



SHIIR

SHIIR rugs are among the finest rugs available in the marketplace. Hand-crafted by master artisans and endlessly customizable, they innovate upon traditional rug-making techniques with inspired designs and luxurious materials.

SHIIR

ODYSSEY COLLECTION	3	ADAPTATION	32
OUR STORY	124	EMBROIDERY	40
RUG PROGRAM	134	ESSENCE	48
FULL PATTERN RENDERINGS	144	HERITAGE	56
		LEATHER	62
		LINEAGE	68
		LYRIC	76
		ORIGIN	86
		PARADIGM	94
		PLEIN AIR	100
		REALM	108
		TRANSLATION	116

Design Well Traveled

ODYSSEY COLLECTION

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*Rodcliffe, Terracotta (top left), Sedire,
Farde (left) & Albers, Karmin (right)*



SHIIR IS

A wondrous celebration of the journey—with an origin story rooted in global inspirations, natural wonders, and reverence for the ancient art of the handcraft. An uncommonly rich tapestry of influences woven from near and far, now and then, today and always. A tactile exploration of all that's original. Memorable. And time-honored.

Investment pieces to be treasured for generations to come—the heirlooms of tomorrow—SHIIR rugs are unique, endlessly customizable, and designed for discerning tastes. More than decorative statements, they're exclamation points. Bold expressions of style. Of splendor. Of the story—whatever story you choose to tell, in whatever design language you choose to tell it. Born of our imaginations—and the talents and creativity of master artisans whose work is informed by centuries of forbearers.

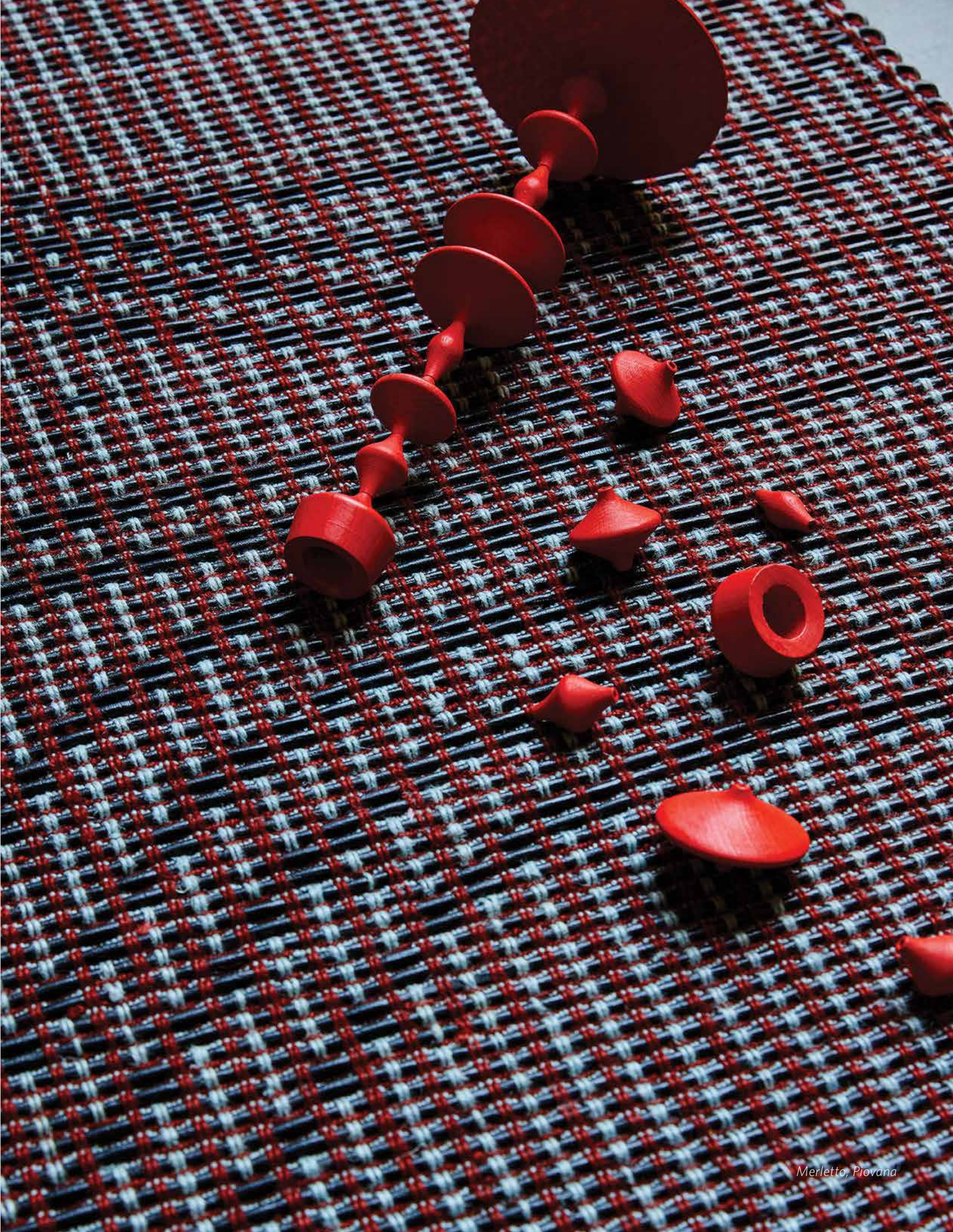
With each new collection, we embark on a passionate quest to define luxury in ever-more unexpectedly beautiful ways. Turn the page to see what we mean.



