



CONTEMPORARY HOME
by Asiatic London





EST. 1960



“ Creativity is the heartbeat of our company “
Sharon Kelaty

Our Story



Our journey began in 1960, when Soli Kelaty founded Asiatic Carpets. He started out by supplying oriental carpets to retailers in and around London, working out of his van and garage. Soli moved into his first premises in Finchley in 1962 and began specialising in Indian & Chinese carpets as well as Persian goods.

Soli's daughter Sharon joined the family business in 1985, the father-daughter team propelled Asiatic into an integral market-leading brand. The company continued to grow, quickly opening a Beijing office, which enabled Asiatic to lead the way in standardising products and delivering in volume. In 1994, Soli's son Freddy, also joined the family team.

With a background in Art & Design and a drive to deliver the best quality, Sharon introduced a new modern style, incorporating techniques learned from traditional rug making. As the desire for fashion-oriented ranges increased Asiatic introduced the first of the modern Chinese collections in 1998, and we quickly became recognised as leaders and innovators, a position proudly held to this day. In the same year, we also launched our first machine-made collections, an innovative production process that continues to develop new and unique finishes. Innovation is at the core of our ethos. We continually invest in research and development to create rugs that not only meet but also exceed the evolving needs and preferences of our customers.

Our unwavering dedication to quality is the cornerstone of our success. Each rug we produce undergoes rigorous quality control measures to ensure it meets our exacting standards. We have honed our expertise to deliver the finest quality and service to our customers. Our legacy in the rug industry is a testament to our commitment to craftsmanship and innovation.

With a rich history and a deep well of knowledge spanning generations, Sharon and Freddy continue to lead a talented team of designers, artisans, and marketeers to transform their family legacy and artistic vision into exquisite rug collections.



Our Values

At Asiatic, we are committed to creating beautiful rugs. We seek to provide our customers with exceptional products and services. Over the last 60 years we have built a reputation for consistency, integrity and reliability, based on the enduring values that continue to guide us.

Quality

Our rugs are meticulously crafted using quality materials, honed techniques, and cutting edge technology, ensuring that each and every rug made is worthy of carrying our name.

Creativity

Combining innovative designs, meticulous craftsmanship, and a keen grasp of market trends, our rugs have garnered praise from interior design experts for our forward thinking developments and found homes in prestigious projects and retailers of excellence worldwide.

Service

Our team of experienced professionals brings a wealth of industry expertise, with years of rug know-how, enabling us to understand your unique requirements and customise our services to perfectly align with your needs.

Craftmanship

We collaborate with the best manufacturers in the rug capitals of the world, nurturing partnerships with skilled artisans and preserving the tradition of handcrafted textiles, as well as working with great producers of power loomed rugs.

Sustainability

As part of our core values, we prioritise the creation of high quality rugs that stand the test of time while also embracing our responsibility to expand our range of environmentally conscious options, we continuously look for new innovation. Our collections incorporate fibres from sustainable and natural sources such as wool, PET, Sisal and Jute. This year we are debuting Romy, our first-hand tufted collection made from recycled bottles.

We maintain complete transparency throughout the production of our rugs, ensuring clarity about the materials utilized, techniques employed, and even the packaging choices we make. All of our rugs are transported from the factory to the customer's door in recycled and recyclable plastic packaging. In doing so, we are playing our part in closing the loop on plastic waste and combating climate change.



Ethical Approach

Ethical compliance is at the core of our operation, and we work tirelessly to ensure we make a positive impact on the lives of our craftsmen, colleagues, and the environment. We approach our production with respect for the individuals who make it all possible, recognising their invaluable contributions throughout every step of the process. Through our strong relationships with factories across the world, we are able to support communities and preserve ancient rug making traditions.

All of our suppliers are audited on a regular basis to ensure our standards for labour rights, health, safety, and environmental performance are upheld. This guarantees that working conditions are not only safe but also transparent and verifiable, ensuring the wellbeing of all individuals involved in the production processes are protected.

At Asiatic, we are constantly striving for improvement and continuously working to find new innovative ways to produce ethically and sustainably for a better future.



Techniques

Handcrafted rugs are a testament to the timeless artistry and skill of weaving techniques passed down through generations. We continue to incorporate traditional weaving methods in the production of our rugs, using the knowledge and skills of our partners in the weaving capitals of the world. Each country has their own respective styles and defining characteristics; for example, India is the world leader in hand-tufted wool, while Turkey specialises in power loomed production, having invested in the latest machinery.

Hand Carved

This technique adds height and definition to specific design elements, creating a three-dimensional effect. Our rug makers use specialised tools to carefully cut and sculpt the rug's pile, varying the pile height to accentuate details and produce a textured appearance. The result is a unique and beautifully textured floor covering that adds depth and sophistication to interior spaces.

Hand Tufted

This is a more affordable alternative to hand-knotted rugs. The quality and price depend mainly on what quality of fibre is used. Hand-tufted rugs are made using a tufting gun, a hand-operated tool that punches strands of yarn into a stretched canvas. The design of the rug is stencilled onto the canvas and the weaver fills in the pattern with the appropriate colour of fibre, just like painting with numbers. These yarns are secured with latex glue and finished with a cloth back for a neat appearance. This type of construction gives a nearly unlimited variety of patterns, colours, and textures. The most common yarn types are wool and viscose.

Hand Woven

This is a precise manual weaving technique that can produce shaggy rugs, flatweaves, or piled rugs. The main yarns used for this type of construction are wool, polyester, and cotton. Sometimes also known as handloom rugs, the basic premise of the weave is to intersect vertical warp threads with horizontal weft threads. To create the pile, the fibre is wrapped around a special rod during the weaving process and then cut to ensure an equal pile height. Designs tend to be more limited due to the linear nature of the weaving process.

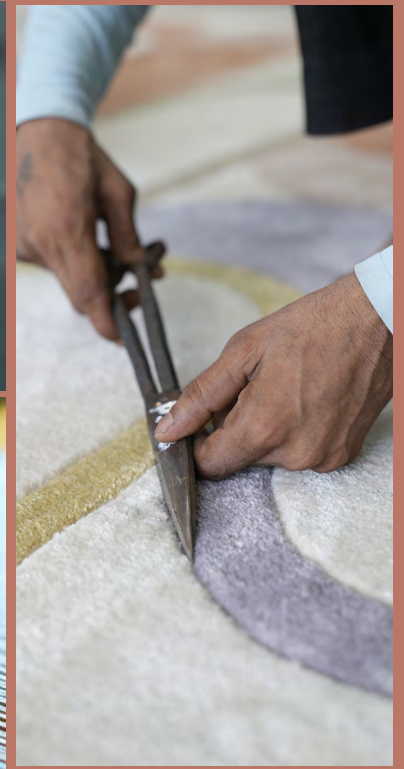
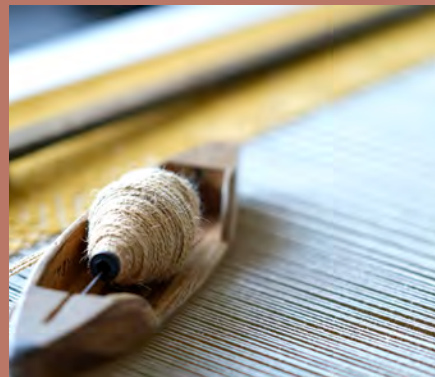


Table Tufted

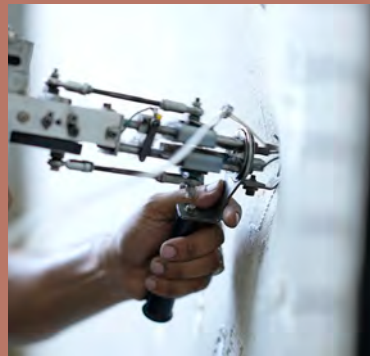
This is the technique of making rugs by hand using a special machine that looks like a large sewing machine. The machine has a needle that inserts yarn into the base cloth to create a loop of cut pile.

