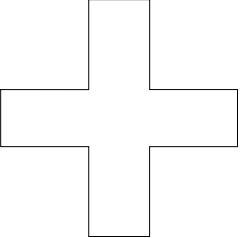




FOLDE + SONDR

AN INTRODUCTION

MARCH 2025

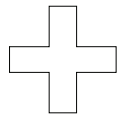


FOLDE + SONDER

FOLDE

Noun

Land, earth, ground



SONDER

Noun

The profound realisation that everyone lives a life as complex as one's own, despite any lack of that awareness

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Who?

We're Liv and Jared—a husband-and-wife team blending hands-on expertise with innovative design to redefine wellness spaces.

You'll find me, Liv, at the Studio each day, delivering treatments, curating bespoke wellness experiences, and crafting our signature products.

Jared, an architect and creative force, designed and built the Studio by hand. He continues to shape future concepts, refining every detail and ensuring everything runs seamlessly—(with a bit of tinkering along the way).

Together, we bring a shared passion for wellness and design, creating transformative spaces and experiences that elevate the guest experience.

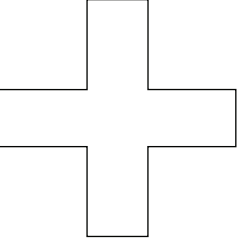
What?

FOLDE + SONDER delivers a fully integrated wellness experience, redefining what's possible in spaces that traditionally cannot offer such amenities.

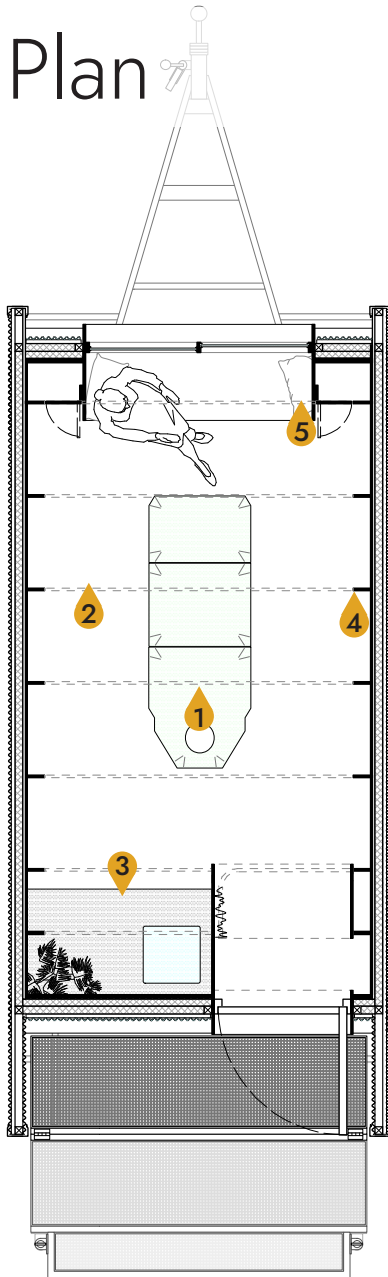
Our uniquely designed Studio, bespoke FOLDE + SONDER treatment menu, and signature products seamlessly blend with the natural surroundings, creating a transformative experience for guests—without compromising valuable space.

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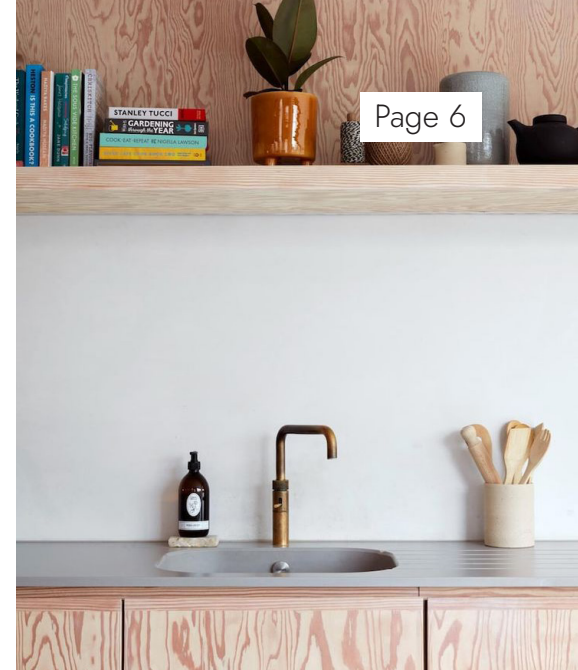
Plan