With standard colorways informed by nature—not to mention customization opportunities—SHIIR rugs offer the ideal floor-covering solution, every time.



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Merletto, Piovana



Nature is but one muse—never predictable, always captivating, and exhilarating the world over, like ombre-shaded oceans.



Albers, Karmin

No matter where in the world you are, a SHIIR rug helps bring a different world—another culture, say, or a geographic location far different from your own—home.

Martin Horner,
Co-Founder, SHIIR Rugs



*From source to scene,
SHIIR Rugs embody
a global point of view.*

*Albers, Bergen (top)
Bordure, Cielle (right)*

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Albers, Karmin,
Tinian, Peridot,
Merletto, Vola

THE JOURNEY BEGINS

Uniquely bold expressions of style unlike any others. Investment pieces that layer space with stories—of oceans crossed, cultures explored, histories exalted. Stories of the natural world—revered, remembered, and reinvented. Stories of master artisans whose talents elevate handcraft to the sublime. A collection born of myriad influences: a long-ago African Queen's geographic conquests. The mesmerizing allure of a canopied tree beneath the shimmering Mexican sun. An early twentieth century European design movement still captivating us today. These are rugs that capture the imagination. They're original. Memorable. And right at home, in any home.

ODYSSEY COLLECTION



ROOM TO ROOM

Trust SHIIR to take you on a sweeping expedition of style to look like you sourced the globe. Our vast collection of patterns, materials, colorways, and constructions makes it easy to layer any home with visual interest and intrigue. Our new Odyssey Collection leads the way.



*With standard colorways
informed by nature—
and virtually endless
customization possibilities
limited only by your
imagination—SHIR rugs
offer the ideal floor-covering
solution, every time.*

*Crossing, Loden (below)
Sedira, Forde (right)*





Albers, Karmin

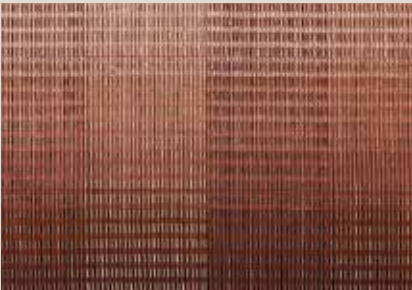
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ALBERS

