



◆ PAUL ROGERS

CONNECTING GENERATIONS



INSPIRATION BOOK

PAUL ROGERS

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## CONNECTING GENERATIONS...

A **third-generation family business** established in 1960 by Paul and Paula Rogiers, is now managed by their sons, Pierre and Jean Paul, alongside their grandsons, Thibault and Louis. This rich heritage underlines our deep-rooted family values and commitment to craftsmanship across generations.

## CONNECTING GENERATIONS...

We believe furniture is a fundamental element in **bringing people together**. From family lunches, dinner with friends, to cosy reading sessions with grandparents, our pieces are designed to be the backdrop for life's precious moments, fostering **connections and creating memories** that endure beyond a lifetime.

## CONNECTING GENERATIONS...

Our ambition is to craft **timeless furniture, cherished across generations**, both today and in the future. Achieving this, we blend the expertise of seasoned designers with the fresh perspectives of emerging talents, ensuring our creations resonate with all ages.

Each of these pillars harmonizes with the overarching theme of **"Connecting Generations,"** embodying the essence of Paul Rogers' commitment to legacy, timeless design, and the power of furniture to unite people.



Be here, be now. And cherish that precious moment, the perfect fusion of what was and what will be. So is Paul Rogers. Decidedly contemporary and timeless at the same time. A blend of established values and new ideas. Inspired by a rich past, time-honoured craftsmanship and three generations of accumulated expertise. While simultaneously looking out for fresh, exciting ideas and fully embracing the future that lies ahead of us.

“*Family is at the core of this company that remains faithful to its Belgian roots.*”

*Paul Rogers*



♦♦ PAUL ROGERS    CONNECTING  
GENERATIONS





# Connecting generations since 1960...

In 1976, they transitioned to the location that remains our headquarters today, nestled in Waregem. Set within a **historic textile mill** built in 1892, it was among the pioneering structures of its kind in West-Flanders. To this day, we hold immense pride in this building and its rich legacy. The building encompasses our European main office, featuring workspaces, a showroom, and a logistics center.

Paul and Paula are blessed with four children, and two of them chose to be part of the **family business**. Pierre, the eldest, came onboard in 1978, followed by his brother Jean-Paul in 1979. They both immersed themselves in every facet of the company, navigating through shipments, warehousing, sales, and backoffice tasks. Ultimately, Pierre took the helm as the head of sales, while JP established himself as the head of buying.

In 2002, Jean-Paul and Pierre initiated their inaugural **production facility**, from which the Paul Rogers collection emerged, now recognized under the brand name **PR-Living**. This establishment enabled PR-Living's collection to reach a **global market**, garnering a devoted clientele from Asia, Oceania, North and South America, as well as the Middle East.



## ◆◆ PAUL ROGERS CONNECTING GENERATIONS

In 2024, Louis and Thibault launch the **new brand Paul Rogers**, honouring their founder and grandfather, in collaboration with **creative director Cas Moor**. This monumental shift brought about a sweeping renewal, featuring a new 2,000-square-meter showroom at our headquarters, a meticulously reimagined website equipped with a superior back-end server to optimize our B2B **customer experience**, and an **innovative collection** that resonates with the insights and heritage of our company's remarkable 60+ year journey.

1960



In 1960, Paul Rogiers, alongside his cherished wife Paula, founded their company. United in their vision, they crafted a unique collection and procured furniture from esteemed providers in Italy and Portugal. Initially serving retail clients in Belgium, their enterprise swiftly expanded to countries including France, the Netherlands, the UK, and Germany.

1978

Over the years, the company flourished and established its name throughout Europe. By showcasing at international exhibitions like the Brussels Furniture Fair, the Cologne Fair, and Maisons et Objet in Paris, they broadened their clientele. By 2000, Jean-Paul and Pierre took over the leadership from their parents and persistently propelled the company's expansion.



2000

2002

2012



In 2011, we acquired a 30,000-square-meter plot, leading to the inauguration of our second production facility in Europe. It began with a structure covering 2,000 square meters and has since expanded to its present footprint of 8,000 square meters.

In 2012, Thibault, Jean-Paul's eldest son, became a part of the company, marking the entry of the **third generation** into the business. Adhering to the company's traditions, Thibault familiarized himself with every department before ultimately taking charge of Paul Rogers' **product development**, design, and production segments.

In 2018, Jean-Paul's second son Louis, joined the company. With a wealth of knowledge in marketing and sales, he now serves as our sales director.

