



SHADOWSPEC UMBRELLAS
CAFÈ & RESTAURANT LOOKBOOK | 2024



Shadowspec Umbrellas

Shadowspec is the trusted provider of superior shade backed with first-class customer and product support around the globe. Our patented and trademarked designs are integrated with marine-grade durability to create a seamless, stylish and functional aesthetic. Every component has been designed and engineered to survive in the wild. The result is refined, effortless shade systems.

Create memorable experiences
for your guests

DESIGN **YOUR** SPACE

So, you're sold on having a new outdoor space? Great but, where to start? We've put together practical design tips to bring your brand-new-money-spinner to life. The focus is going to be on function, comfort and profit. Whether you're trying to serve up the best food and wine or trying to be the trendiest restaurant in town, all restaurateurs have the same goal: 'Provide an excellent customer experience'. It's time to think outside the box for your outdoor space. Perhaps your customers would enjoy live local music, relaxing on loungers as opposed to chairs, sipping on cocktails from an outdoor bar or having an intimate get together with their loved ones. Whatever path you find yourself on, make sure function is front-of-mind.



Create an outdoor space your patrons want to spend time at



PLAN **YOUR** SPACE

Look at your outdoor space and analyse it's potential. Identify who your ideal patron is and what are they looking for. Do you need space for a band, or different seating options for people who need to lounge? Is your outdoor space going to be used for a specific segment of your clientele? Once you've got clarity on how you want to use your space, it's time to gather inspiration. Don't be tempted to ignore your current interior design choices when moving into the outdoor realm. Consistency is important when designing any hospitality space so think about the fixings you have, your current color palette, the atmosphere you've created indoors and how you want it to flow outdoors.



Create an area that feels relaxed



BUILD YOUR SPACE

There are lots of little details that go into creating the perfect dining experience in the perfect outdoor space. Tables and chairs. Salt and pepper. Entrées and Mains. There are also other things to consider such as; color, it is a powerful tool in any design arsenal. Color can improve moods, sway thinking, increase appetite and affect the energy in a space. Think about how you want your guests to feel. How can you inject color into your outdoor area to influence and amplify these emotions? Lighting is also powerful. With the right lighting strategy, you can create ambience and enhance your customer's dining experience, you'll make it easier for your guests to snap a few shots for social media too. Lastly, if we're being practical, you will need to consider comfort for all weather conditions. Your customers will need shade from the sun during the daytime, warmth from the cold during the night-time and protection from the rain, any time.



Have a great first impression on your patrons.



INVEST IN **YOUR** SPACE

Our key suggestion is to approach your space with a quality-first mindset, which will push you above and beyond the competition. Don't risk purchasing cheap outdoor furniture and fixings from local hardware stores or in bulk from low-quality manufacturers. Always choose a quality investment that will push your establishment to the top of the pile. You don't want to get lost in an endless sea of options for patrons. The allure will always be there to save on upfront costs but that can be detrimental to the look and feel of your space. Nothing is worse than spending money on a revamp only to investigate your competitors' space and realizing you've brought the same cheap tables and umbrellas as them and now your spaces look the same.



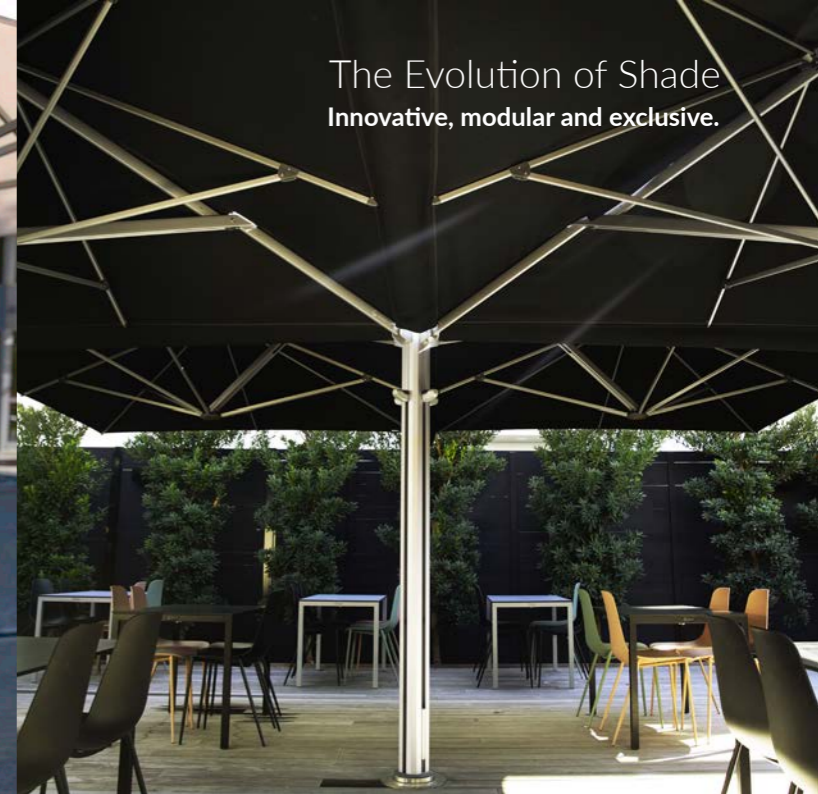
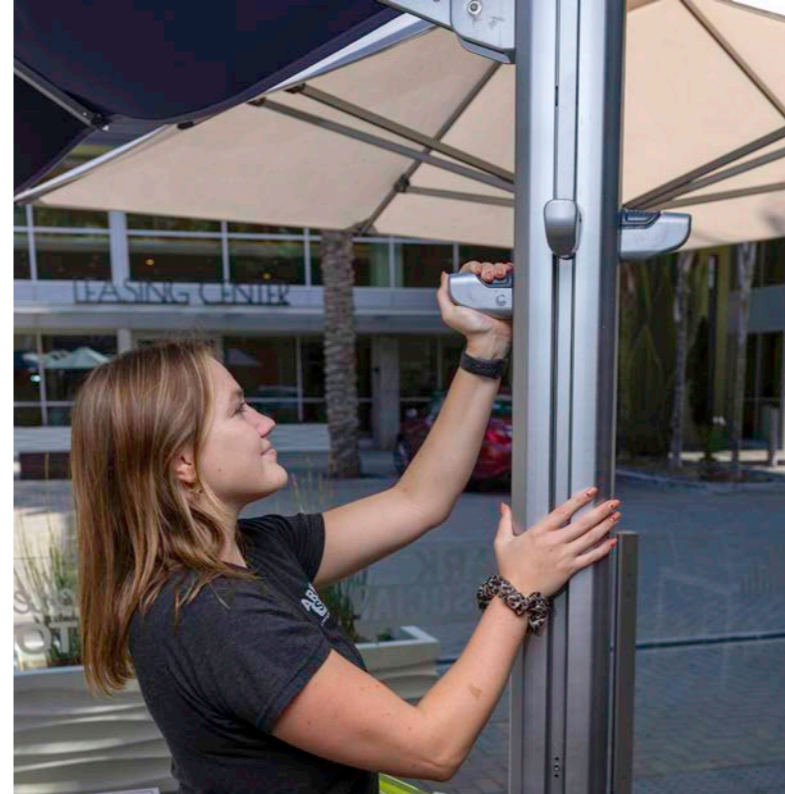
ARMORY

