



FLOOR STORY

IMPACT REPORT 22/23



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MY_STORY

FLOOR_STORY was conceived in 2014, to push the boundaries of rug design – and to bring joy to residential and commercial spaces worldwide. Nine years on, and we are still innovating, collaborating and making riotous and thought-provoking rugs, and we are prouder than ever of what we've achieved.

We've always been particular about our materials, suppliers and designers, continually striving to do our best by everyone involved in our business. Over the last 18 months, we have chosen to go one step further and start to better understand the wider impact that our business has on the planet and the people involved in creating and using our rugs.

We've engaged with over seventy of the individuals that make our business what it is. From our own brilliant team, to our hard-working suppliers and rug-makers around the world, and of course our lovely customers, to uncover our impacts and find out what matters most to them in the future. This has helped us to prioritise our actions, set our future sustainability goals and get excited about what we can achieve, together.

This, our first Impact Report, is our way to hold ourselves accountable for achieving our goals over the next twelve months and to ensure that each decision we make continues to make progress for all our stakeholders, including our incredible, and irreplaceable planet. It's our commitment to do Better.

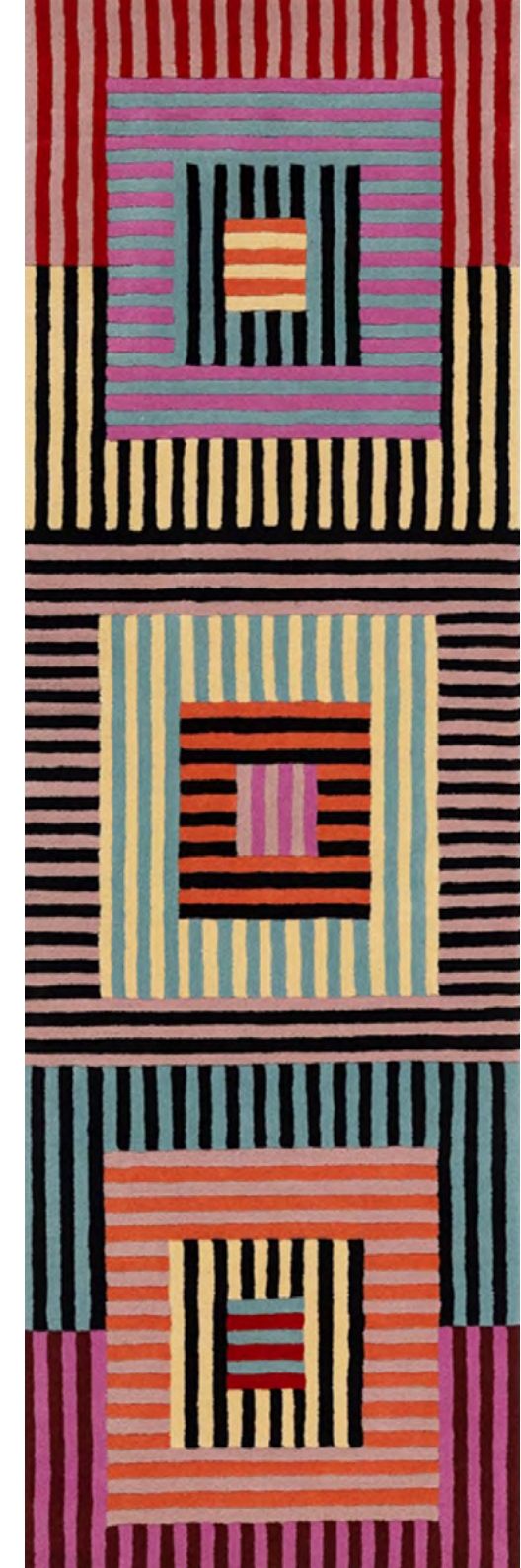
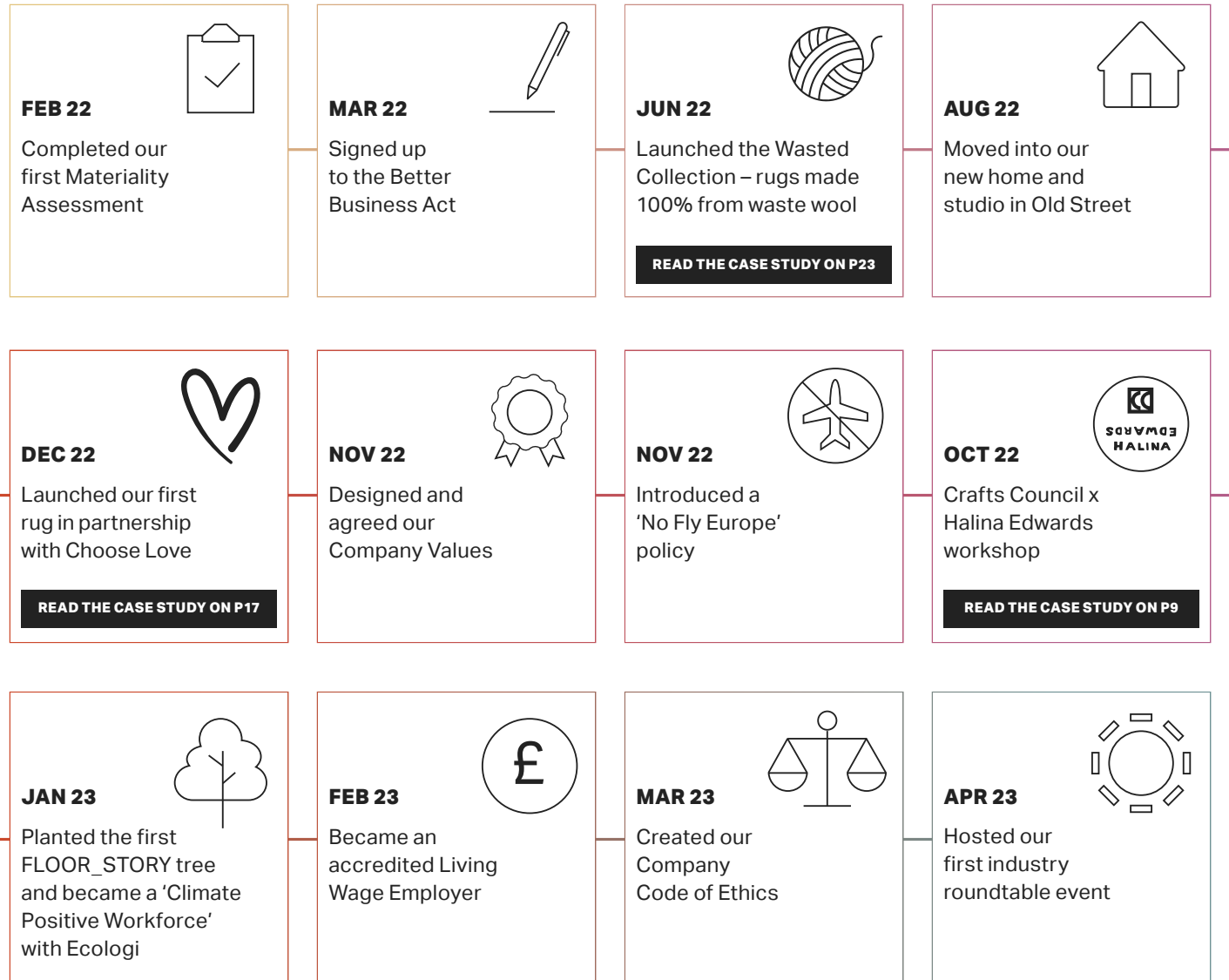
Thank you for reading,



