



Shame Studios presents

**ROOTS: A FURNISHING FUTURES
COLLECTION**

Head Designer

SARAH LANE

Art Director

SCARLETT PAGET

SHAME STUDIOS



FURNISHING FUTURES

Roots: a Furnishing Futures collection is a 14-piece rug collection that brings together time-honoured craftsmanship and trauma-informed design to help create nurturing, restorative home environments for vulnerable families.

Shame studios has donated the full collection and after will match every rug sold, by donating a piece to Furnishing Futures.

Each rug is named after an alias chosen by a Furnishing Futures beneficiary, who gave a personal reflection on how receiving a healing home has helped restore confidence, safety and dignity.

“This initiative addresses a stark but often overlooked reality: less than 2% of UK social housing comes furnished, and even fewer properties include basic flooring. As the UK’s only charity designing trauma-informed, healing homes using entirely new furnishings and quality products that could otherwise be destined for landfill, Furnishing Futures is creating positive impact while supporting a circular, compassionate design economy.”

- Emily Wheeler, Founder and CEO of Furnishing Futures



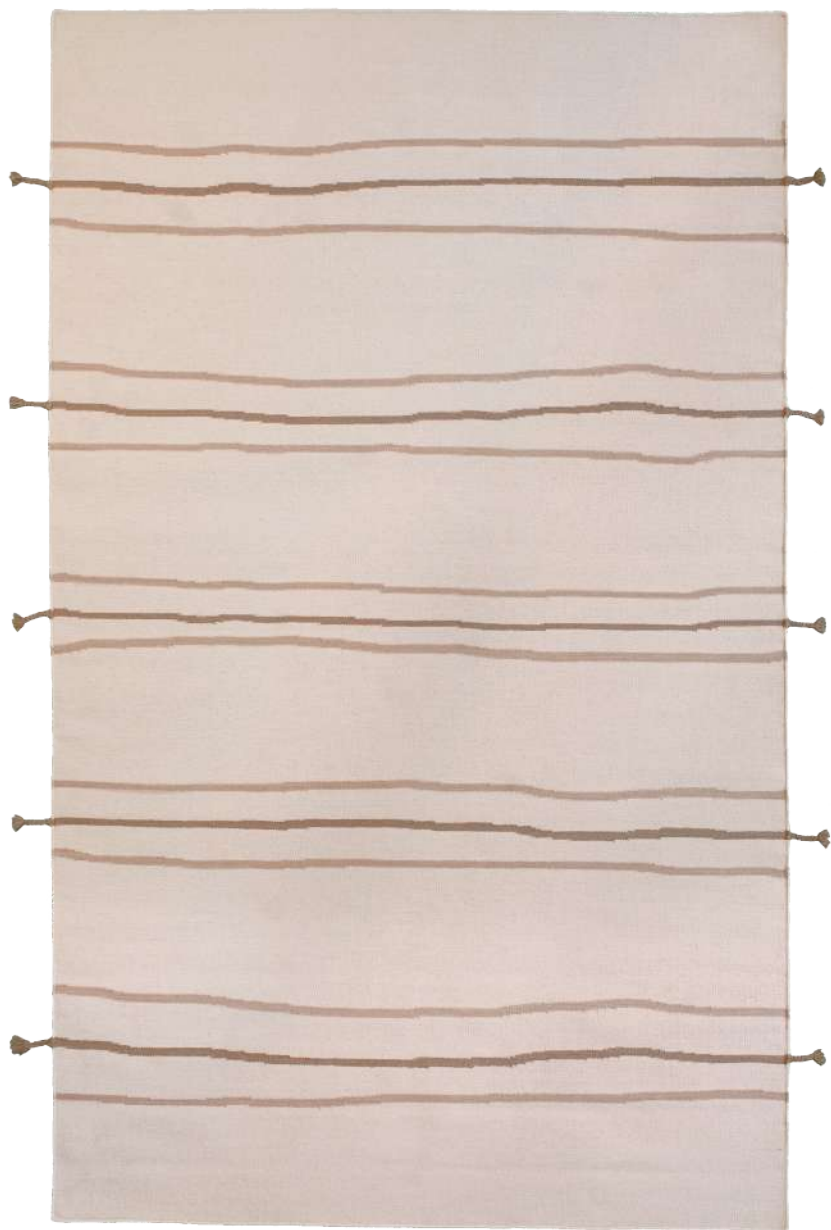




INGRID | 1.5m x 2.5m | 100% wool







REYA | 1.5m x 2.5m | 100% wool

Guided by Furnishing Futures' trauma-informed brief, Shame Studios has carefully developed colour palettes and patterns designed to evoke calm, comfort and safety. Subtle textures, grounding tones and natural motifs reflect the collection's name and mission: to help survivors plant new roots and rebuild in spaces that feel genuinely their own.



Each rug has been designed by Shame Studios' Head of Design, Sarah Lane and is produced in Bhadoi, India, a region renowned for its centuries-old weaving heritage.

Every hank of yarn is spun, dyed and woven entirely by hand, then individually washed, combed and dried in the sun. This natural, ancient process allows for soft colour gradation, fine detail and exceptional durability - qualities that make the collection truly unique. Great care is given to every carpet, investing each piece with a heart that it carries with it on its journey into people's homes.





BRIONY | 1.5m x 2.5m | 100% wool







fig 1.

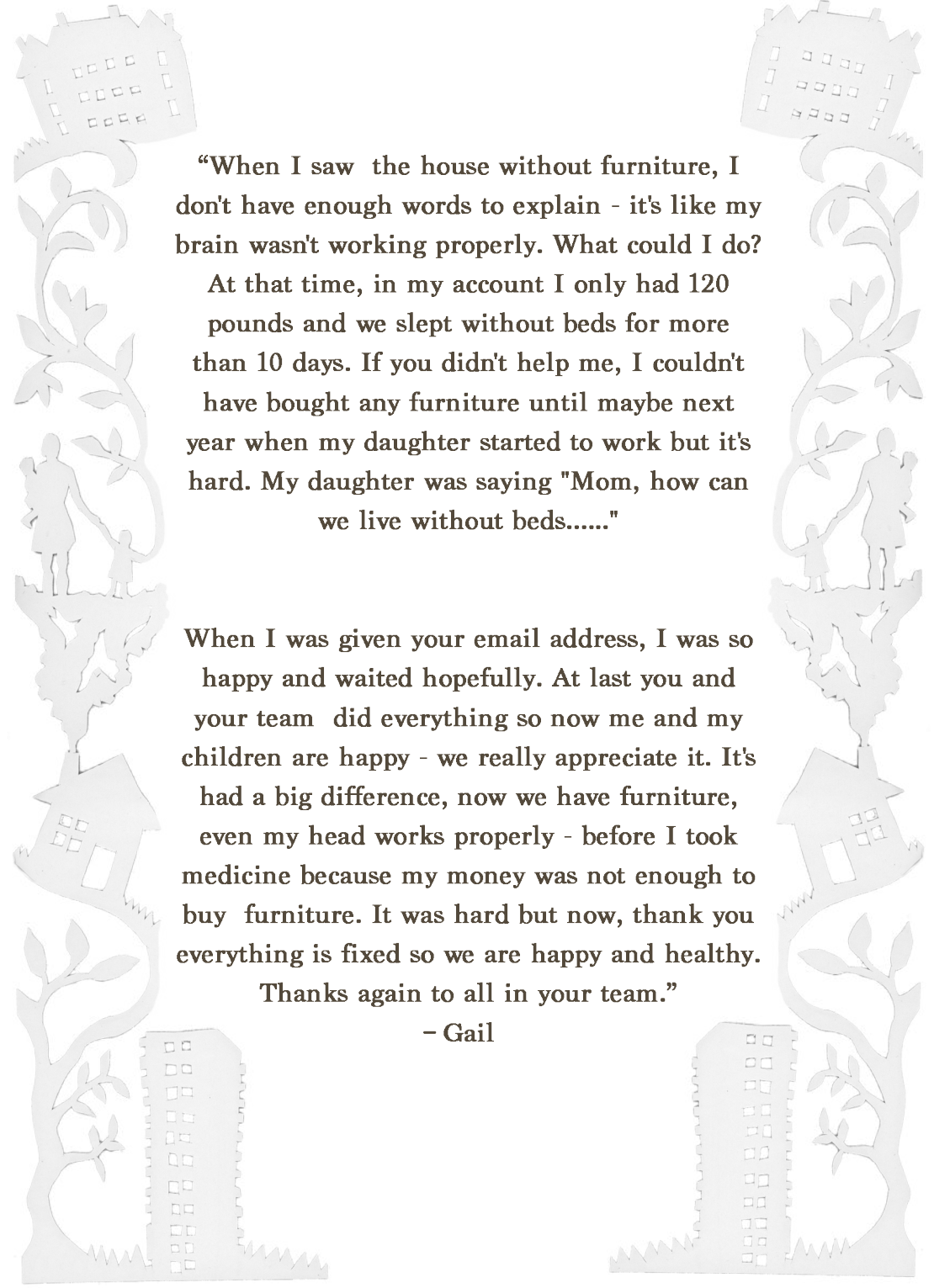
fig 2.