In 2020, we commemorated the 60th anniversary of our company, established by Paul and Paula Rogiers.

2024







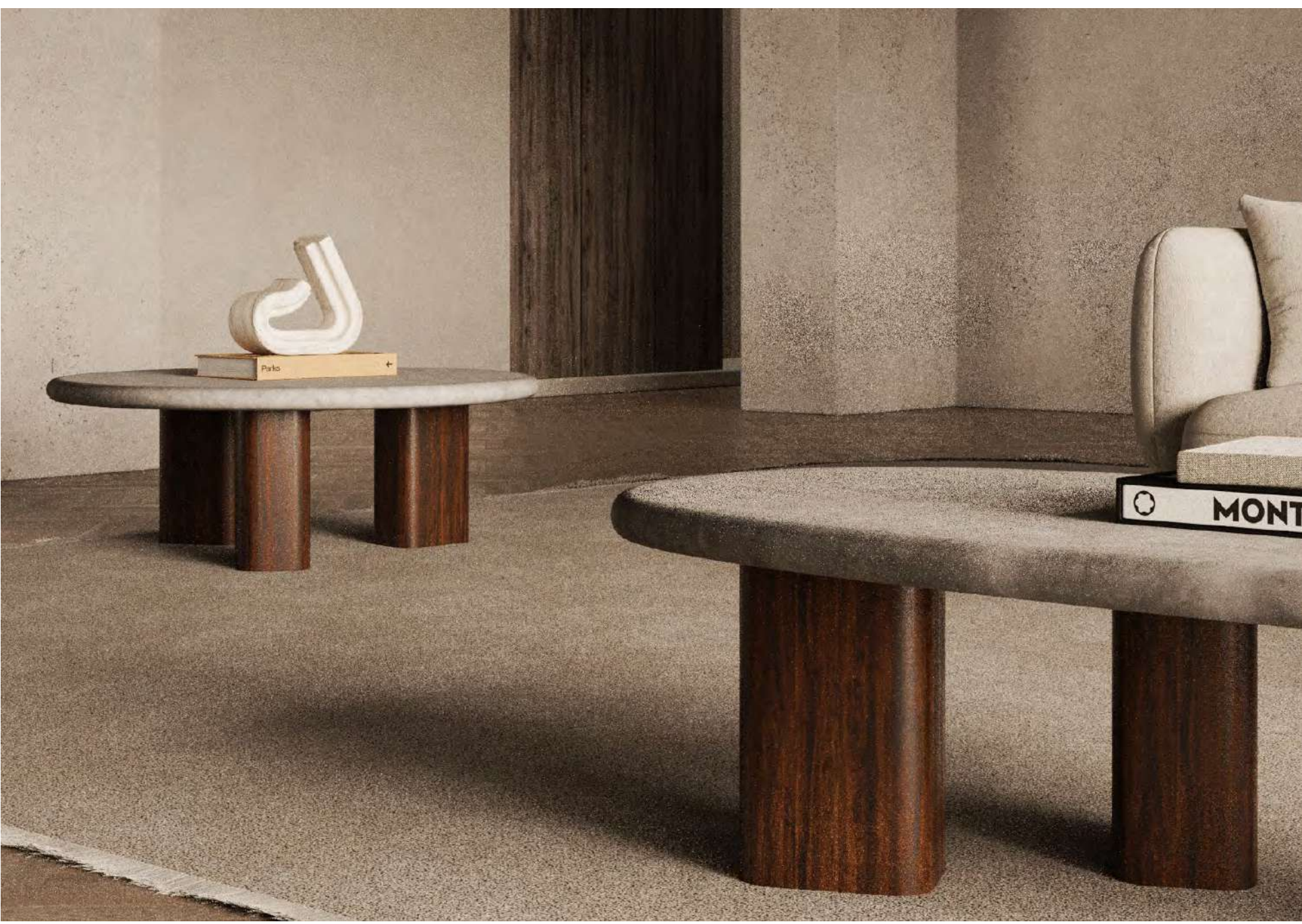


FLOW SOFA  
JUVO LOUNGE CHAIR  
PILLAR COFFEE TABLE



Design and production are closely linked at Paul Rogers. After all, we grew out of a workshop. Since more than sixty years, we produce our own designs and today we dispose of several production facilities, located in three different continents. This promotes a fertile interaction between production and design and enables us to control all steps of the production process and to guarantee top-notch Quality.