Simon Goff
Founder & Director



POSITIVE_STORIES



ABOUT_US



FLOOR_STORIES

A (HI)STORY IN SIX RUGS

“
EACH DESIGN IS A STORY BORN FROM
MOMENTS OF EXPLORATION; PASSION;
BRAVERY AND EXPERIMENTATION
”

Simon Goff, Founder & Director



2014 HOW IT STARTED

When breaking out, Simon's fundamental belief was that rugs could be more in-your-face, bolder, colour-filled and less 'safe'. This is the first rug created partnering with designer Kangan Arora which successfully put FLOOR_STORY on the map.

KANGAN_ARORA | Circus



2015 PUSHING THE ENVELOPE

To try and tackle a fabric with well over 100 colours and reduce it to 26 whilst keeping the integrity of the original design was no mean feat. FLOOR_STORY collaborated with designers Jen Wingfield and Rachel Parker. The end result is this stunning myriad of shapes, painterly lines and bright, contrasting colours.

FLOCK | Northmore



2018 OUR RUG, YOUR WAY

Having a design team meant that FLOOR_STORY could now internally create collections from scratch along with making it possible for customers to brief a bespoke or custom project. The Leopard collection began as a client project and developed into its own collection of Wes Anderson inspired rugs.

FLOOR_STORY | Leopard



2019 CELEBRATING DESIGN

Simon's love of exciting art and left-field design was realised through a collaboration with illustrator John Booth bringing all the elements FLOOR_STORY excels at into this exceptional rug which won at the prestigious 'Carpet Design Awards' in 2020.

JOHN BOOTH | Giovanni



2021 REMINISCING OLD RAVER

Inspired by the 90s rave scene and conceived by fashion and ceramics designer Henry Holland this collection brings to life the very essence of FLOOR_STORY. Celebrating beautiful rugs for modern living combined with convention-kicking cultural references.

HENRY HOLLAND | 4am



2022 COMMUNITY FOCUS

This wall hanging is part of a two-part collaboration between Choose Love and FLOOR_STORY. The letters were created from wasted Tibetan wool from the rug making process and curated by the weavers. Creating both a more sustainable product and a celebration of the rug making community.

CHOOSE LOVE | Waste wool wall hanging

OUR_VALUES

The following four pillars represent how we show up in the world as a business, they are our most important considerations when it comes to making decisions, and help us continually move forward in the right direction.

COMMUNITY

Making art together

We big up creative thinkers, designers, makers and artists to share their ideas, beliefs and passions through the art of rug making. We celebrate the global rug making craft and explore collaborations that 'give back' to our community, such as our partnerships with the Crafts Council and Choose Love. We also offer free showroom space to local, independent designers and makers.

EXPRESSION

A playground for exploration

You can design any one of our rugs, your way, by bending and shaping one you like the look of, or start from scratch, to create your dream rug. By letting us take you through the exploration of your own ideas, we believe that our rugs are more likely to last you a lifetime.