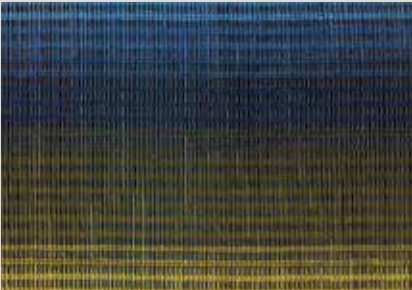
ODYSSEY COLLECTION

Made in India. Linen Warp, Leather Weft

An homage, squared—to European artist Josef Albers and, to his famed “Squares” series. The embodiment of Mid-Century, Bauhaus-inspired design, our Tuareg-style Albers pattern is linear. Geometric. Simplified. And yet, reflective exploration reveals Albers to be more highly nuanced than perhaps initially understood. An ombre-shaded expression of overlapping, multi-hued linen and leather cord—and your own discerning taste.



Bergen



Karmin



Albers, Bergen

Colorways are representations only.
Please refer to actual rug samples for most accurate colorations.

BORDURE

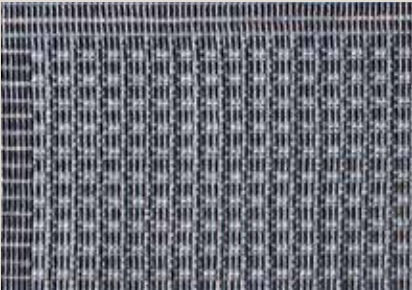
ODYSSEY COLLECTION

Made in India. Linen Warp, Leather Weft

Like African Tuaregs—nomadic tribal wanderers who first journeyed, centuries ago, across a continent to expand their influence—Bordure is enclosed by borders. Not of seas or mountains, but of woven leather and linen, in a welcome mélange of geometric simplicity and exuberant coloration. Limitless in its application, Bordure is both restrained and playful—and at ease almost anywhere your own design journeys may lead.



Café



Cielle



Bordure, Cielle



Crossing, Loden

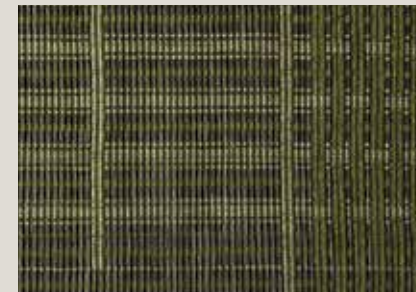
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CROSSING

ODYSSEY COLLECTION

Made in India. Linen Warp, Leather Weft

Orderly, yet varied. Parallel, yet perpendicular. Like the proverbial fork in the road, Tuareg-inspired Crossing presents an exhilarating choice: to view pattern as vertical—or horizontal. And like all versatile options, it layers even the most current of spaces with design rooted in history—easily traversing centuries, oceans, and contexts.



Loden



Quarry



Crossing, Quarry

Colorways are representations only.

Please refer to actual rug samples for most accurate colorations.



Durango, Encanto

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DURANGO

ODYSSEY COLLECTION

Made in India. Cashmere & Wool

Reminiscent of the natural world, Durango's patterning recalls the bark of the sycamore tree. A towering presence with a lifespan of centuries and ubiquitous near the foothills of the Sierra Madre Oriental, it—like Durango—is adorned with organic, amorphous, and irregular shapes. Ebbing and flowing across tree trunks—and beautifully designed rooms, whether rising from woods, resting near waters, or reminding inhabitants of the wider world—it suffuses any space with a sense of the primitive. The essential. And the undeniably evocative.



Boca



Cuchill



Encanto



Durango, Boca

Colorways are representations only.
Please refer to actual rug samples for most accurate colorations.



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MAQUETTE

ODYSSEY COLLECTION

Made in India. Wool Pile & Wool Flatweave

If cozy could be rendered in an artist’s sketch, it would look like Maquette. Linear, but loose. Irregularly patterned for visual ease and open-ended furniture placement. Plush. Deep, in feel and in fact, thanks to bevel-edged pile atop its exposed foundation. A reminder that warmth is a sense and not just a sensation.



