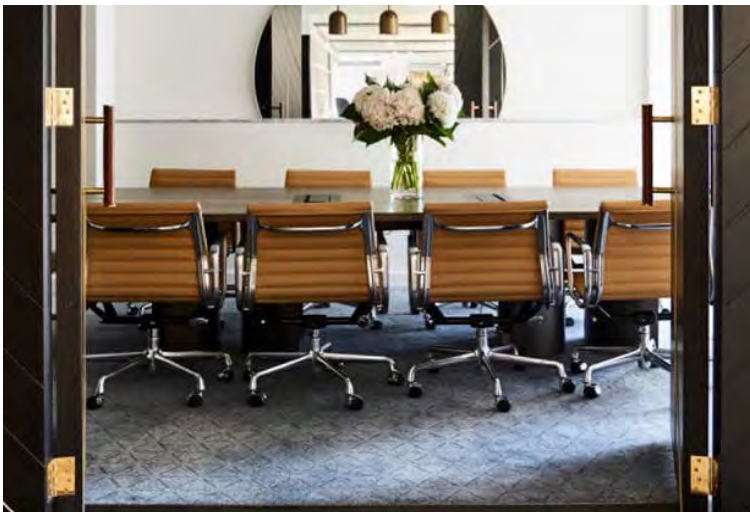




# HOSPITALITY | Crowne Plaza & Four Seasons Executive Lounge

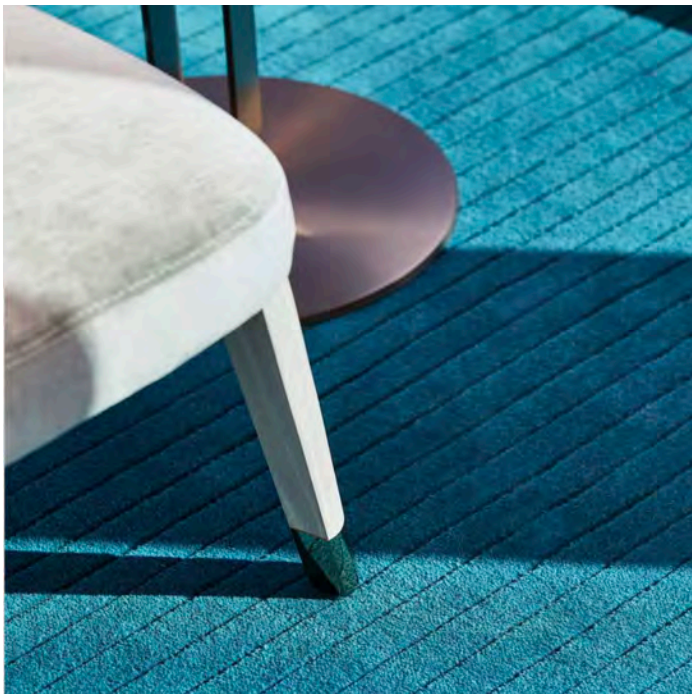


# FOUR SEASONS EXECUTIVE LOUNGE | Melbourne, Australia





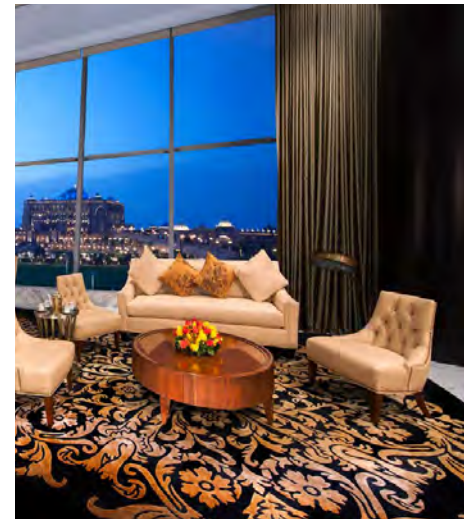
HOTEL CHADSTONE | M Gallery | Melbourne, Australia



AXMINSTER WITH HAND CARVING

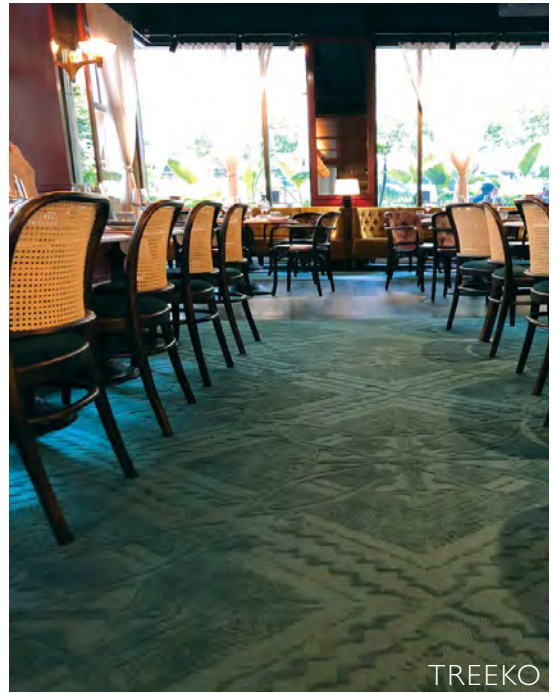


# THE JUMERIAH HOTEL | Etihad Towers | Dubai, U.A.E





HOSPITALITY | Bopp & Tone | Sydney, Australia



TREEKO





HOSPITALITY | Waterside, The Albion, Penrith Panthers Nightclub





# HOSPITALITY | MGM MACAU | Macau, China





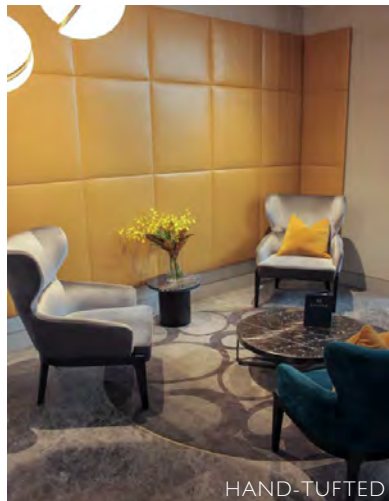
HOSPITALITY | AMORA HOTEL, Sydney / Novotel Melbourne South Wharf, Melbourne