INTEGRITY

Working with respect

Our craftspeople and makers are found in the rug capitals of the world. We believe in fair trade and work with each partner to ensure this is always part of the deal. We have a range of rugs created from waste wool and we are always looking for ways to reduce our negative and increase our positive impact. Giving back is integral to our culture and plans to grow our business by continued partnerships with organisations like Choose Love.

CRAFTSMANSHIP

Keeping traditional craft alive in a changing world

The artistry of rug-making dates back over 2500 years. The same techniques exist today as they did back then and we celebrate this! Our rugs are modern expressions of this timeless skill and we will continue to invest in our suppliers to ensure the future of this art.



RUG_STORIES

We endeavour to help our customers find the perfect rug for them, by commissioning incredible, curious designers and offering personal expression through sizing, colourways, materials and making. Through our research over the past twelve months, we are starting to better understand the footprint of each of our rug types and begin shaping our collections to reduce impact and increase life expectancy, repairability and recyclability.

HERE IS WHAT WE KNOW:



HAND KNOTTED

These are the highest quality and most durable rugs that we make and sell. Always a high % wool, these rugs are hand-crafted and will naturally break down at the end of their useful lives, making them the most sustainable options for our customers.



TUFTED

These rugs are constructed using hand-operated tufting guns and are usually made primarily of wool with viscose or bamboo silk highlights. Due to the process and rug backing material/glue required, whilst high quality and long-lasting, these rugs are not easily currently recyclable or fully biodegradable.



JACQUARD

Generally made from at least 85% cotton, mixed with a small amount of polyester, these rugs are lighter in weight and made with a machine loom. Due to the mix of materials, whilst durable and easy to take care of, these rugs are not currently recyclable.



FLATWEAVE

Usually made from a mix of cotton and wool, these lightweight rugs are easy to take care of and affordable. Their natural material mix means that they are also durable and will break down naturally at the end of their useful lives.

CRAFTS COUNCIL X HALINA EDWARDS

“
IT WAS SO EXCITING TO SEE HOW THE CHILDREN RESPONDED TO THE TEXTILE EXAMPLES THAT I DEMONSTRATED, AND HOW THEY COMPLETELY RAN WITH THE TECHNIQUES IN THEIR DESIGNS
”

Halina Edwards, Designer | Researcher

This four-part series of playful, collage-inspired rugs have been the outcome of a project between Crafts Council, FLOOR_STORY and Halina Edwards. The rugs themselves are based on the original artworks made by children and parents/guardians during a creative workshop, facilitated by artist and educator Halina Edwards.

The project resulted in a collection of colourful hand knotted rugs which will be homed in Crafts Council's gallery space based in Angel. 'It was exciting to see how they responded to the textile examples I demonstrated, and how they completely ran with the techniques in their design.' Halina Edwards

The workshop was part of the Crafts Council's participation programme, which aims to connect local families and community groups to the Craft's Council's new gallery space through artist-led workshops and co-creation projects.



SUSTAINABILITY_STRATEGY



MATERIALITY_ASSESSMENT & RESULTS

When asked to share their thoughts about the current risks facing the rug industry, 81% of respondents mentioned at least one Sustainability topic.

We know we can't tackle every challenge at the same time, so early in 2022 we ran our first materiality assessment to help us to identify priorities, and build out our first sustainability strategy.

We started this process by mapping our stakeholders, and then created a long list of sustainability topics that would most likely be important to those groups. We identified the topics by utilising data from the SASB (Sustainability Accounting Standards Board) and the GRI (Global Reporting Initiative), and then narrowed them down and created nine key topics.

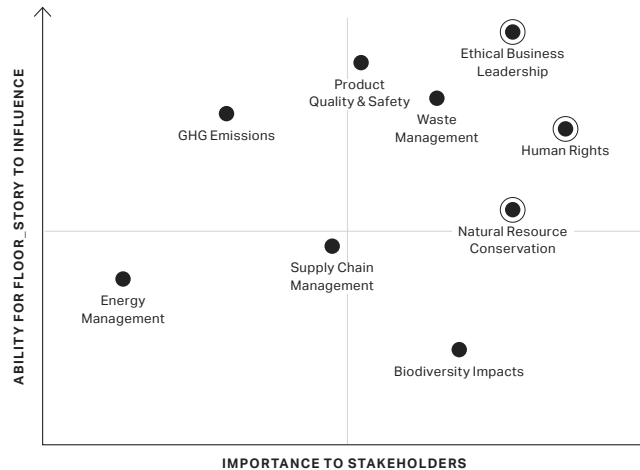
We conducted a formal survey of over 70 individuals across eight separate stakeholder groups, asking them to help us design our future. We invited them to prioritise the sustainability topics that are the most important to them, and that they believed were key to the future of our business.

THE STAKEHOLDER GROUPS SURVEYED WERE:

- Our Team
- Commercial Customers
- Residential Customers
- Suppliers
- Industry Experts
- Media
- Rug Designers
- Rug Makers

The results were then plotted on the below matrix, showing how important each one is to our surveyed stakeholders against how much influence we believe we can have as an organisation.

The three key topics identified as the most important, when considered across all stakeholder groups, were **Human Rights, Ethical Business Leadership** and **Natural Resource Conservation**, so this is where we placed our focus on increasing our knowledge and understanding throughout the rest of 2022.



