

# The SoBe™

*Named for Sophia & Ben. Built for forever summers.*



A CAMPAIGN FOR AN AUDIENCE OF ONE

*The chair that raised a family — reborn, renamed, and engineered to outlive us all.*  
a one-of-one original · the chair that raised a family

## THE MANIFESTO

# Some objects are load-bearing for a family.

This one has held every summer since the nineties. It has been dripped on, sat on, slept on, dragged across three states of sand, and loved into threadbare. The company that made it is gone. The category moved on to clicky recliners and slick polyester.

We are not moving on. We measured it to the eighth-inch, rebuilt it digitally down to the bend of each tube, and named it for the two people who grew up in its shadow: **SO**phia and **BE**n.

*This is not a product launch. It's a resurrection with a marketing budget.*



# Three chairs at the table

*a marketer, an engineer, and a product owner walk into a garage...*

## THE MARKETER

*"The story is the product."*

Nobody cries over tube gauge. Sell the **reunion** — the moment Liza sits down and it feels exactly right. One hero image per page. Feelings first, spec sheet in the appendix where it belongs.

## THE ENGINEER

*"Geometry is sacred. Everything else is upgradeable."*

The umbrella collapse is the soul — verified against video, frame by frame. Mk II gets **seven invisible upgrades**: bearings, latch, clips, tensioner, feet, stainless, sleeves. Zero silhouette changes. If Liza notices the difference before she sits, we failed.

## THE PRODUCT OWNER

*"Dreams ship in versions."*

V1 is the **restoration** of the original — in Liza's hands first, under \$900, weeks not months. Mk II is the winter build. SwapSkin is the growth surface. Honest budget, honest dates, one owner: Byron.

**THE RESOLUTION** — *restore the original first (the dream needs a v1), build Mk II as the encore, let SwapSkin turn one chair into a tradition. They disagreed on everything except the soul.*

# Seat to sky.

*folded, seat folds home, bundle stands · captured from the model, matched to the fa*

25%



50%



75%



seat begins its climb

seat folds into the back

legs gather beneath

THE DETAILS OTHER CHAIRS FORGOT

## Five reasons this chair got named

### 01 The velcro front pocket.

Sealed storage right under the seat lip — phone, sunscreen, one good paperback. Reachable without leaving the recline.

### 02 Real terry cloth.

Towel-soft, never sticky, drinks a wet swimsuit. The fabric your shoulder blades remember.

### 03 Two sculpted cup holders.

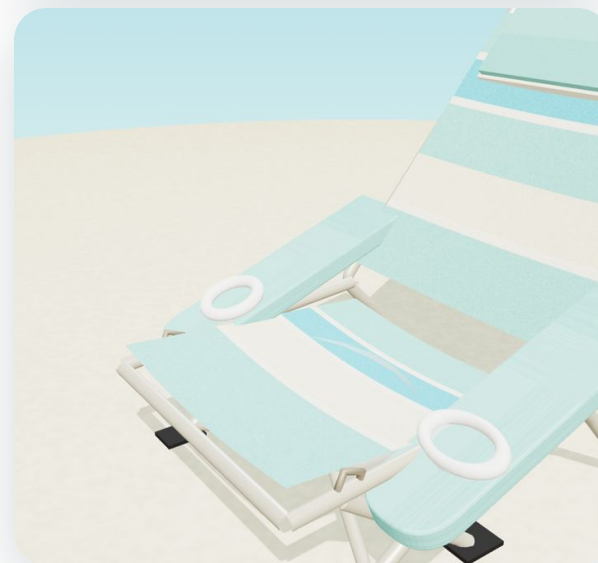
Rigid rings, mesh baskets, one round and one oval — exactly where your hands already are.

### 04 The one-motion collapse.

Pull and it blooms; push and it draws into a 37" bundle with its own bag. Verified frame-by-frame against the family video.

### 05 A pillow and three pockets.

Terry headrest with mesh pouch, under-seat cargo, seat-back stash. Designed by someone who actually sat down.



# One frame. Many summers.

*New skin. Same soul.*

The sling wraps the rails and closes at the velcro front pocket — which means the **entire fabric set slides off and swaps in minutes, no tools**. The frame is forever. The skin is a wardrobe. Order the second skin while the sewing shop still has the patterns out, and the chair changes clothes for every season of the family's life.

