

◆ PAUL ROGERS

CONNECTING GENERATIONS

INSPIRATION BOOK

PAUL ROGERS

●◆ PAUL ROGERS

CONNECTING
GENERATIONS

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.

1976

2000

2002

2024

1960

1978

2012

2025



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.

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.



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.

After many wonderful years, we **relocated to our new location** in October 2025, marking a major milestone that expands our capabilities, enhances efficiency, and offers an **inspiring space reflecting our vision for the future**.

Collaboration with Jonas Van Put

Paul Rogers is proud to welcome an up and coming designer like Jonas van Put.

Ever since a chance meeting with our Creative Director, Cas Moor, at the airport on their way to Salone del Mobile 2025, there was an immediate connection between them. Jonas and Cas quickly began inspiring one another. A few months and several design trips later, Jonas developed one of our design briefs, leading to a first collaboration with Paul Rogers.



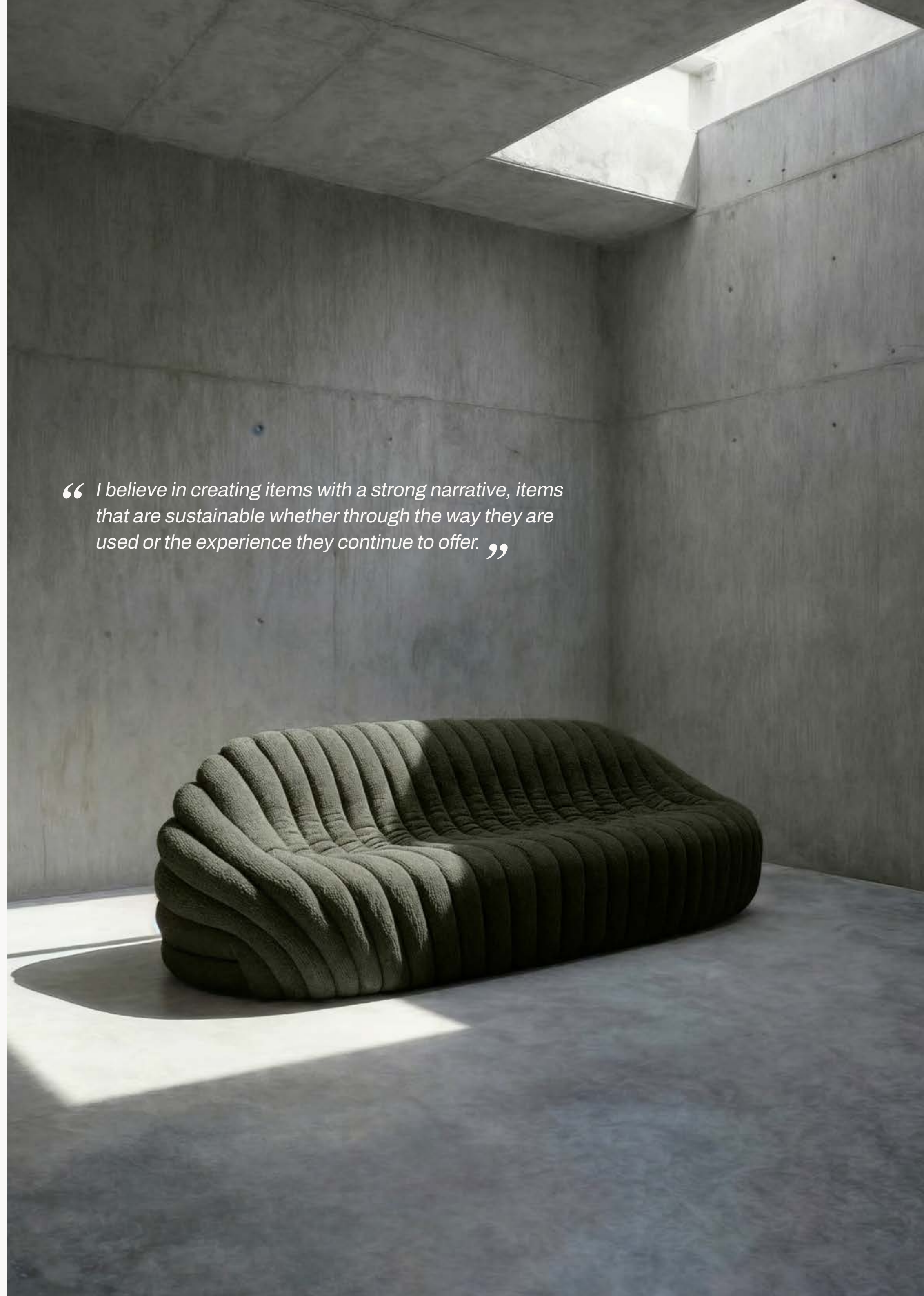
Picture by Kelly De Block

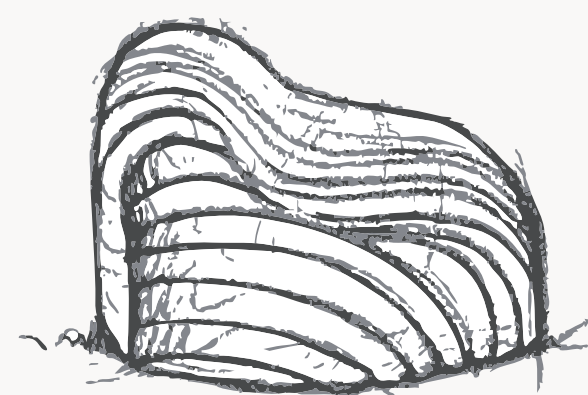


Jonas prefers to develop a design brief through **physical scale prototypes**. For this project, he combined laces and foam to achieve a specific and **distinctive design language**. The Cocoon sofa was first born at a 1:10 scale. Soon after, Paul Rogers developed the sofa at full scale (1:1), bringing the design language to life. Jonas was very pleased to see how closely the final Cocoon sofa reflected the character and form of his original scale model.

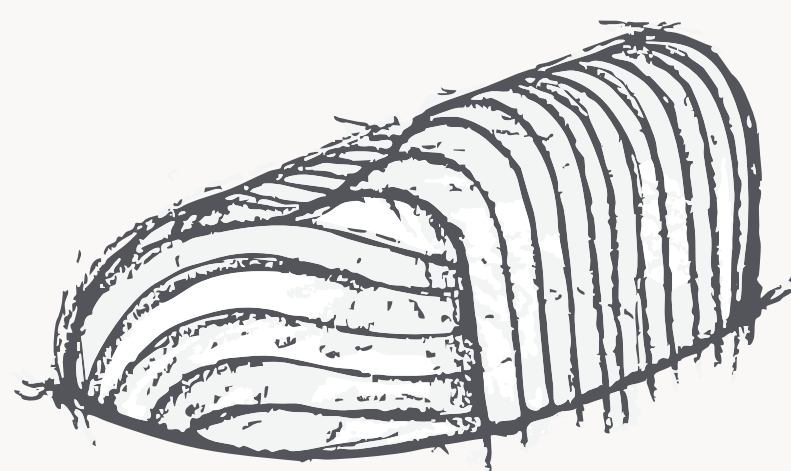