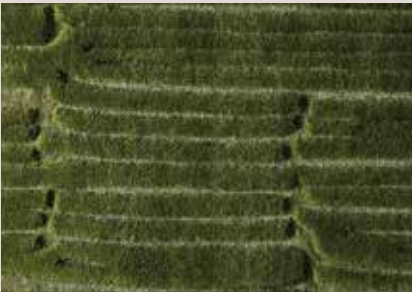
Chrome



Lark



Marzipan



Sawyer



Maquette, Chrome

Colorways are representations only.
Please refer to actual rug samples for most accurate colorations.



Merletto, Vola

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MERLETTO

ODYSSEY COLLECTION

Made in India. Linen Warp, Leather Weft

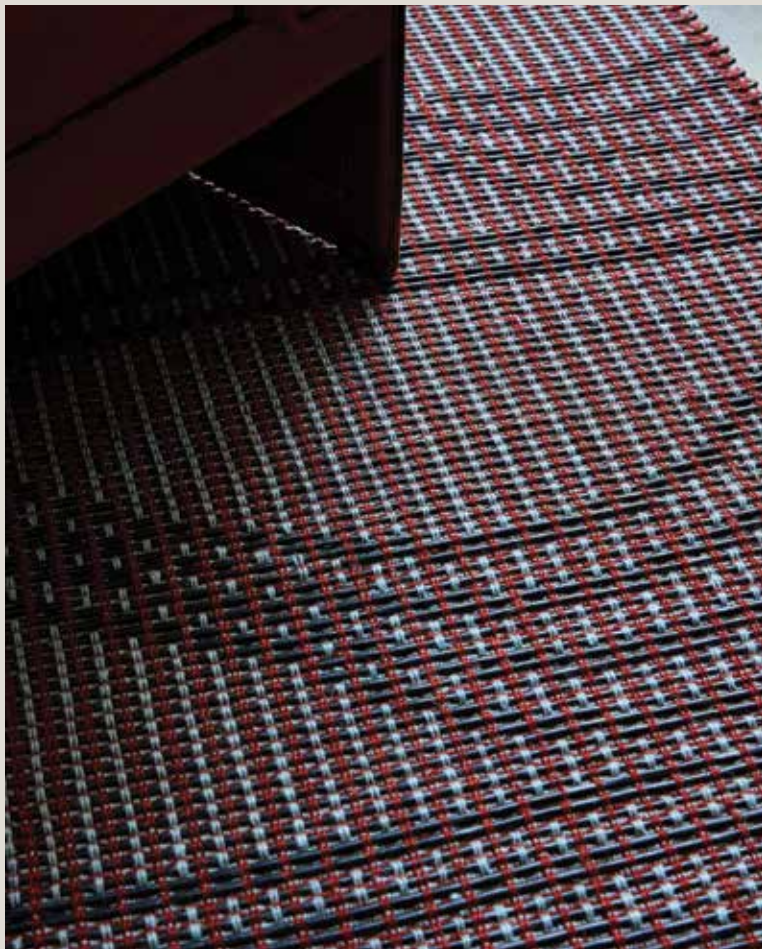
Think lace, but in leather form. Woven, waving, and wonderful. An intoxicating example craftsmanship, expressing artistry and imagination in dual renditions; leather lace, hand-stitched and undulating—and leather lace, hand-woven and level. An enticingly irregular blending of high and low, unified by linen.



Piovana



Vola



Merletto, Piovana

Colorways are representations only.
Please refer to actual rug samples for most accurate colorations.