LUCIE | 1.5m x 2.5m | 100% wool



GAIL | 1.5m x 2.5m | 100% wool



"When I saw the house without furniture, I don't have enough words to explain - it's like my brain wasn't working properly. What could I do?

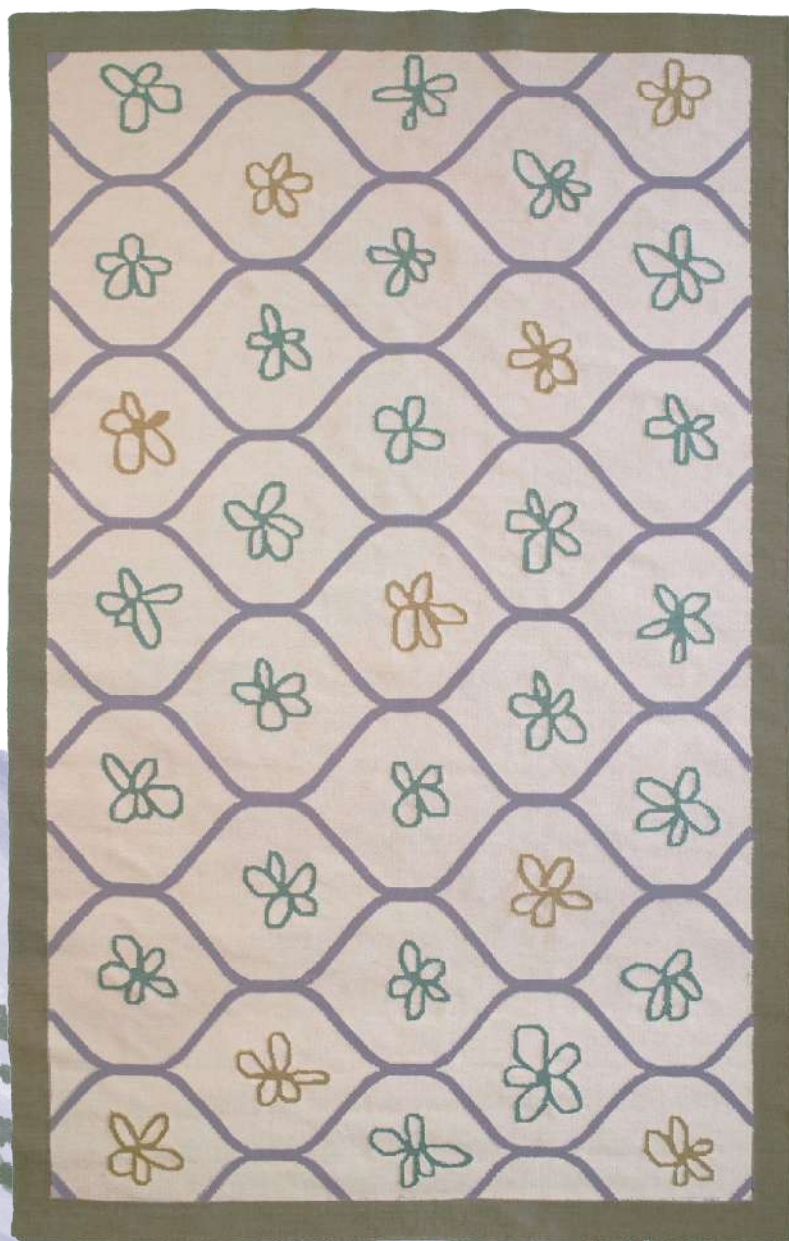
At that time, in my account I only had 120 pounds and we slept without beds for more than 10 days. If you didn't help me, I couldn't have bought any furniture until maybe next year when my daughter started to work but it's hard. My daughter was saying "Mom, how can we live without beds....."