For Jonas, the Cocoon sofa draws its design language from the **protective cocoon of the silk butterfly**. The sculptural shell wraps around its temporary occupant in soft, natural curves, while the tactile, wide straps composed of semicircular forms **gently support the human body**. A distinctive detail reveals itself at the back, where the vertical straps seamlessly merge into the horizontal ones.

“ I believe in creating items with a strong narrative, items that are sustainable whether through the way they are used or the experience they continue to offer. ”





COCOON SOFA





Introducing the **Cover armchair**,
the newest addition to the Cover chair
collection.

The armchair was a must-have addition
to complete the range. Maintaining the
collection's signature balance of **tapered
wooden legs and soft, rounded lines**,
it offers comfort with supportive armrests
while preserving the timeless look that
defines the series.

**COVER WOOD ARMCHAIR
PLUS DINING TABLE**







PINCH SOFA
PALERMO COFFEE TABLE



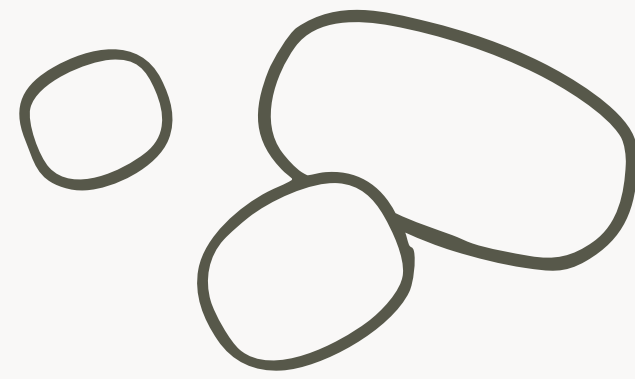
Pinch sofa is a modular design that brings together comfort, ergonomics, and timeless aesthetics. The focus was to create an **ultra-comfortable high back sofa** that provides exceptional support. The elevated backrest gently **embraces the shoulders**, ensuring a **more relaxed posture** and improved ergonomics for everyday use.



Its name, Pinch, refers to the **subtle pinching line** that runs through the armrest and backrest. This refined detail, paired with its **wrinkled and soft surface**, gives the sofa a welcoming and tactile character. The modular construction allows endless configurations, adapting seamlessly to different spaces and lifestyles.