HAND-TUFTED



HAND-TUFTED



HAND-TUFTED



HAND-TUFTED



COMMERCIAL | OMC | London

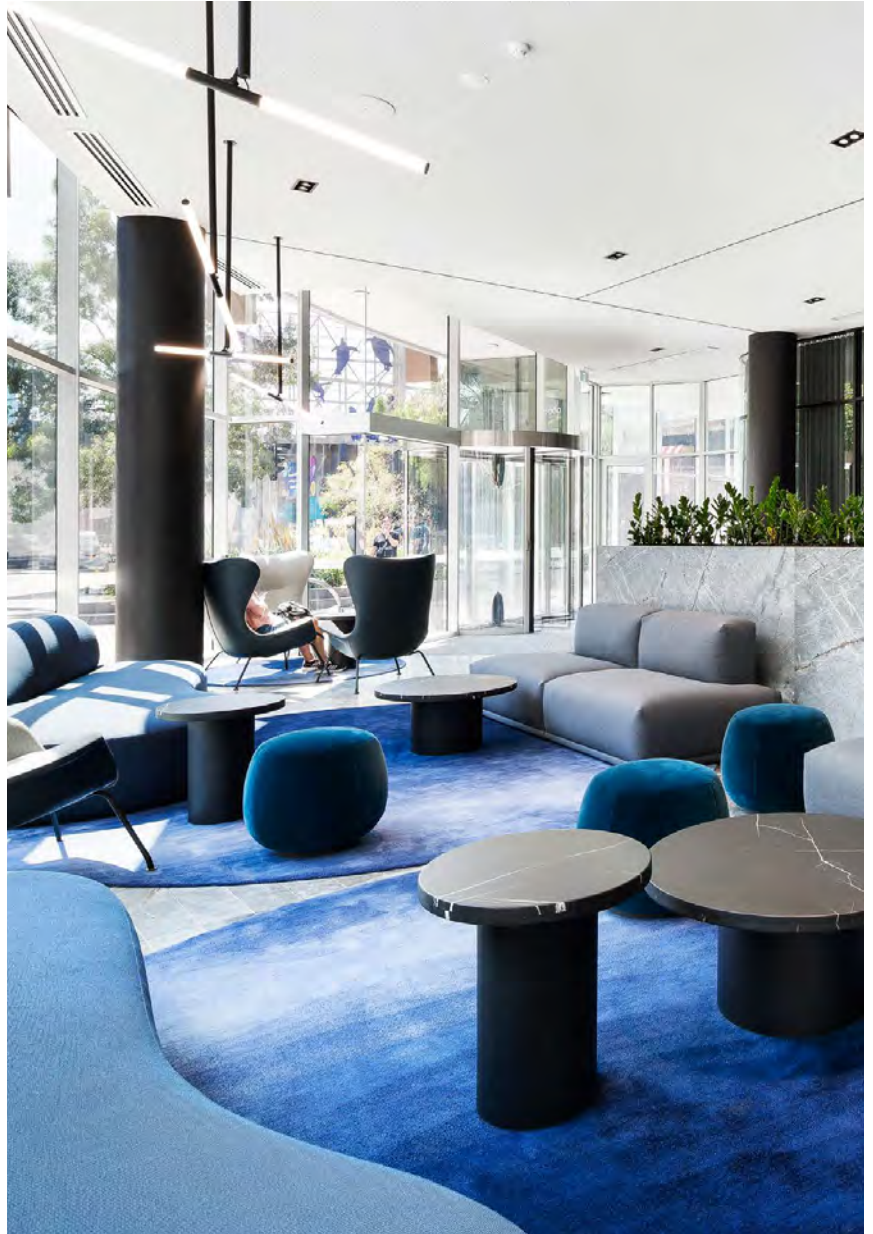


COMMERCIAL | SL GREEN REALTY AMENITY SPACE | New York, NY

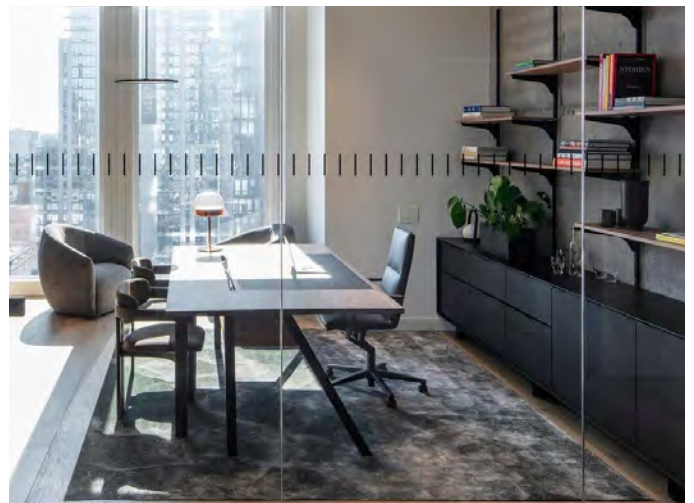




COMMERCIAL | 525 FLINDERS LOBBY | Melbourne, AUS



COMMERCIAL | EQUINOX HQ HUDSON YARDS | New York, NY

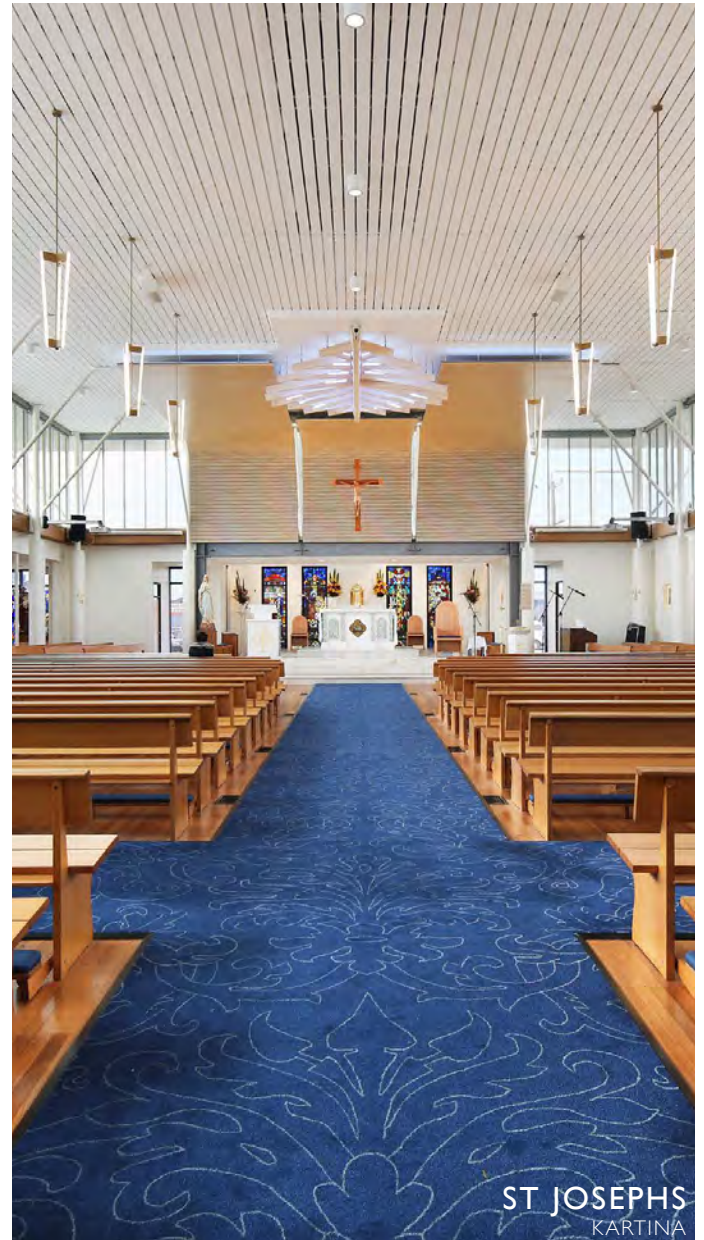




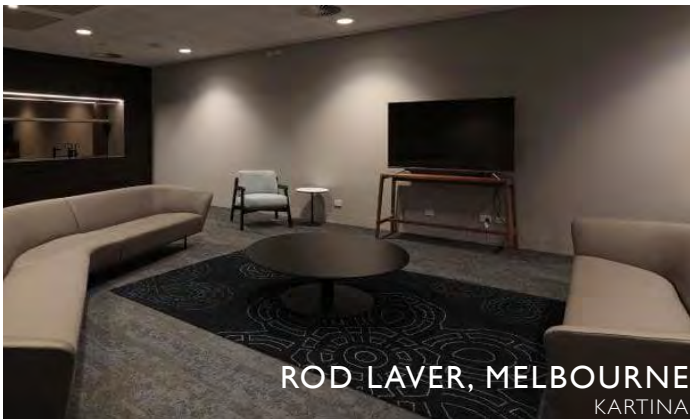