## BEACH TERRY

the launch edition — the aqua stripe Sophia & Ben grew up on

## POOL MESH

quick-dry Phifertex — splash-proof, chlorine-proof

## SUNSET CANVAS

print-ready 600D — bold patterns, birthday editions

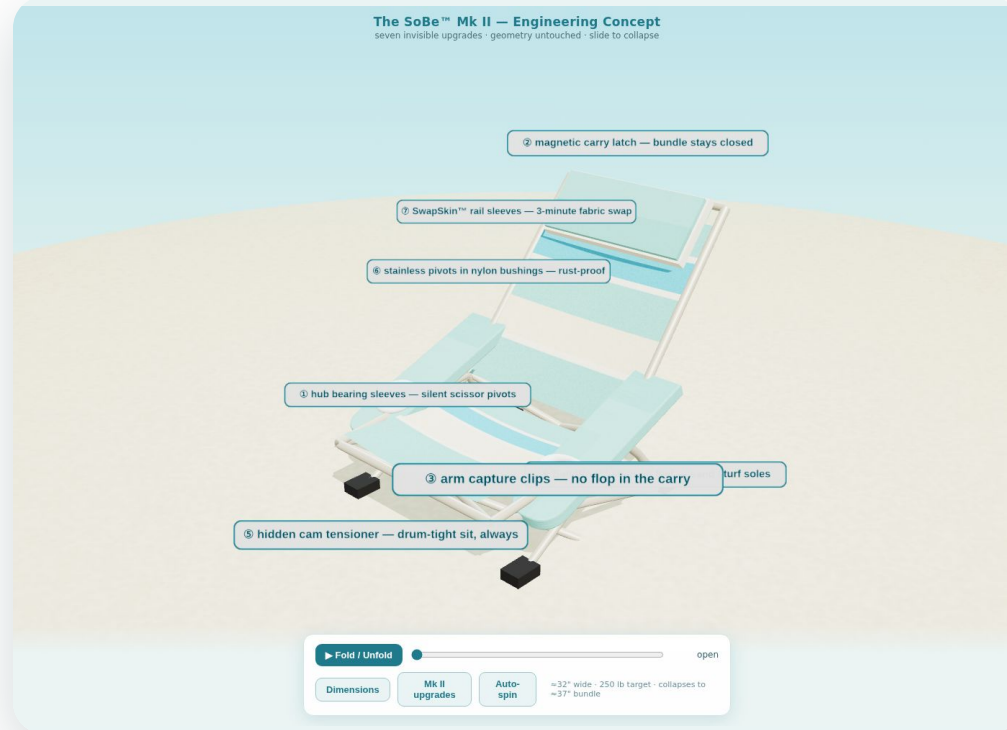
## HARBOR FLANNEL

brushed & cozy — bonfire nights, October beaches

*the swap: unhook the arms → open the velcro seam → slide off → slide on → re-hook. Done before the ice melts.*

# Mk II — seven invisible upgrades

*improve the metallurgy, never the geometry — if you can see the difference, we failed*



① **Hub bearing sleeves** — glass-filled nylon at every scissor pivot. The squeak dies today.

② **Magnetic carry latch** — the bundle holds itself closed for the walk to the car.

③ **Arm capture clips** — arms click home instead of flopping in the carry.

④ **SandPod™ feet** — snap-on soles: wide for sand, slim for turf, original look either way.

⑤ **Hidden cam tensioner** — lives inside the velcro pocket; takes up fabric stretch so the sit stays drum-tight for decades.

⑥ **Stainless pivots in nylon bushings** — the rust that killed v1 never gets a vote again.

⑦ **SwapSkin rail sleeves** — reinforced channels that make the fabric swap a 3-minute ritual, not a project.

*Every upgrade passes one test: Liza can't tell — until year ten, when it still feels new.*

## THE COMPETITIVE SET

# The SoBe vs. the beach aisle

*with respect to the Tommy Bahamas of the world — they make a fine \$60 chair. This isn't that.*

|               | Mass-market backpack chair     | The SoBe™                                        |
|---------------|--------------------------------|--------------------------------------------------|
| Fabric        | Fixed polyester sling          | SwapSkin™ terry system — changes in minutes      |
| Front storage | Open hanging pouch             | Velcro-sealed front pocket + three more          |
| Cup holders   | One floppy sleeve              | Two sculpted rings with mesh baskets             |
| The sit       | 5 clicky positions, none right | One perfect 50° recline, low to the sand         |
| Packs down    | Awkward shoulder fold          | One-motion bloom-to-bundle, 37" bag              |
| Made          | 500,000 at a time              | One. For Liza.                                   |
| Heritage      | None                           | Named for Sophia & Ben · est. 1990s, reborn 2026 |