PINCH SOFA
PALERMO COFFEE TABLE
AVA LOUNE CHAIR





FLOK COFFEE TABLES

Collaboration with Studio Segers



STUDIO SEGERS X PAUL ROGERS

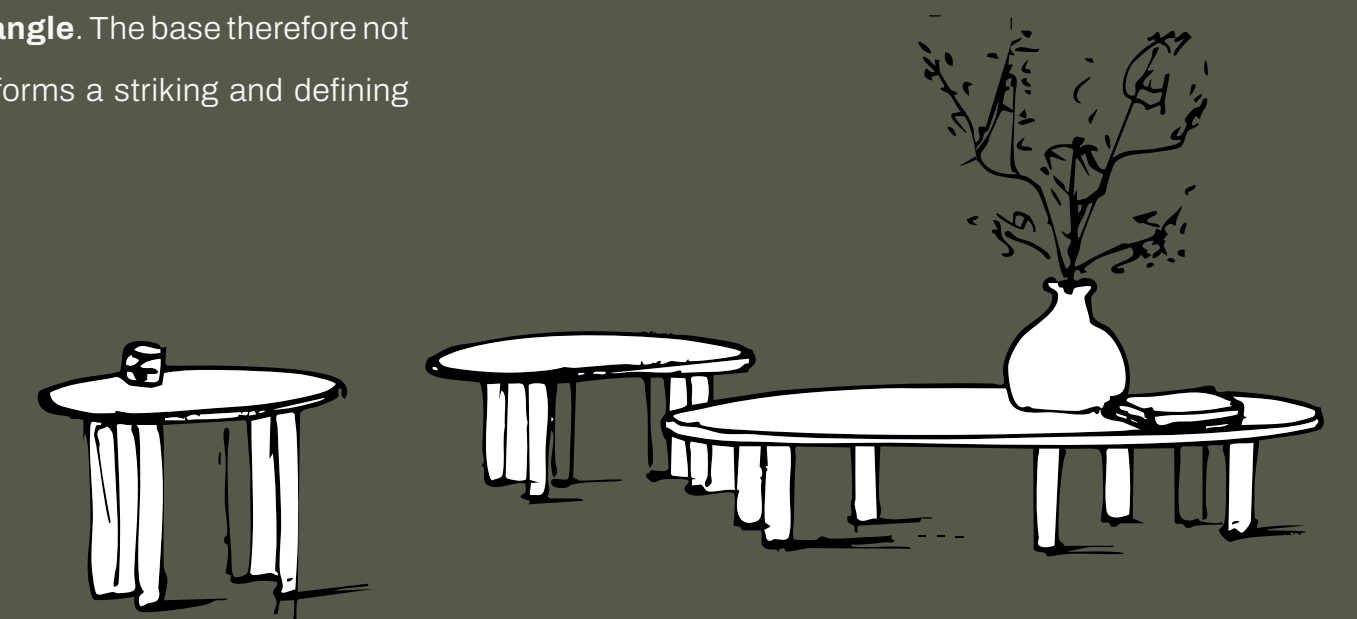
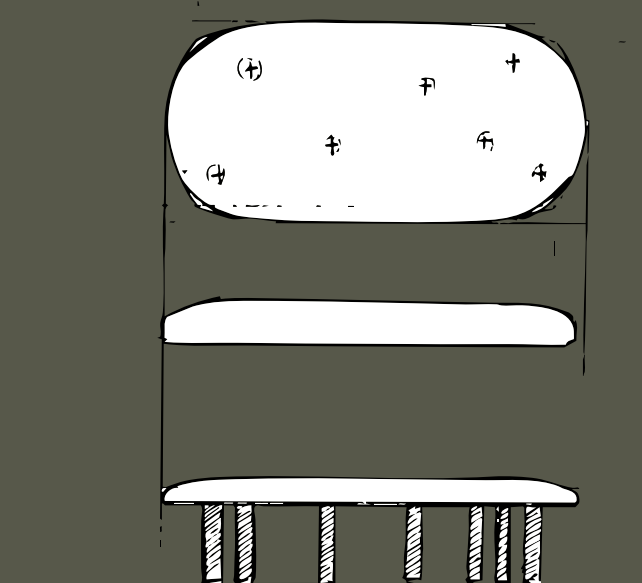
Although this collaboration is still relatively new, we are already seeing a **strong synergy** between the team at Paul Rogers and Studio Segers. **Both are family businesses**, and the hands-on approach and passion passed down through generations perfectly align with the way we work.

Product designers Wim Segers, Bob Segers and Tom Fonteyn work from a **logical design process** in which product requirements are translated into distinctive and characterful solutions. With respect for craftsmanship, tradition, context and sustainability, and with a strong focus on aesthetics, Studio Segers creates high-quality products designed to find their way to the market.

STUDIO SEGERS X FLOK TABLES

The inspiration for FLOK comes directly from nature. The soft, organic shape of the tabletop recalls **stones and rocks shaped by wind and water**. These flowing lines define not only the contour of the tabletop, but also its distinctive **tapered and rounded edge profile**.

Early in the design process, it was decided to support these stylised stone-like forms with a cluster of randomly positioned oak legs, giving the table a **different appearance from every angle**. The base therefore not only provides structural support, but also forms a striking and defining element of the design.





PILLAR DINING TABLE
COVER WOOD-U DINING CHAIR



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..