COMMERCIAL | Kartina Construction



PFIZER, SYDNEY  
KARTINA



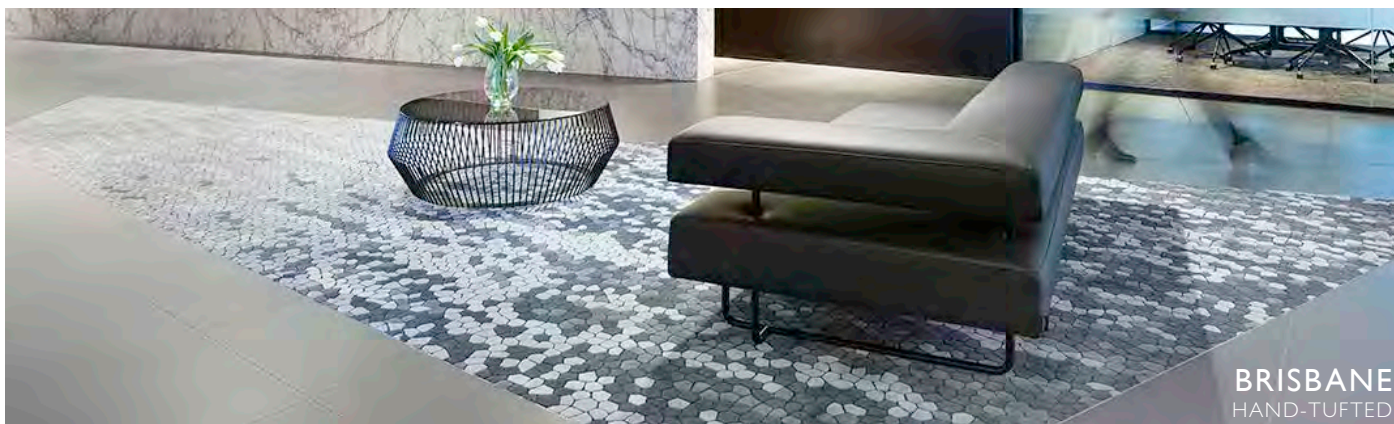
ST JOSEPHS  
KARTINA



ROD LAVER, MELBOURNE  
KARTINA

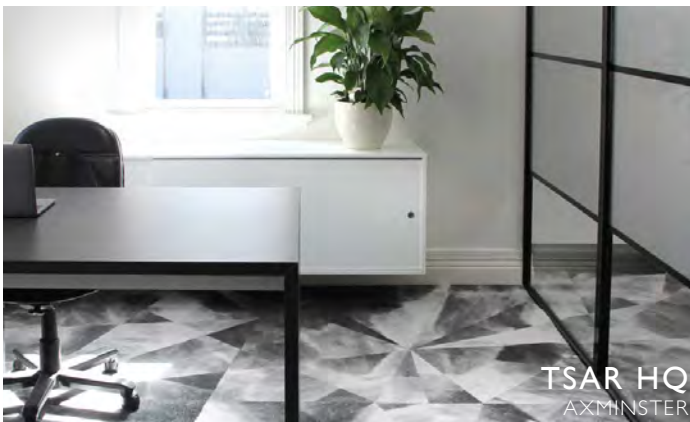


COMMERCIAL | Ebsworth, HWL, Multiple Locations

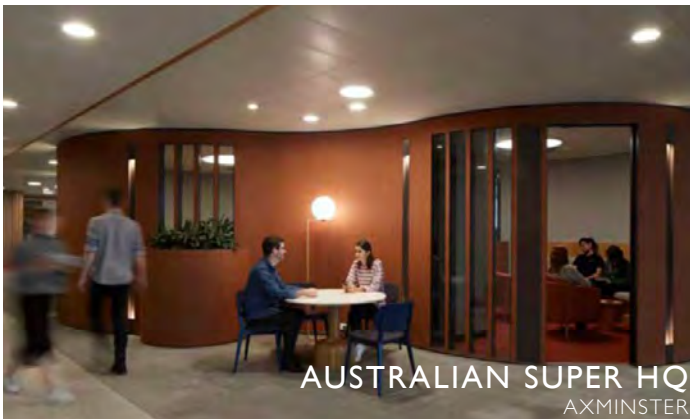




COMMERCIAL | Axminster Construction



COMMERCIAL | Axminster & Machine-Tufted Construction





COMMERCIAL | Loam Showroom & Nexus



# COMMERCIAL | Customisation



LOBBY  