Sedira, Forde

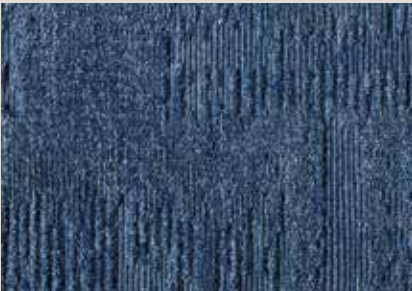
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SEDIRA

ODYSSEY COLLECTION

Made in Nepal. Wool Pile, Wool Loop

Layered and ridged, like sediments bonded over time immemorial. History, revealed. Shape, considered. Hue, twinned. Connected in pattern and open to possibilities.



Cyanis



Forde



Greylin



Roselle



Sedira, Cyanis

Colorways are representations only.
Please refer to actual rug samples for most accurate colorations.



Tinian, Pendot

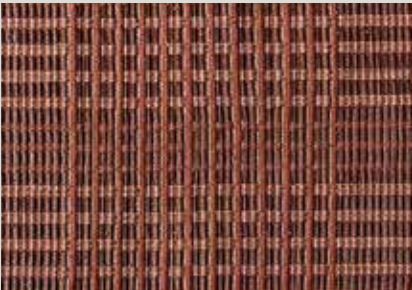
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TINIAN

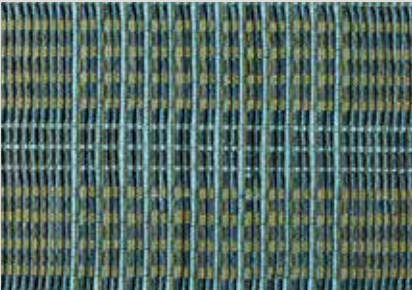
ODYSSEY COLLECTION

Made in India. Linen Warp, Leather Weft

Like the Mother Continent’s Queen Tinian—visionary leader of the African Tuareg tribe—our own Tinian is at once adventurous and calculating. A study in regulation thanks to repetitive geometric patterning, Tinian also proffers interpretive excitement resulting from decorative interruptions of that very repetition.



