

REVIVED.
RESTORED.
REIMAGINED.

A small RE-LOVED drop coming soon

SIGN UP TO BE NOTIFIED



Finding potential

... where others can only see junk destined for landfill takes stubborn optimism, imagination and more than a dash of skill. But creating a future for old furniture, for an industry steeped in tradition and for the world we live in requires new ways to approach old problems and a dogged commitment to hope.

YOU'LL FIND IT ALL RIGHT HERE

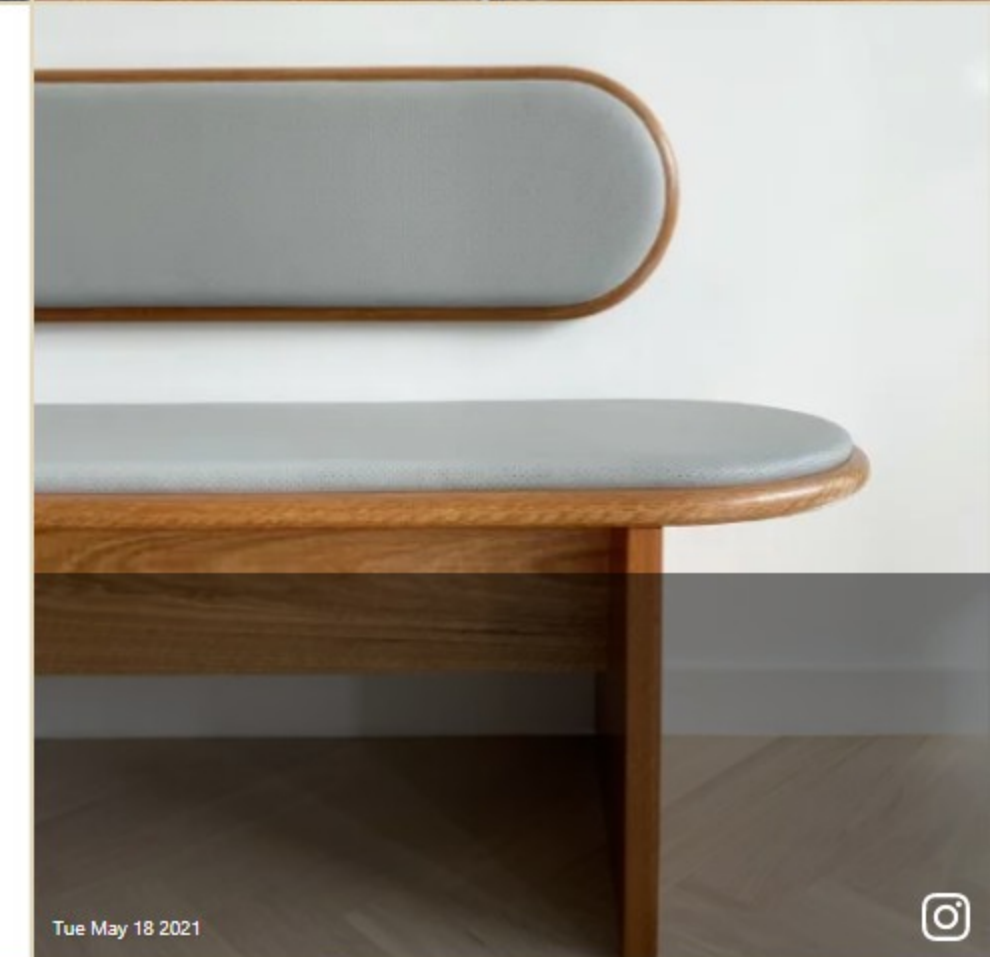


Love vintage? Love a good ol' 'gal meets furniture' story?

Sign up for emails that are short on words but big on love and be among the first to hear about furniture & wares for sale.

email

SIGN ME UP, BUTTERCUP



Tue May 18 2021

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SEEN IN.

TheDesignFiles HUNTERhunter.

hello@upholstrei.com.au

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'We pool our money to collectively fund strategic, high-impact climate advocacy in Australia.'

Acknowledgement of country.

I live and work on the land of the Awabakal people. I acknowledge I have benefited from the colonialism which dispossessed them of their land and culture, and pay my respects to the Awabakal elders, past, present and emerging. I acknowledge sovereignty was never ceded. The land I live and work on is Aboriginal land.

[Home](#) > ABOUT

ABOUT

Lets do this a little different.



A note from Upholstrei founder, Reioni

If you're a furniture enthusiast, vintage lover and conscious consumer then you've found your home. Welcome!

I'm Reioni (*pronounced Ray-o-ni*) or Rei ✨ for short, a furniture upholsterer based on Awabakal land in Newcastle, NSW. This here business of mine is committed to diverting furniture from landfill, championing transparency in the furniture industry and creating a new future for our world.

There's no greater feeling for me than to have revived what already exists. To create something that will be cherished again. To make something that will be loved and not discarded.

I am deeply influenced by life in the slow lane with an emphasis on using creativity and fun to keeping our minds and homes uniquely ours.

My commitment to the planet ensures that every Upholstrei piece will last the test of time. Read more about [my ethos](#).

Working with me

I undertake a small number of [bespoke](#) furniture upholstery projects for designers and collectors throughout the year on an application basis.

I also offer small drops of furniture to shop which have been lovingly brought back to life using my hands and the skills I have built over years refining my craft.