HAND-TUFTED



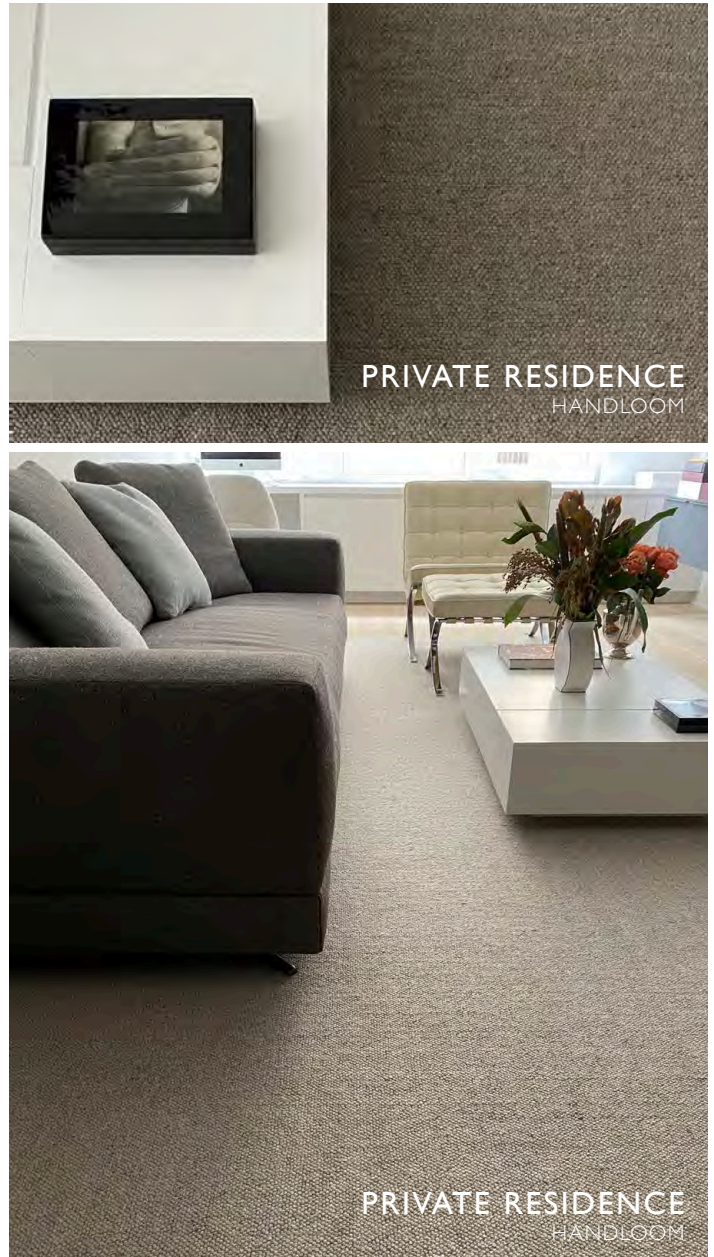
DOCTOR LOBBY  
HAND-TUFTED



ME & GENERAL DESIGN  
SAHARA

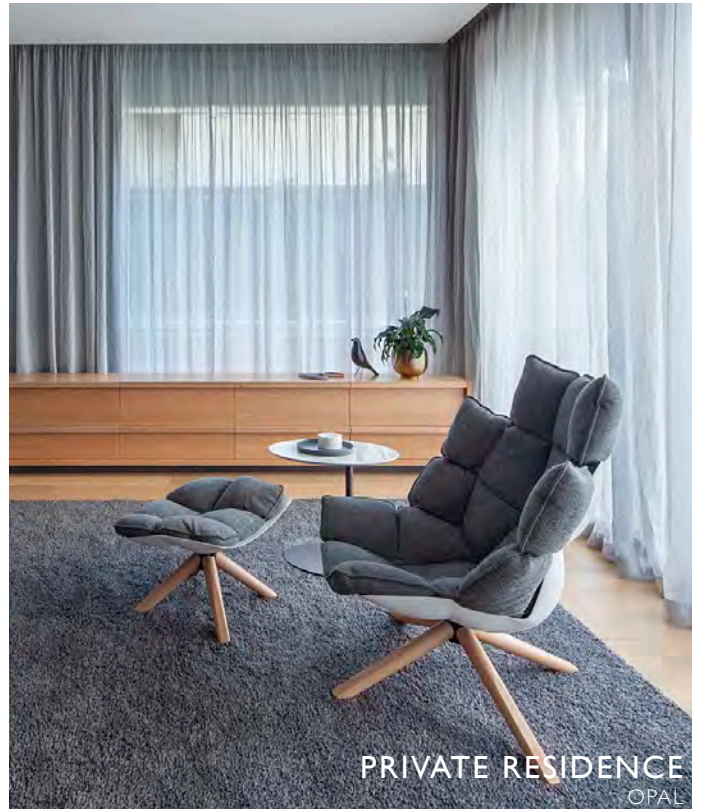


RESIDENTIAL | Machine-Tufted & Handloom Construction





RESIDENTIAL | Luxe & Opal Construction

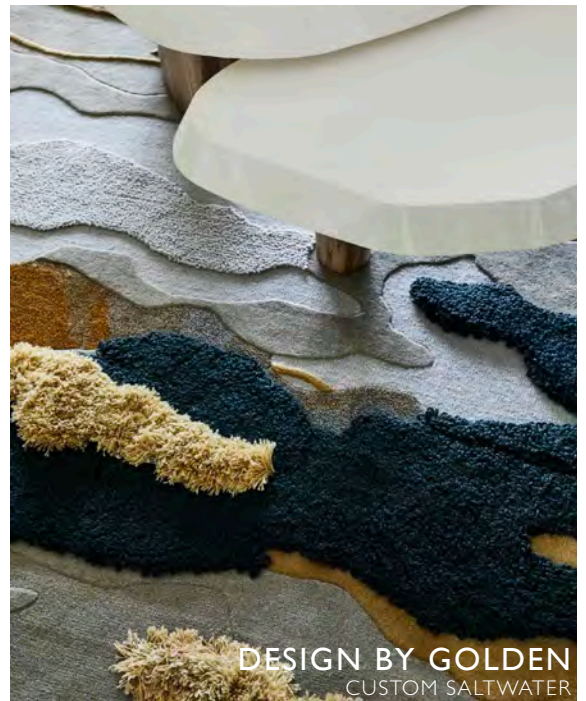




RESIDENTIAL | Erskine House by Kennedy Nolan | Melbourne, AUS

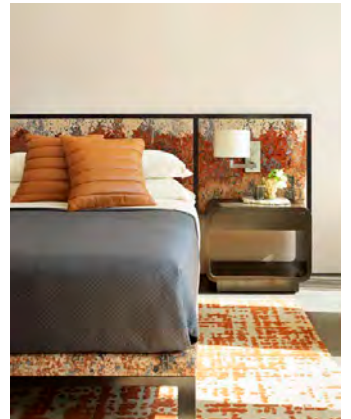