When I was given your email address, I was so happy and waited hopefully. At last you and your team did everything so now me and my children are happy - we really appreciate it. It's had a big difference, now we have furniture, even my head works properly - before I took medicine because my money was not enough to buy furniture. It was hard but now, thank you everything is fixed so we are happy and healthy.

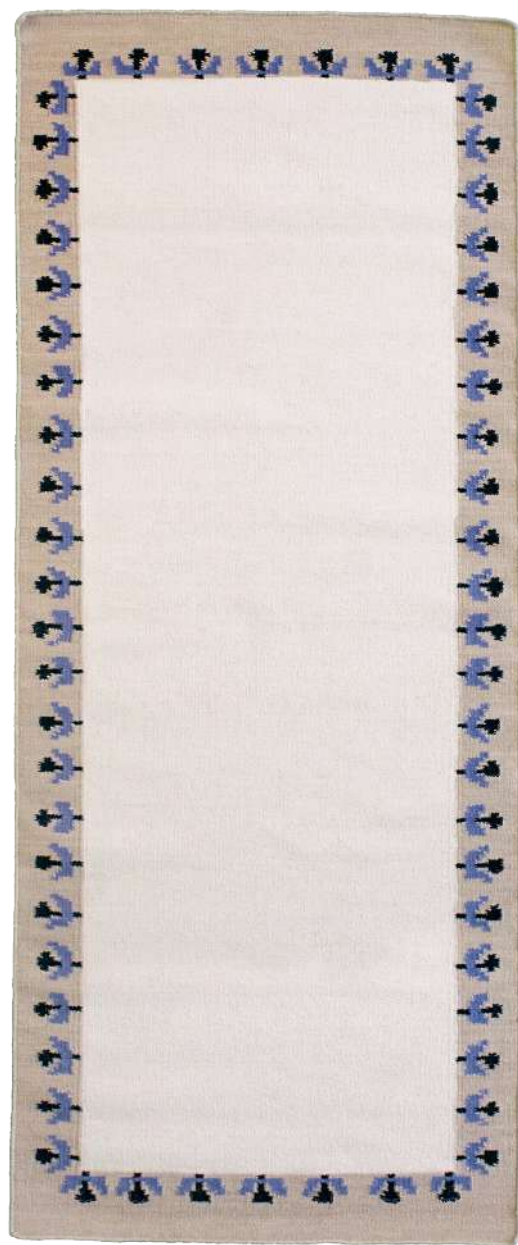
Thanks again to all in your team."