Power Loomed

This is the most affordable rug construction, it is most commonly associated with synthetic yarns like polyester and polypropylene. Rug patterns are held on computers, which control the design, colour and texture, so there is little chance of error in production. Modern machines are capable of creating highly complex designs, but there are production restrictions. In a machine-made collection, the rugs are restricted to a particular set of colours so that the machines can run at maximum efficiency. Common machine types include Wilton and jacquard looms.

Printing

In digital rug printing, a computer-controlled printer applies coloured ink directly onto the rug's surface, translating digital design files into vibrant patterns. This technique allows for highly detailed and complex designs with a wide range of colours and shades. The digital process offers greater flexibility and speed compared to traditional methods, enabling manufacturers to produce customised and on-demand designs. Additionally, digital printing reduces waste by eliminating the need for physical design plates or screens.



Materials

Picking the right fibres for your rug is a key factor in performance and consumer satisfaction. There are many things to consider like cleanability, durability, softness, colour retention and more. Synthetic fibres often come out as top performers but lack the unique natural beauty that wool has. The following explanation will help you choose based on your needs.

Wool

This is the most commonly used natural fibre in rug production. It is naturally flame retardant, durable, warm in winter and cool in summer. Wool takes on colour well and is naturally resilient to wear. Wool rugs will shed fibres although this will reduce with time, it helps to keep your rug looking fresh for many years. Wool is relatively easy to maintain and only needs regular vacuuming. It can be shampooed for a deeper clean.

Cotton

A soft yet strong fibre, it holds dye which results in a brighter colouration. Cotton is a relatively easy care, low maintenance option for lighter constructions.

Jute

This is a popular eco-friendly and cost-effective fibre. It is a relatively soft fibre, so not as durable as wool or synthetics but gives an organic look and is easy to style. It can be combined with other fibres to add texture.

Sisal

This is practical and durable, ideal for entrances and hallways. It can be combined with other fibres to add texture.



PET

This yarn is manufactured from recycled plastic, it is highly durable and is the ideal fibre for outdoor rugs. Colours can vary from batch to batch due to the mixed origin of the base fibre.

Viscose

A super soft, shiny and luxurious looking fibre, it is often used to add sheen and lustre to natural fibre rugs. It is most suited to low traffic areas of the home as it has low stain resistance and will absorb moisture.

Polyester

A soft and shiny yarn that is highly versatile. It is used in a wide variety of styles from shaggy to flatweaves. It is moisture, stain and abrasion resistant so ideal for the busy areas of a home.

Polypropylene

A great value synthetic fibre that is at the forefront of yarn technology. It can be spun or dyed in many ways to create thick shaggy rugs; bolder, more colourful rugs or fine classic looks. It is soft to the touch but is highly stain resistant, non-shedding and easy to clean.

Asiatic Loves



At Asiatic our dedicated team has poured their heart and soul into our latest collections. We are proud to showcase a handpicked assortment of designs that have earned the seal of approval from our experts.

Halo



"The Halo range encapsulates our brands spirit of creativity, with a state-of-the-art transitional effect as the shiny viscose border softens towards the centre revealing graduating tones in multiple pile heights. Halo is a manifestation of our brand's drive to continuously redefine the norms in rug design, creating staple collections that inspire trends in modern interior design."

Sharon Kelaty, CEO

"The Romy collection is hand tufted with an innovative fibre made of recycled bottles. New to the market, and a testament to our unwavering commitment to our planet. Romy engulfs a room with a burst of colours, adding layers of textures, lustrous like viscose and equally soft like wool."

Freddy Kelaty, COO

Romy



Canvas



"In our Canvas rug collection, this choice stands out as a true masterpiece. Transforming any space into a dynamic canvas, this rug, reminiscent of a Matisse painting, uniquely combines fine and chunky yarns for an exquisite high-low texture."

Hayley Thornton, Buying Director

Matrix Signature



"Matrix Signature has an unique and minimalist composition of bold, abstract shapes coloured in a rich and distinctive mid-century palette; and enhanced with gentle fluid lines of plush over-tufted viscose."

Clare Ellidge, Design Manager

Noah



"Noah's undyed yarn and stunning timeless design create a warm and inviting atmosphere. A step back to nature with subdued tones and textures derived from nature's own unique imperfections."

Steve Crooks, Sales Director



Matrix

Our iconic Matrix collection, comprising of 40 different design styles, showcases our distinct handwriting with mid-century-inspired patterns and vibrant interlocking shapes. Precision and quality define each rug, crafted from the finest wool, accented with the lustrous shine of viscose when needed. Our master artisans meticulously hand-tuft and individually carve each shape, adding dimension to this iconic look.

Reef

A curated series of diverse patterned rugs, expertly designed to be the focal point in any setting. The Reef collection features over 20 remarkable designs. Reef is popularly admired for its eye catching patterns and colour scheme in a classic wool design.



Camden

From the first design, Camden has been loved for the easy mixture of abstract and geometric designs. A popular choice for our interior designers and bespoke contracts, every glance reveals the beauty of its premium space dyed pile. Made using a blend of the finest New Zealand wool and rayon.



From Design

Originating in our London Studio, every design is crafted by our talented and dedicated team. Through a combination of creativity, skill, and an understanding of the homeware market, the London studio brings forth designs that are not only aesthetically appealing but also resonate with a sense of modernity and aspiration. We draw inspiration from diverse sources, including contemporary art, fashion, architecture, and cultural trends. The collaborative spirit of brainstorming sessions, coupled with an unwavering commitment to pushing creative boundaries, plays a pivotal role in shaping truly unique and aspirational pieces.

Design is a collaborative process for us, we work in partnership with our dedicated team of expert product developers and quality control officers based in India, Turkey and China. Our buying and design team travel through the rug weaving cities and design capitals of the world searching for innovative trends to bring home. These influences are seamlessly woven into a market-leading collection, resulting in distinctive rugs that reflect a harmonious blend of global inspiration and meticulous craftsmanship.

To Delivery

Our global sales team are dedicated to providing the very best service to ensure our customers have the most optimise commercial offer. We have 10,000m² of dedicated space in the UK ensuring we have the most in-stock inventory available for immediate delivery, we also offer an FOB option through our offices in India, Turkey and China for customers purchasing higher volumes.

International Export

Our design and quality retain global appeal, we currently export to over 30 countries and have a dedicated Export team who will partner with you to construct the right range and supply route for your market, offering ongoing support to help build and deliver your business plans.



Bespoke & Contract Design

We have a wealth of experience in developing and sourcing a diverse array of rugs, tailored to accommodate a wide range of budgets. With the combined talents of our in-house design team and product experts, we can also offer a custom design and supply solutions for retailers, brands and commercial projects. Our customisation process centres on design. You have the flexibility to choose from a selection of our iconic designs and modify them to suit your specific space. Alternatively, if you have your own unique design, we can transform it into a one-of-a-kind masterpiece.