*They sell chairs. This one's family.*

# How the dream gets paid for

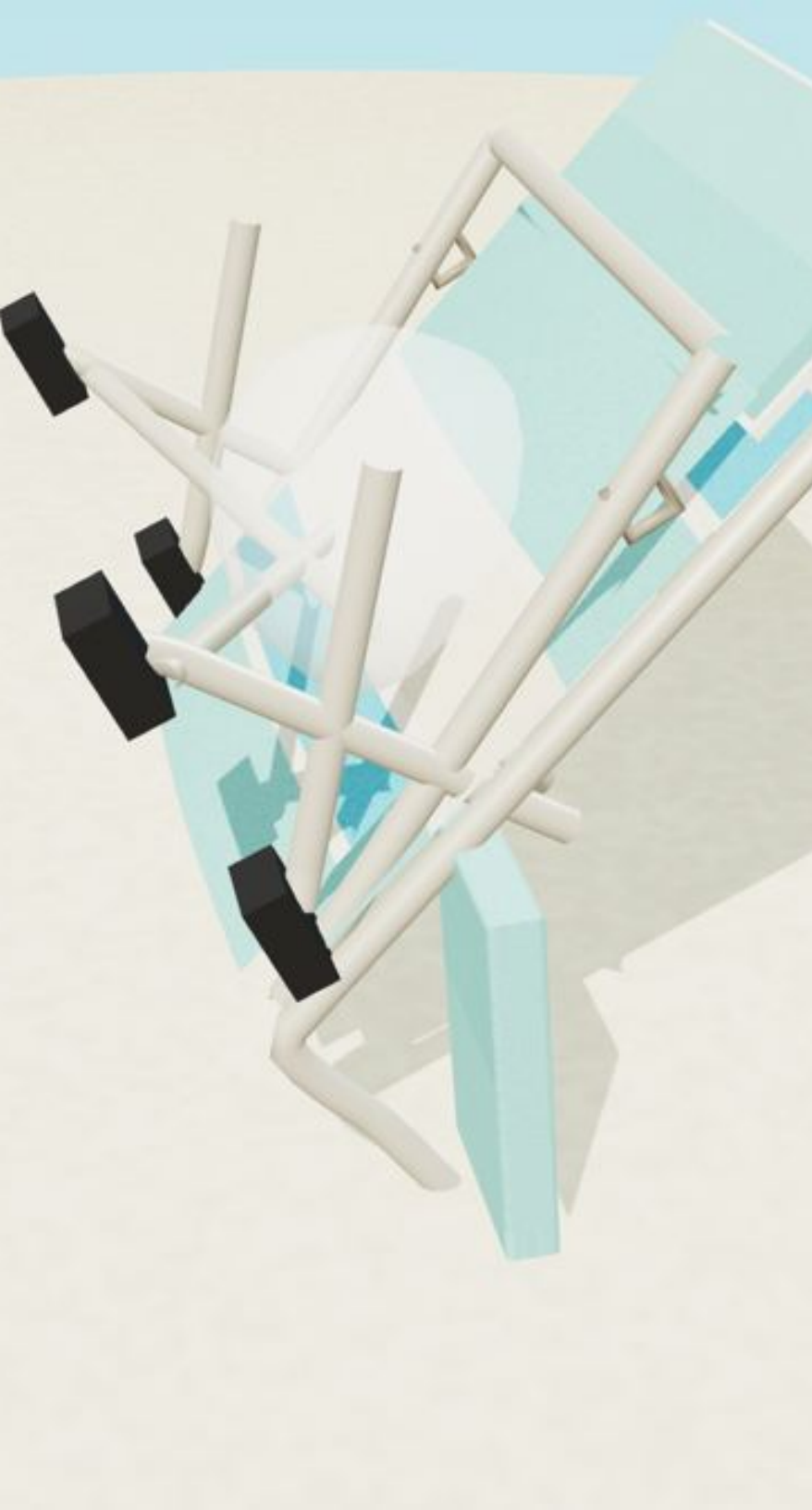
| PHASE         | WHAT HAPPENS                                                                                                     | BUDGET             | TIMELINE                     |
|---------------|------------------------------------------------------------------------------------------------------------------|--------------------|------------------------------|
| 0 · DONE      | Reverse-engineering: spec, 3D model, verified collapse kinematics, campaign                                      | \$0 — in-house     | complete                     |
| 1 · RESTORE   | Liza's original reborn: soft goods re-sewn from the originals + frame powder-coated almond + stainless hardware  | \$440 – \$840      | 3–4 weeks from vendor<br>yes |
| 2 · WARDROBE  | SwapSkin editions cut while the patterns are on the shop table (per skin)                                        | \$120 – \$200 ea.  | +1 week each                 |
| 3 · MK II     | New-build prototype, seven upgrades: CAD \$400–800 · frame \$900–1,600 · soft goods \$400–700 · finish \$200–300 | \$1,900 – \$3,400  | 8–12 weeks, winter           |
| 4 · THE FLEET | Optional dream: a short run of ten for the people the chair raised                                               | ≈ \$250–400 / unit | summer 2027                  |

## RISKS, NAMED

Terry colorfastness in match dye · vendor lead times vs. birthdays · one-of-one fabric loss in transit (insured, photographed, patterned before shipping)

## DEFINITION OF DONE

Liza sits down, closes her eyes, and says it feels the same. Everything else is commentary.



THE SOBE™

Same bloom.  
Same soul.  
Another thirty years.

*Named for Sophia & Ben.  
Built for forever summers.  
Made — once — for Liza.*

A ONE-OF-ONE RESTORATION · EST. 1990s · REBORN 2026