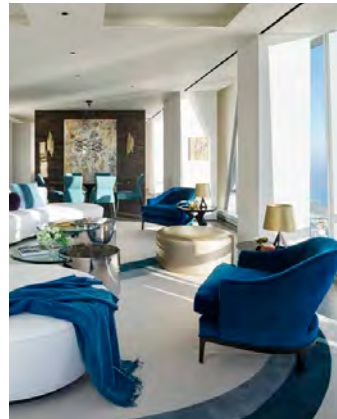


RESIDENTIAL | Melbourne Penthouse by Design by Golden | Melbourne, Australia





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



HAND-TUFTED



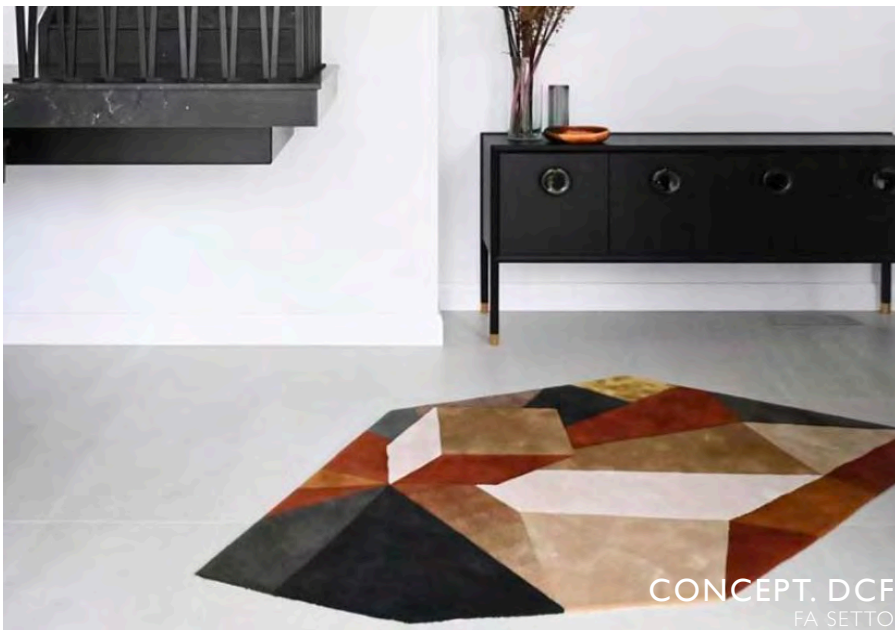
TREEKO



RESIDENTIAL | Customisation



RESIDENTIAL | Customisation, Hand-tufted





RESIDENTIAL | Customisation, Hand-tufted



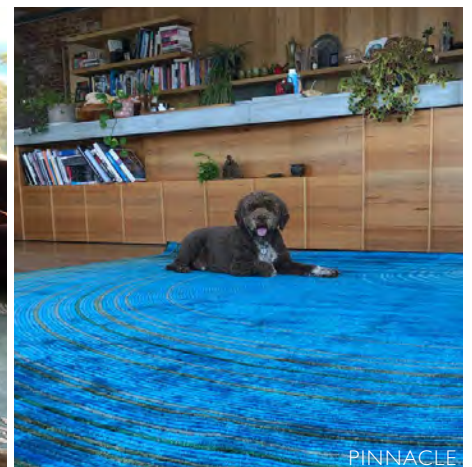
RESIDENTIAL | Customisation, Hand-tufted



