



HERCULE STUDIO

COLLECTION 2025 / 2026
RETAIL BROCHURE

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PARTNERS

*Galleries
Lafayette*

THE
CONRAN
SHOP

ASPORT

the CASHMERE THINGS

THAT

goop

SSENSE



Paris



Londres



Taipei



Seoul



Dubai



US



US



HERCULE STUDIO
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ABOUT HERCULE STUDIO

Hercule Studio is a French brand that creates and manufactures unconventional design sports objects. Through unique creations being half sports accessories, half decorative objects, Hercule Studio redefines how to workout and gives the power back to sports accessories in order to increase motivation.

Born from a passion for both *well-being* and *design*, the brand rethinks the sports universe with an innovative vision where emotions, poetry and aesthetics go beyond the pragmatic and performance-oriented dimension of sports.

Hercule Studio sports objects express *creativity*, *design* and *know-how* combined with the search for a *healthy* and *holistic art of living*.





BRAND'S AMBITION:

TO SPREAD WELLNESS THROUGH BEAUTY



THE 4 PILLARS BEHIND HERCULE STUDIO'S PHILOSOPHY

A FOUNDING MANTRA: *EXERCISE BEAUTIFULLY*

Seeing or touching something we like releases hormones related to well-being. Through its creations, Hercule Studio leverages beauty in order to enhance well-being.

FROM FRENCH 'ART-DE-VIVRE' TO THE FRENCH 'ART-OF-MOVING'

Hercule Studio creations are the result of French craftsmanship and know-how. The products have a soulful touch and spread a new French art-de-vivre in the sport universe.

A KEYLIFESTYLE THROUGH MOVEMENT

Hercule Studios believes that physical exercise increases physical and mental wellbeing. Movement stimulates good vibes, positive energies and feel-good.

THE POWER OF OBJECTS, TO MOTIVATE US

Objects convey emotions. Hercule Studio gives the power back to sports accessories, allowing them to surprise, amaze, and motivate us.

ARCHY EXERCISE MAT

PRODUCT

The Archy sculptural exercise mat is inspired by traditional Mediterranean architecture and its arched details.

Archy offers a pure, graphic and elegant version of the classic gym mat. Its arched silhouette stands out with larger dimensions than traditional mats and a curved relief that brings comfort and sensoriality.

- Ideal for fitness, Pilates, gentle workout, stretching & meditation
- Made in France
- 190 x 70 x 0,8 cm ; ultra lightweight : 1,2 kg
- Equipped with a Digital Certificate of ownership ensuring traceability

AVAILABLE IN

Plain colors



Printed colors



RETAIL ASSORTMENT RECOMMENDATION :

Sportswear, wellness and beauty,
lifestyle and accessories, home and design



MAR YOGA MAT

PRODUCT

Inspired by the 70's, the MAR wavy yoga mat offers a simple yet extravagant design.

Mar offers a revisited version of the iconic Archy mat, 100% dedicated to a yoga practice. Its organic and moving shapes remind the curved relief of the Archy mat, now expressed in the shape itself rather than on the surface. Its shape encourages yoga practice as much as it structures the space.

Mar brings style, motivation and uniqueness to any yoga session.

- Suitable for all types of yoga : Hatha, Yin, Vinyasa ...
- Made in France
- 180 x 70 x 0,8 cm
- 2,4 kg
- Strong grip

AVAILABLE IN

Plain colors



RETAIL ASSORTMENT RECOMMENDATION :

Sportswear, wellness and beauty,
lifestyle and accessories, home and design



GALE COMFORT PAD

PRODUCT

Designed as a "sports pillow" or a « mini mat » that is comfortable, multifunctional and nomadic, the Galé comfort pad can be used alone or in addition to a mat.

Used alone, it is like a mini mat useful in small areas such as hotel rooms when travelling or tiny apartments. In addition to a mat, it provides extra comfort to the most sensitive body areas.

Together with the Archy and Mar mats, it creates an original and complementary 'mix-and-match'.

