

*The*  
**RODEO**  
*Collection*

BePureHome



#THEREALRODEO 



# A RODEO *story*

THE VERY FIRST RODEO SOFA OF BEPUREHOME WAS INTRODUCED IN 2015. THE IDEA BEHIND THE DESIGN? CREATE A STURDY SOFA WITH COMFORT IN A TIMELESS COLOR. INSPIRED BY THE 50'S BUT IN A CONTEMPORARY VERSION. THIS SOFA BECAME THE CLASSIC A RODEO 3-SEATER IN A COGNAC COLOR. THE FIRST RODEO WAS MADE WITH THE NEW AND IMPROVING RECYCLE LEATHER MATERIAL. THIS FABRIC IS MADE FROM RESIDUAL LEATHER IN COMBINATION WITH POLYESTER. NOT ONLY A BEAUTIFUL FABRIC, BUT ALSO SUSTAINABLE! IN A VERY SHORT TIME THE RODEO SOFA CAPTURED MANY HEARTS AND THERE WAS A DEMAND FOR MORE. THIS WAS THE BEGINNING OF 'THE RODEO STORY'...

NOWADAYS BEPUREHOME OFFERS AN ENTIRE RODEO LINE. THE RODEO COLLECTION IS AVAILABLE IN VARIOUS DESIGNS AND IN TWENTY DIFFERENT FABRICS AND COLORS. NOT ONLY IN NEUTRAL COLORS SUCH AS COGNAC, BLACK OR TAUPE, BUT ALSO IN EXCITING COLORS SUCH AS PINK, HONEY YELLOW OR DARK BLUE NIGHTSHADE. EXECUTED IN RICH MATERIALS LIKE THE ROBUST VARIANT IN THE TYPE ELEPHANT SKIN AND A WIDE RANGE OF VELVET. DARE TO GO RODEO!

#THEREALRODEO





# *Recycle leather*

## **MAINTENANCE**

Clean the fabric with a damp cloth. Use a neutral soap to remove stains and wipe briefly with a damp cloth.

Do not rub, but dab! The rubbing can cause spots in the fabric.

Direct sunlight always causes discoloration, so always try to prevent this. Discolored recycle leather never regains its original color. Recycle leather cannot be treated with grease for leather.

# *Recycle leather*



## **RECYCLE LEATHER**

Recycle leather has a very unique look and is, because of the use of residual leather, a sustainable choice. The material consists of 70% real leather fibers and 30% polyester. The fabric is made up of two components: the base layer consists of recycled genuine leather, which gives a natural appearance. The top layer is a polyester coating which protects the fabric and prevents unevenness. This makes it a sturdy combination fabric.





**Rodeo arm chair**  
Cognac - 378608-B



**Rodeo 2,5-seater sofa**  
Cognac - 378609-B



**Rodeo 3-seater sofa**  
Cognac - 378618-B



**Rodeo chaise longue L**  
Cognac - 800905-B



**Rodeo corner sofa R**  
Cognac - 800971-B



Rodeo 3-seater sofa Cognac - 378618-B



# *Elephant Skin*

## **MAINTENANCE**

Clean the fabric with a damp clean cloth and use lukewarm water. Do not rub, but wipe in one direction.

The fabric has not been tested for additional treatments and we discourage impregnating.