Whether it's as a full service supplier or a bespoke hospitality project, our dedicated team will work with you to develop the perfect solution. For those seeking to purchase in larger quantities and seeking the security of partnering with an established business, we also offer a comprehensive FOB option, facilitated through our offices in China, Turkey and India.





Contemporary Collections

With over 60 years of delivering excellence, we have utilised our knowledge of rug production and combined exceptional design, high-quality materials, skilled craftsmanship, and attention to detail to create luxurious and unique pieces that go beyond functionality and are truly a work of art. We are delighted to share our latest 2024 catalogue, unveiling a diverse array of new designs.

The Contemporary Collection catalogue now boasts over 100 distinctive ranges, a testament to our ongoing commitment to evolving our portfolio and diversifying our product. Throughout this creative journey, we've kept you, our valued customer, at the forefront of our considerations.

The new ranges in this catalogue are built from our passion for pushing boundaries and exploring new artistic horizons, as well as a celebration of the talented craftspeople we work with across the world. Some of our rugs featured have been made by hand and are the result of dedicated artisans. Crafted using premium fibres predominantly from wool and viscose, known for their durability, softness, and luxurious texture.

We have meticulously curated a diverse range of designs, the versatile nature of which allows you to select pieces that harmonise effortlessly with any design scheme. Aspirational design is at the forefront of our business, achieved using contemporary colours, patterns, and textures that reflect the latest design trends while maintaining a timeless quality.

Don't just take our word for it, dive in and experience the best in modern rug design.

Sharon, Freddy & the Asiatic Team

Rug Information / Icons Explained

We believe in the power of simplicity. As we guide you through our collections, we have incorporated symbols to highlight the key features. These serve as a visual guide, making it easier for you to navigate and understand the unique attributes of our products.



HIGH LOW PILE

Featuring variation of pile height, created by either cut, loop, hand carving or shrink yarns.



HIGH PILE

High long pile tend to be shaggier in their nature, for added comfort underfoot.



LOW PILE

Flatweaves and low pile rugs are suited to all and are generally easy to maintain.



HAND MADE

Crafted by skilled artisans in a range different techniques, including braiding, tufting and knotting.



CARVED

Hand carved to give greater definition of design and depth of pile.



WOOL

These rugs are made from 100% wool.



PREMIUM

Made with the highest quality yarns and the most labour intensive weaving techniques.



GREAT VALUE

Our entry price point ranges, offering great value for money in the latest designs



SOFT TOUCH

The yarn used to construct these rugs have a very soft touch.



HIGH SHINE

Featuring a high shine metallic look and are often shinier than the photographic process allows.



GENUINE HIDE

Each of our natural hide rugs is unique and individual. Made from genuine hair on hide.



REVERSIBLE

Reversible rugs are patterned on both sides allowing you to flip the rug regularly to prolong life span.



INDOOR / OUTDOOR

Made from water resistant materials, these rugs work well in the garden and in the home.



SUSTAINABLE

Woven from yarns derived from recycled materials, our sustainable rugs are sourced from certified suppliers.



DURABLE

Suitable for heavier traffic areas of the home, constructed of durable fibres.



WASHABLE

Suitable for machine washing. Size and weight varies with machine appliances. Please refer to rug care guide



CUSTOM SIZE

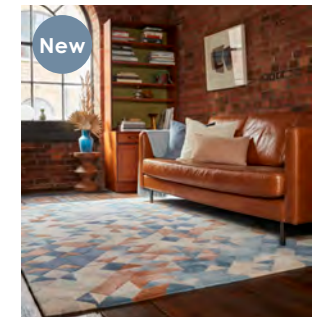
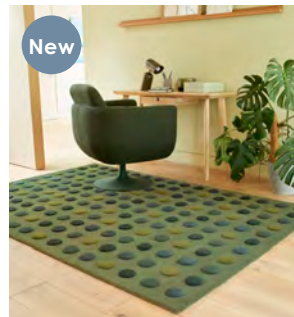
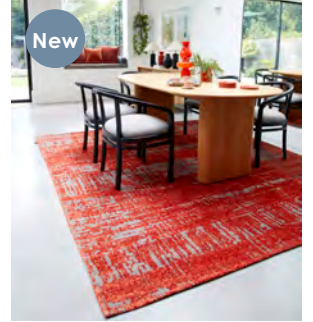
Your sales rep can arrange for these rugs to be made in any size needed.



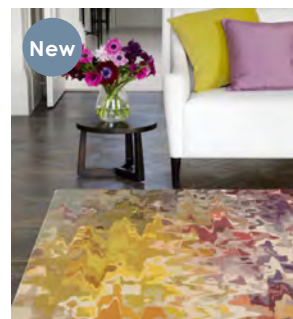
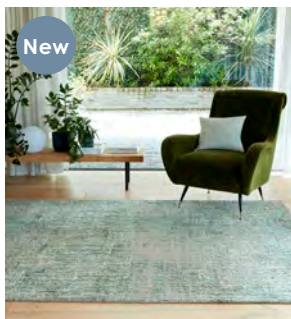
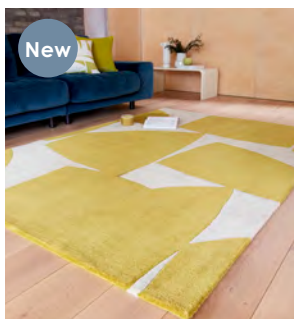
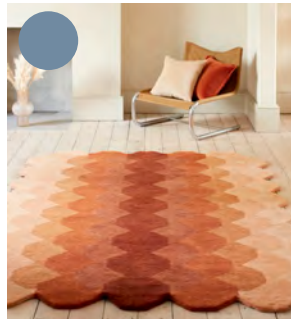
WIDE RANGE

This symbol represents the number of options in our Wide range collections.

Contemporary Design



Contemporary Design



Aspect

CONTEMPORARY
DESIGN

“Crafted with space dyed yarns forming a breathtaking tapestry of colour”

Hand tufted by skilled artisans in India using the finest quality wool, the interlocking basketweave design of Aspect is offered in a choice of 3 statement colourways using space dyed yarns.

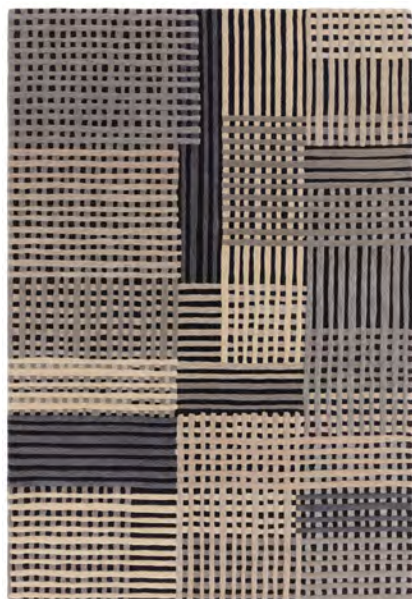
Hand Tufted
New Zealand Wool
Sizes(cm):
120 x 170
160 x 230
200 x 290
Custom Size



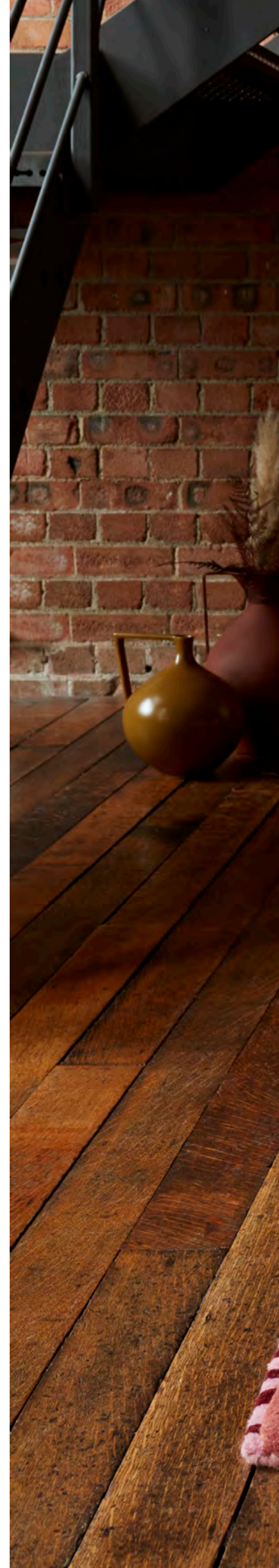
BLUE MULTI



RED MULTI



GREY MULTI





Blox

CONTEMPORARY
DESIGN

"Handcrafted in pure wool in a low profile loop"

A pure wool rug brought to life in multitone blocks. The colours used on each rug produces an overall synergy wherever its placed.