- Gail





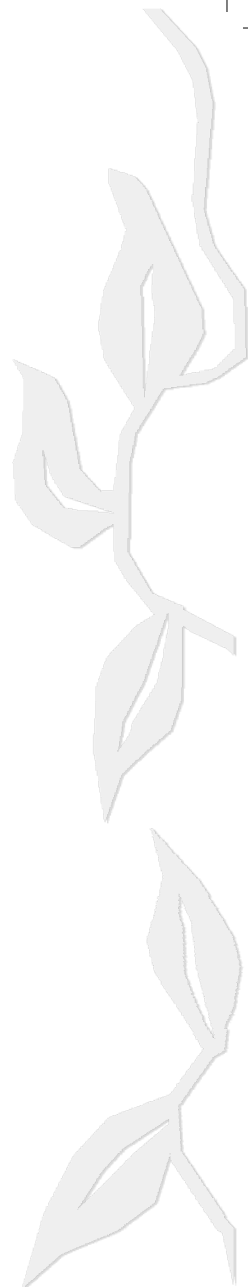
JEMMA | 2m x 3m | 100% wool



MELISSA | 0.75m x 2m | 100% wool



ISLA | 0.75m x 2m | 100% wool









SUSIE | 0.75m x 2m | 100% wool

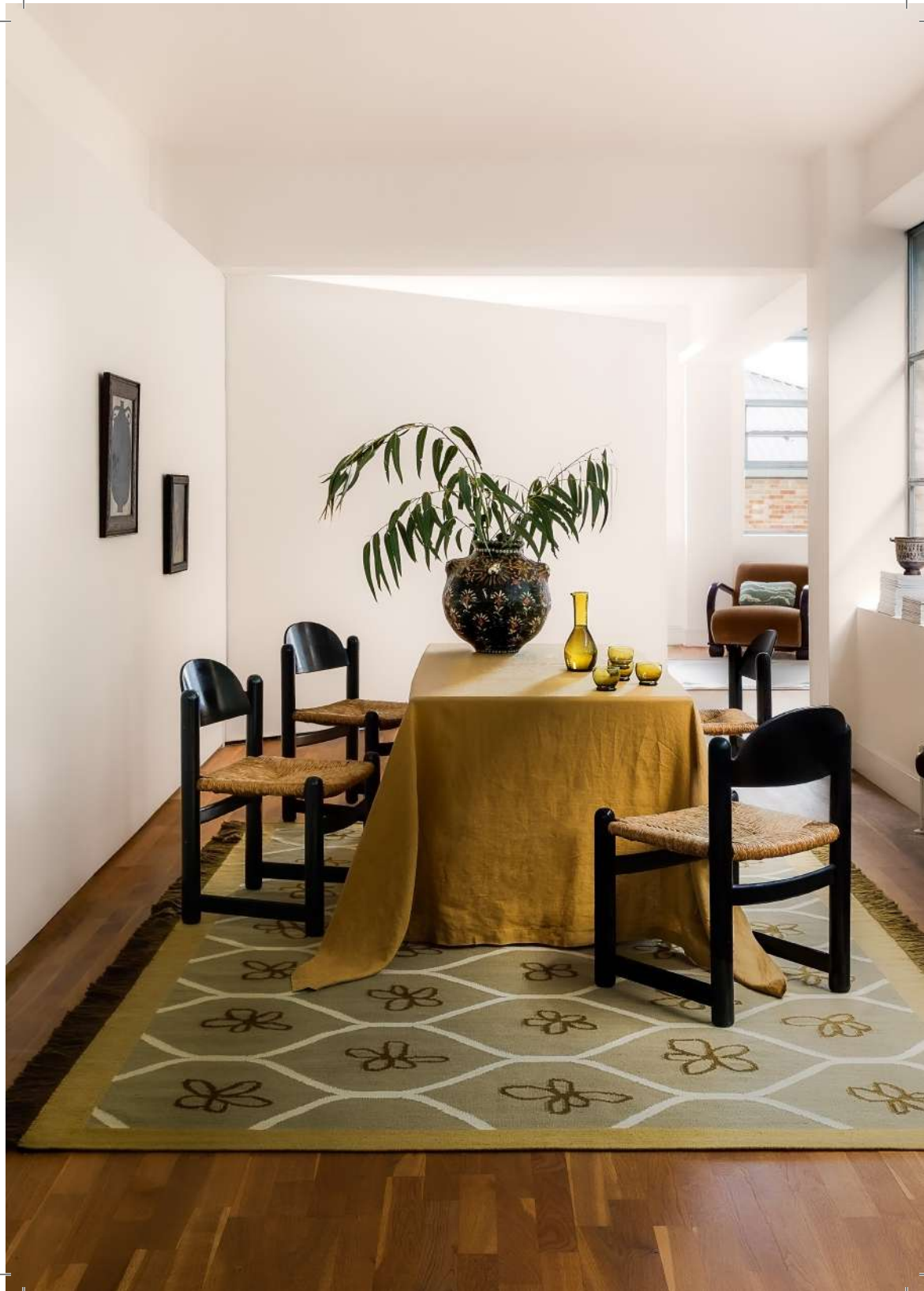


NYLA | 0.75m x 2m | 100% wool



SHANNON | 2m x 3m | 100% wool

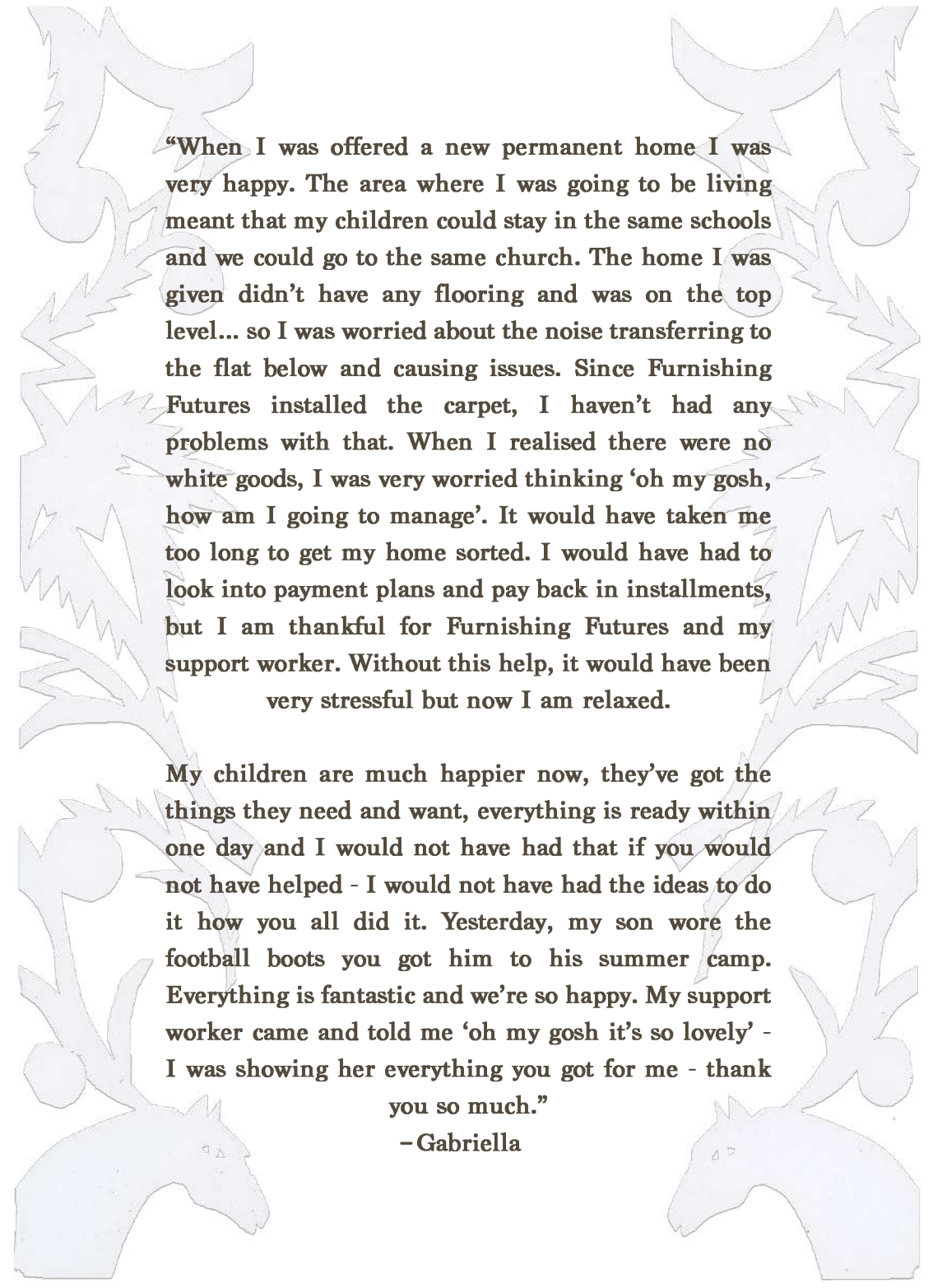








GABRIELLA | 1.5m x 2.5m | 100% wool



“When I was offered a new permanent home I was very happy. The area where I was going to be living meant that my children could stay in the same schools and we could go to the same church. The home I was given didn’t have any flooring and was on the top level... so I was worried about the noise transferring to the flat below and causing issues. Since Furnishing Futures installed the carpet, I haven’t had any problems with that. When I realised there were no white goods, I was very worried thinking ‘oh my gosh, how am I going to manage’. It would have taken me too long to get my home sorted. I would have had to look into payment plans and pay back in installments, but I am thankful for Furnishing Futures and my support worker. Without this help, it would have been very stressful but now I am relaxed.