# *Elephant Skin*



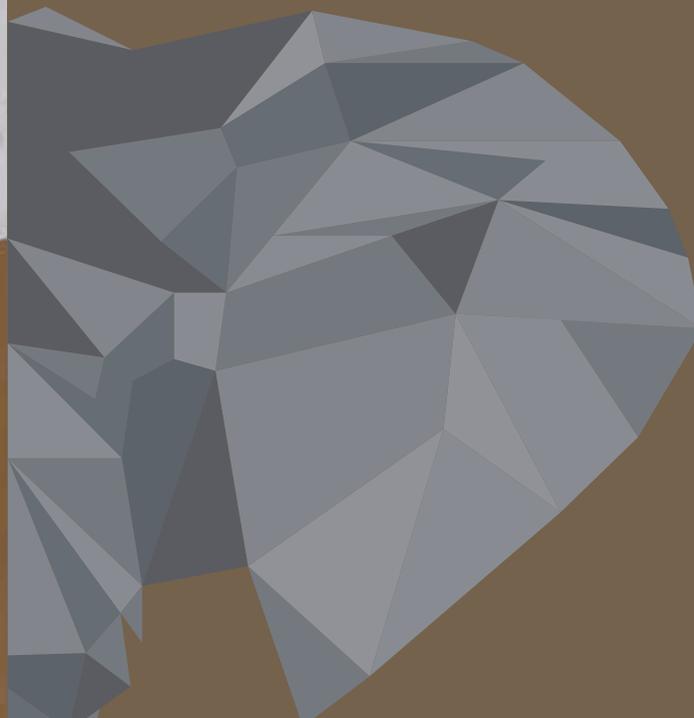
## **ELEPHANT SKIN**

The Rodeo Elephant Skin series is modern, chic and contemporary. Elephant Skin is a special fabric that is made with the newest technology. The skin resembles leather, but it is made from 50% nylon and 50% artificial leather in a warm grey color. The fabric feels great and becomes, depending on the use, softer.





Rodeo corner sofa R Elephant Skin - 800971-105



*‘The  
**color**  
of truth  
is **grey**,’*

- Andre Gide -





Rodeo 3-seater sofa Elephant Skin - 800543-105



# *Velvet*

## **MAINTENANCE**

Small stains can be removed easily with an absorbent cloth. Larger stains can easily be removed with a mild detergent and a microfiber cloth. If necessary, use a hair dryer to quickly dry the stain. Dry with care to prevent heat damage. The fabric can then be brushed with a velvet brush. This velvet brush is good for weekly maintenance. Impregnation is not recommended. If this is deemed necessary, it is at your own risk.

# *Velvet*



## **VELVET**

The Rodeo velvet series has a luxurious look and is available in 16 beautiful colors. The fabric feels soft and has a nice shine. The material is made of 100% polyester and has a full and heavy quality. The material is suitable for intensive use. In addition to the stylish design the velvet fabric remains beautiful for a long time and it is, to the surprise of many, a very easy fabric to maintain.



Rodeo corner sofa L Velvet taupe - 800972-12





Rodeo 3-seater sofa Velvet teal - 800543-198

# Mix & match



800746-144



800897-73



800743-198



800541-14



800542-126



*Less stress,*  
**more chill**

**Rodeo daybed L**  
Velvet honey yellow  
800743-14





**Rodeo 3-seater sofa** Velvet honey yellow - 800543-14



**Rodeo hocker**  
Velvet honey yellow  
800897-14



# *Classic*

## **MAINTENANCE**

Clean the fabric with a damp cloth. Use a neutral soap to remove stains and wipe briefly with a damp cloth.

Do not rub, but dab! The rubbing can cause spots in the fabric.

Direct sunlight always causes discoloration, so always try to prevent this. Discolored recycle leather never regains its original color. Recycle leather cannot be treated with grease for leather.

# *Classic*



## **THE DESIGN**

The Rodeo Classic series has a classic twist thanks to the slim metal legs and the use of robust and special materials. The stitched out seams and stitched seat cushions give a sturdy touch to this series. Together with the sleek design, these are elegant details that ensure a nice balance between chic and sturdy.

This contemporary and yet timeless series is available in all colors and fabrics of the Rodeo series.