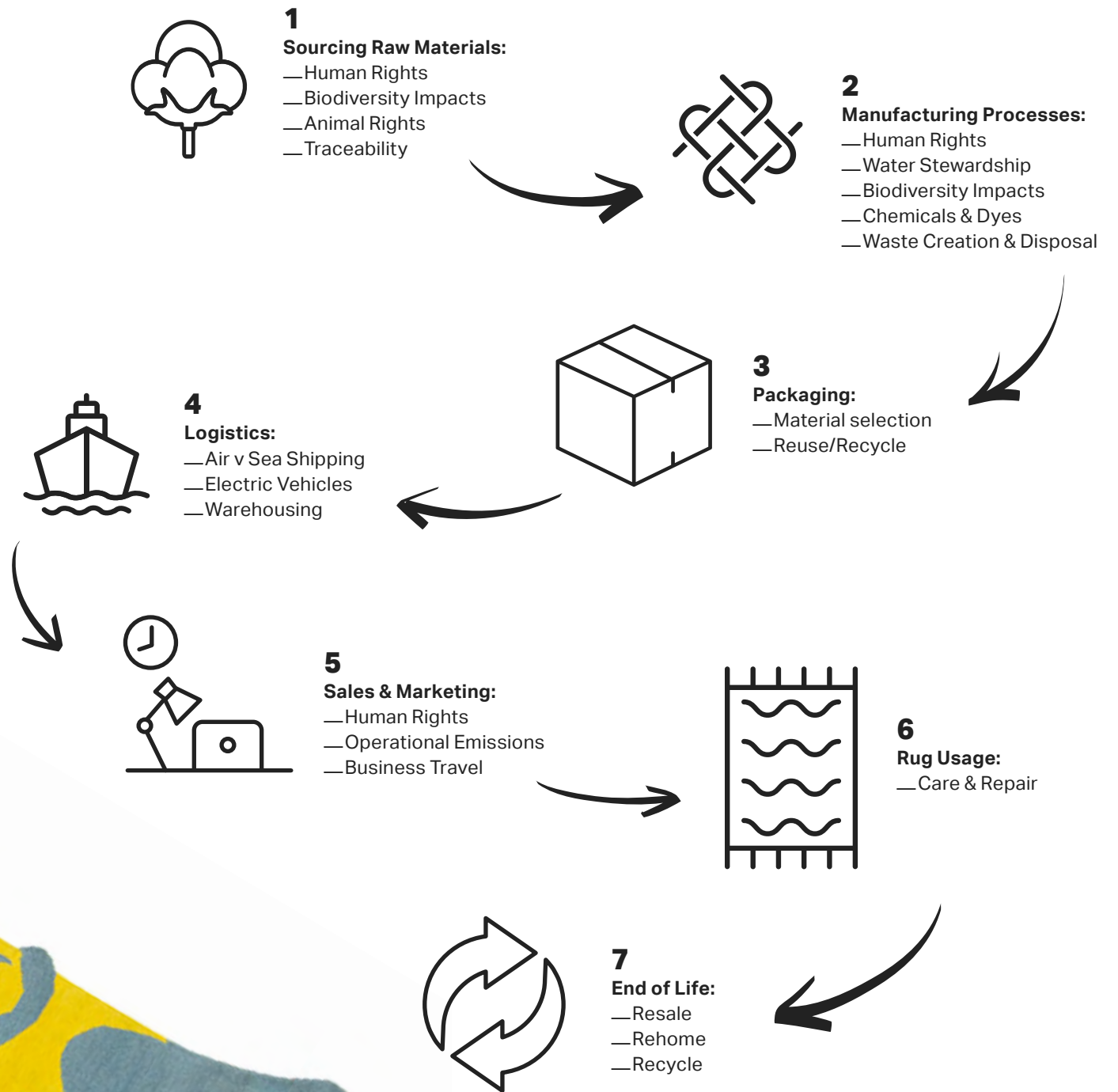


"
WE ARE FROM [A] DEVELOPING COUNTRY
AND [A] LARGE GROUP OF PEOPLE ARE
UNEDUCATED, UNSKILLED AND LIVING
UNDER [THE] POVERTY LINE. WE CAN MAKE
THEM SKILLED, PROVIDE THEM A WAY FOR
LIVELIHOOD, GIVE THEM WORK AND ALSO AN
OPPORTUNITY FOR [A] BETTER LIFESTYLE.
WE CAN GET GOOD INCOME FROM THIS WORK
AND ALSO SOCIO-ECONOMICAL HELP AND
SUPPORT TO THE COMMUNITY
"

Raj, Factory Owner, Nepal

JOURNEY OF A RUG

We wanted to visualise where these three key topics impact our business most throughout the value chain, so that we could set our goals and plan our actions. So next we mapped out the journey of a FLOOR_STORY rug, and the sustainability considerations at each stage, from beginning to end. Our material topics are relevant at every single stage – which is both hugely challenging and exciting.