Deep Blush



Peridot



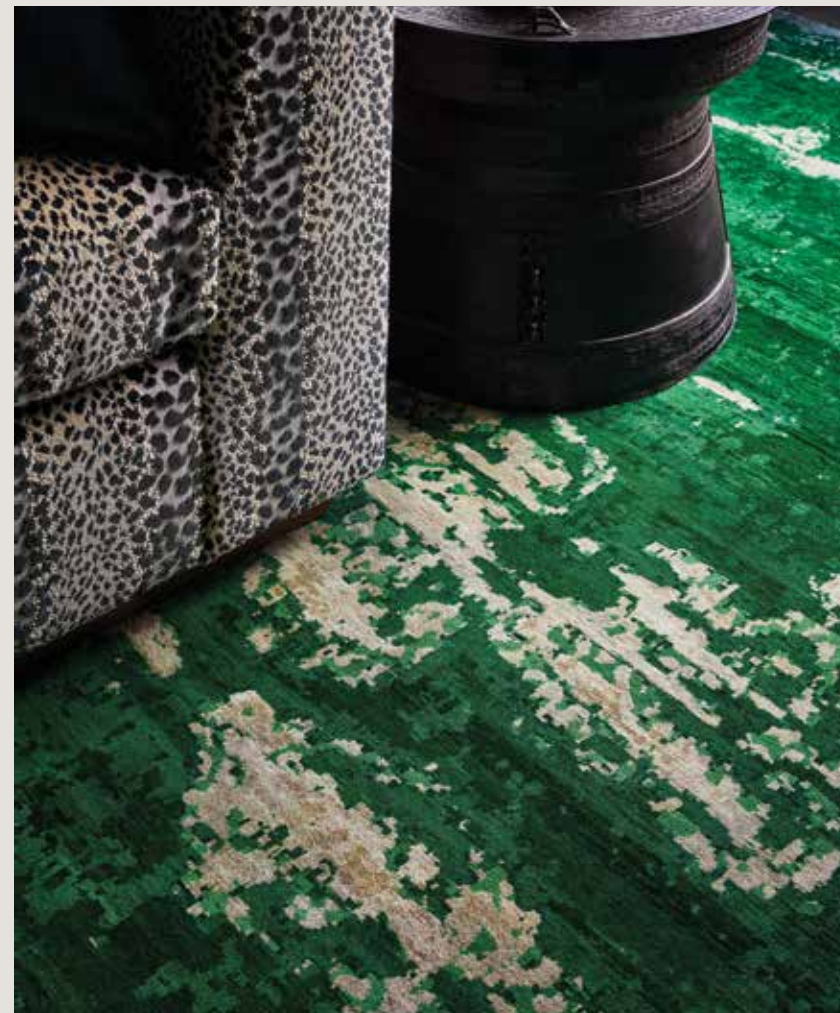
Tinian, Deep Blush

Colorways are representations only.
Please refer to actual rug samples for most accurate colorations.



Passage, Persuasion

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Brass Door, Custom



SHIIR

ADAPTATION COLLECTION

Our most modern collection, Adaptation is distinguished by an uncommon versatility. Equally balanced between abstract interpretation and decorative celebration, Adaptation derives its organic sensibility from the complexities of texture—like sands transported on Mediterranean winds—found in nature. All rendered, of course, in exhilarating fashion.



Interlude, Island



Sylvan colorways

Stair runners are our specialty. Almost any SHIIR rug can be customized to suit any stair configuration.

