

DESIGNER RUGS.



Oushak



There's a particular feeling that comes from a rug with real history beneath it not the kind you admire from a distance, but the kind you live with. The Oushak Collection was made for that. Heritage that belongs on the floor, not behind glass. Felt every morning, walked on every day.

Most Persian rugs draw you in with complexity layer upon layer of fine detail demanding your attention. The Oushak does the opposite. Oversized florals, softened medallions, open fields that let a room exhale. It doesn't fill the space so much as settle into it, becoming part of the room without taking it over. Quiet, grounded, and entirely itself.

Every knot considered. Nothing rushed, nothing faked and nothing that comes close to the feeling of standing on something genuinely made by hand.

The palette is unmistakably Oushak. Sun-washed ivory, muted gold, pale terracotta, faded blue colours that feel less chosen than inherited. They come from centuries of tradition: ancient dyeing techniques, wool that has softened with time, shades that have been refined across generations until they simply feel right.

Seven designs, one quiet aesthetic each rooted in centuries of tradition, and each made to feel at home in yours.

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.



Biraz, Ivory

Handknotted 100% Wool
240 x 300cm | Custom Size Available

There is a gentle honesty to Biraz. Across a softly distressed ivory field, tribal motifs in faded terracotta, sage green, and slate blue gather in an unhurried rhythm, never quite symmetrical, always alive. It carries the rustic character of a piece handed down through generations, worn to a beautiful ease.



Biri, Red

Handknotted 100% Wool
240 x 300cm | Custom Size Available

Biri glows with the warmth of a terracotta sunset softened by time. Its dusty red field holds angular Persian motifs, their edges tempered by a shifting abrash. Slate blue and cream accents keep the design grounded, lending contemporary spaces a lived-in depth that feels as though it has always belonged.





Hemen, Ivory

Handknotted 100% Wool
240 x 300cm | Custom Size Available

Hemen captures refined ease considered, yet wonderfully unstudied. Floral and geometric medallions scatter across a cream ground in soft rust, light blue, and taupe, each placed as if by memory rather than measure. Its faded, heirloom palette warms a modern interior gently, offering texture and quiet tradition underfoot.



Olarak, Grey

Handknotted 100% Wool
240 x 300cm | Custom Size Available

Olarak is restraint elevated to an art. Its off-white and silver-grey Oushak pattern sits so close in tone that the design emerges slowly, revealed through subtle high-low texture rather than colour. Deeply tactile and unmistakably heirloom, it grounds modern spaces with little more than light and shadow.





Yok, Blue

Handknotted 100% Wool
240 x 300cm | Custom Size Available

Yok holds a quiet, storied character. A multi-lobed central medallion in sage, terracotta, and cream anchors a cool silver-grey ground, surrounded by layered tribal motifs that reward a closer look. Its weathered palette carries the grace of a well-loved antique traditional in soul, yet effortless in a contemporary setting.



Zaman, Charcoal

Handknotted 100% Wool
240 x 300cm | Custom Size Available

Zaman commands presence; moody, structured, and quietly confident. An elongated diamond medallion, outlined in terracotta-salmon and set against a deep charcoal field, sits framed by a clean off white border. The muted palette keeps its architecture refined rather than heavy, grounding a contemporary room with timeless, self-assured poise.





Olan, Silver

Handknotted 100% Wool
240 x 300cm | Custom Size Available

Olan speaks in whispers. Palmettes and scrolling vines drift across a soft silver-grey field, their outlines dissolved by a gentle, organic distressing. Warm beige undertones weave quiet through the cool neutral ground, so the design reads as serene rather than stark the calm foundation a contemporary room rests upon.

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The Custom Made Specialists

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