PRIVATE RESIDENCE  
CETAK



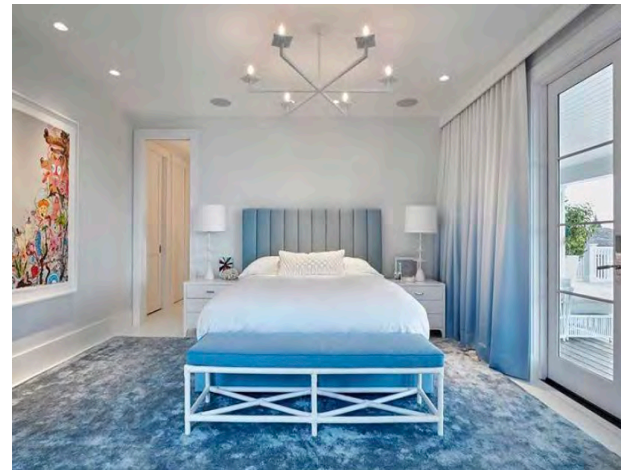
EUCALYPT



PINNACLE



RESIDENTIAL | Customisation, Hand-tufted



INSTALLATIONS & EVENTS | NO VACANCY HOSPITALITY DESIGN FAIR SYDNEY 2021

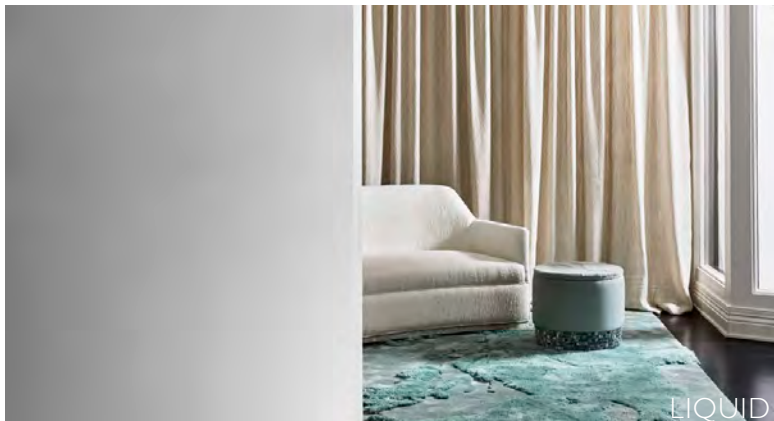




INSTALLATIONS & EVENTS | MELBOURNE DESIGN WEEK 2020



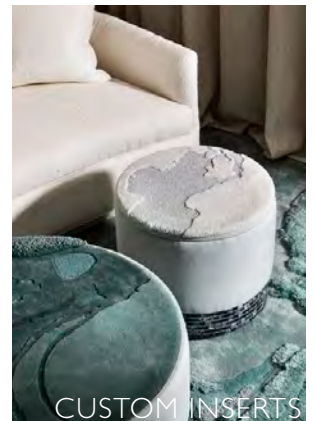
- TSAR X ARTHUR G X BYZANTINE  
DESIGN UNWIND



LIQUID

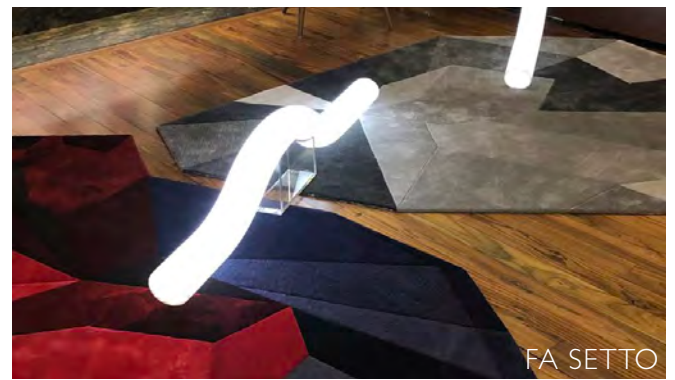
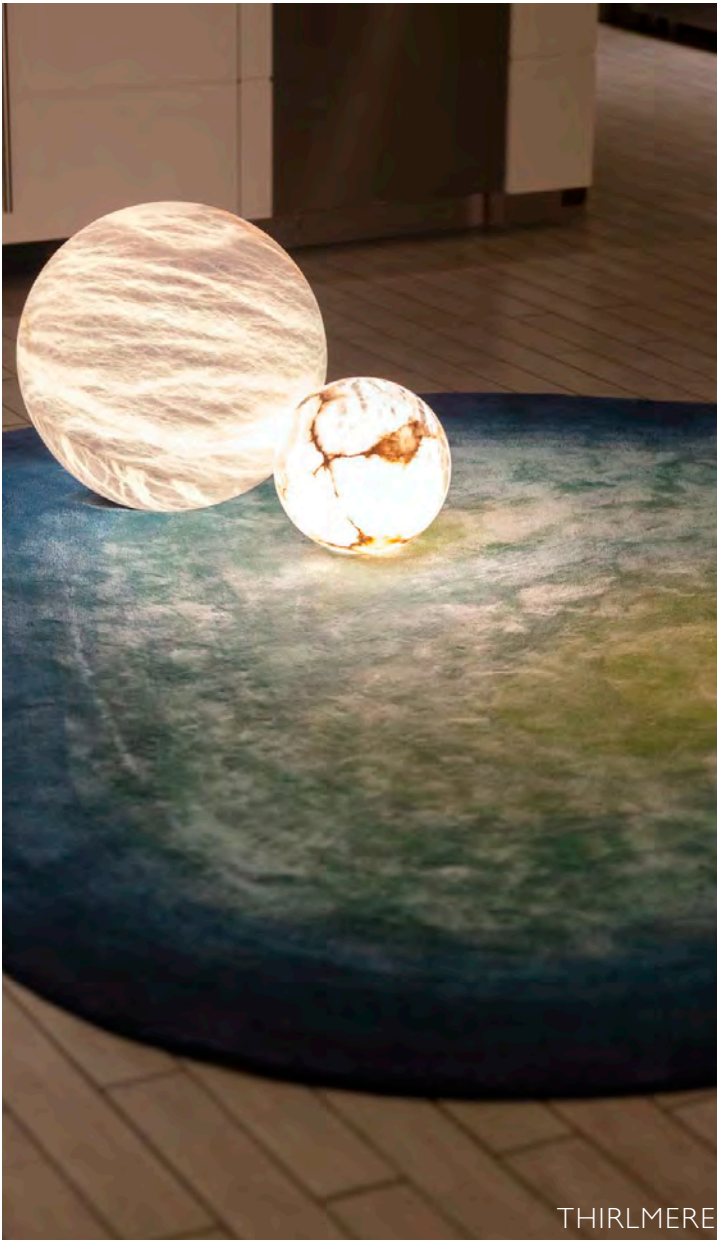