SUPPLY_CHAIN

Better understanding the journey

Ethical Business Leadership means making decisions that consider all stakeholders, not just focusing on profit. This means that fully engaging with our supply chain is integral to enabling our action plan and hitting our sustainability goals. We know that we need to bring our suppliers along with us, as their continual improvement will impact our own. We shared our first supplier survey with our tier one suppliers in 2022, and will update our requests and circulate it again in 2023. From the responses received in 2022, plus our own data, here is what we know so far:

620

RUGS 2022

11

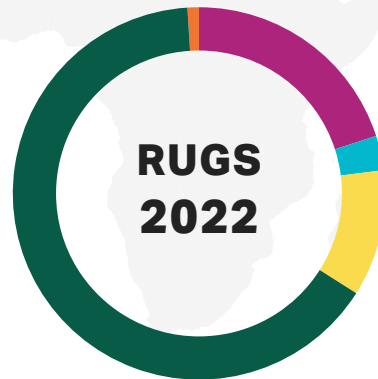
TOTAL SUPPLIERS

5

COUNTRIES

86%

THIRD PARTY CERTIFIED



Belgium:

- 1 Supplier
- 200 Employees
- Materials: Cotton, Polyester
- Oeko-Tex Certified
- Produces: Jacquard
- **Rugs 2022 : 20%**

Turkey:

- 3 Suppliers
- Produces: Vintage Handknotted & Tufted
- Materials: Wool, Polyester
- **Rugs 2022: 3%**

Nepal:

- 1 Supplier
- Goodweave Certified: 100%
- 39 Employees (80% Female)
- Produces: Hand Knotted
- Materials: Wool, Silk, Viscose
- **Rugs 2022: 11%**

India:

- 5 Suppliers
- Produces: Hand Knotted, Flatweave & Tufted
- Materials: Wool, Silk, Viscose, PET (Recycled Polyester)
- Goodweave Certified: 83%
- Care & Fair Certified: 5%
- SA 8000 Certified: 5%
- **Rugs 2022: 65%**

Pakistan:

- 1 Supplier
- Produces: Flatweave, Hand Knotted
- Materials: Wool, Cotton, Viscose
- **Rugs 2022: 1%**

MATERIAL_TOPICS OVERVIEW



OUR IMPACT PRIORITIES

HUMAN RIGHTS	ETHICAL BUSINESS LEADERSHIP	NATURAL RESOURCE CONSERVATION
Supply Chain Analysis	Purpose, Mission & Values	Materials Analysis
Supplier Code of Conduct	Employee Policies	Circular Economy Business Models
Modern Slavery	Impact Reporting	Water & Waste
Community Partnerships	B Corp Certification	Carbon Emissions

HUMAN RIGHTS

Ensuring our impact on people is positive

“
**RECOGNITION OF THE INHERENT DIGNITY AND OF THE
EQUAL AND INALIENABLE RIGHTS OF ALL MEMBERS OF
THE HUMAN FAMILY IS THE FOUNDATION OF FREEDOM,
JUSTICE AND PEACE IN THE WORLD**
”

Universal Declaration of Human Rights

We work directly with artisan makers in India & Nepal on our own collections and designs, allowing us to have high visibility and control on the rights and conditions of the workers who create our beautiful rugs. However, we also work with suppliers who manufacture themselves and sell to us, creating a more complex supply chain, with differing levels of transparency.

For the rugs we design and commission ourselves, we work directly with two suppliers, both factories are GoodWeave certified which means all FLOOR STORY own rugs carry the GoodWeave label. This guarantees that no child, forced or bonded labour is used in their creation and that workplace conditions are documented and verifiable. We also visit these factories ourselves at least every two years to assess working conditions for ourselves and build strong relationships with our suppliers to better understand their own sustainability risks and opportunities.

Our stocked (or 'off the shelf') rugs are supplied either directly from factories or by businesses that manage their own supply chains, with rugs being made in both Europe and Asia. This is an area which we are currently working to better understand through supplier engagement via surveys and discussions, and the sharing of a Supplier Code of Conduct which will be distributed to all suppliers in Q2 2023.

Due to our turnover, we are not legally obliged to release a Modern Slavery Statement, however we are also working on this, and will share our first annual statement in 2023. As part of this process, all employees will receive training on how to spot, acknowledge and report on modern slavery and we will assess the risks throughout our workplace and supply chain.

GOALS FOR 2023/24:

- All rugs crafted in Asia to be Third Party Certified
- Complete and distribute our Supplier Code of Conduct
- Release first Modern Slavery Statement
- Send second Supplier Survey action improvements
- Invest in Community Partnerships



CHOOSE LOVE

“
COLLABORATIONS LIKE THIS GIVE US HOPE AND REMIND US OF THE POWER WE ALL HAVE TO MAKE A REAL DIFFERENCE TO THE LIVES OF REFUGEES AND DISPLACED PEOPLE ACROSS THE WORLD.
”

Marielle Hanratty, Partnerships Assistant for Choose Love

FLOOR_STORY has long-term been a supporter of Choose Love, the pioneering new movement in humanitarian response that has been supporting refugees and displaced people since 2015. At Christmas we would usually 'Buy the Shop' at Choose Love's annual pop-up store but this year we were keen to take our support up a notch.

What began as a conversation about creating a non-profit rug has resulted in the launch of a two-part collaboration which features the Din Dins collection, a series of handwoven rugs named after a child's word for Dinner, and representing the sharing of food as an act of love, as well as finely hand knotted rug art with the Choose Love logo made out of our waste wool yarns.

Everyone deserves a safe home, so with each purchase of one of these rugs, all proceeds will go directly to Choose Love to help support refugees in 30 countries.