800888-Z



800844-Z



800576-Z



**Rodeo Classic**  
**3-seater sofa**  
Cognac  
800576-C



*A classic never  
goes out of style*



Rodeo Classic 3-seater sofa Velvet honey yellow - 800576-14



Rodeo Classic 3-seater sofa Black - 800576-Z



# Socials



@d\_interiorstyling



@huren\_met\_sfeer



@jaimysstyling



@hoekje\_36



@styledbymarit



@styleandsugar

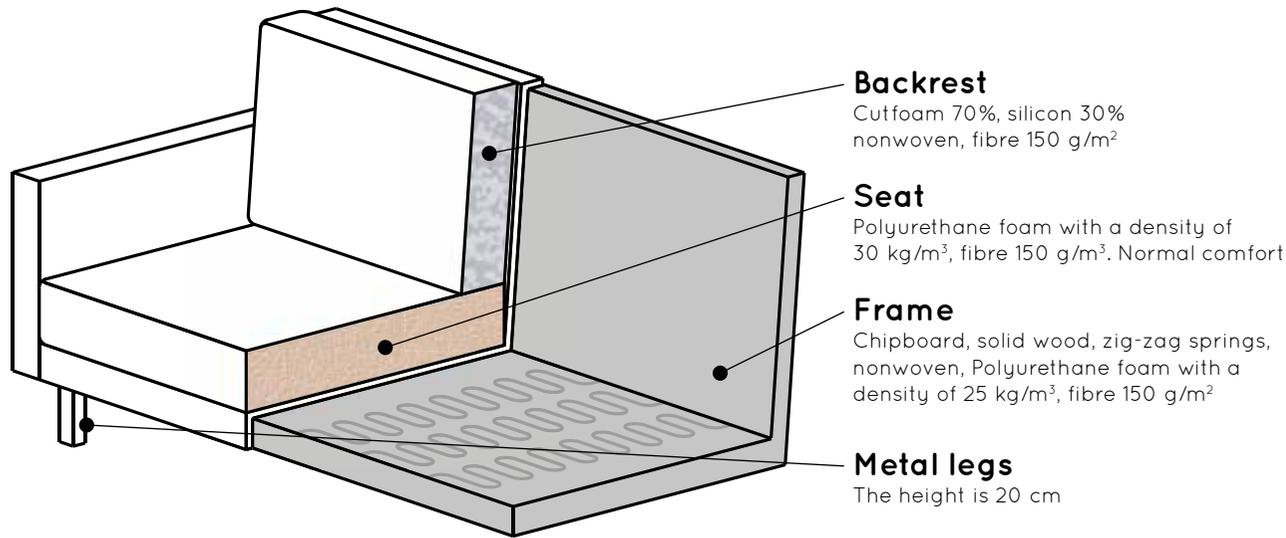
Are you also a fan of the Rodeo? Share your Rodeo with us via **#therealrodeo** and *get featured* on our social media channels!

The Rodeo can be combined in various ways and fits into many different interior styles. The Rodeo has endless styling options! Looking for more inspiration? Follow us on Instagram via **@bepurehome**

