



**MEDIA
KIT 2026**

SHĀ'-NAY PARIS

North American Textile Artist,
Behavioral, Health Practitioner, and
Founder of Boho & Knots Macramé.

Founder Bio

MULTIDISCIPLINARY TEXTILE ARTIST &
BEHAVIORAL HEALTH PRACTITIONER

ABOUT

Shā'-nay Paris is a North American multidisciplinary textile artist, educator, and behavioral health practitioner who was born and raised in Québec – she's currently based in the Great Lakes Region near Lake Ontario. She has mixed lineage tied to the lands of the Eastern Woodlands that spans areas we know today as the Maritimes, New England, and the Mid-Atlantic (including parts of Appalachian region). She also has lineage to France and the EU by way of French Creole ancestry.

She founded a [w]holistic wellness business called Boho & Knots Macramé™ drawing on over 25+ years of work experience in wholistic behavioral health programs & services for both common and diverse communities mostly across Ontario. She specializes in sensory engagement work by using the textured, somatic, and versatile adaptation of traditional arts like handweaving, hand knotting, and twining (more commonly known as macramé). Shā'-nay, like others, have found the embedded organic technology and material science of the relational art forms have been practiced by diverse cultures, nations, and civilizations since ancient times.

One of her biggest inspirations for the traditional art can be traced to the first civilisations of the Americas, Caral-Supe (aka Norte Chico).

In her behavioral health practice, Shā'-nay integrates fiber art, elements of nature (including land-based gatherings and excursions), and principles of STEM-adjacent to help make processing, integration, creative expression more accessible – especially for culturally and neuro-diverse groups. In her work, she prioritizes inclusivity, adaptability, and sensory-friendly (eco-conscious and organic) approaches, and engagement using human-centered design principles, nature, and organic materials.

For Shā'-nay, macramé is more than an art — it is a living, tactile, textured tool that serves as a universal language for wellness, affirmation, and fostering meaningful connections. Through her signature collections, such as the Macramé Affirmation Dolls™ and scalable Symbols and Stories™ wall hangings (and her other designs), she demonstrates how textures, fibers, and hands-on somatic movements support memory recall, integration, and growth — in addition to skill building (ie: EQ, fine motor, mindfulness, and creative problem solving).

Her work takes macramé beyond the knot, thread-by-thread, by transforming it into a modality that's relational to all – including those engaging through diverse strengths, sensory processing differences, and unique ways of experiencing the world

Boho & Knots Macramé™ provides experiences and pathways that nurture individual, team, and community empowerment by transforming macramé into a shared and sacred language of wellness.



Shā'-nay Paris, Founder, Artist, and Behavioral Health Practitioner at Boho & Knots Macramé™

SHĀ', -NAY PARIS

WHAT GROUNDS OUR WORK



MATERIAL & PRACTICES

Our creations are rooted in materials that honour both the body and the earth, enhancing accessibility through thoughtful, sensory-friendly choices.

We prioritize using and promoting the following:

- Low-irritant Materials – gentle for sensory systems, shaped by earthy colour palettes and minimally processed, naturally derived fibers and materials.
- Eco-consciousness – sourced with care to reduce environmental impact and encourage mindful consumption.
- Organic & Biodegradable Offerings— natural fibers that return to the earth gracefully, with ease, and with minimal harm.
- Repurpose-able & Sustainable Materials – designed to be reused, re-imagined, and carried forward for a second life.
- Textured Inclusivity & Curiosity – inviting touch, presence, and accessibility through sensory-friendly design.
- Every knot, thread, and fiber is chosen to cultivate wellness, belonging, and a safe integrated experience.

VISION

To make [w]holistic wellness accessible through tactile, organic art and land-based activities that are sensory-friendly, inclusive, and meaningful for diverse community groups, families, and individuals.

MISSION

We aim to continue to create textured art and sensory-engaging practices that are sensory-engaging, integrative and relatable to support all empowered, wellness, and innovative goals.

MOOD BOARD



VALUES

People & Community:

- Inclusivity
- Accessibility
- Community
- Diversity
- Reciprocity

Culture, Story & Lineage:

- Authenticity
- Traditional Teachings
- Culture & Heritage
- Intergenerational Resilience and Growth

We create spaces where every body, sense, and story is welcomed, affirmed, and held in mutual care.

We honour the threads of ancestry, lived experience, and cultural knowledge that shape our work and guide our relationships.