My children are much happier now, they’ve got the things they need and want, everything is ready within one day and I would not have had that if you would not have helped - I would not have had the ideas to do it how you all did it. Yesterday, my son wore the football boots you got him to his summer camp. Everything is fantastic and we’re so happy. My support worker came and told me ‘oh my gosh it’s so lovely’ - I was showing her everything you got for me - thank you so much.”

- Gabriella





PEARL | 2m x 3m | 100% wool



“After escaping a DV relationship, I was relieved to be offered a safe home but when I saw it I felt so anxious.

It was completely bare, with no flooring and I was so worried at how I was going to make this house feel like home. The burden of having to do everything on my own was causing me panic and anxiety. When I was referred to Furnishing Futures I was so relieved, I couldn't quite believe how much they were willing to help. I can't fault anything about them. They listened to me and offered me such kindness in a dark time of my life.

They were very sympathetic to my situation without making me feel like they felt sorry for me. They kept me updated every step and still made me feel like I was doing up my home. Now my home is done, I feel so happy. I am so grateful for everything they've done. Not only does it look lovely, all of the things are of such amazing quality. My son absolutely loves it and he has settled in straight away. He has never slept on his own and has slept every night here on his own in his very own room. I feel proud when people come around, and it has given me a much needed boost in life. We are so happy with our cosy home, and even more happy with furnishing futures and everything they have done for us.”

EMMA | 2m x 3m | 100% wool

With so much thanks to

THE FURNISHING FUTURES TEAM
MAY COMMUNICATIONS
SARAH GRAHAM
SAHAR



Shoot Credits:

Photographer
NAT AUBRY

Stylist
ANNA SHERIDAN

Props
CARL HANSEN, LAMP LONDON,
NIX BY NICOLA HARDING, SCENE BY CHLOE, SCP,
SISTER BY STUDIO ASHBY, TOAST,
TROVE BY STUDIO DUGGAN, VIADUCT

Art
ARTI