Keep updated on [Instagram](#), or enter your email to sign up to the mailing list and be among the first to hear of furniture to shop.

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[Home](#) > ETHOS

ETHOS

We do the best we can, with the best we have.



We take our responsibility to the environment incredibly seriously here at Upholstrei.

Contemporary furniture methods and materials commonly used today were born from the industrial revolution.

What does this mean? Like all revolutionary inventions, the new ways of the industrial revolution brought about ingenious designs. But they also bred en masse production and corner cutting to benefit the infamous 'bottom line'.

Cotton, coconut fibre, feathers and nature's fabrics were (mostly) replaced with foam (polyurethane) and fabrics which also have long poly-something names that sound suspiciously like weapons in chemical warfare.

So, how does this affect a small-but-mighty upholstery studio? MASSIVELY.

We've made a considered choice to only use the BEST foundations and fabrics to ensure that Upholstrei pieces will last the test of time. And, wherever possible, we use traditional methods (springs, jute, twine) to further reduce our impact on the environment.

There's no disputing that recycling furniture by reviving its foundations and fabric can help us create a more environmentally conscious world.

But we aren't here to greenwash you. The truth is, nothing that's man-made is truly "sustainable".

That doesn't mean we shouldn't work hard to do the best we can, with the best we have.

And that's exactly what we aim to do—our best. For our environment, our future generations and our wonderful customers.

*

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Groundswell
Funding Climate Action



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[Home](#) > [FAQS](#)

FAQS



Where is the Upholstrei studio?

The Upholstrei studio is located on the land of the Awabakal people in Gateshead, Newcastle.

We like to stay focused when we're in our creative zone, so visits to the studio are strictly by appointment only.

How does shipping work?

Small items (e.g. cushions) are shipped via regular Australia post.

Large items (e.g. lounges, bedheads, chairs) can be picked up at the Upholstrei studio in Gateshead, Newcastle. OR we can chat about getting a courier to deliver directly to you (freight can be costly, so keep this in mind when you work out your budget).

[Read our shipping policy here.](#)

What is your return and refund policy?

It's important to us that you're absolutely *delighted* with your order from Upholstrei, so we're happy to get hands on and help you make the right decisions. But because of the custom way we work, we don't accept returns on bespoke projects. For smaller, ready-made pieces we can sometimes offer exchanges for change of mind. You can find our full [return, refund and warranty policy here.](#)

BESPOKE PROJECTS

Is bespoke reupholstery expensive?

Yes, reupholstery will often be more expensive than buying new. But it will likely leave you with less expense (on both wallet and planet) in the future thanks to the care and consideration we put into creating pieces that last.

Our fees fairly reflect our expertise in our trade, our commitment to using the best quality foundations and fabrics, and our dedication to delivering excellent work.

What is your timeframe/waitlist?

At a minimum, our wait list is around 4-6 weeks to get started on bespoke projects. If your project is particularly time sensitive please let us know in your application so we can be sure we are able to work within your timeframes.

Do you work on bespoke projects in other locations/interstate?

We are open to working on projects near and far! Projects that are further afield may incur extra fees for freight, and installation may need to be carried out by one of our trusted contractors. [Get in touch](#) and we can talk through your options.

How do I choose fabrics?

Once you have submitted your enquiry and are happy with your quote we get to the fun part—choosing the perfect fabric for your piece.

If you're local to Gateshead (or happy to travel to the studio) we will make an appointment for you to visit us and view fabric samples in person.

If you're further afield, we'll chat about your fabric over phone and email and have samples delivered to your address.

We understand that choosing your fabric can be a big decision, so we're happy to make recommendations and guide you through the process.

Do you pick up and deliver?

Yes, we can pick up and deliver within the Newcastle area. Depending on your distance from our workshop there may be a fee for pick up and delivery—we'll include this in your quote.

Pick up and delivery for projects outside of the Newcastle area are subject to our availability and/or courier fees.

Do you do restoration and woodwork like stripping varnish, painting or fixing frames?

We can fix furniture frames and do some internal work, but we like to take each piece on a case-by-case basis so we can be sure what you're needing is within our skillset. Timber and frame restoration is a trade within itself and often needs to be done by someone with specific expertise in that field.


We don't currently offer French polishing or sanding and re-varnishing timber furniture within our bespoke services.

Do you work on commercial projects?


Yes, we love working on commercial projects alongside designers, architects and builders.


Some of our recent work includes bedheads for hotels, banquet seating for venues and custom furniture for high-end apartments.

Does your question remain unanswered? Please email hello@upholstrei.com.au

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[Home](#) > BESPOKE

BESPOKE

Custom reupholstery projects for designers,
curators and collectors



Apply to work with Reioni to bring your old furniture back to life or collaborate on large scale projects.

First name *

Last name *

Email *

Phone number *

Suburb *

What are we working on? *

Describe your project or the piece we will be restoring. I only take on a limited number of bespoke projects so the more details you can provide, the better I can assess if we're a good fit

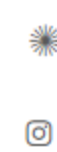
Upload photos and/or plans

Choose files (required)

Yes, sign me up to your mailing list

SUBMIT

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CONTACT

Hello, luvly.

KEEN TO CHAT?

e/ hello@upholstrei.com.au

WANNA WORK ON A BESPOKE PROJECT?

Drop your details [over here](#)

JUST HERE TO CHECK US OUT?

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