

Your dog's bed just got a designer upgrade— Roof is here to disrupt and reimagine pet furniture.

New entrant to the world of pet products, Roof is redefining the category with the launch of luxury dog furniture that blends seamlessly with modern interiors.

[FLORIDA, July 29, 2025] — Today marks the official launch of Roof, a luxury pet furniture company born from the belief that great design should extend to every member of the family—including the four-legged ones. Roof creates beautifully crafted dog beds that complement modern interiors while meeting the highest standards of pet comfort and durability.

Guided by the brand's philosophy to "Live Harmoniously™," Roof offers pet furniture that doesn't disrupt the flow of a well-designed home—it completes it. "Every texture, tone, and material in your home is intentional. Why should your dog's bed be the exception?" says Corel Theuma, Co-Founder of Roof. "We created Roof so pet lovers never have to choose between style and function again."

Each Roof bed is hand-crafted from responsibly-sourced materials, designed with the principles of modern furniture in mind, and built to last. With silhouettes that echo high-end interior pieces and finishes that rival premium furnishings, Roof beds are as much a statement of style as they are a haven for pets.

Today, the brand unveiled its first four dog bed designs:

- Maximillian—a stately daybed with strong, clean lines that fits equally well at the foot of any bed or in the living room. The Maximillian is available in two sizes with a starting price of \$750 USD.
- Phantigo—a unique, low-profile circular-shaped bed, which is crafted through precise cutting and hand-assembly. The Phantigo is available in one size, best for dogs measuring 28" or less, with a starting price of \$750 USD.
- Violet—a gracefully sculpted bed, meticulously hand-bent with signature curves, this bed is great for dogs that like to create their own comfy nests. The Violet is available in two sizes with a starting price of \$950 USD.
- Huxton—the hammock-like shape of this bed is unlike anything else on the market, cradling any dog in a cozy, curved frame. Starting at \$1,150 USD and available in two sizes.

To ensure a perfect fit with any home's design aesthetic, each Roof dog bed is available in three wood-tone finishes and can be paired with a made-to-order cushion, in one of eighteen elevated fabrics. The custom cushions have been designed meticulously to fit each bed while offering the utmost canine comfort. True to the brand's thoughtful design philosophy, the cushion inserts are water-resistant, and the covers are both removable and machine washable.

"We're reimagining pet products as thoughtful, enduring objects—crafted for design lovers and dog lovers alike," says Co-Founder, Elizabeth Theuma.

With the rise of pet-inclusive design and the growing demand for high-quality, sustainable home goods, Roof is poised to not only set a new standard in the pet category, but to create an entirely new category of luxury pet furniture.

ABOUT ROOF

Roof is a design-forward pet furniture company that brings harmony between modern interiors and the needs of dogs. Meticulously made and aesthetically refined, Roof products are available exclusively at ShopRoof.com.

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