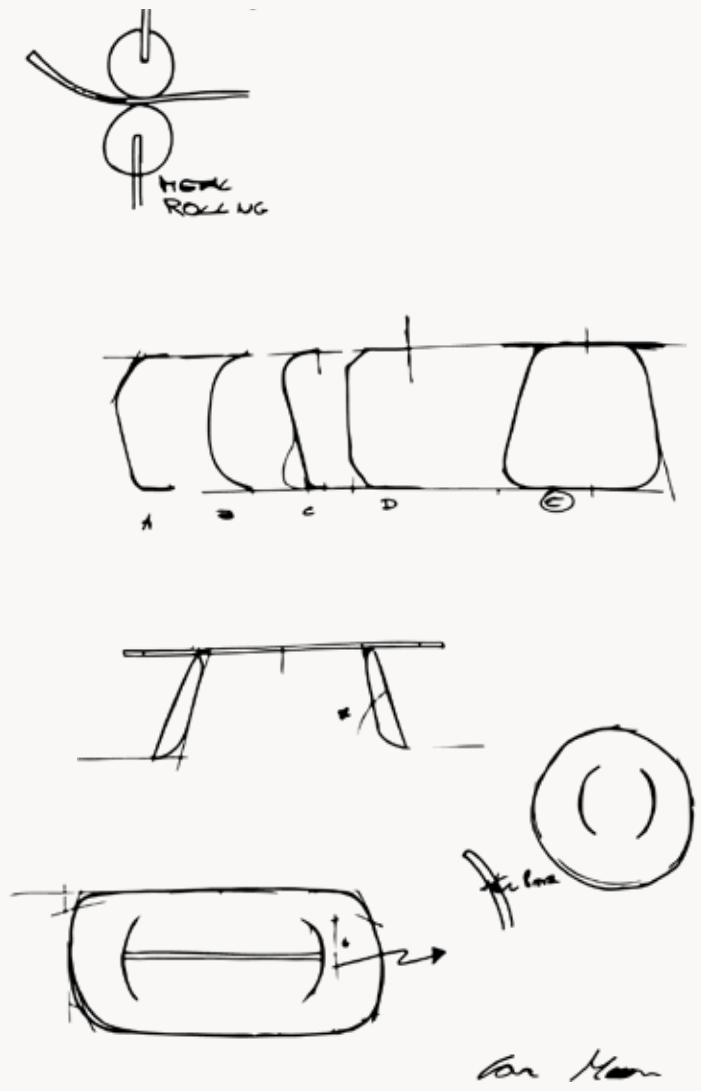
JUVO DINING CHAIR







Dune is a table that seamlessly blends the best of two materials: the **strength of metal and the warmth of wood**. Its defining feature is a gracefully **rolled metal leg**, expertly finished with a wood veneer available in a range of finishes. This unique combination creates a visually **light yet structurally robust table**, offering both elegance and durability. Dune embodies a perfect balance between material innovation and timeless aesthetics.