1. Bespoke massage bed and picture window seat placed to capture expansive views and flood the room with natural light



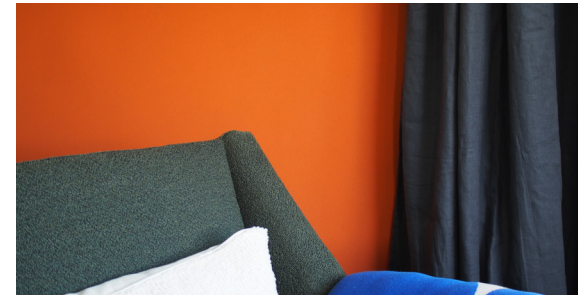
2. Timber-framed arches, wrapped in recycled yarns, bring rhythm and structure to the space, elegantly framing the picture



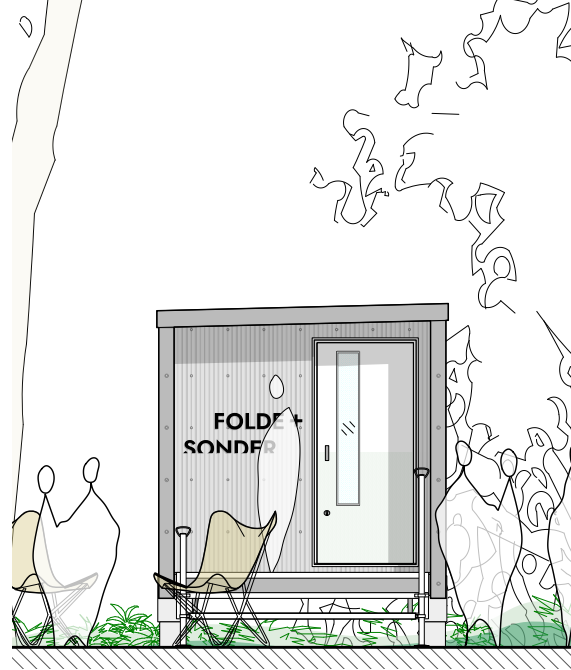
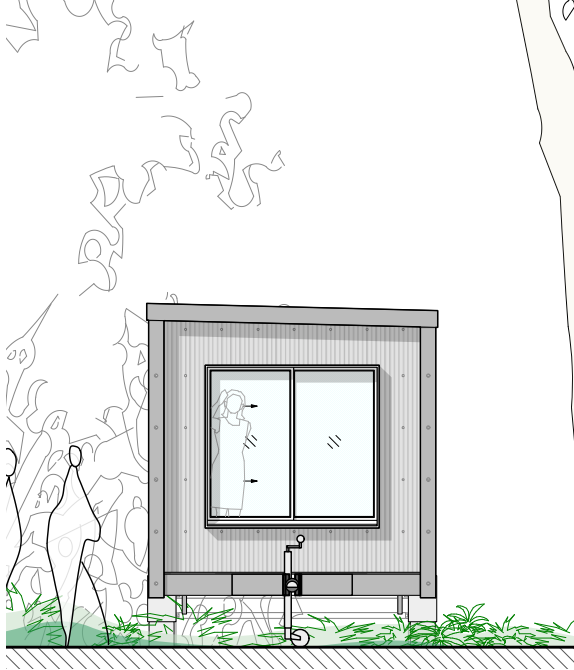
3. Bespoke cabinetry crafted from natural materials, feature sleek, contemporary finishes



4. Natural hues and timber cladding seamlessly blend with the surrounding landscape



5. Vibrant color accents contrast with soft furnishings, creating a contemporary yet soothing aesthetic



3. Expansive picture window invites natural light, while soft blinds ensure privacy and darkness for treatments.

Elevations

Building on the success of our current Studio design, we continuously seek ways to refine and customize our Studio modules. Experience has shown that a more compact space can be just as efficient—if not better suited—for a variety of landscapes.

Our proposed new Studio design will be smaller than our prototype, without compromising guest or therapist experience. Its simplified, cube-like

design enhances portability, allowing it to be discreetly relocated as the seasons and landscape evolve.

Despite its reduced footprint, the Studio will retain the signature features our clients love—expansive picture windows, serene interior finishes—all while remaining fully self-sufficient and independent of external amenities.



3.A discreet private entrance sets the stage, offering a glimpse of the experience awaiting inside. Strategic lighting guides guests, complementing the dark timber-clad frontage.

*“An incredible experience - not
just for the body and face, but for
the mind and soul”*

Pip - FOLDE + SONDER client

Partnership

Unique Wellness Offerings

- Tailored treatments and products complement your ethos and cater to guests individual needs.
- Offers seasonal, immersive experiences.
- A manoeuvrable, independent Studio allows flexibility to change locations with ease giving guests a changing immersive experience.