**Hand Woven
Wool**
Sizes(cm):
120 x 170
160 x 230
200 x 300
Custom Size



COPPER





Canvas NEW

CONTEMPORARY
DESIGN

“Playful hand tufted designs with complementary contrast binding”

This iconic collection offers fresh statement styles, designed with sculpted shapes that spark interest. The Canvas collection expresses a contrasting textural play with the use of chunky and refined yarns.

Hand Tufted

Wool

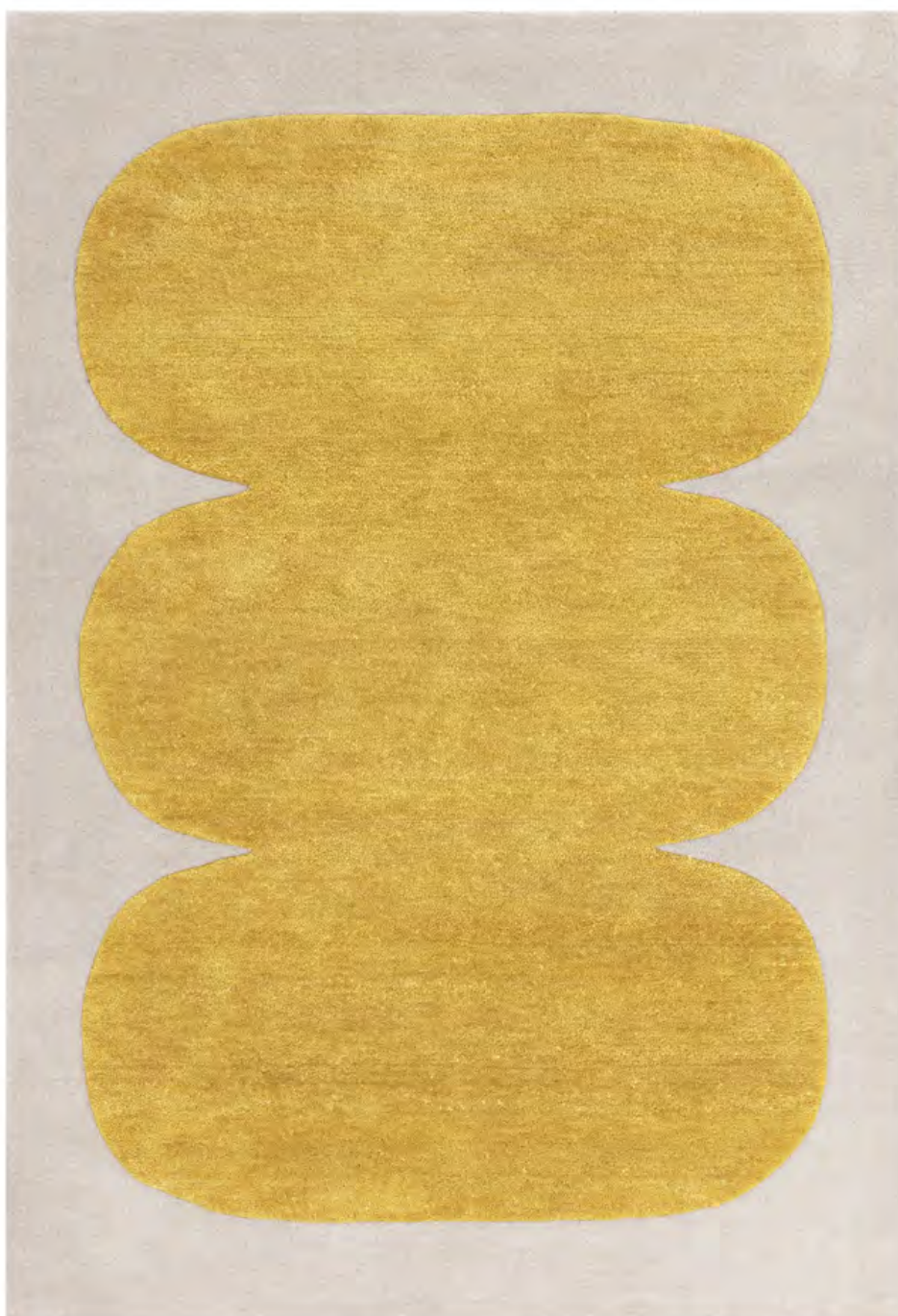
Sizes(cm):

120 x 170

160 x 230

200 x 290

Custom Size



SCULPT



Dotty NEW

CONTEMPORARY
DESIGN

“Skillfully sculpted in tonal hues, boasting exaggerated dome shapes”

Designed with an on-trend polka dot style and expertly hand carved in a 3D dome shape for a unique comforting underfoot.