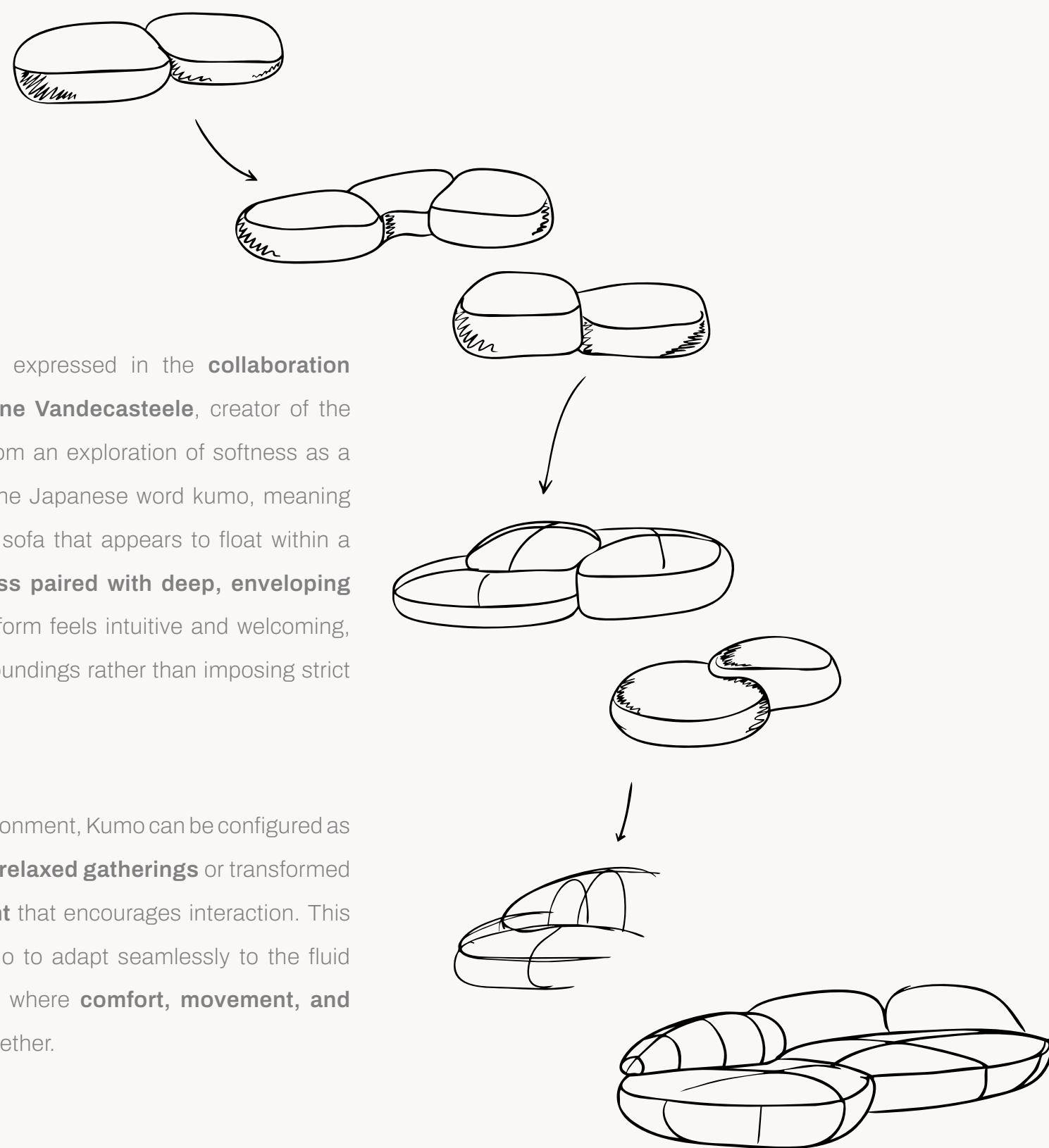


COVER WOOD-W DINING CHAIR
DUNE WOOD DINING TABLE



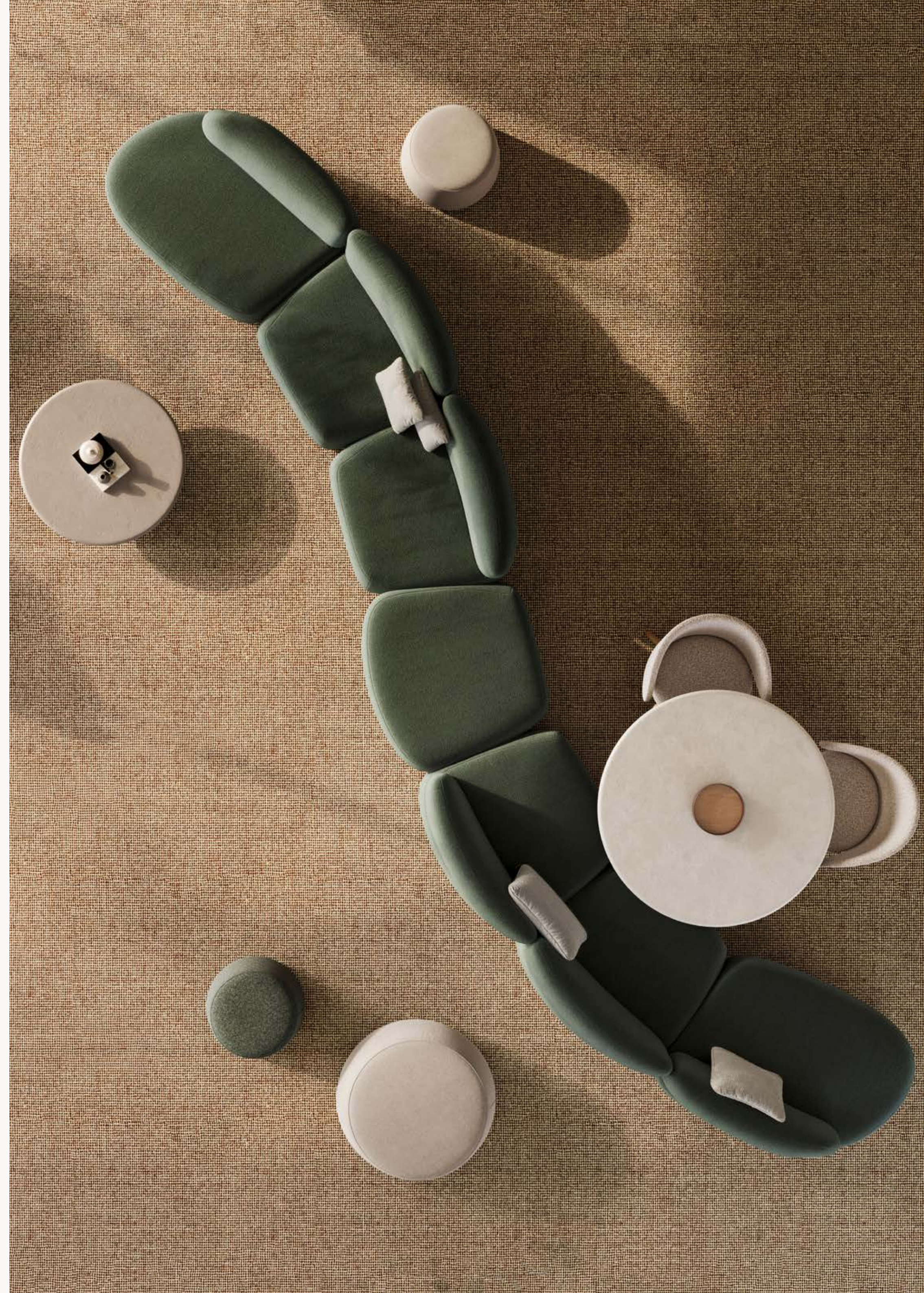
Kumo sofa by Ameline Vandecasteele

At Paul Rogers, design thrives on the exchange between **experience and new perspectives**. Alongside established designers, the brand actively supports emerging talent, guided by the belief that every great designer once started with a first opportunity. By **nurturing young, inspired creatives**, Paul Rogers keeps its collections fresh, relevant, and closely connected to the future true to its identity as a blend of timetested values and forward-looking ideas.



This philosophy is beautifully expressed in the **collaboration with Belgian designer Ameline Vandecasteele**, creator of the Kumo sofa. Kumo emerged from an exploration of softness as a **spatial concept**, inspired by the Japanese word kumo, meaning "cloud." Ameline envisioned a sofa that appears to float within a space, offering **visual lightness paired with deep, enveloping comfort**. Its organic, irregular form feels intuitive and welcoming, gently shaping itself to its surroundings rather than imposing strict geometry.

Designed to evolve with its environment, Kumo can be configured as a generous **lounge setting for relaxed gatherings** or transformed into a **low-dining arrangement** that encourages interaction. This inherent versatility allows Kumo to adapt seamlessly to the fluid rhythms of hospitality spaces, where **comfort, movement, and connection** naturally come together.



Kumo was born from an **exploration of softness** as a spatial concept. Inspired by the Japanese word kumo, meaning “cloud,” Ameline Vandecasteele envisioned a sofa that appears to float within a space, combining visual lightness with deep, enveloping comfort. Rather than imposing a rigid geometry, she chose an organic, irregular form that feels natural, **intuitive and welcoming** much like a cloud gently shaping itself around its surroundings.



KUMO SOFA
PLUS ROUND DINING TABLE
EVI WOOD DINING CHAIR



MOLLIS LOUNGE CHAIR
MOLLIS COFFEE TABLE
DROPS POUF



KUMO SOFA
PILLAR COFFEE TABLE
DROPS POUF



Kumo naturally accommodates multiple uses within a single composition. It can be arranged as a generous lounge setup for relaxed gatherings or moments of pause, or reconfigured into a low dining environment that invites more active interaction. This versatility allows Kumo to adapt seamlessly to the diverse rhythms of hospitality spaces, from informal lounging to casual dining and everything in between.

KUMO SOFA
MOLLIS LOUNGE CHAIR
MOLLIS COFFEE TABLE





FLOW SOFA
JUVO LOUNGE CHAIR
PILLAR COFFEE TABLE



DESIGN AND 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.