JADE



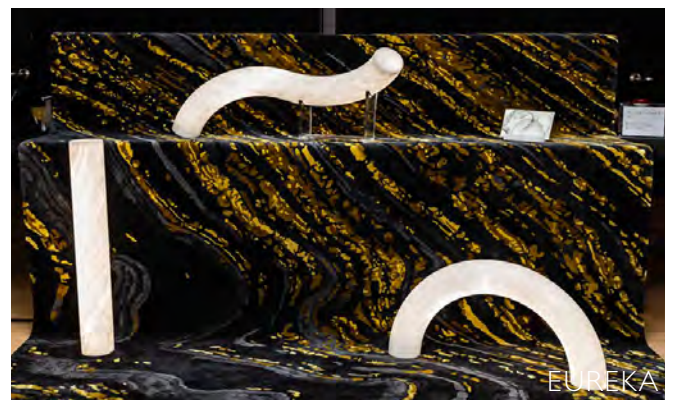
CUSTOM INSERTS

INSTALLATIONS & EVENTS | LIVING TEXTURES WITH SZW & AAE

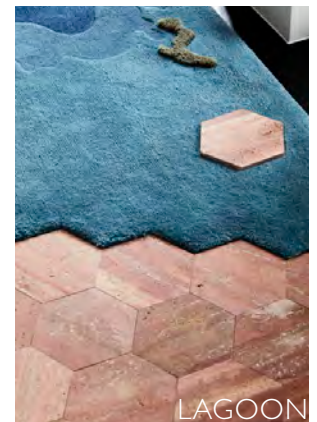




INSTALLATIONS & EVENTS | TSAR X AAE COLLABORATIONS



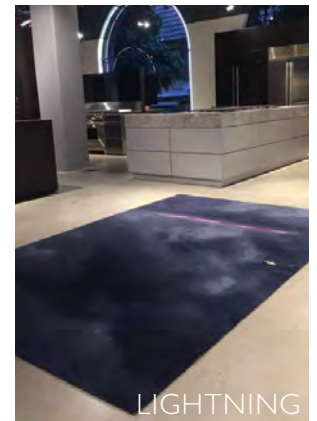
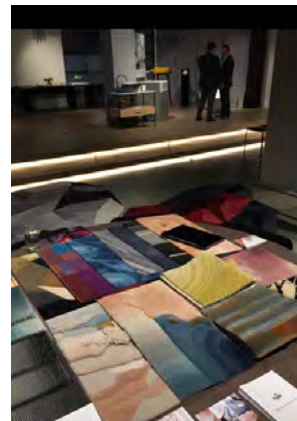
INSTALLATIONS & EVENTS | MELBOURNE DESIGN WEEK 2019



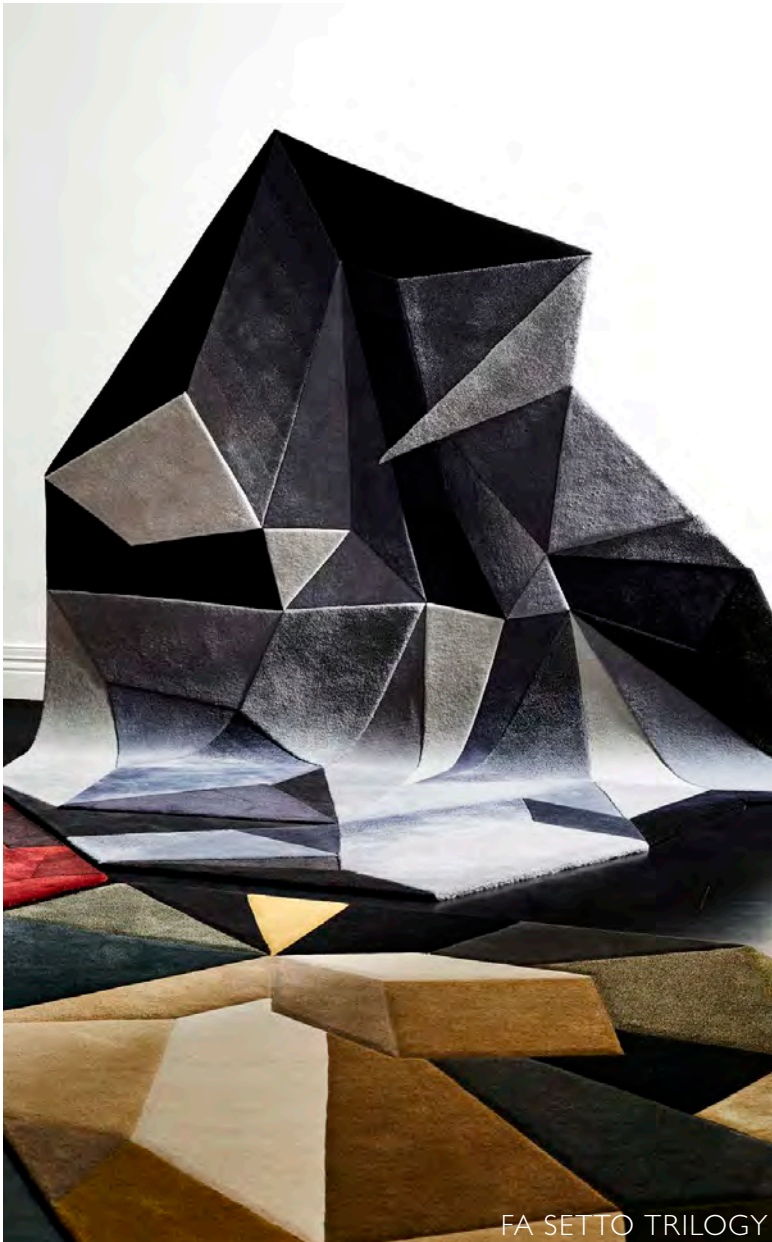
The Design Files Awards Finalist for Collaboration and Textiles 2019  
Design et al Awards - Finalists for Flooring Design 2019