Hand Tufted

Wool

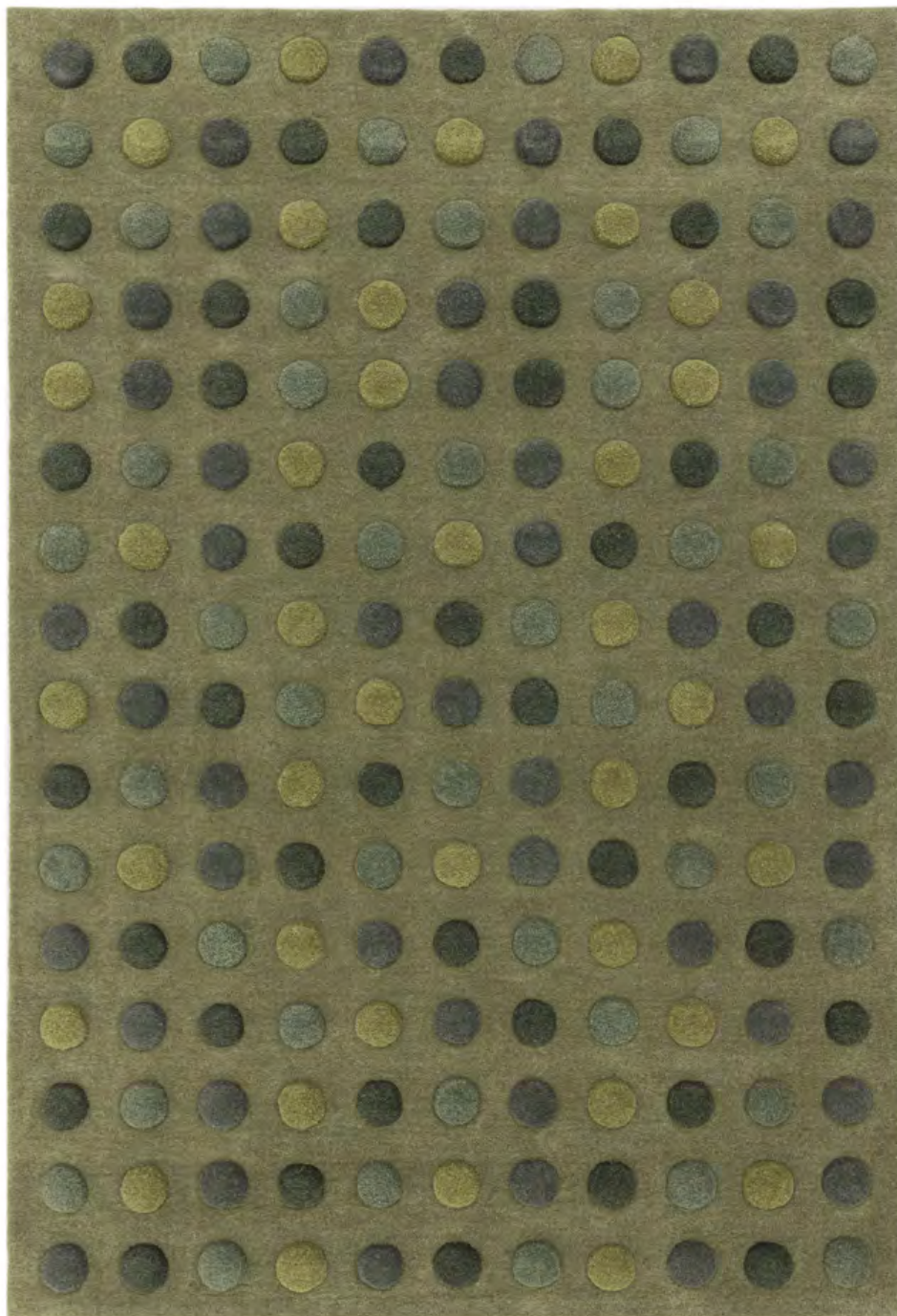
Sizes(cm):

120 x 170

160 x 230

200 x 300

Custom Size



GREEN



Enigma

CONTEMPORARY
DESIGN

"Meticulously hand carved, showcasing the interplay of wool & viscose for captivating 3D allure"

Presenting Enigma, a premium design led collection offered in 5 vibrant colourways. Hand tufted from a blend of wool and viscose, each piece is hand carved to create an illusionary 3D effect.

Hand Tufted
New Zealand Wool & Viscose
Sizes(cm):
120 x 170
160 x 230
200 x 290
Custom Size



ROSE MULTI



GREY MULTI



GOLD MULTI



RED MULTI



RED MULTI



BLUE MULTI



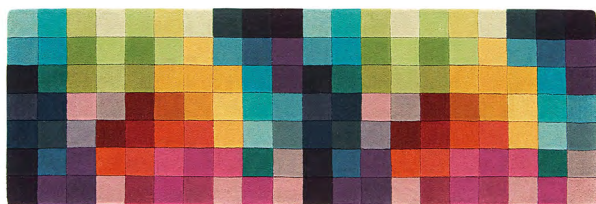
Funk

CONTEMPORARY
DESIGN

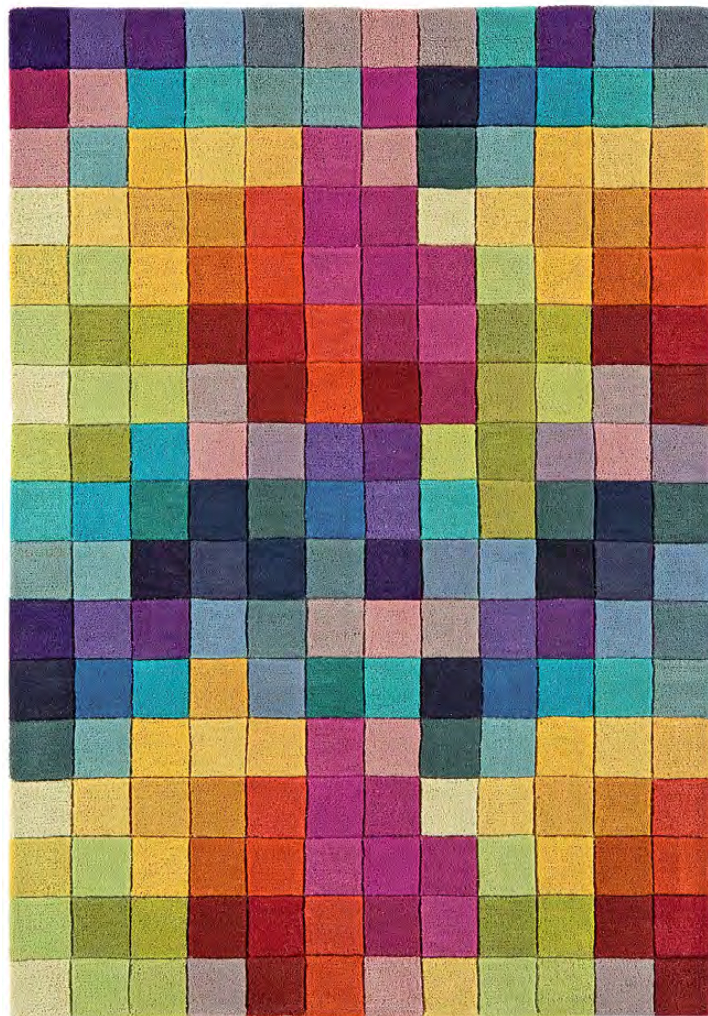
"Vibrant, contemporary patterns made using New Zealand wool, handmade with intricate carving"

This expertly hand carved rug draws attention to a space with carefully thought-out geometric patterns.

Hand Tufted
New Zealand Wool
Sizes(cm):
120 x 170 150 Circle*
140 x 200 70 x 200 Runner
170 x 240 70 x 300 Runner
200 x 300 Custom Size



05 MULTI BOXES 70 X 200



05 MULTI BOXES



05 MULTI BOXES 70 X 300



Hive NEW

CONTEMPORARY
DESIGN

“A stunning ombre-hued rug repeats a honeycomb pattern, creating a breathtaking statement piece”

Modern rug design, perfect for minimalist and maximalist interiors. Its central colour flows from dark to light to form an elegant gradient effect. Hive is made in 4 colourways and available as a runner.

Hand Tufted
Wool
Sizes(cm):
120 x 170
160 x 230
200 x 290
66 x 200 Runner *



RUST *



PINK *



TEAL *



RUST

Matrix NEW

CONTEMPORARY
DESIGN

Klotski

“Complex geometric designs enhanced with exquisite hand carved details”

Precision-designed patterns define our Matrix Klotski rug, showcasing interlocking shapes hand-tufted in a graphic blend of bold and neutral wool hues.