FLOW SOFA
JUVO LOUNGE CHAIR
PILLAR COFFEE TABLE





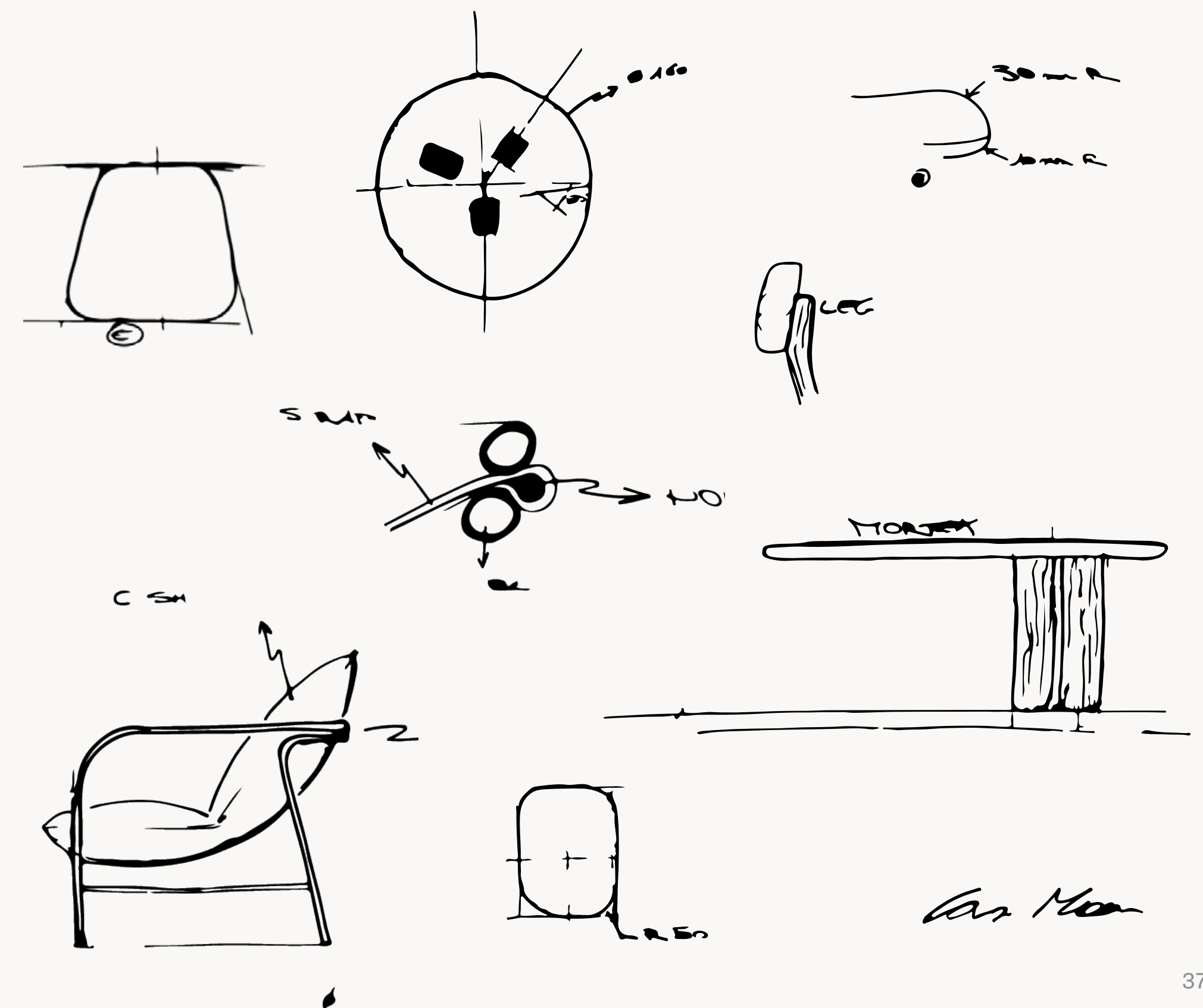
PILLAR ROUND DINING TABLE

Collaboration with Cas Moor

Belgian designer Cas Moor is not only our creative director but also a driving force behind the Paul Rogers design language. His work blends architectural precision with a sense of warmth and ease. From concept to final detail, Cas ensures every piece reflects our commitment to quality and timelessness.

Together, we explore new forms, materials, and ideas that keep our collections fresh yet enduring. This collaboration defines the balance of innovation and comfort at the heart of Paul Rogers.

“ The true measure of a design’s success is in its ability to remain impactful even when distilled to its purest form. ”





COBBLE BED



Inspired by the iconic Cobble Sofa, the Cobble Bed carries the same spirit of timeless design and artisanal charm. Its form echoes the **rhythmic beauty of old European cobblestone streets**—each curve and contour thoughtfully crafted to balance structure with softness.

Whether dressed in subtle, serene tones or rich, textured fabrics, the Cobble Bed transforms rest into an experience of both **comfort and character**.

COBBLE BED





COBBLE SOFA
DUA COFFEE TABLE



COVER WOOD LOUNGE CHAIR

COBBLE SOFA
COVER WOOD LOUNGE CHAIR

Collaboration with Nicholas Baker

NICHOLAS BAKER X PAUL ROGERS

The collaboration between Nicholas Baker and Paul Rogers brings together a shared vision of **forward-thinking design** and refined craftsmanship, resulting in furniture that feels both innovative and deeply human. Rooted in Nicholas Baker Studio's philosophy to design objects that embrace a delightful future, this partnership explores how emerging ideas and technologies can translate into tangible, approachable pieces that **enrich everyday life**, while creating products that **go on for generations**.

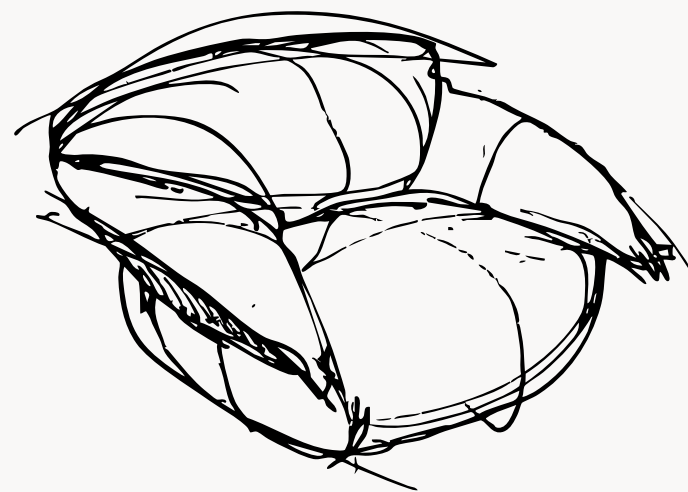


NICHOLAS BAKER X MELLOW LOUNGE CHAIR

A clear expression of this synergy is the Mellow lounge chair. Baker's initial inspiration came from something **familiar and comforting**: the soft, imperfect drape of a blanket over a chair or the **relaxed fold** of an unbuttoned shirt collar.