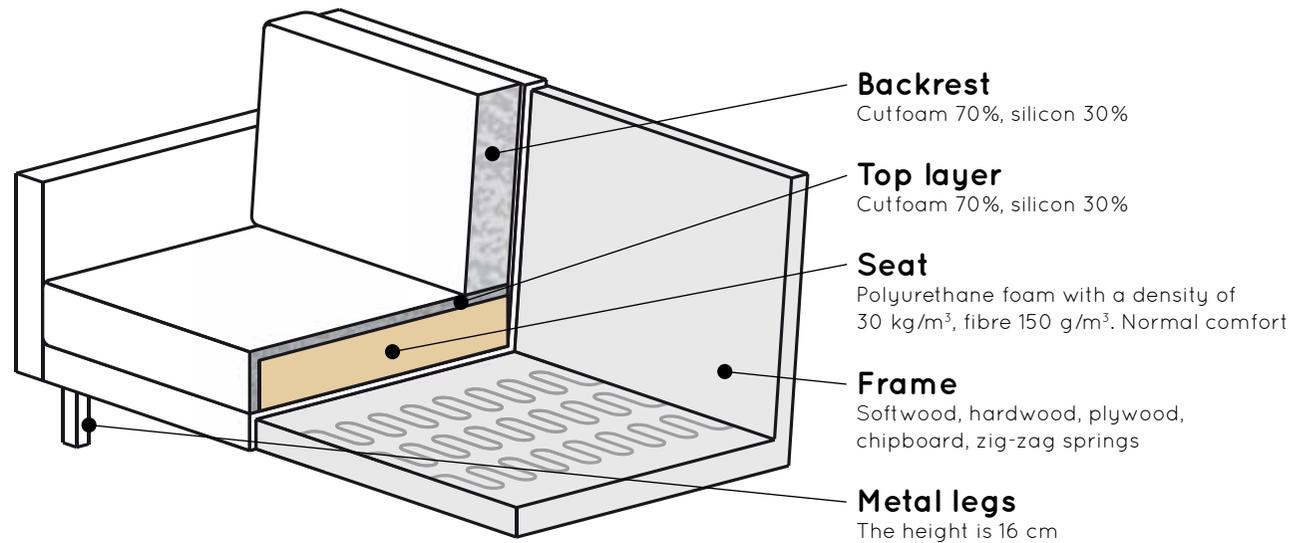


#therealrodeo  
#rodeo  
#bepurehome

## RODEO *Recycle leather - Velvet - Elephant Skin*



## RODEO Classic *Recycle leather - Velvet - Elephant Skin*



# The **RODEO** collection is available in

## Elephant Skin



105-Elephant Skin

## Recycle leather



B/C-Cognac



Z-Black



A-Army

## Velvet



45-Blue



198-Teal



144-Mint



12-Taupe



149-Light grey



79-Anthracite



67(G)-Dark grey



178-Dark Blue Nightshade



132-Ochre



14-Honey yellow



156-Green Forest



53-Olive



156-Dark Green Hunter



73-Pink

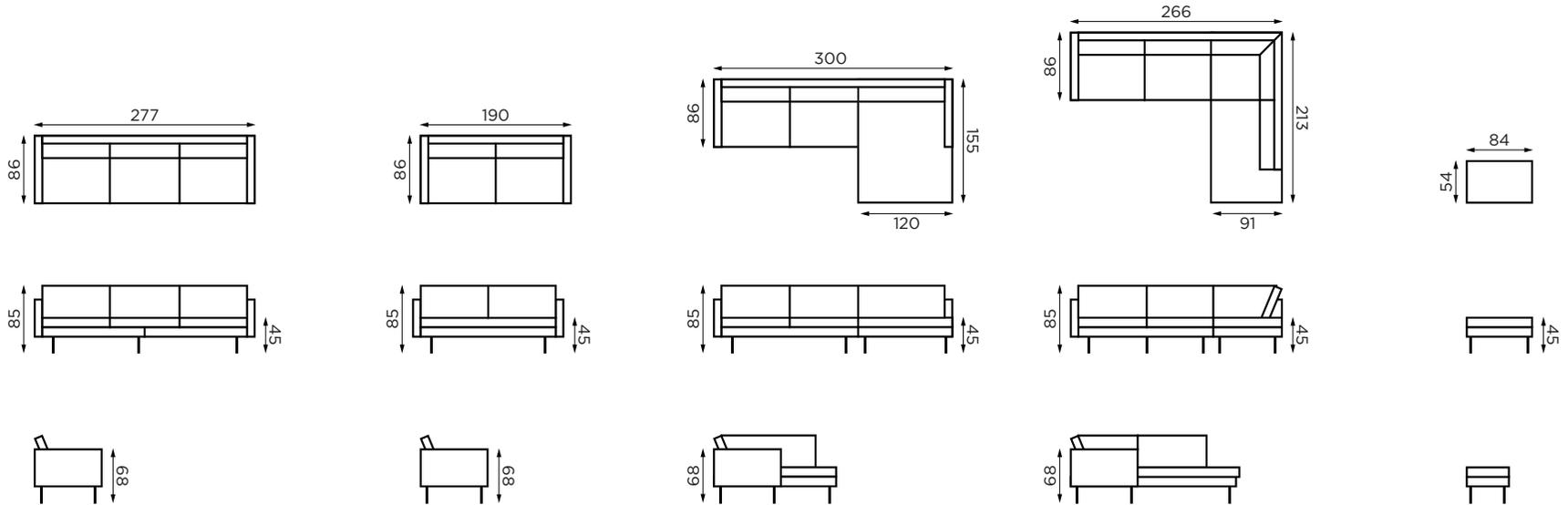


126-Rust



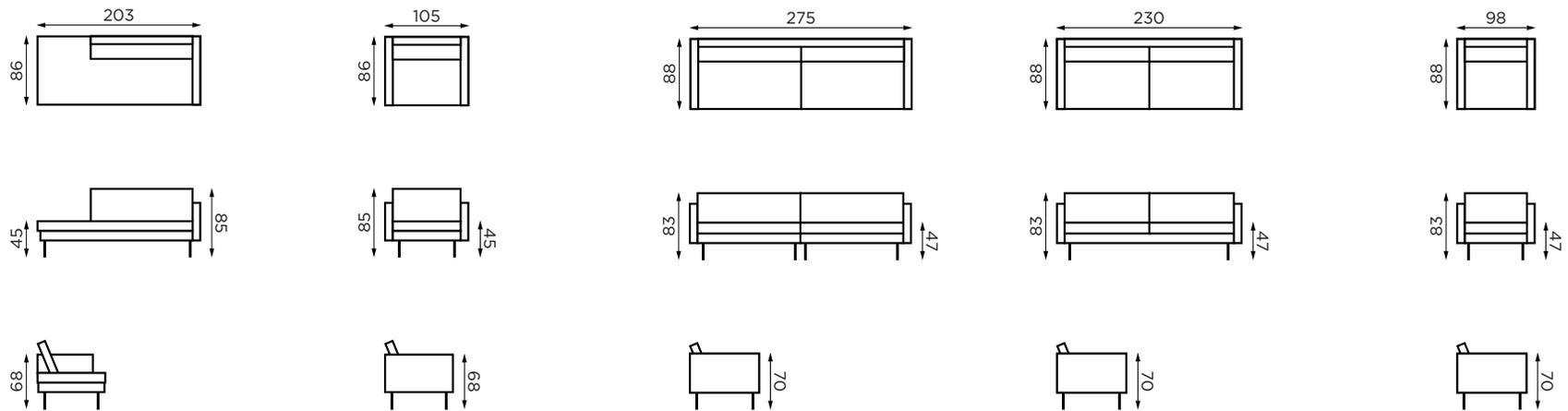
39-Red





PLACING	3-seater sofa	2,5-seater sofa	Chaise longue L & R	Corner sofa L & R	Hocker
FRAME	Solid wood, chipboard, zig-zag springs	Solid wood, chipboard, zig-zag springs			
FILLING SEAT CUSHION	Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort	Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort	Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort	Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort	Polyurethane foam with a density of 25 and 30 kg/m <sup>3</sup>
FILLING BACK CUSHION	Cutfoam 70%, silicon 30% nonwoven, fibre 150 g/m <sup>2</sup>	Cutfoam 70%, silicon 30% nonwoven, fibre 150 g/m <sup>2</sup>	Cutfoam 70%, silicon 30% nonwoven, fibre 150 g/m <sup>2</sup>	Cutfoam 70%, silicon 30% nonwoven, fibre 150 g/m <sup>2</sup>	-
DIMENSIONS HxBxD (cm)	85x277x86 cm	85x190x86 cm	85x300x86/155 cm	85x266x86/213 cm	45x84x54 cm
ARMREST HEIGHT (cm)	68 cm	68 cm	68 cm	68 cm	-
ARMREST WIDTH (cm)	12 cm	12 cm	12 cm	12 cm	-
SEAT DEPTH (cm)	60 cm	60 cm	60 cm	60 cm	-