Hand Tufted

Wool

Sizes(cm):

120 x 170

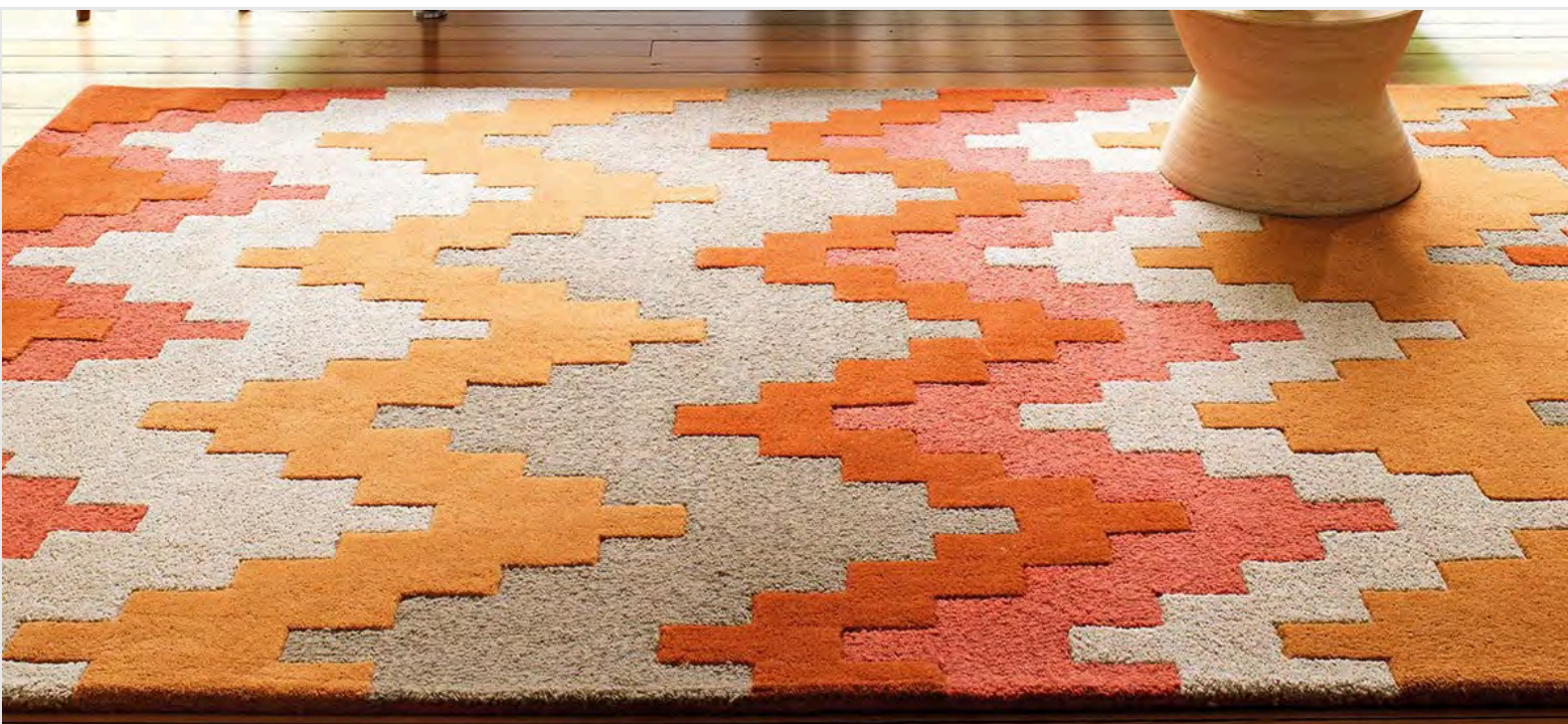
160 x 230

200 x 300

Custom Size



88 KLOTSKI TERRACOTTA





Matrix NEW

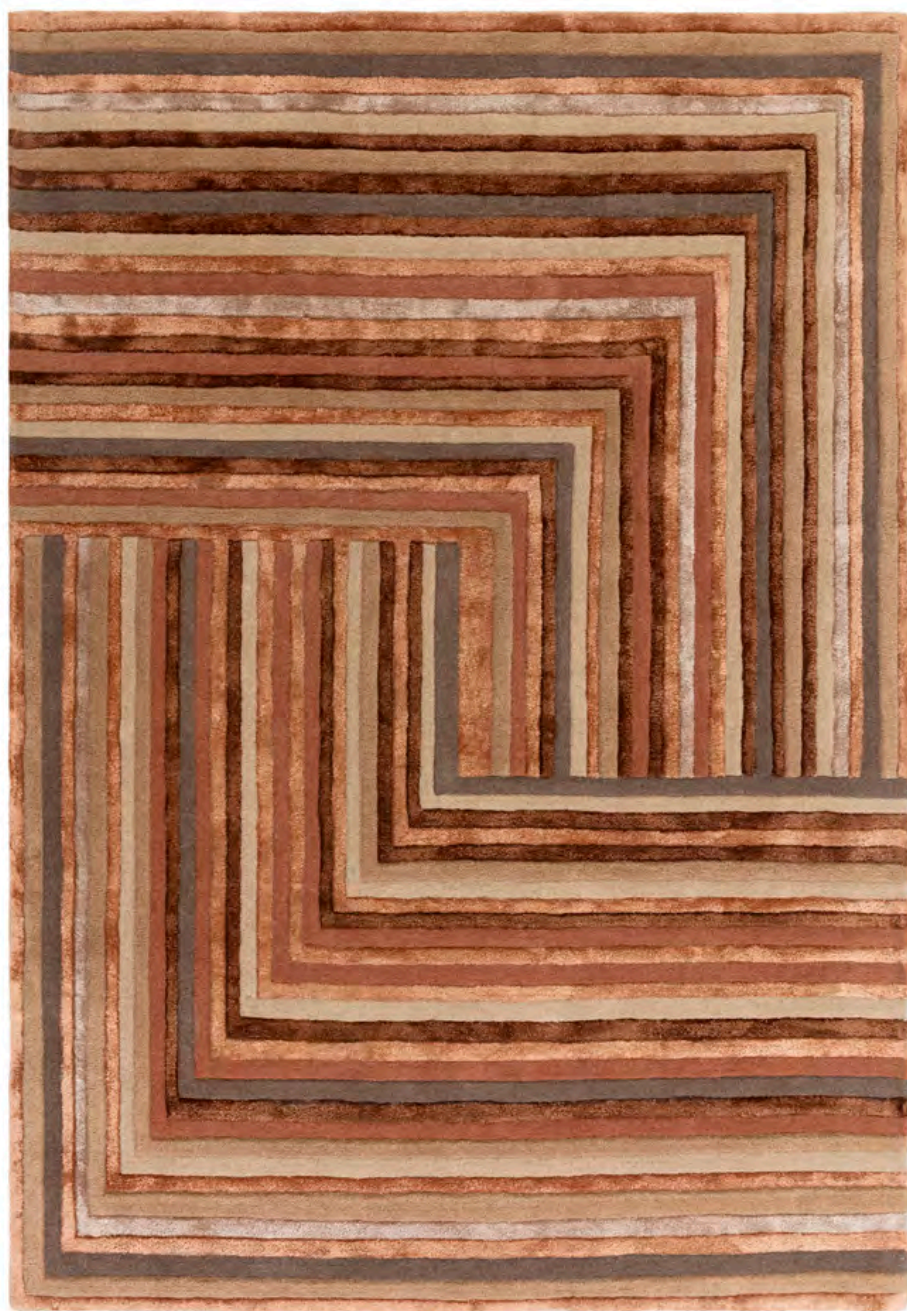
CONTEMPORARY
DESIGN

Network

“Boasting tonal lines of wool and viscose, hand carved with precision”

Creative network of interconnected lines in bold colors, hand-tufted with a soft blend of wool and viscose to add flair to your home.