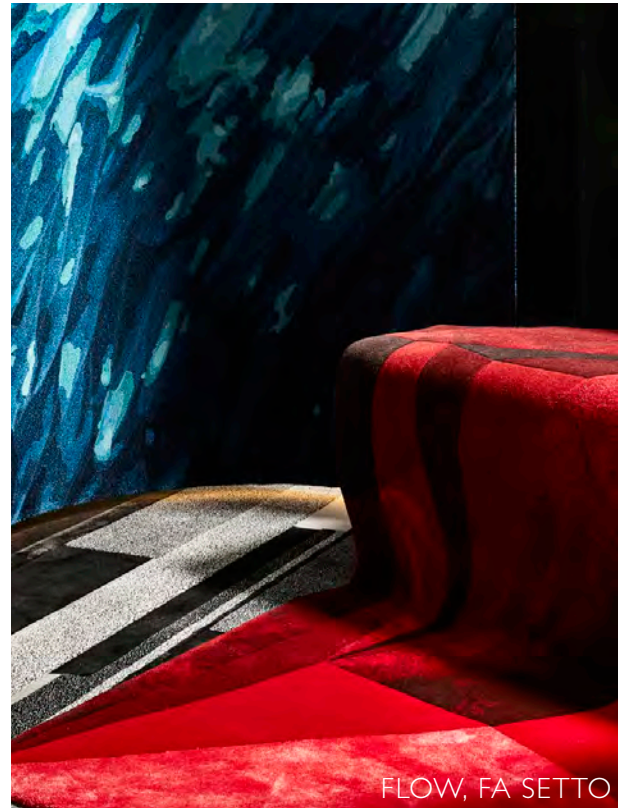
INSTALLATIONS & EVENTS | DINE & DESIGN WITH SUBZERO WOLF



INSTALLATIONS & EVENTS | PHENOMENA WITH MEANWHILE IN MELBOURNE



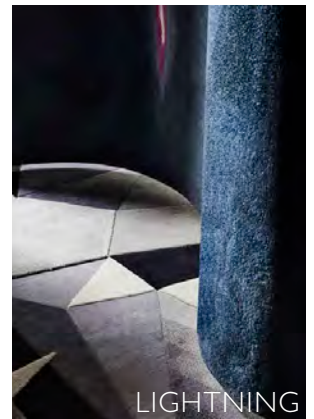
FA SETTO TRILOGY



FLOW, FA SETTO



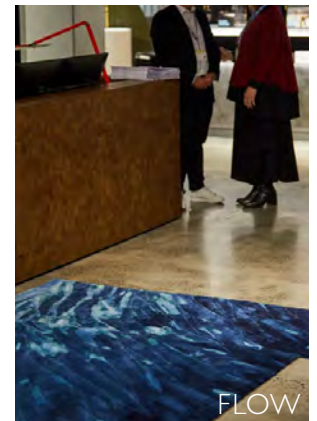
TECHNIKA



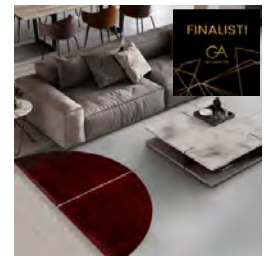
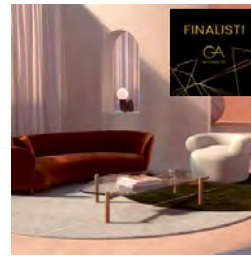
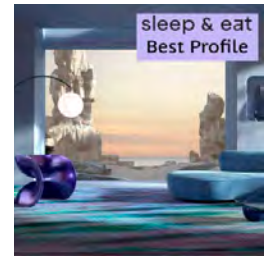
LIGHTNING



INSTALLATIONS & EVENTS | SATURDAY IN DESIGN 2019



# AWARDS







# TSAR IN THE PRESS

☰ 🔍

**SURFACE**

NEED TO KNOW

## TSAR Carpets Isn't Afraid to Take Risks

Known for high-quality custom rugs marked by bold use of color and texture, the free-thinking Australian brand readies its next chapter by expanding in London and debuting a series inspired by fluid motion.

BY SURFACE  
November 09, 2020

SHARE



Circ Collection by TSAR Carpets. Rendering by Joe Mortell

One of a room's most important pieces often sits right beneath our feet. And **TSAR Carpets**—an Australian-born rug company that has studios from Shanghai to London—has made it their mission to craft custom statement rugs that are built to last. Known for eye-popping commercial projects like the Rose Bar at New York City's Gramercy Park Hotel, TSAR also takes on high-end residential commissions, all with a signature colorful flair.

## PARTNERSHIPS



Aterlier Alain Ellouz  
Arthur G  
Byzantine Design  
David Trubridge  
Subzero Wolf  
Infinite Design  
Tongue & Groove  
Marcel Wanders

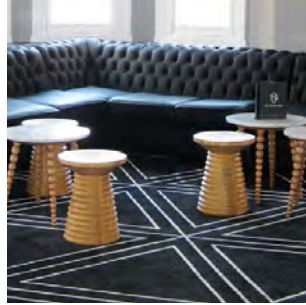




ADDITIONAL COLLECTIONS | [ADDITIONAL COLLECTIONS](#) | [CLICK TO FIND MORE](#)



**NEVA FADE**  
Architizer winner 2015



**TRANSITIONAL**  
Geometric & traditional



**CETAK**  
Indonesian & Thai inspired



**EXPRESSION**  
Artistically inspired



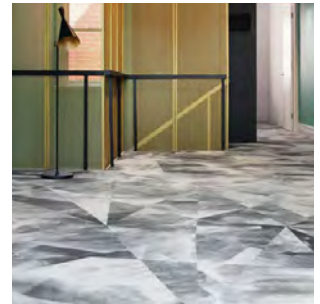
**GEOMETRY**  
Geometric designs



**ROYALE**  
Damasks and Traditional



**BOTANICA**  
Floral Designs



**WOVEN +**  
Hybrid Axminster



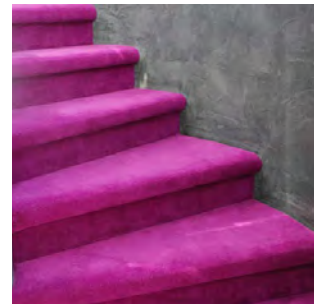
**KARTINA**  
Custom personified



**TREEKO**  
Knitted Designs



**NEVA**  
Wall-to-Wall



**ASTORIA**  
Wall-to-Wall

## **CONTACT | TSAR Carpets**

www.tsarcarpets.com | Instagram: @tsarcarpets | LinkedIn: @tsarcarpets

### **TSAR CARPETS GLOBAL & HQ SHOWROOM**

250-252 High st.  
Windsor VIC 3181  
Australia  
T +61 3 9525 0488  
E info@tsar.com.au

### **Shona Dunne-Forsyth**

Global Sales & Business Development Director,  
Melbourne  
T +61 3 9525 0488  
M +61 (0) 411 324 478  
E sdunne@tsar.com.au

### **NSW/ACT Residential Projects :**

Michelle Power  
Business Development & Design Associate  
T +61 2 9331 4244  
M +61 (0) 488 003 293  
E mpower@tsar.com.au

### **WA Representative :**

Simon Knight  
Director at Konduct  
T +61 8 6186 6043  
M +61 (0) 452 539 771  
E simon@konduct.com.au



## **CONTACT | TSAR Carpets**

www.tsarcarpets.com | Instagram: @tsarcarpets | LinkedIn: @tsarcarpets

### **TSAR CARPETS USA LLC**

99 Madison Ave, Suite 405

New York, NY 10016

T +1 646.415.7968

W www.tsarcarpets.com

E info@tsarusa.com

### **Angeline Kenny**

Business Development Manager, U.S.

T +1 646.415.7968

M +1 646.357.0563

E angeline@tsarusa.com

### **TSAR CARPETS UK LIMITED**

126 New Kings Rd, Fulham

London, SW6 4LZ

T + 44 (0) 7593 535 853

E carlyanne@tsarcarpets.co.uk

### **Carly Anne Fitzgerald**

Business Development

& Design Associate, UK

T + 44 (0) 7593 535 853

E carlyanne@tsarcarpets.co.uk



THANK YOU FOR YOUR TIME.