Earth, Materials & Sustainability:

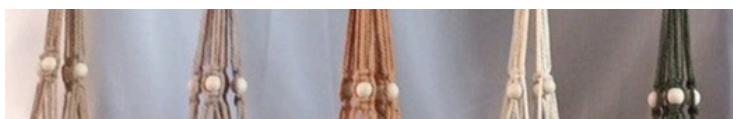
- Sustainability
- Eco-Consciousness
- Nature
- Minimalism

Creativity, Growth & Innovation:

- Creativity
- Innovation
- Education
- Health & Wellness

We choose practices and materials that respect the earth, support mindful consumption, and nurture ecological balance.

We believe creativity is a natural part of human life – a pathway to wellness, learning, and collective growth.



PHILOSOPHY

We believe creative expansion is a natural part of human life — a way the spirit grows and the community heals. At Boho & Knots Macramé™, our work amplifies this innate creativity through sensory-friendly materials and textured art forms that invite touch, presence, and accessibility.

By weaving eco-conscious practices with inclusive design, we make wellness not only visible but tangible, ensuring that art becomes a sanctuary where everyone can belong.

Through art, ceremony, and community, we nurture resilience, connection, and restorative joy — crafting experiences that are as gentle on the senses as they are on the planet.



PIECES FROM OUR SIGNATURE COLLECTIONS

These works embody tactile storytelling, transforming textures and knots into shared languages of resilience, connection, and growth.

Symbols & Stories™ Wall Hanging Collection



Seasons, Dreams, & Lineage™.

Feathers, beads, and textures form a ceremonial dreamcatcher inspired textile, embodying cycles of life.



Layers of Becoming™.

A tactile wall hanging that unfolds identity, memory, and meaning through detailed and layered artistry.



Tree of Life & Legacy™.

A tactile wall hanging that unfolds identity, memory, and meaning through textured threads & fibers.

Macramé Affirmation Dolls™ Collection



Wildflower™ Series

This series embodies creative freedom, artistic exploration, and blossoming. She carries stories of poetry, music, and textures of authentic expression.



Family Threads™ Series

Honouring the bonds that weave generations together, carrying stories of care, continuity, and belonging. A series that reflects continuity and collective story-making



Soft Life™ Series

She embodies ease, grace, and gentle resilience – where simplicity becomes a sanctuary for growth, connection, and restorative living.

Use Button Below to View Our Portfolio.

[CLICK HERE](#)

Stats, Reach, & Expansion

Limited posts, lasting impact: our macramé offerings are drawing wide attention – across borders!

Our reach reflects the strong resonance of our work, even in its early stages. Most impressions and engagement has been captured within a short posting window, with limited but intentional sharing. Campaign launches to come in 2026.

Despite posting irregularly, our dolls have quickly emerged as the most engaged collection, with select pieces—like our featured doll on Pinterest—drawing significant viewership. These early stats signal the expansion potential of our macramé offerings as visibility grows. Our wall hangings are mostly shared in private pages but also are popular even without us sharing the full details of embedded in the framework.



STATISTICS

4,800k+

average monthly page views

34-44 / 55-64

top age groups

4.8/5.0

average group rating

4000+

top members across platforms

MY SOCIAL MEDIA AUDIENCE

90%
women

72%
android users

50%
foreign



MOST ENGAGED & POPULAR DESIGNS

Macramé Affirmation Dolls™ Collection
Textured, Diverse, Sensory-Friendly
Figurines & Collectables
Symbols & Stories™ Collection
Scalable Wall Hangings

RELATED WORKSHOPS, TRAININGS, & COLLABORATIONS



Photo Credit: Shā'-nay, Boho & Knots Macramé™ Macramé

- ✓ As an expansion to her initial wellness business, in 2022, Shā'-nay introduced art to her offerings and launched her first series of online macramé workshops, providing an accessible and inclusive spaces for textured art and somatic practice. By 2023, she expanded into outdoor, land-based gatherings across the GTA with the goal to integrate nature, art, and community connection creating a behavioral health eco-system. Her work reflects her commitment to accessibility, cultural responsiveness, and restorative practice using sensory-friendly, eco-conscious, and sensory safe materials. Boho & Knots Macramé™ is among the few macramé art and behavioral health initiatives offering immersive land-based workshops in the GTA and across Canada.



Photo Credit: @photojennix

- ✓ In 2024, Shā'-nay became an alumna of the Toronto Metropolitan University's (TMU's) WE-HUB (Women's Entrepreneurship Hub), a skills-based program supporting women entrepreneurs through training, mentorship, networking, and market testing. WE-Hub empowers hundreds of women to launch and grow businesses across the GTA, fostering innovation & community impact. She is one of the WE-Hub alumna who are featured on TMU's WE-Hub Business Spotlight page - which coincides with a 2026 article written (in collaboration with TMU's Diversity Institute) about her work.