Hand Tufted
Wool & Viscose
Sizes(cm):
120 x 170
160 x 230
200 x 300
Custom Size



80 NETWORK TERRACOTTA





Matrix NEW

CONTEMPORARY
DESIGN

Oval

“Where the captivating oval shape meets the luxurious placement of wool and viscose”

Featuring bold, hand-carved elements with vibrant fabric colours, adding maximum appeal to any room through its unique variation of materials.

Hand Tufted
Wool & Viscose
Sizes(cm):
160 x 230
200 x 300
Custom Size



74 OVAL INDIGO



77 OVAL SPICE



75 OVAL FOREST



76 OVAL SUNSET



78 OVAL EARTH



76 OVAL SUNSET

Matrix

CONTEMPORARY
DESIGN

Devore / Palm

"Step into a world where floral and palm motifs meet"

The bold palettes and floral influence injects vibrancy and style while maintaining comfort and warmth on the feet.

Hand Tufted
Wool & Viscose
Sizes(cm):
80 x 150* 200 x 300
120 x 170 Custom Size
160 x 230



12 DEVORE BLUE *

Reef NEW

CONTEMPORARY
DESIGN

Mid Century / Connect / Horizon

"Dynamic patterns in hand carved statement tones"

Elegantly designed with irregular shapes for added floor depth. Skillfully hand-tufted from sumptuous wool, the color contrast in this collection makes a bold statement.

Hand Tufted
Wool
Sizes(cm):
120 x 170
160 x 230
200 x 290
Custom Size



RF24 MID CENTURY GREY





RF24 MID CENTURY GREY



RF18 TRIANGLE MULTI



RF18 TRIANGLE MULTI



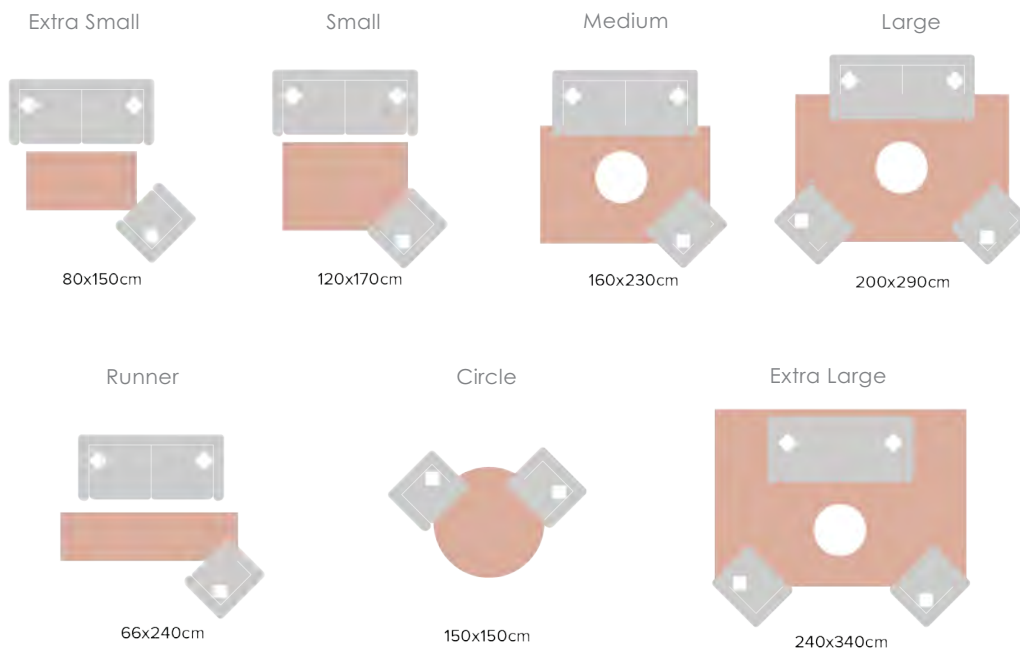
RF15 MODERN MULTI

Size Chart

Sizes available in selected designs / colour ways. Please note all sizes quoted in this catalogue are approximate, and actual sizes can vary +/- 5 cm.

PAGE	RANGE NAME	COLLECTION	XS	S	M	L	XL	XXL	RUNNER	SQUARE CIRCLE	CUSTOM PREMIUM
32	ABBUS	BOHO		120×170	160×230	200×290	240×340				N/A
34	ADA	BOHO		120×170	160×230	200×300					Y
64	ALBANY	CONTEMPORARY DESIGN	80×150	120×170	160×230	200×290					Y
158	ALBI	CONTEMPORARY PLAINS		120×170	160×230	200×300			68×240		Y
160	ASCOT	CONTEMPORARY PLAINS	80×150	120×170	160×230	200×290					Y
70	ASPECT	CONTEMPORARY DESIGN		120×170	160×230	200×290					Y
36	ASRA	BOHO		120×170	160×230	200×290					N/A
164	ASTON	CONTEMPORARY PLAINS		120×170	160×230	200×290					N/A
244	AUCKLAND	HIDES & SHEEPSKINS	70×100	70×140	70×200	140×200					N/A
254	AVALON	NATURAL WEAVES		120×170	160×230	200×290					N/A
38	BARNABY	BOHO		120×170	160×230	200×290					Y
72	BEAU	CONTEMPORARY DESIGN		120×170	160×230	200×290					N/A
166	BLADE	CONTEMPORARY PLAINS		120×170	160×230	200×290	240×340		66×240		Y
172	BLADE BORDER FINE	CONTEMPORARY PLAINS		120×170	160×230	200×290				160 SQ 200 SQ	Y
174	BLADE BORDER	CONTEMPORARY PLAINS		120×170	160×230	200×290				160 SQ 200 SQ	Y
74	BLOX	CONTEMPORARY DESIGN		120×170	160×230	200×300					Y
214	BOKHARA	CLASSIC HERITAGE	60×90 60×180	75×120 90×150	120×180	170×240 180×270	200×300 240×340	270×360	80×240 80×300 80×380		Y
216	BRONTE	CLASSIC HERITAGE		120×170	160×230	200×290					Y
76	CAMDEN	CONTEMPORARY DESIGN		120×170	160×230	200×300					Y
78	CANVAS	CONTEMPORARY DESIGN		120×170	160×230	200×290					Y
256	CEDAR	BOHO		120×170	160×230	200×300					N/A
80	DIXON	CONTEMPORARY DESIGN		120×170	160×230	200×290					N/A
82	DOTTY	CONTEMPORARY DESIGN		120×170	160×230	200×300					Y
40	ELM	BOHO		120×170	160×230	200×300	240×340				N/A
84	ELODIE	CONTEMPORARY DESIGN		120×170	160×230	200×290					N/A
42	EMPIRE	BOHO		120×170	160×230	200×290					N
86	ENIGMA	CONTEMPORARY DESIGN		120×170	160×230	200×290					Y
44	FES	BOHO		120×170	160×230	200×290					N/A
176	FORM	CONTEMPORARY PLAINS		120×170	160×230	200×290					Y
88	FUNK	CONTEMPORARY DESIGN		120×170 140×200	170×240	200×300			70×200 70×300*	150 CIR*	Y
90	GATSBY	CONTEMPORARY DESIGN		120×170	160×230	200×290	240×340				N/A
246	GAUCHO	HIDES & SHEEPSKINS		120×170	160×230	200×300					N/A
178	GLEAM	CONTEMPORARY PLAINS			160×230	200×290					Y
258	GRAYSON	NATURAL WEAVES		120×170	160×230	200×290					N/A
260	GROVE	NATURAL WEAVES		120×170	160×230	200×290					N/A
180	HAGUE	CONTEMPORARY PLAINS		120×170	160×230	200×290					Y
184	HALO	CONTEMPORARY PLAINS			160×230	200×290					Y
224	HARRISON	COSY TEXTURES		120×170	160×230	200×290					N/A
94	HIVE	CONTEMPORARY DESIGN		120×170	160×230	200×290			66×200		N/A
46	HORIZON	BOHO		120×170	160×230	200×300					N/A
48	INFINITY	BOHO		120×170	160×230	200×300					Y
262	IVES	NATURAL WEAVES		100×150	120×170	160×230			66×200		N/A
96	JUNO	CONTEMPORARY DESIGN		120×170	160×230	200×290					N/A
264	JUTE LOOP	NATURAL WEAVES		120×180	160×230						N/A
50	LARSON	BOHO		120×170	160×230	200×300					Y
52	LOXLEY	BOHO		120×170	160×230	200×290					N/A