Passage, Birch Runner



Shibori, Midori

BRASS DOOR



Made in India. Wool & Silk

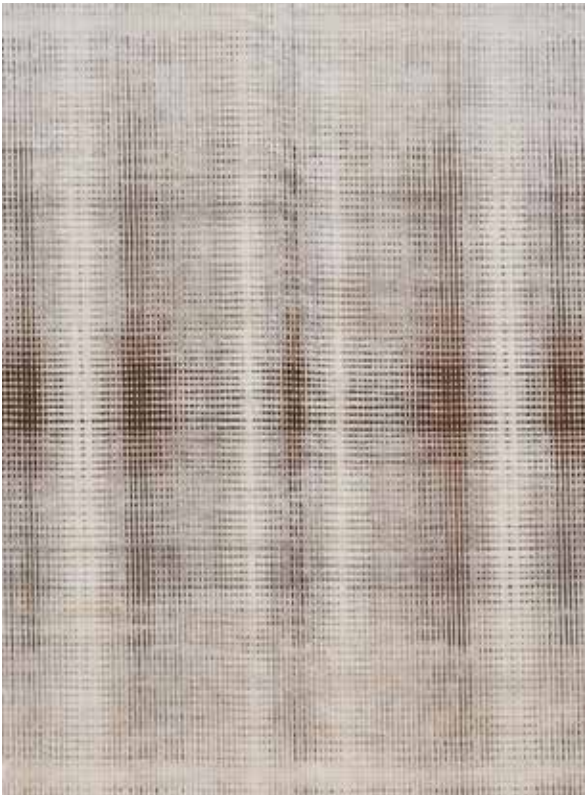


Ancient Mariner



Weathered

ELLERY



Made in India. Wool & Silk



Blake



Sailcloth



Puff

Made in India. Wool & Silk



Envy



Patriot



Island



Rose Gold

INTERLUDE



PALLINA

Made in India. Cashmere



Basalt



Marina



Travertine



PASSAGE



Made in India. Wool & Silk



Birch



Peacock



Cardamom



Persuasion



Lunar



Watchet

SHIBORI



Made in India. Wool & Silk



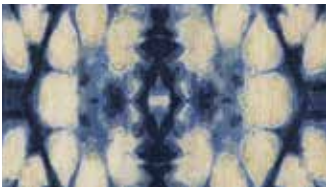
Arashi



Midori



Konsho



Rokocha

Made in Nepal. Wool & Silk



Dulce



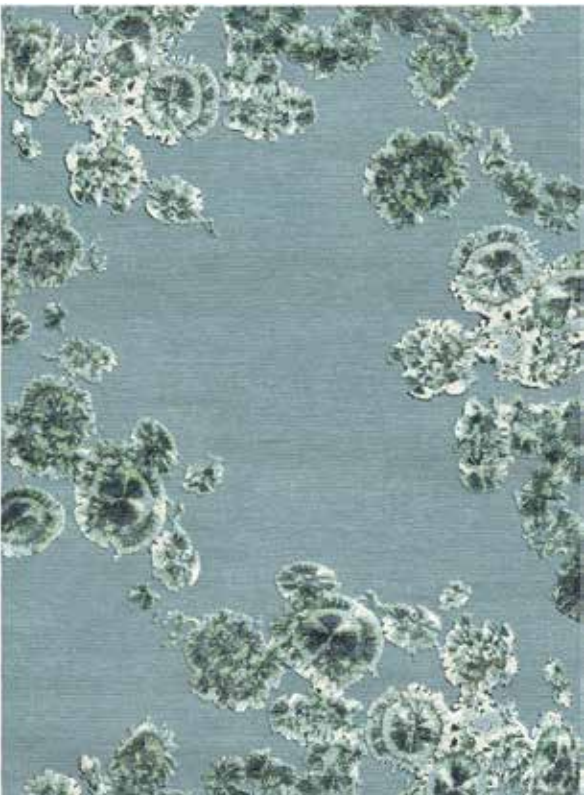
Lloyd



Enchanted



Trevino



SYLVAN



Echo Custom, Drummond Runner

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Embroidery patterns

Embroidered entirely by hand, these rugs truly display the art of craft.



EMBROIDERY COLLECTION

A captivating dichotomy of lyrical ornamentation and geometric foundation, the Embroidery Collection is inspired by the simultaneous simplicity and complexity of nature's marvels. Embellished with rarely seen embroidery techniques hand-stitched atop flat-woven backgrounds, these rugs are marvels in themselves.

Quill, Eaton





Arbor, Custom

*This custom-colored
Embroidery Collection
rug identically matches
bespoke furnishings.*