SEAT HEIGHT (cm)	45 cm	45 cm	45 cm	45 cm	-
SEAT WIDTH (cm)	253 cm	166 cm	276 cm	220 cm	-
FOOT HEIGHT (cm)	20 cm	20 cm	20 cm	20 cm	20 cm
MATERIAL LEGS	Metal	Metal	Metal	Metal	Metal





PLACING	Daybed L & R	Arm chair
FRAME	Solid wood, chipboard, zig-zag springs	Solid wood, chipboard, zig-zag springs
FILLING SEAT CUSHION	Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort	Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort
FILLING BACK CUSHION	Cutfoam 70%, silicon 30% nonwoven, fibre 150 g/m <sup>2</sup>	Cutfoam 70%, silicon 30% nonwoven, fibre 150 g/m <sup>2</sup>
DIMENSIONS HxBxD (cm)	85x203x86 cm	85x105x86 cm
HEIGHT ARMREST (cm)	68 cm	68 cm
WIDTH ARMREST (cm)	12 cm	12 cm
SEAT DEPTH (cm)	60 cm	60 cm
SEAT HEIGHT (cm)	45 cm	45 cm
SEAT WIDTH (cm)	191 cm	81 cm
FOOT HEIGHT (cm)	20 cm	20 cm
MATERIAL LEGS	Metal	Metal

3-seater sofa Classic	2,5-seater sofa Classic	Arm chair Classic
Softwood, hardwood, plywood, chipboard, zig-zag springs	Softwood, hardwood, plywood, chipboard, zig-zag springs	Softwood, hardwood, plywood, chipboard, zig-zag springs
Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort	Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort	Polyurethane foam with a density of 30 kg/m <sup>3</sup> , fibre 150 g/m <sup>2</sup> . Normal comfort
Cutfoam 70%, silicon 30%	Cutfoam 70%, silicon 30%	Cutfoam 70%, silicon 30%
83x275x88 cm	83x230x88 cm	83x98x88 cm
70 cm	70 cm	70 cm
12 cm	12 cm	12 cm
58 cm	58 cm	58 cm
47 cm	47 cm	47 cm
251 cm	206 cm	74 cm
16 cm	16 cm	16 cm
Metal	Metal	Metal





**Rodeo arm chair**  
Velvet honey yellow  
800541-14



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