PAGE	RANGE NAME	COLLECTION	XS	S	M	L	XL	XXL	RUNNER	SQUARE CIRCLE	CUSTOM PREMIUM
226	LULU	COSY TEXTURES	80×150	120×170	160×230	200×290					N/A
99	MASON	CONTEMPORARY DESIGN		120×170	160×230	200×290					N/A
104	MATRIX	CONTEMPORARY DESIGN	80×150	120×170	160×230	200×300			70×240*		Y
186	MAZE	CONTEMPORARY PLAINS		120×170	160×230	200×290					Y
128	METRO	CONTEMPORARY DESIGN		120×170	160×230	200×290					Y
188	MILO	CONTEMPORARY PLAINS		120×170	160×230	200×290					N/A
54	NEPAL	BOHO		120×170	160×230	200×290					N/A
266	NICO	NATURAL WEAVES								200 CIRC	N/A
56	NOAH	BOHO		120×170	160×230	200×290					Y
268	OAKLEY	NATURAL WEAVES		120×170	160×230	200×290					N/A
58	OLSEN	BOHO		120×170	160×230	200×290				150 CIR	Y
230	PLUSH	COSY TEXTURES	70×140	120×170	140×200 160×230	200×300				150 CIR	Y
130	REEF	CONTEMPORARY DESIGN		120×170	160×230	200×290			66×200*		Y
192	REKO	CONTEMPORARY PLAINS		100×150 120×170	160×230	200×300					Y
194	RISE	CONTEMPORARY PLAINS		120×170	160×230	200×290					Y
248	RODEO	HIDES & SHEEPSKINS			180×240						N/A
142	ROMY	CONTEMPORARY DESIGN		120×170	160×230	200×290					Y
250	SHEEPSKIN	HIDES & SHEEPSKINS	60×90	60×180	120×180	180×180					N/A
270	SISAL	NATURAL WEAVES		120×180	160×230	200×300	240×340		68×240 68×300		N/A
272	SLOAN	NATURAL WEAVES	100×150	120×170	160×230	200×300			66×200		N/A
276	SOUMAK	NATURAL WEAVES		120×170	160×230	200×300			66×200		N/A
198	TATE	CONTEMPORARY PLAINS		120×170	160×230	200×290					Y
152	TORINO	CONTEMPORARY DESIGN		120×170	160×230	200×290					N/A
200	TOVA	CONTEMPORARY PLAINS		120×170	160×230	200×290					N/A
278	VIGO	NATURAL WEAVES		120×170	160×230	200×290					N/A
154	VISION	CONTEMPORARY DESIGN		120×170	160×230	200×290					N/A
238	WHISPER	COSY TEXTURES	65×135 90×150	120×180 140×200	160×230	200×300					N/A
202	YORK	CONTEMPORARY PLAINS	60×120 80×150	120×170	160×230	200×290		68×240			Y
60	ZANDER	BOHO		120×170	160×230	200×300	240×340				Y
208	ZEHRAYA	CONTEMPORARY PLAINS		120×180	160×230	200×290					N/A
218	ZOLA	CLASSIC HERITAGE		120×170	155×230	195×290					N/A



Rug Fibre Care Guide

Polyester & Synthetic Chenille	Polyester is a resilient fibre and has low moisture absorption. Most spillages can be cleaned by blotting with a white cloth from the outside to the middle of the spillage. A common rug cleaning detergent will be able to remove most stains, if a stain cannot be removed seek specialist advise.
Polypropylene	Polypropylene is known for its stain resistant qualities and low moisture absorption. Follow the Polyester cleaning instructions.
PET	PET Fibre is naturally stain-resistant and has low moisture absorption. Follow the Polyester cleaning instructions.
Jute	Jute is a natural fibre and is not water resistant, avoid placing jute rugs in areas with high moisture. If a spillage happens blot the stain immediately with a dry cloth, if a stain or spillage cannot be removed seek specialist advice.
Cotton & Cotton Chenille	Cotton is known for absorbent qualities, avoid placing in areas with high moisture. If a spillage happens blot the stain immediately with a dry cloth, if a stain or spillage cannot be removed seek specialist advice.
Viscose & Rayon	Viscose and Rayon are delicate fibres, avoid placing in high traffic or high moisture areas. Blot spills immediately with a dry cloth. Seek specialist advise if stains or solids cannot be removed from the pile.

Vaccuming

A way to keep a rugs integrity is by vacuuming. Vacuuming regularly helps to prevent dirt build up on the surface of the rug filtering into the pile where it can build up and cause increased wear. Vacuum at least once a week for low traffic areas, one to three times a week for medium traffic and daily for heavy or pet traffic. Vacuuming the back/ reverse of the rug occasionally will help remove grit build up that may cause damage to the foundations of the rug.

Beater Bars on vacuums can damage a rugs pile by pulling the fibres from a rug, this will cause deterioration at an accelerated rate. Modern day vacuums are high powered and can pull the yarn from the rug backing, use the most appropriate setting when hoovering your rug. Vacuums with a power brush can cause a raking effect on the rug and damage knots, use a suction only setting. Avoid using a rotating brush on fringes of the rug as this will destroy the fibres and pull the fringe from the rug.

Rug information

Colour variation	Every single handmade Asiatic rug is unique, dyes can change from piece to piece due to different dye batches.
Shedding	Shedding is a natural characteristic with certain fibre types and will continue throughout their lifetime. This will start to decrease over time depending on the type of traffic area. Wool rugs will naturally shed and will decrease with time.
Fading and wear	We recommend keeping rugs out of direct sunlight to preserve the colour for as long as possible. If fading and wear is occurring on your rug, rotate the rug 2 to 4 times a year to ensure even fading and wear. Walking over a rug with shoes will increase the wear of a rug and cause grit and dirt to get trapped into the fibre which will work its way down to rugs backing and deteriorate the foundation of your rug.
Odour	Rugs travel a long distance in a sealed wrap and can saturate odours from the dyes and yarn into the pile. The odour will disappear in a few days once exposed to fresh air.
Creasing	Creasing is a natural part of a rugs journey and will occur during the shipping process. Creasing should disappear after a few weeks whilst the rug is laid out. Reverse rolling the rug overnight will help speed up the removal of creases.
Loose yarn	Loose yarn is natural in rug wear and can be trimmed. Do not pull loose yarn as this will damage the structural integrity of the rug.
Spillage	Please refer to the fibre care guide.
Latex Allergy	Please note that most rugs contain natural latex in their construction

Additional care guide can be found by scanning the below QR code





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