ETHICAL BUSINESS__ LEADERSHIP

“

TAKING FULL RESPONSIBILITY FOR THE PRODUCTS THAT WE PUT OUT INTO THE WORLD, FROM THE CREATION OF THE FIBRES IN OUR RUGS TO THEIR DISPOSAL AT THE END OF THEIR USEFUL LIVES, IS SOMETHING THAT WE WILL CONTINUE TO FOCUS ON DURING 2023

”

Dani Parry, Operations

We are working towards a deeper understanding of the full impact of our business throughout the entire value chain, to enable better decision-making for both people and the planet. However, collecting all of the necessary information takes time given the geographical distance between us and some of our key suppliers. We spent 2022 uncovering both opportunities and challenges, and strongly believe that most of the issues are best tackled collaboratively with other businesses in our industry. Due to this, whilst we continue to increase our knowledge during 2023, we will also be hosting our first industry round-table discussions.

We are committed to ensuring that FLOOR_STORY is a great place to work, and over the last twelve months have worked on our company Mission, Vision and Values, including our Code of Ethics. In February 2023, we became an accredited Living Wage Employer and have signed up to the Better Business Act. Over the next twelve months we have committed to training for all staff in EDI and Modern Slavery awareness and will continue to support our team to make ethical decisions in every area of the business.

GOALS FOR 2023/24:

- Chair a series of Industry Round-table discussions
- Create our first Company Handbook
- Share our first Modern Slavery Statement
- Continue to tell the stories of our suppliers and their communities



NATURAL RESOURCE CONSERVATION

Reducing our impact on the planet

Conserving the natural resources used by our business starts with better understanding the breakdown of the % of various materials that we use to make our rugs and their origins. We have analysed the last three years of data to help us make better decisions and consider how we can increase the use of renewable, natural fibres such as wool, cotton and silk, whilst reducing our use of plastics-based materials such as polyester.

ALL WEIGHTS IN KG	SYNTHETIC			%	SEMI-SYNTHETIC			%	NATURAL FIBRES				%	TOTAL WEIGHT
	NYLON	POLYESTER	PET YARN		VISCOSE	RAYON	JUTE & SISAL		WOOL	SILK	COTTON			
2020 TOTALS	2.23	51.15	1035	12.58%	1020.79	1.43	11.82%	84.86	5709.41	0	742.46	75.58%	8647.33	
2021 TOTALS	0	119.62	0	1.30%	798.84	5.63	8.78%	0	6675.81	872.92	681.28	89.91%	9155.0999	
2022 TOTALS	0	281.68	194	4.15%	793.84	5.15	6.97%	27.48	9199.44	11.74	949.72	88.88%	11464.05	

Our data shows that even with increasing sales, the % of renewable and biodegradable fibres used in our rugs remains around 90% for the full year 2022. Use of semi-synthetic fibres is decreasing year-on-year, and our use of synthetics is now limited to small amounts of polyester (which we will be working to reduce) and PET (made from recycled plastic bottles).

Traceability of the origins of the materials in our supply chain in Asia is challenging, as information is scarce and involves multiple tiers and stakeholders. However we are slowly developing our understanding and will explore opportunities for sustainable sourcing more deeply over the next twelve months. This will enable us to consider our options based on animal welfare, geographic location and regenerative practices as well as the materials themselves, and we have connected with Woolmark to ask for support with this. We are also considering innovation within textiles and whether there are opportunities to trial new, more sustainable materials during 2023.

WATER_& WASTE

Rug making is a water intensive process, and the first step in reducing the amount of water used in our supply chain is to request that our suppliers begin to measure and monitor their usage, so that we can work with them to understand where improvements are possible. We have already started to collect data from our supplier in Nepal, who regularly engages with us, and we are hoping to use our relationship with him to drive change that can inspire other factories.

As well as the volume of water required in the creation of our rugs, water is used as part of the dyeing process too. We already know that our Belgium supplier is Oeko-tex certified, meaning that the materials and components of their products have been tested for harmful substances, such as pesticides, heavy metals, and formaldehyde, at different stages of the production process, and found to be safe. We also know that our Nepalese factory uses only Azo-free (toxin-free) dyes, however will be working hard throughout 2023 to engage our remaining suppliers on this topic.

As you will see from our case study on page 23, we are working on solutions for our waste, starting with our Wasted collection, a series of beautiful rugs made from 100% offcuts. In 2023 we will also be looking at other circular economy business models, with a view to cutting even more waste out of our processes. In the showroom our waste is collected and recycled by our partners First Mile, who certified us 'Zero to Landfill' in 2022.

RECYCLING STANDARD 2022

FLOOR_STORY



PACKAGING__

Whilst we know that the raw materials for our rugs arrive at most of our suppliers' factories in sustainable packaging (read: tied with rope), currently our rugs are transported to us from our suppliers and on to our customers in 30% recycled plastic wrapping. Whilst it is essential to protect the rugs from damage and bad weather during shipping, we are actively searching for a more sustainable alternative. We have spoken with multiple packaging manufacturers in the UK, but so far we have been unable to source a better option, mainly due to the low volumes that we require.