These references introduced a **sense of ease and informality** which he explored through hands-on experimentation: sewing and shaping stuffed pillows to study how fabric naturally wrinkles and folds. Working closely with the Paul Rogers team, these ideas evolved into a full-scale prototype.

The result, the Mellow chair, embodies a distinctive softness: a **puffy, folded silhouette** that seamlessly forms the backrest and armrests.



“In order to build a better future we must believe in one. At the studio, we explore new ideas and technologies with the goal of making those ideas approachable.”





REVA — Refined elegance, reimagined.

With its fully upholstered base and modular design, Reva offers a softer, more tailored expression compared to the clean wood base of our Noma sofa. Its elevated silhouette, triple-density foam composition—one of our most comfortable seating experiences—and carefully balanced proportions create a look that's both airy and grounded.



REVA SOFA
PILLAR COFFEE TABLE
EVI LOUNGE CHAIR



NOMA SOFA
LLOYD DAYBED
MOLLIS POUF
LAGO COFFEE TABLE



Noma sofa

DESIGNED BY CAS MOOR

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, thoughtful details, and triple-density foam composition—one of our most comfortable seating experiences—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





MOLLIS LOUNGE CHAIR
MOLLIS SIDE TABLE



MOLLIS SOFA

Inspired by how the ocean or river can shape rocks into a soft and pleasant shape over time. Cas Moor wanted the design to feel like soft pebbles that have been assembled into a seating configuration. The objective was to create a seating arrangement that evokes the tactile comfort of these soft pebbles, arranged harmoniously for relaxation.

MOLLIS SOFA
MOLLIS COFFEE TABLE





MOLLIS SMALL LOUNGE CHAIR
MOLLIS SIDE TABLE



UPHOLSTERY | FURNITURE

PAUL ROGERS



SOFA

NOMA SOFA



MOLLIS SOFA



CASU SOFA



ATHENA SOFA

FLOW SOFA

KAI SOFA



COBBLE SOFA



KUMO SOFA



BAKER SOFA



PINCH SOFA



RIO SOFA



OWEN SOFA



REVA SOFA



ETERNA SOFA



LOUNGE
CHAIR



MELLOW LOUNGE CHAIR



MOLLIS LOUNGE CHAIR

EVI LOUNGE CHAIR



AVA LOUNGE CHAIR



IMKA LOUNGE CHAIR



COVER WOOD LOUNGE CHAIR



COCOON LOUNGE CHAIR



SAMBA LOUNGE CHAIR



PURO LOUNGE CHAIR



JUVO LOUNGE CHAIR

DINING
CHAIR



COVER-U ARMCHAIR



JUVO DINING CHAIR



RACHEL DINING CHAIR



COVER METAL-W DINING CHAIR



COVER METAL-U DINING CHAIR



COVER WOOD-U DINING CHAIR



EVI DINING CHAIR



DINING
TABLE



PALERMO ROUND DINING TABLE



ALA DINING TABLE



MANHATTAN DINING TABLE



DUNE ROUND DINING TABLE

DUNE DINING TABLE



LAGO DINING TABLE



PLUS DINING TABLE



BISEL DINING TABLE

COMO DINING TABLE



PILLAR ROUND DINING TABLE



LINEA DINING TABLE



SUMMIT DINING TABLE



SUMMIT ROUND DINING TABLE



PALERMO DINING TABLE



DUNE ROUND DINING TABLE

PILLAR DINING TABLE



COFFEE
TABLE

DUA COFFEE TABLE



MOLLIS COFFEE TABLE



LAGO COFFEE TABLE



FLOK COFFEE TABLE



FIBO ROUND COFFEE TABLE



PEBBLES COFFEE TABLE



PILLAR COFFEE TABLE

“*Rooted in the past,
embracing the future*”



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 applied 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.



Production & Sustainability



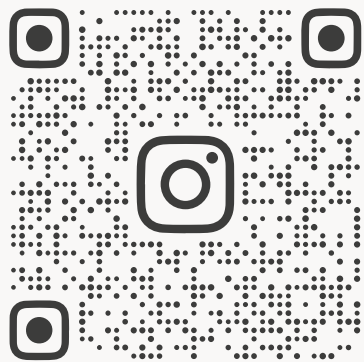
PRODUCTION

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.



PAULROGERS_BE

●◆ PAUL ROGERS

CONTACT

Kalkhoevestraat 51, 8790 Waregem - BELGIUM

+32 56 62 51 90

info@paulrogers.be

www.paulrogers.be