FLOW SOFA  
JUVO LOUNGE CHAIR  
PILLAR COFFEE TABLE







PALERMO DINING TABLE  
COVER METAL DINING CHAIR



Paul Rogers loves working with established designers. But he knows: every big name was once a beginner, searching for opportunities to grow and express himself/herself. Paul Rogers offers those opportunities, and does so to invigorate the brand. To keep it fresh, relevant, ahead of times and attuned to the future. So, just as Paul Rogers is a harmonious blend of time-tested values and new ideas, our team consists of a mix of established names and upcoming talent, in-house and external designers, local people and creatives from all over the world.









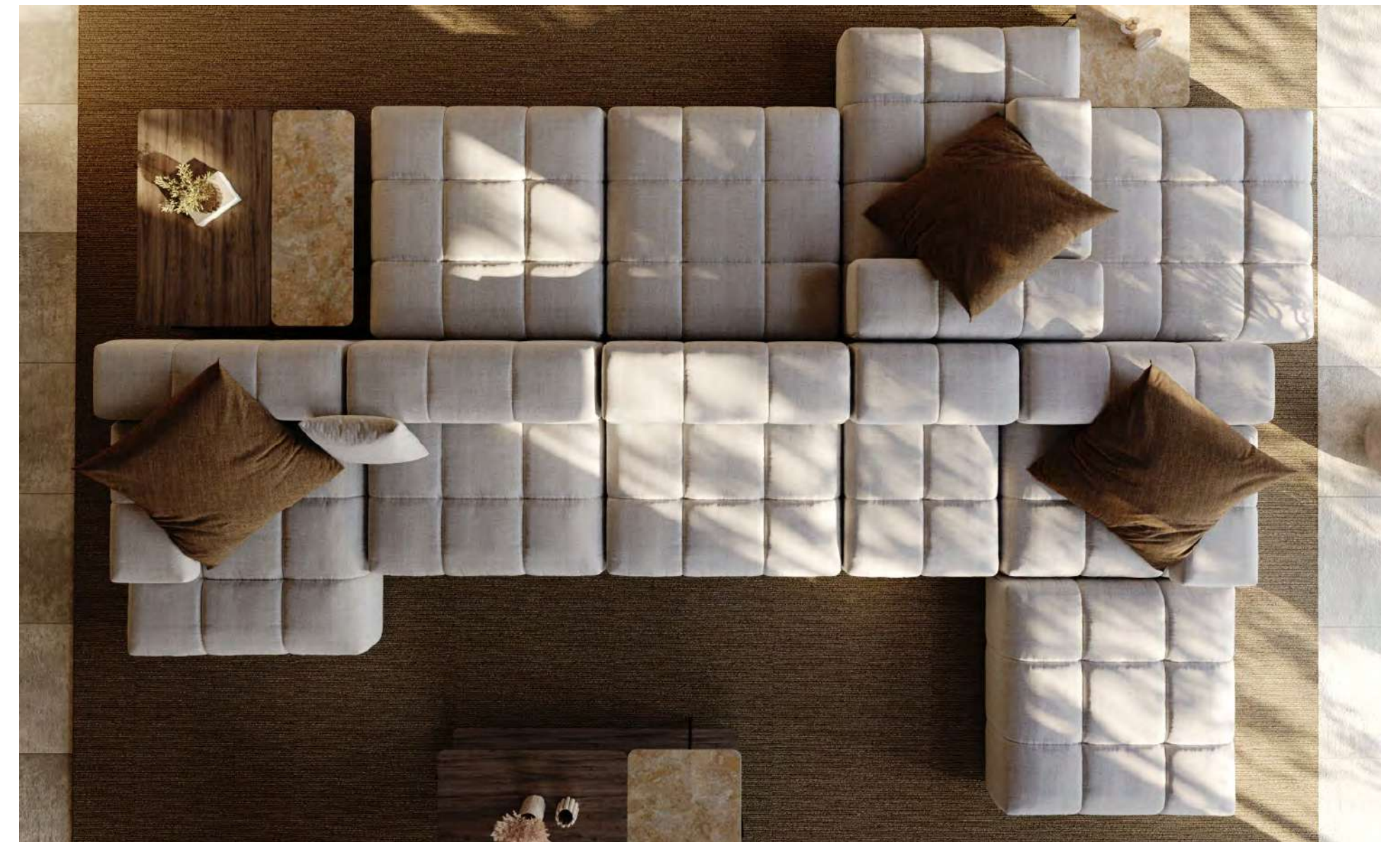


COBBLE SOFA  
DUA COFFEE TABLE  
PURO LOUNGE CHAIR





COBBLE SOFA  
DUA COFFEE TABLE



COBBLE SOFA  
DUA COFFEE TABLE  
PURO LOUNGE CHAIR



















MOLLIS LOUNGE CHAIR  
MOLLIS SIDE TABLE



DUNE DINING TABLE  
COVER WOOD DINING CHAIR







NOMA SOFA  
LLOYD DAYBED  
MOLLIS POUF  
LAGO COFFEE TABLE





# Noma sofa

The Noma Modular Sofa takes its inspiration from the architectural beauty of Japanese wooden houses. Just like these time-honored structures, the Noma Sofa incorporates clean lines, elevated base, and a harmonious design that embodies simplicity and balance. Its minimalist form and thoughtful details reflect the Zen philosophy, creating a calming and inviting atmosphere in your home.