In 2023, we are committed to finding a solution to this, and are currently considering reusable waxed bags for our standard size rugs (to be returned by our customers). To trial this, we have already had wax bags produced, which are being used for rugs that are being transported to and from photoshoots, or rugs on loan – and so far so good! We are also exploring options for buying biodegradable packaging in bulk and storing it offsite. Our first industry-wide 'round table' in April 2023, will cover packaging challenges in the rug industry as a key topic, and we are hopeful that through collaboration with others, we will be able to find a solution that can work for us all.



OUR__CARBON FOOTPRINT

As a small business, with no company vehicles and a single showroom space, our Scope One & Two footprint is straightforward to measure. Our energy source is 100% electricity and our tariff is 100% renewable.

Even though our tariff is green, we have chosen to share our showroom emissions (electricity usage + fugitive refrigerant emissions from our air conditioning units) of 3.71 tonnes of CO2e for the last twelve months, based on the energy received from the grid, which is mixed. Our space is leased and in central London, so the opportunities for creating our own energy are limited, but we will still explore this in 2023.

Calculating our Scope Three emissions is a big job, and one that is going to take time for our small team to uncover and calculate, however we are committed to beginning this journey, and updating our progress in our next report. We have made a

start by calculating our business travel emissions and the transmission and distribution emissions from our electricity usage, which created an additional 0.26 tonnes of CO2e. This low figure is due in part to our 'No Fly Europe Policy' which we introduced in December 2022, and which ensures that we only travel by rail for business throughout Europe (you can check out our journey to Hannover by train [here](#))

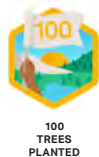
In the short term, we have partnered with Ecologi, and invested in various projects including capturing waste biogas for energy in Turkey, where we buy our vintage, hand knotted rugs. We are also now officially a 'Climate Positive Workforce' having already planted 229 trees and helped to avoid 10 tonnes of carbon.

In the long term, we are extremely conscious that reducing our footprint is key to reaching Net Zero and have set a target for a 5% year-on-year reduction in our Scope One and Two

footprint. We are looking into the Science Based Targets Initiative's streamlined SME route to support our action plan, and will also be undertaking a Life Cycle Analysis, considering the full impact of a rug, from the growing of materials, to end of life disposal, starting with our own collection.

GOALS FOR 2023/24:

- Complete a Life Cycle Analysis for FLOOR_STORY's own collection
- Regularly measure Water and Waste data from all direct suppliers
- Reduce our use of synthetic materials to under 2%
- Progress our plan to calculate our Scope 3 Emissions



'WASTED' RUGS

One-off rugs, crafted using waste wool

"
**OUR PLANET CANNOT COPE WITH
OUR CONSUMPTION PATTERNS.
WE MUST RETURN TO NATURE,
WHERE WASTE DOES NOT EXIST,
AND EVERY RESOURCE IS PRECIOUS**
"

Sal Burt-Jones, Sustainability Advisor

In Summer 2022, we began looking at circular economy business models, and discussing how we could make the best possible use of our materials. We approached our factory in Nepal about what happens to wool offcuts from FLOOR_STORY rugs and whether they could be used to create unique new designs, and the WASTED collection was born.

These unique rugs are designed and made by our talented weavers, who curate the colours of the leftover yarn into beautiful bespoke designs. We are thrilled that these rugs were chosen by Angela's Hotel in Margate to feature in their stunning, sustainable hotel rooms.



SUSTAINABLE DEVELOPMENT GOALS

The United Nations' 17 guiding principles for businesses committed to securing the future of our planet for generations to come.

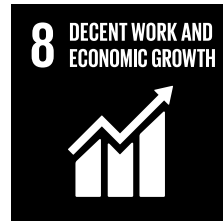
Whilst all seventeen goals are of key importance, we have chosen to focus on three that align with our material topics – and where we believe our business can have the most impact. For each goal, we will continue to track our progress in our annual reports.



GOAL SIX: CLEAN WATER AND SANITATION

Decades of misuse, poor management, over extraction of groundwater and contamination of freshwater supplies have exacerbated water stress. In addition, countries are facing growing challenges linked to degraded water-related ecosystems, water scarcity caused by climate change, underinvestment in water and sanitation and insufficient cooperation on transboundary waters. Making rugs is a water-intensive process, so in 2023 we are committed to:

- Requesting data on water usage from all suppliers
- Sharing clear guidelines on appropriate dyes
- Better understanding any current or historic impacts on local water resources



GOAL EIGHT: DECENT WORK AND ECONOMIC GROWTH

Equal treatment in employment is part and parcel of decent work. Globally women continue to be paid 19 per cent less than men according to an International Labour Organization (ILO) 2018/2019 study. In 87% of countries with recent data, professionals earn per hour on average more than double what workers in elementary occupations earn. Our own collection of rugs are made in developing countries including Nepal and India, where we are committed to:

- Confirming that all workers are paid a Living Wage
- Investing in third party certification to ensure good working conditions
- Ensuring Equal Rights for all workers, regardless of gender, age, sexuality or race



GOAL TWELVE: RESPONSIBLE CONSUMPTION AND PRODUCTION

Worldwide consumption and production, a driving force of the global economy, places a burden on the natural environment and resources in a way that continues to have destructive impacts on the planet. Sustainable consumption and production is about doing more and better with less, and to achieve this our business is committed to:

- Embracing and exploring circular business models
- Creating the highest quality products with a long life
- Educating our customers on responsible consumption