High-Quality, Natural, and Sustainable Products

- Natural botanicals, local and sustainably sourced ingredients. Exclusive edit of products available for guests to purchase.

Enhanced Guest Experience

- Holistic treatments in a natural landscape promotes increased relaxation, mental clarity, and emotional well-being.
- Seasonal wellness offerings keep experiences fresh year-round.

Attracting and Retaining Guests

- FOLDE + SONDER adds a unique selling point, drawing guests seeking wellness.
- Memorable experiences increase guest loyalty and return visits.

Marketing and Brand Enhancement

- Co-branded promotions boost visibility and brand awareness.
- Storytelling around wellness and sustainability attracts an engaged audience.

Boosting Revenue Streams

- Product sales and wellness add-ons create additional revenue opportunities.

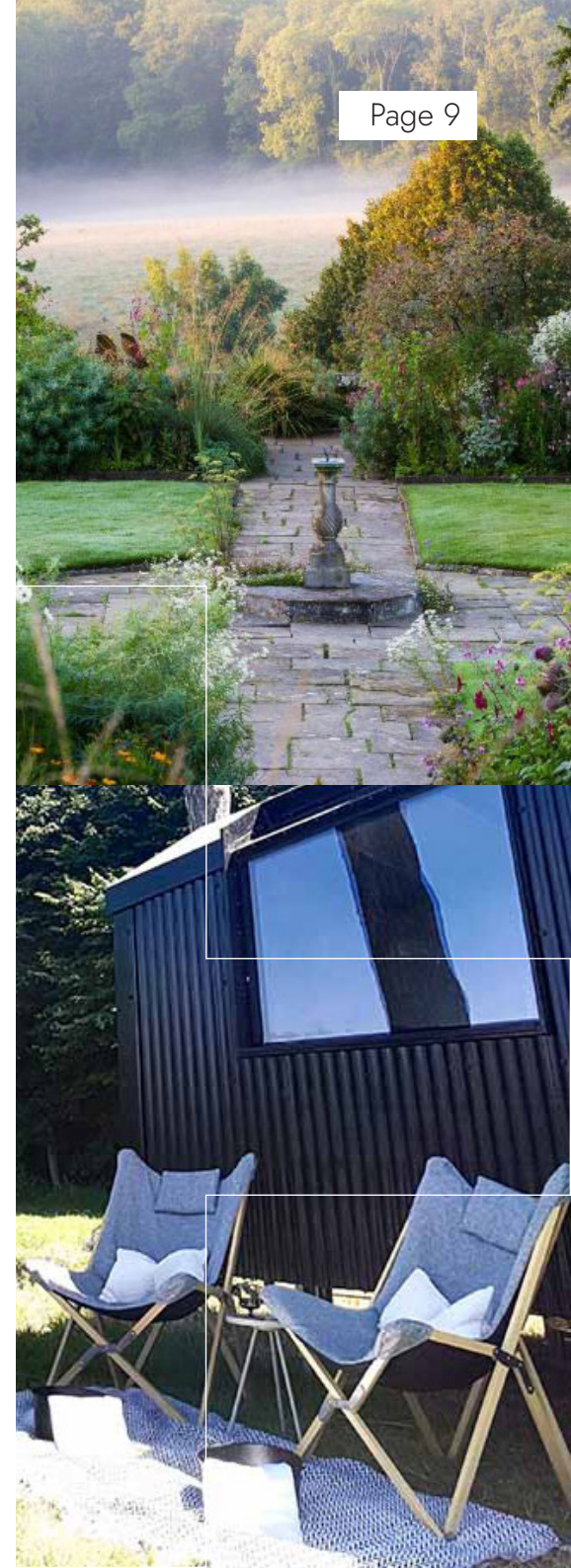
Supporting Employee Wellness Programs

- Employee wellness services promote staff well-being and productivity.

- Offers sustainable luxury and wellness, appealing to eco-conscious travellers.

Fully Scalable

- Our offering can be customized to fit any business's needs.
- Offer Cancer Care treatment (due to undertake training Q4 2025)





Studio

Our Studio isn't just a space—it's a carefully crafted experience. With expansive windows that draw in the stunning surroundings, every detail has been thoughtfully crafted to create an inviting, immersive atmosphere.

From the natural materials paired with vibrant accents to the bespoke furniture, we've maximized every inch to support both treatments and comfort, without ever compromising on quality. The exterior, wrapped in bold black corrugated steel, pays tribute to Sussex's agricultural roots while standing strong against the region's unpredictable weather. It's a space that feels connected, grounded, and truly special.