- Ideal for fitness, Pilates, yoga, gentle workout, stretching, meditation & yoga
- Made in France
- 30 x 58 x 0,8 cm
- Ultra lightweight : 0,135 kg

AVAILABLE IN

Plain colors



Printed colors



RETAIL ASSORTMENT RECOMMENDATION :

Sportswear, wellness and beauty,
lifestyle and accessories, home and design



AIR & MAT PURIFYING SPRAY

PRODUCT

2-in-1, the Air & mat purifying Spray was developed in the South of France. Designed in close collaboration with a local perfumer, it offers a double usage.

Before practice, it energizes the training space and immerses the user into a unique olfactory experience.

After practice, it sanitizes the mats and pad with its purifying natural essential oils.

- Purifying notes of thyme, citrus, lavender & eucalyptus
- Intense & energizing notes of saffron & oriental spices
- Calming notes of cedar & vanilla spices
- Sold with its branded microfiber cloth & its protective packaging

AVAILABLE IN 300 ml

RETAIL ASSORTMENT RECOMMENDATION :

Wellness and beauty, home and design



SOCA MAT CARRYING STRAP

PRODUCT

As an extension of the brand's philosophy, Exercise Beautifully, the mat carrying strap Soca borrows its design from the craftsmanship of leather goods, saddlery and weaving. Soca strap responds to our nomadic lifestyles, allowing Archy and Mar mats to be carried with style and distinction to train in the desired place.

Composed of a harness and a removable strap, the Soca strap can be hold in 3 different ways depending on preferences.

- Made of vegetal leather & woven cotton, gold finish
- Fits several mat diameters
- Available in a single timeless color; camel & beige
- Sold in its specific packaging

AVAILABLE IN Only in one color

RETAIL ASSORTMENT RECOMMENDATION :

Lifestyle and accessories, home and design





CAPSULE COLLECTION X UCHRONIA

PRODUCT

To celebrate the Olympics, Hercule Studio teamed up with Uchronia, a Parisian collective of interior designers, to create 'Season Fever' collaboration.

It explores the two seasons of yoga and how color therapy impacts the mood.

Summer & Winter products create a bridge between French craftsmanship and sports & design universes.

- Made in France
- 2 unique & limited edition printed designs
- Designer, colorful & signature collection
- The ultimate combination of sport & design

COLLECTION

Winter

Summer



CAPSULE IBIZA COLLECTION X LESLIE DAVID STUDIO

PRODUCT

Hercule Studio has teamed up with Leslie David, an artist inspired by Mediterranean atmospheres, to create the “Breathe In & Dance Out” capsule collection.

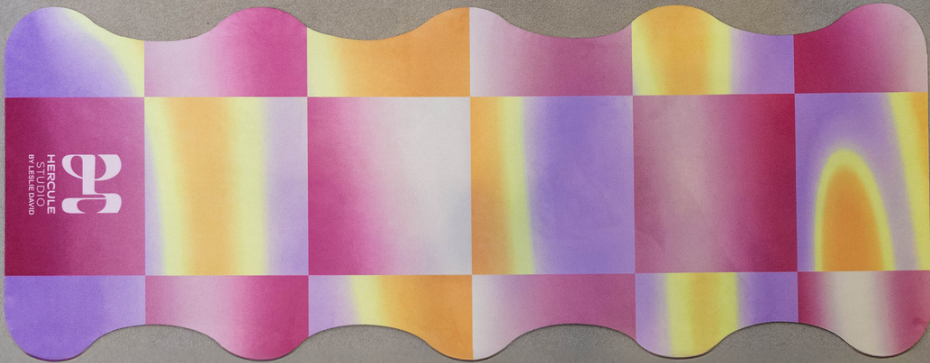
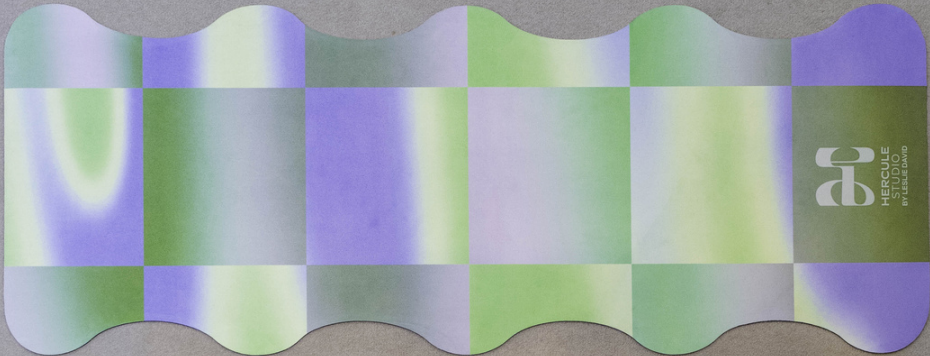
This collection combines Leslie David's Bright and colorful universe with Hercule Studio's fluid and elegant design.
The limited edition mats, Breathe-In and Dance Out, evoke movement, light, and balance, embodying a bridge between French craftsmanship, well-being, and the practice of yoga.