Photo Credit: Shā'-nay, Boho & Knots Macramé™ Macramé

- ✓ In October 2025, Shā'-nay collaborated with local creatives and makers for a pop-up exhibition in Toronto's vibrant Kensington Market. The initiative brought together artisans, makers, and small businesses during Pedestrian Sundays. The event featured a vendor space for a creative community rooted in care, connection, and sustainability. Through this collaboration, Shā'-nay shared macramé works alongside diverse creators, contributing to a collective experience that uplifts artistry and fosters meaningful community engagement. Photo captured by Shā'-nay after learning the first purchased piece of the day was heading to Denmark.



- ✓ In November 2025 launched The Ancestral Waves Project™ (AWP) which is an art-based research (ABR) initiative, using Sensory Genealogy™, that explores lineage using regenerative, restorative, and storytelling through art. By weaving macramé with intergenerational themes, Shā'-nay aims to contribute to a collective practice that honours memory, uplifts diverse voices, and creates new pathways for community sensory wellness and creative expansion. The initial iteration of the project (Series I) focuses on migration waves of the Atlantic Intra-diaspora, from the Maritimes, who moved west (permanently or temporarily) to Montréal.



Photo Credit: Shā'-nay, Boho & Knots Macramé™ Macramé

- ✓ So far in 2026, Shā'-nay has been an active participant in innovative national training programs that engage and promote sustainable collaborations to provide professional development for businesses and those exploring entrepreneurship. These opportunities are centred in skill building, mentorship, and sustainability to strengthen growth for business owners and future leaders across the nation. In recognizing the importance of leveraging local and domestic networks, those who are part of the related programs get to tap into multiple markets that benefit businesses owners at the scaling phase. She's also a member of North American and International textile, weaving, and art-research and art- tourism communities.

Her and a colleague (since 2022), Rachelle Casseus (Ontario Licensed Psychotherapist) are also expanding their joint-venture The C.H.A.N.G.E. Project (TCP) by introducing elements of Boho & Knots Macramé™ into one of the TCP streams called The Stories of Her Wellness Collective.

Overview of Offerings

01



Workshops, Programs & Trainings

- Exclusive and premium ceremonial and art-therapy workshops
- Group and 1:1 format workshop art & wellness based
- Flexible workshop formats (online, in-person - including land-based)
- Workshop, programs, and training licensing & consulting
- Sustainable and aligned collaborations, partnerships, and sponsors

02



Sales & Distribution

- Custom and commissioned works
- Limited-edition ceremonial and wellness art pieces
- Premium collections and small-batch orders
- Wholesale and consignment partnerships/collaborations
- Monthly subscriptions - curated packages of wellness art packages

03



DIY STEM Kits

- Hands-on macramé DIY kits for accessibility and creativity
- STEM-aligned kits integrating tactile learning and design thinking
- Sensory-friendly and eco-conscious materials
- Educational formats adaptable for schools, community groups, and families

04



Digital and Print on Demand (POD) - Products Coming Soon!

- Stationary and visual aids
- DIY and STEM Kit digital instructions
- Macramé webinars, courses, and trainings
- Branded macramé merchandise and stationery
- Seasonal collections aligned with exhibitions and community themes



COLLABORATION OPPORTUNITIES & WAYS TO WORK WITH BOHO & KNOTS MACRAMÉ™™

We believe in sustainable, aligned collaborations that nurture community, creativity, and collective wellness.

Engagement Pathways

- Workshops & Trainings**

Online, in-person, and land-based formats blending art, wellness, and ceremony.

- Licensing & Consulting**

Strategic guidance for organizations, schools, and wellness practitioners.

- Sponsorships**

Aligned partnerships with brands, community groups, and cultural initiatives.

- Wholesale & Consignment**

Limited-edition art pieces available for curated retail spaces.

- Subscriptions & Kits**

Monthly packages, DIY macramé kits, and STEM-aligned creative learning.

- Custom Commissions**

Bespoke ceremonial art pieces and legacy wall hangings.