One of the standout features of the Noma Sofa is its modular design. You have the flexibility to customize your seating arrangement to suit your space and needs. Choose from various configurations, including single-seat units, lounge modules, and spacious corner sections. With Noma, your living room becomes a canvas, allowing you to arrange and rearrange as you see fit.

NOMA SOFA  
MOLLIS POUF  
LAGO COFFEE TABLE

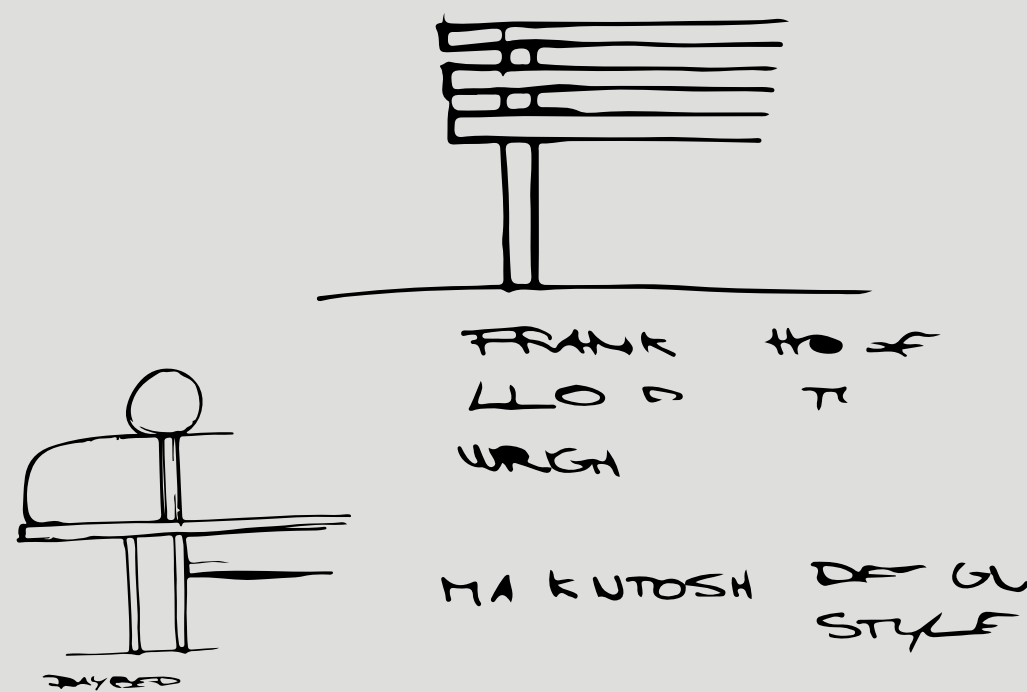




# Lloyd daybed

## DESIGNED BY CAS MOOR

The Lloyd Daybed, inspired by the architectural style of Frank Lloyd Wright, artfully blends comfort with clean lines. Its straight legs, reminiscent of Wright's designs, elevate the bed from the ground, creating an airy feel. The raised platform, echoing cantilevered structures, adds a sculptural touch, providing a sense of floating comfort.











IMKA LOUNGE CHAIR  
PILLAR COFFEE TABLE

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PALERMO DINING TABLE  
ASH CHAIR







MOLLIS BED  
MOLLIS COFFEE TABLE  
FIBO BENCH  
AURA DESK  
EVI WOOD CHAIR





The perfect fusion of what was,  
and what will be...