- Made in France capsule collection
- 2 designs inspired by Ibiza
- Designer, colorful & signature collection
- The ultimate combination of sport & design

COLLECTION

Breathe-In

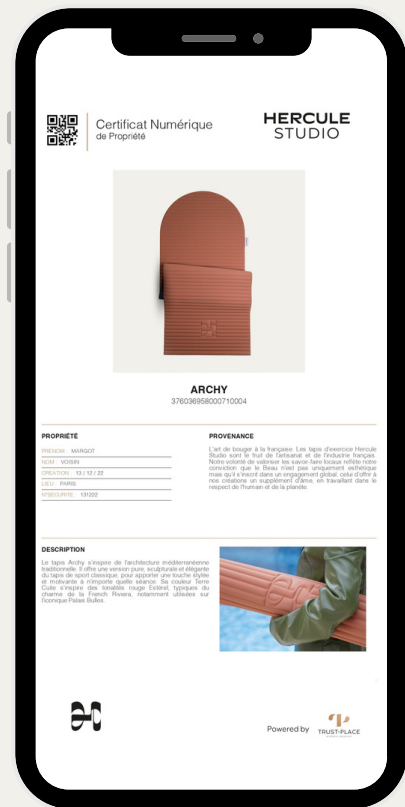
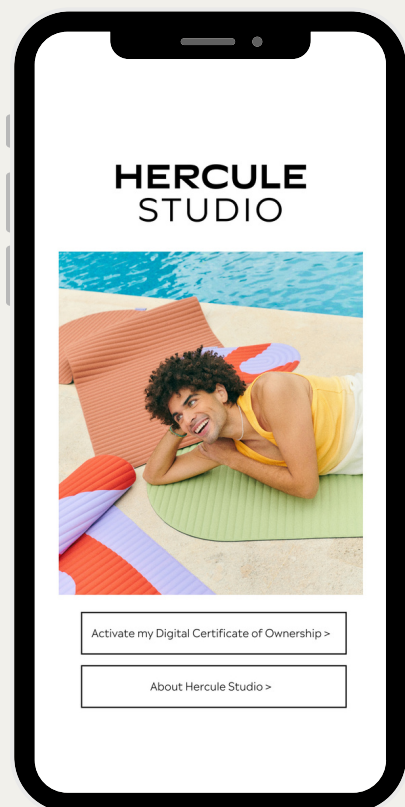
Dance Out