TEAM__ STORY



**SIMON
GOFF**
**FOUNDER &
DIRECTOR**
Northmore
by Flock



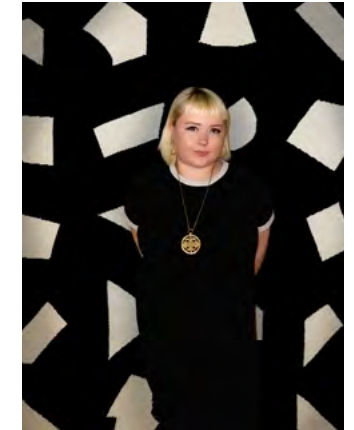
**GILL
THORPE**
**HEAD
DESIGNER**
Layer for
Crafts Council



**ANDREW
MOORE**
**LOGISTICS
COORDINATOR**
Harlequin
by Kangan Arora



**BEKAH
SMITH**
**SHOWROOM
MANAGER**
Carve
by 18.01 London



**BRISHAN
TURNER**
**SALES & E-COMM
COORDINATOR**
Snake
by Josephine Ford

The brilliant FLOOR_STORY team has fully committed to better understanding our impact over the past twelve months, defining our purpose and values, engaging with our suppliers, learning about brand new topics, and analysing mountains of data! Meet the team and their favourite rugs.



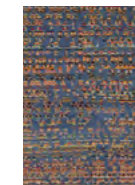
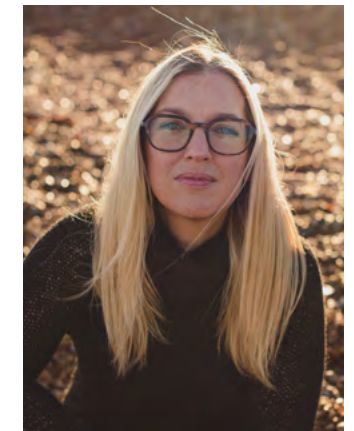
DANI PARRY
OPERATIONS
Giovanni
by John Booth



**KATIE
RICHARDSON**
PR & MARKETING
Alma in Red
by Child Studio



**PAULIE
WELLS**
**BRANDING &
DIGITAL**
Amedee in Green
by Emily Forgot



**SALLY
BURTT-
JONES**
SUSTAINABILITY
Wasted Geo-Blue

CREDITS

We sought and confirmed permission from all weavers seen photographed to use these images within this report.

FRONT COVER:

Rug: Gunta
Collection: 19:19
Designer: Child Studio

PAGE 2

Rugs: Amity, Amedee & Aldo
Collection: Construct
Designer: Emily Forgot
Photographer: Felix Speller
Interior Stylist: Hannah Franklin

PAGE 3

Rugs: Benita & Lucia
Designer: Child Studio
Collection: 19:19
Photography: Matt Holyoak

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Rug: Tango
Collection: Falling Shadows
Designer: Kangan Arora

PAGE 5

Rug: 02 Rosemary
Collection: Rigg & Farrow
Designer: Gill Thorpe

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(Left to Right)

Rug: Circus
Designer: Kangan Arora

Rug: Northmore
Designer: Flock

Rug: Leopard in Nutmeg
Designer: FLOOR_STORY

Rug: Giovanni
Designer: John Booth

Rug: 4AM in Pink
Designer: Henry Holland

Rug: Choose Love Rug Art
Designer: FLOOR_STORY x Choose Love

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Photography: Labesh Shrestha

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(Left to Right)

Rug: Technique
Designer: John Booth

Rug: Halftones Tufted
Designer: Diane Bresson

Rug: Meditation Collection - Volcano 9230

Rug: Din Dins in Orange, Pink and Purple Mono
Designer: Choose Love x FLOOR_STORY

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Rug: Layer, Fold, Cut & Paste
Designer: Crafts Council x Halina Edwards

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Rug: Chroma
Designer: Kitty Joseph

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Photography: Labesh Shrestha

PAGE 12

Rug: Melted in Red & Diagonal Melt
Designer: Henry Holland

PAGE 13

Rug: Diagonal Melt Blue
Designer: Henry Holland

PAGE 15

Rug: Meandros in Mint
Designer: Adam Nathaniel Furman

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Rug: Halftones Tufted
Designer: Diane Bresson

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Rug: Din Dins in Orange, Pink and Purple Mono
Designer: Choose Love x FLOOR_STORY

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Rug: Leopard in Gustave
Designer: FLOOR_STORY
Photography: Simon Bevan

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Rug: Technique
Designer: John Booth

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Photography: Labesh Shrestha

PAGE 22

Photography: Mark Cocksedge

PAGE 23

Rug: Wasted Geo Multi
Collection: Wasted

PAGE 24

Rug: Walthamstow
Designer: trifle*

BACK COVER:

Rug: Yantra
Designer: Kangan Arora
Photography: Felix Speller
Interior Designer: Hannah Bort

WITH SPECIAL THANKS TO:

Words: Sally Burt-Jones,
11 TwentyTwo Ltd

Design: Rose Bircham,
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We are proud of what we have achieved so far and excited to see where we will be in twelve months time as we continue on our journey to do better. If you have any comments on this report or ideas to share with us, we would love to hear from you. Please email simon@floorstory.co.uk or call us on +44 (0)20 7871 3013.

