

# DESIGNER RUGS.



Natural



Experience luxury in its most honest form. Welcome to the NATURAL Collection. Composed entirely of 100% natural wool, these exclusive rugs remain untouched and undyed, presenting raw, authentic beauty for your bespoke interior.

We believe true sophistication lies in sustainability. By celebrating the inherent variations of natural fleece, each rug becomes a singular expression of its origins no two pieces will ever be alike, owing to the untouched, undyed nature of the wool. This individuality brings an elegant, grounded warmth into your home while honouring our environment. Immerse yourself in exquisite tactile details.

Through hand woven cut and loop pile techniques, this collection achieves sophisticated layering and structural depth, ensuring an opulent feel beneath your feet.

Discover five thoughtfully curated designs: Maros, Escalo, Frederick, Valais, and Astratto. Each piece draws on unique inspirations, translating ancient organic forms, rhythmic movements, and the distinct character of premium breeds into your space. Step into a world of refined, sustainable luxury. Transform your interiors with a foundation that speaks for itself.

Please note that the colours of the rugs in the photography may vary slightly due to screen settings. For an accurate representation, we recommend viewing physical samples at your nearest showroom.



Colour: Ginger

### **Frederick**

Handknotted 100% Natural (undyed) Wool  
190 x 280cm | 240 x 300cm

Rooted deeply in the landscape of the natural world, this exceptional piece is shaped by the distinct character of Racka fleece, utilising completely natural, undyed yarns to honour the inherent variation, tactile texture, and stunning depth of the raw fibre. As you walk across its surface, you will feel the subtle shifts in tone and structure that echo the unique individuality of the breed.



Colour: Cream

## Valais

Handknotted 100% Natural (undyed) Wool  
190 x 280cm | 240 x 300cm

Shaped by the distinct character of the Valais Blacknose fleece, this exquisite rug utilises entirely natural, undyed yarns to honour the rich texture and profound depth of the raw fibre. The delicate nuances and subtle shifts in tone beautifully echo the unique individuality of the breed, creating a living tapestry on your floor. By allowing the unaltered fleece to speak for itself, we provide an expressive, highly sustainable piece that grounds your home with earthy sophistication and uncompromising quality.



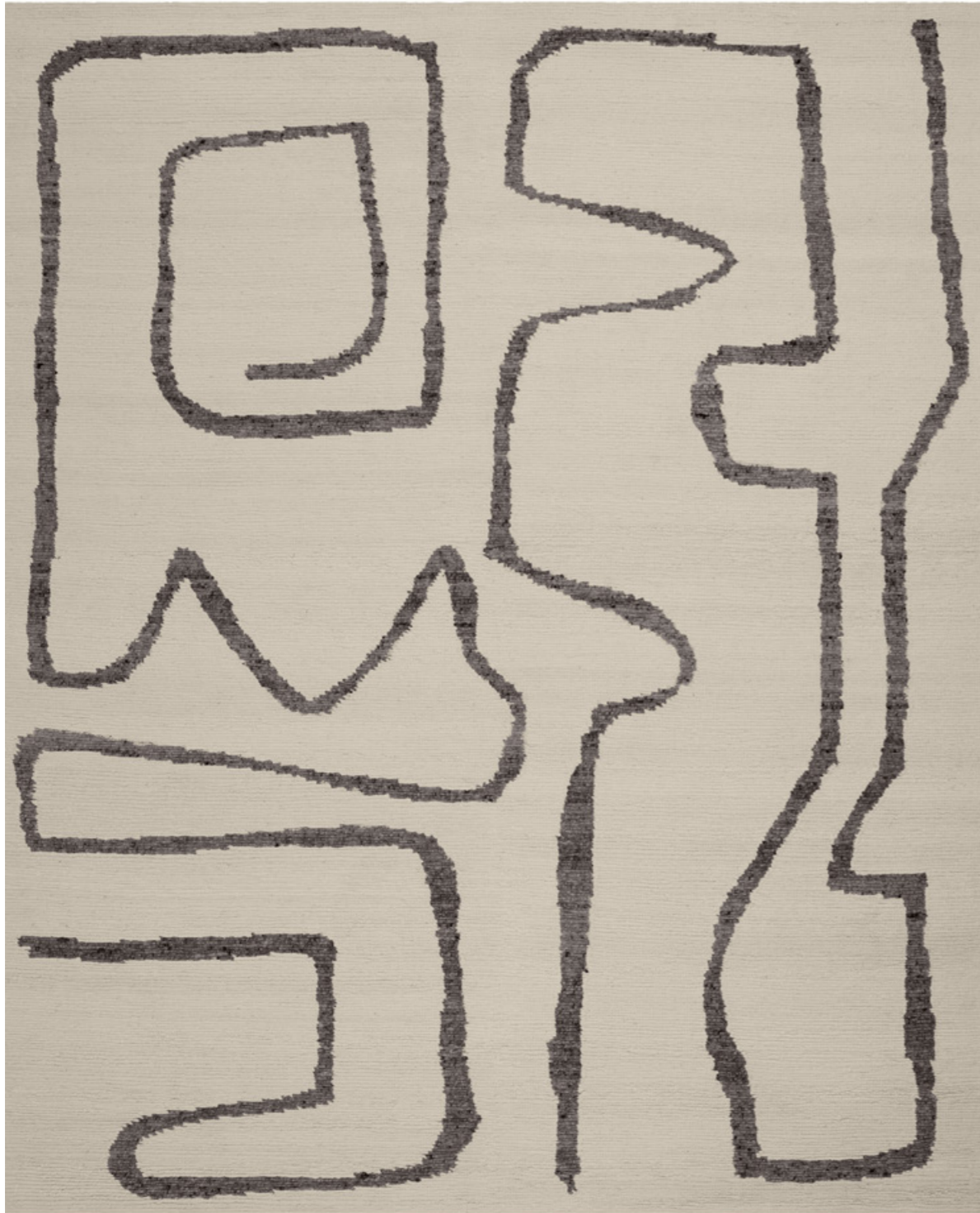


Colour: Milo

### **Astratto**

Handknotted 100% Natural (undyed) Wool  
190 x 280cm | 240 x 300cm

Inspired by the boundless expression of abstract art, this stunning piece translates the fluid motion of paint and bold brush strokes into a captivating landscape of organic woven lines. Embracing the sustainable ethos of the entire collection, it is woven entirely from naturally coloured wool, leaving the premium fleece untouched and undyed to celebrate the raw beauty of the fibre. Every sweeping curve invites you to experience artistic freedom from the ground up, bringing an earthy, grounding warmth.



Colour: Dove

## Maros

Handknotted 100% Natural (undyed) Wool  
190 x 280cm | 240 x 300cm

Drawing inspiration from the ancient cave art of South Sulawesi, this exclusive piece pays homage to the earliest known figurative expressions by translating raw markings into elegant organic forms. Woven entirely from pure, undyed natural wool, it presents a beautifully restrained palette that celebrates the inherent variations of the fleece.





Colour: Grey

### **Escalo**

Handknotted 100% Natural (undyed) Wool  
190 x 280cm | 240 x 300cm

Drawing its name from the French word escalier, meaning staircase, this exclusive piece features rhythmic linear motifs that step gracefully across pure, undyed natural wool. By leaving the premium fleece completely untouched in its colouring, we celebrate the honest beauty of raw materials and honour a sincere commitment to sustainability.

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The Custom Made Specialists

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