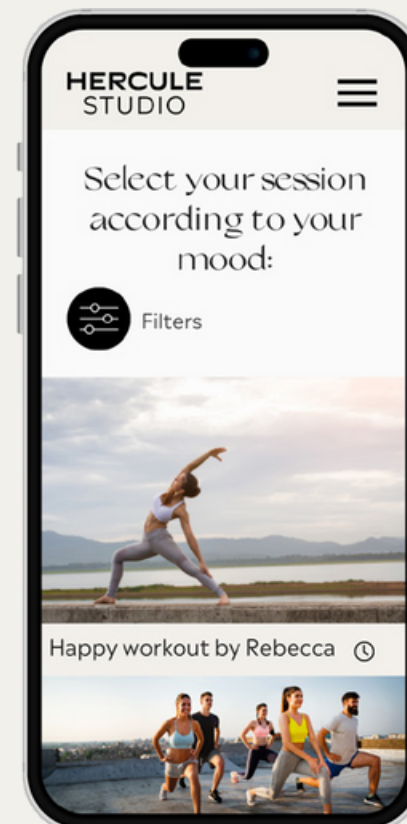
a Blockchain-protected

Digital certificate of ownership. It guarantees the authenticity, traceability and value of the product. It gives access to privileged information about its manufacture and enables the purchaser to access exclusive services.



THE "STUDIO HERCULE" DIGITAL PLATFORM

Every purchase of an Archy Exercise mat includes access to the “Le Studio Hercule” digital platform, via activation of the Digital certificate of ownership. Le Studio Hercule offers a variety of 15- to 30-minute sports sessions, designed by certified partner coaches.



FOUNDERS



Hercule Studio began as a meeting of minds between two former top-level athletes, one from Paris and the other from South of France, who share a passion for sport as well as an aesthetic vision of life.

“ We cultivate what makes us feel good: sport, projects and objects. Objects play an important role in our lives, because they have the power to make us happy.

Hercule Studio is the sum of all this. Through the creation of our sports objects, we aim to reenchant your sports practice and make you feel good.”

Jay and Jeremy

PRESS

VOGUE

'In addition to a unique design that enhances the workout, its curved shape ensures a comfortable Pilates or strength training session.'

Forbes

'Hercule Studio combines sport with pleasure by blending sporting needs with aesthetics. Each creation meets the highest standards of design and ergonomics.'

L'OFFICIEL

"Hercule Studio makes physical training an enjoyable and sustainable experience, where beauty is a source of motivation and well-being."

E L L E

'They are easy to carry and perfect for boosting your workouts, to have at home or at the club. For maximum comfort, take the Archy mat!'





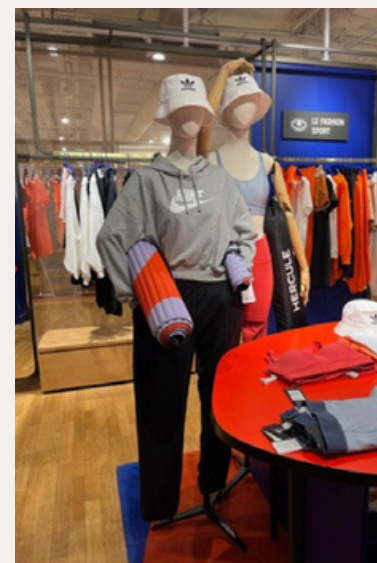
MERCHANDISING



Mix-and-match
self-service products



Display table with a
composition of products for 'real-life' simulation



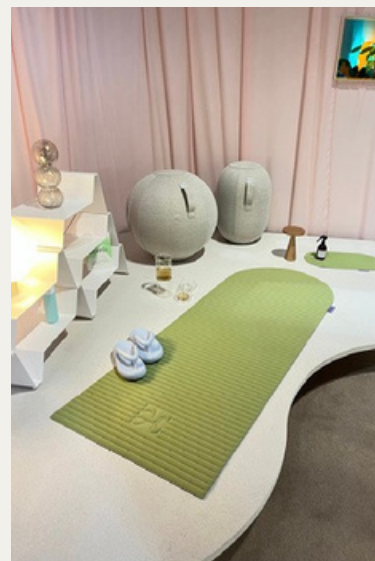
Model with product



Objects displayed on
shelves like decoration



Mat on hangers as
a fashion statement



Objects on display
like an exhibition



Mats presented in
their dust bags



Products on display in
a sporting atmosphere



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Let's exercise
beautifully together