IRONHAND

IRONHAND WINE BAR

IRONHAND WINE BAR





SHADOWSPEC UNITY™

MULTI-CANOPY CANTILEVER UMBRELLA

The Shadowspec Unity™ consists of up to four canopy frames that open independently of one other. Crafted with marine-grade aluminium and stainless steel, every component has been designed and engineered to survive in the wild. This flagship model is easy to open and close with gas assisted lift, offers shade of up to 36m², and is backed with best-in-class warranties. Ease-of use and quality is what sets us apart. Let yourself and patrons experience the Shadowspec class.

Choose your shape, size and fabric



Precision Engineered Ambience
Elegant, innovative and resilient.



SHADOWSPEC **SERENITY™**

ROTATING CANTILEVER UMBRELLA

The Shadowspec Serenity™ is our single canopy cantilever umbrella. Crafted with marine-grade aluminium and stainless steel and hand-built in our headquarters. This flagship model is engineered to last. Your customers can rotate thier way to perfect shade anytime of the day. Shadowspec draws from over 25 years of shade experience to provide you with the world's best outdoor cantilever umbrella.

[Choose your shape, size and fabric](#)

SU2

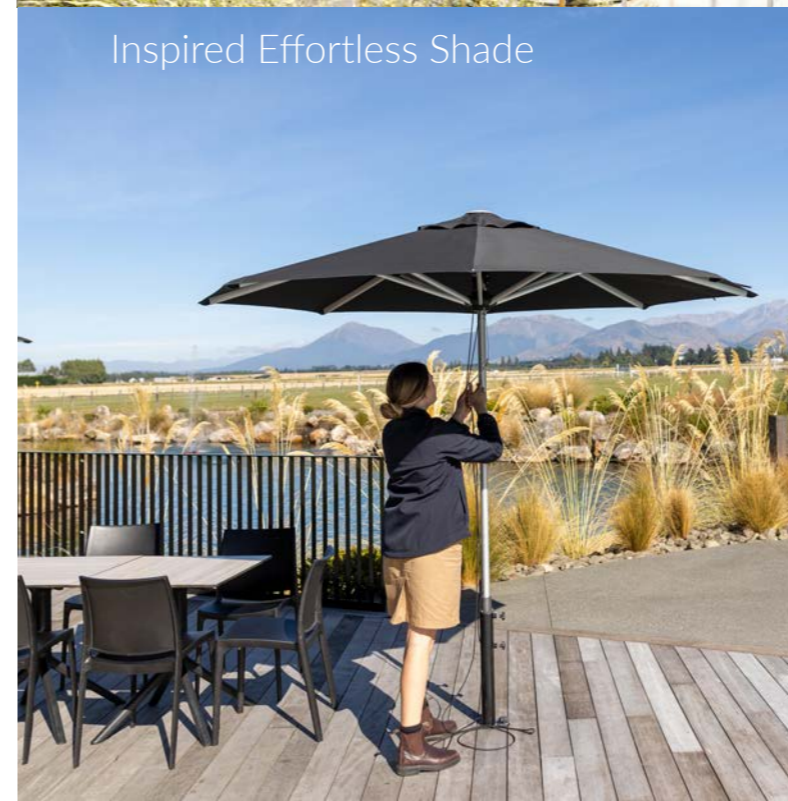
THE CAFÉ & RESORT UMBRELLA

The SU2 umbrella is designed to fit in every outdoor space. These umbrellas come at a lower price point therefore reflecting a lower quality and class but are still strong for everyday use with a commercial-grade pulley rope to make it easy to open and close. The SU2 also comes with marine-grade and stainless-steel components.

Choose your canopy fabric colour



Inspired Effortless Shade



Case Study



shadowspec

umbrellas with distinction

Contact: info@shadowspec.com