AURA DESK  
EVI WOOD CHAIR  
IDA MIRROR







ELLA SOFA  
ARDEN LOUNGE CHAIR  
FIBO COFFEE TABLE









ARDEN LOUNGE CHAIR  
FIBO COFFEE TABLE





SAMBA LOUNGE CHAIR

UPHOLSTERY | FURNITURE

PAUL ROGERS





# SOFA

NORA SOFA



MOLLIS SOFA



CASU SOFA



COBBLE SOFA



ATHENA SOFA

ELLA SOFA

BAKER SOFA



NOMA SOFA

OWEN SOFA



KAI SOFA

MILES SOFA

COMODO SOFA



FLOW SOFA



RIO SOFA

ETERNA SOFA







LOUNGE  
CHAIR



RIO LOUNGE CHAIR



PURO LOUNGE CHAIR

DINING  
CHAIR



COVER MIX DINING CHAIR



ALTI CLASSIC LOUNGE CHAIR



IMKA LOUNGE CHAIR



COVER METAL DINING CHAIR



ASH DINING CHAIR



MOLLIS LOUNGE CHAIR



AVA LOUNGE CHAIR



RACHEL DINING CHAIR



COVER WOOD DINING CHAIR



EVI LOUNGE CHAIR

ALTI COCCOON LOUNGE CHAIR



ROBIN LOUNGE CHAIR



JUVO LOUNGE CHAIR



EVI DINING CHAIR





# DINING TABLE



PALERMO ROUND DINING TABLE



DUNE DINING TABLE



MANHATTAN DINING TABLE



COMO DINING TABLE



PILLAR DINING TABLE



PILLAR ROUND DINING TABLE



LINEA DINING TABLE

DUNE ROUND DINING TABLE

# COFFEE TABLE



FIBO COFFEE TABLE



FIBO ROUND COFFEE TABLE



PEBBLES COFFEE TABLE

PILLAR COFFEE TABLE

DUA COFFEE TABLE



PALERMO COFFEE TABLE



LAGO COFFEE TABLE





## Production & Sustainability

### PRODUCTION

Design and production are closely linked at Paul Rogers. After all, we grew out of a workshop. Since more than sixty years, we produce our own designs and today we dispose of several production facilities, located in three different continents. This promotes a fertile interaction between production and design and enables us to control all steps of the production process and to guarantee top-notch Quality.

### SUSTAINABILITY

What is the most sustainable way to manufacture furniture? Designing products that endure, preferably for eternity. Our entire design and production philosophy is geared towards this goal. The designs, for a start, not only appeal today, but will impress tomorrow. Modern classics that bring you long-lasting enjoyment and that preserve their value, so people pass them on to other generations.

The same holds true for production. We adhere to all regulations concerning environmentally friendly design and manufacturing. And in order to create sustainable, comfortable, functional pieces, we stick to high-Quality Materials, e.g. strong woods, top-grade fabrics and tested components that meet the highest standards.







# Material index

We understand that selecting the right Material for a project can be a daunting task. With so many options available, it can be challenging to determine which Material is the best fit for your specific application. That's why we have created this index to help simplify the decision-making process.



## WOOD

Our veneer has the desired look and benefits of a panel made with solid hardwood lumber without the disadvantages. The veneer panels guarantee a uniform quality with the natural and lively aesthetic of wood, both visually and sensorial pleasing.



## STONE

Made from a natural blend of selected ceramic clays and mineral-based Colors, our stone sintered surfaces combine the typical characteristics of porcelain stoneware, long-lasting, stable and resistant to high temperatures, atmospheric stress and UV rays. Also waterproof, highly resistant to stain and scratches, hygienic and easy to clean, with appearance of natural stone!



## METAL

Metals have unique properties, such as strength and ductility, which make them ideal for use in many applications. Choose between the bold, versatile charm of black or the timeless elegance of bronze, both seamlessly accentuating the inherent strength and timeless appeal of our metal pieces.



## MORTEX

Mortex is a composition of minerals, lime and mortar. The Material is used for those who wish to combine technicality, originality, personality and aesthetics. The Material is aplied by hand which makes the products very unique.



## FABRIC

Whether you're looking for a durable and practical Material for everyday use, or a luxurious and elegant fabric for special occasions, there are endless options to choose from. The right fabric can transform any space, adding texture, Color, and personality to a room.







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## CONTACT

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