Partner Ecosystem

- Diverse Family Structures & Individuals

- Communities, Cultures, & Wellness Groups

- Specialists, Social Service Sectors & Health Networks

- Makers, Eco-Tourism & Environmental Ecology

- Occupational Health & Safety and Governance

- Tech Enterprises, Corporate, Unions, and Legal Services

- Academic Systems, Schools and Arts-Based Research

- Sensory Genealogy & Celebrations of Life Services

- Retirement, Long-Term Care, and Rehabilitation

- Newcomer & Settlement Transition Services

- Outdoor, Recreation, and Land Stewardship

- Hospitality & Tourism

LAND-BASE, TEXTILE, EXPERIENTIAL LEARNING WORKSHOPS & COMMUNITY EVENT SNAPSHOT RATING



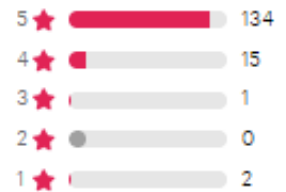
Photo Credit: Shā'-nay, WAL Group



Women - Adventure & Leisure
Toronto, ON

Average event rating

4.8
★★★★★
based on 152 ratings
across all events



TESTIMONIALS LAND-BASED & CREATIVE EXECURSIONS



Photo Credit: Shā'-nay, WAL Group

“

Joann, Business Owner - Toronto

“Thank you Paris for organizing everything...it was a pleasure to be part of [the 4 day Northern Quebec & Montreal weekend retreat]. We are such a diverse group and we did so well getting along! Everyone was so respectful of others!”

“

Tracy - IT Developer Toronto

“I am overflowing with respect, love, and gratitude! Paris, you've done an incredible job creating and organizing a safe inclusive space where women can feel accepted, grow, and build meaningful connections...and have lots of fun!!! I'm so happy I found this group!”

“

Trish, TV & Film (Toronto)

“Thanks for the [weekend camping getaway]. I've never done anything like that before. It's very hard for me to meet people and make friends. So thank you for providing the opportunity for the possibility”

“

Kelsey - Psychologist, Toronto

“Paris is a lovely human and an excellent coordinator!”

COMMUNITY COMMENTS ON DESIGNS

Feedback

“I absolutely love your designs; they are stunningly beautiful...”
A. Simmonds

“You are so talented...”
Sonya P.

“{Your work is beautiful}...seems you really enjoy what you're doing. You can tell by the love you put in it”. S. Jackson

“Absolutely stunning!!!”
D. Laflamme

“I've seen macramé dolls on FB but yours are great and come with teachings and purpose”. E. Wright

Feedback

“These are so sweet. Love your work...your talent flows.” T. Drummond

“This looks really good! Can't wait to see what's next!”
S. Dube

“Creating is your calling... I am mesmerized. Truly, truly mesmerized.” Angele N.

“Wow your macramé is beautiful!!! The designs are so intricate”. Nadine

“Love your work...especially the dolls. Your work is amazing...”.
Shakira J.

“Sissss this is amazing!!! So beautiful”. Angie B.

SPONSORSHIP & RECIPROCITY OPPORTUNITIES

We welcome aligned partners who wish to support accessible, sensory-friendly, and community-rooted creative work. Each partnership is honoured through reciprocal offerings that uplift our collaborators and reflect the shared values behind our practice. We welcome conversations about aligned sponsorships and reciprocal partnerships that honour community, creativity, and accessibility.



1. Seed Partner:

Entry-level support that nurtures emerging ideas and community access.

Reciprocity:

- Name listed on select materials (optional)
- A thank-you mention in seasonal updates, newsletters, or blogs

3. Weave Partner:

Support that helps interlace community programming, outreach, and sensory-friendly experiences.

Reciprocity:

- All Roots Partner acknowledgements
- Recognition at events or exhibitions
- Opportunity to co-host or
- co-brand an aligned workshop or community offering

2. Roots Partner:

Support that strengthens foundational programming, material, and our accessibility initiatives.

Reciprocity:

- All Seed Partner acknowledgements
- Logo or name featured on select workshop materials or event pages
- Priority invitations to community events

4. Bloom Partner:

Support that allows creative wellness programs, land-based gatherings, and cultural collaborations to flourish.

Reciprocity:

- All Weave Partner Acknowledgements
- Featured partners spotlight (website, materials, or events)
- Invitation to behind-the-scenes previews or creative development conversations

5. Legacy Partner:

Deep, long-term partnership supporting sustainable growth, accessibility, and intergenerational impact.

Reciprocity:

- All Bloom Partner acknowledgements
- Co-designed initiatives or long-term collaborations
- Invitation to strategic conversations or advisory circles (as/if applicable)
- Recognition as a foundational supporter of Boho & Knots Macramé™™ initiatives



info [at] bohoandknots.com
www.bohoandknots.com



GET IN TOUCH

Get in touch to collaborate, commission, or co-create. Boho & Knots Macramé™ is always open to weaving new stories that cultivate wellness. Connect with us to explore how we can design meaningful experiences together that last.

We invite aligned collaborations that foster creativity, sustainability, community care, and collective wellbeing.