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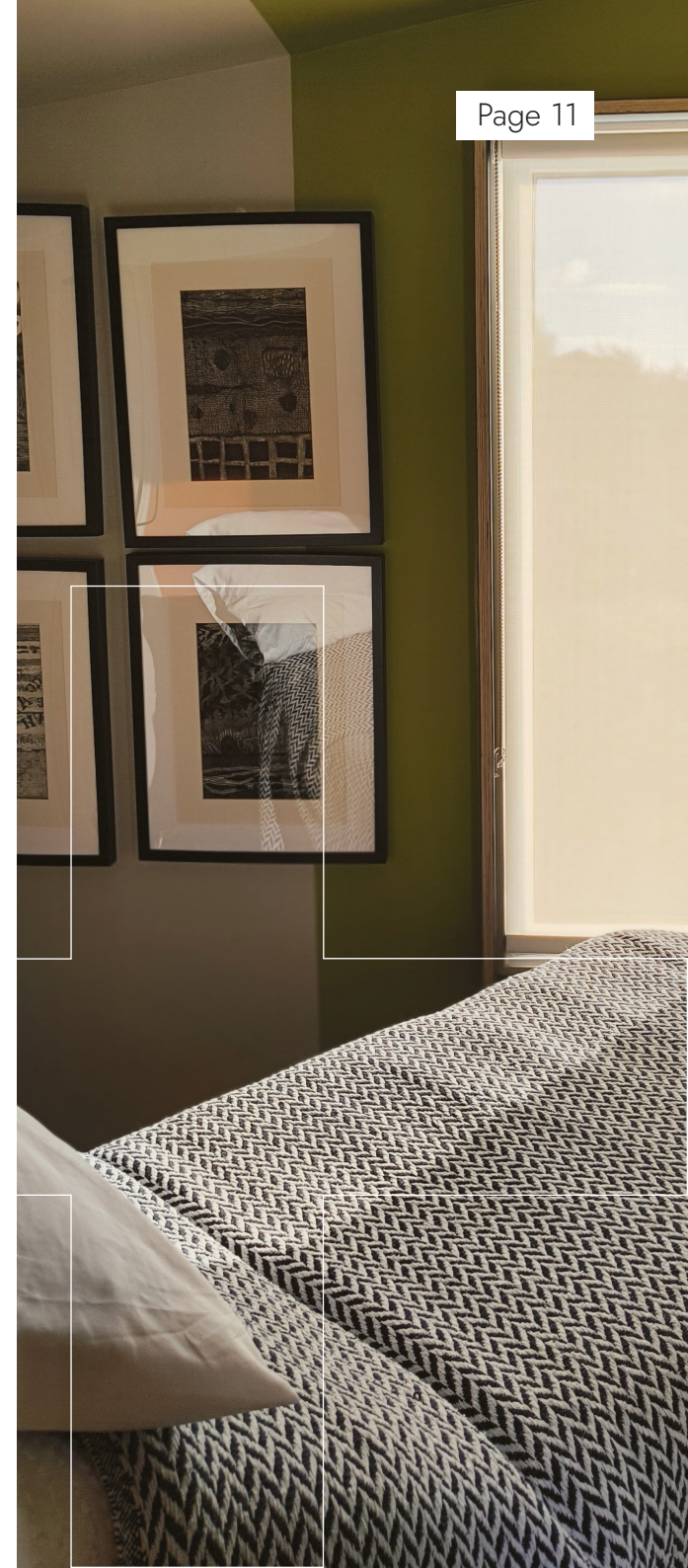


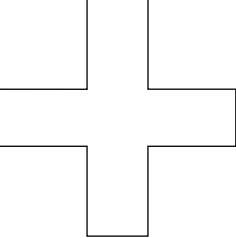
Treatments

With gentle placement of hands and stones, FOLDE + SONDER treatments have been thoughtfully designed, each movement complementing the other, offering a journey through FOLDE + SONDER'S signature mix of contemporary and classic massage techniques, all inspired by the rhythm and cadence of the natural world to reinvigorate and restore body and mind.

Treatments do not finish abruptly. Each experience is unhurried, offering you time to appreciate the tranquillity, gaze upon the view, or simply take a moment to reconnect with yourself.

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Products

Skincare
Hand + Bodycare
Lifestyle

Launching 2025

Handcrafted and certified by **Oxford Bio Sciences**, our products are thoughtfully developed to enhance our treatments and create a connection to the captivating landscape that surrounds us.

Plants and extracts have largely been selected from the Sussex landscape celebrating our rich Sussex soils. Grounding properties of Oat Kernel, Grapeseed, and Cherry Seed, rich in antioxidant and nourishing properties leaves skin supported and radiant. Further-reaching extracts provide a rich abundance of nutrients to restore and balance all skins. Distinctly fragrant, each product is punctuated with essential oils to connect with the senses.

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Contact



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