Carreau colorways

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Arbor, Hyacinth

ARBOR



Made in India. Wool flatweave with wool embroidery



Hyacinth



Sedum



Illium

Made in India. Silk flatweave with silk embroidery



Fountain



Statuary



Loam



Truffle

CARREAU



BOTANICA



Made in India. Wool flatweave with wool embroidery



Halo

Made in India. Silk flatweave with silk embroidery



Chatsworth



Eaton



Huntington

QUILL



TERNI



Made in India. Wool flatweave with wool embroidery



Aqua



Nera



Carex



Umbria

Made in India. Silk flatweave with silk embroidery



Copper



Flax



Flagstone



Picket

VINE



TREILLAGE



Made in India. Silk flatweave with silk embroidery



Brook



Lichen



Burlap



Pond

Made in India. Wool flatweave with wool embroidery



Ember



Hawk

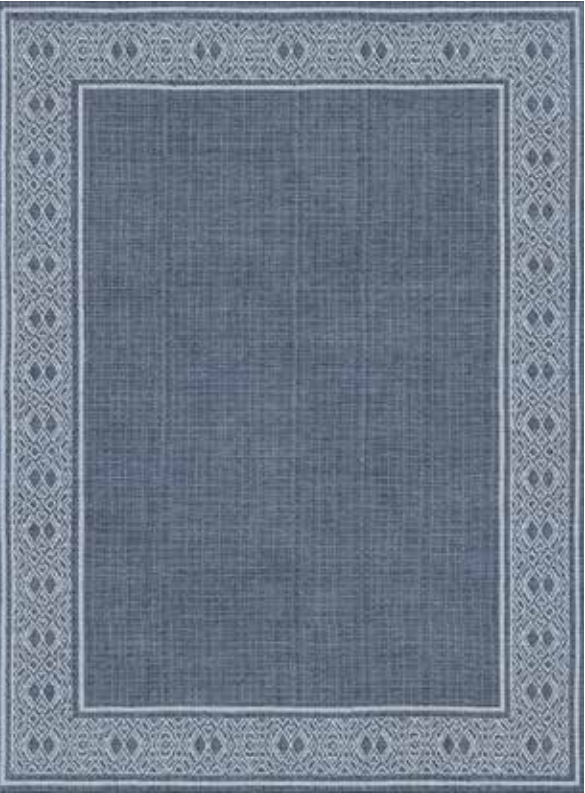


Fox



Stream

WOODLAND





Palisade, Key



Fiume, Liri



ESSENCE COLLECTION

Inspired by the infinite artistic possibilities presented by a blank canvas, the Essence Collection celebrates the notion of restraint in the most luxurious of ways. Texture is its hallmark; technique is its muse. Tactile, poetic and quintessentially versatile, the Essence Collection easily welcomes a mélange of individual creative expressions.

Pezzato, Mineral



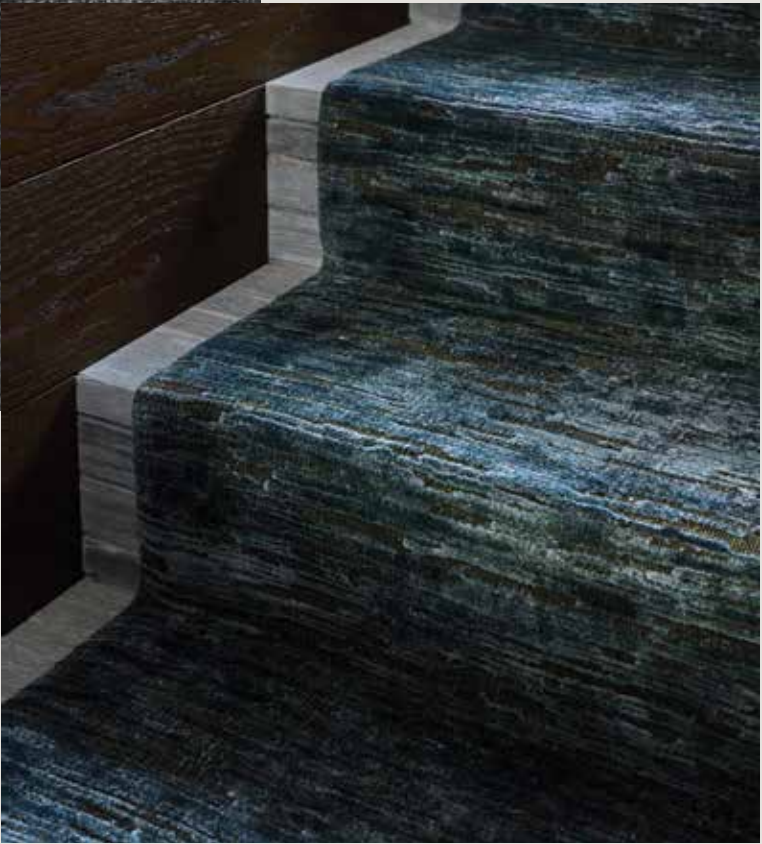
They may be subtle, but our Essence Collection patterns ground rooms with intense visual interest.



Etson, Ashland



Compendio, Dew



Palisade, Custom Runner



Rovine, Terra

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COMPENDIO



Made in India. Wool & Silk



Acorn



Dew



Ballad



Regiment



Billow

ETSON



Made in India. Wool



Ashland



Glacier



Beryl



Lawn



Coal



Millet



Fresh



Russet



Gale



Vellum

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FIUME



Made in India. Wool & Silk



Arno



Piave



Liri



Tantara



Tiber

PALISADE



Made in India. Wool & Silk



Crystalline



Key



Steep

PEZZATO



Made in India. Cashmere & Silk



Daplin



Mineral

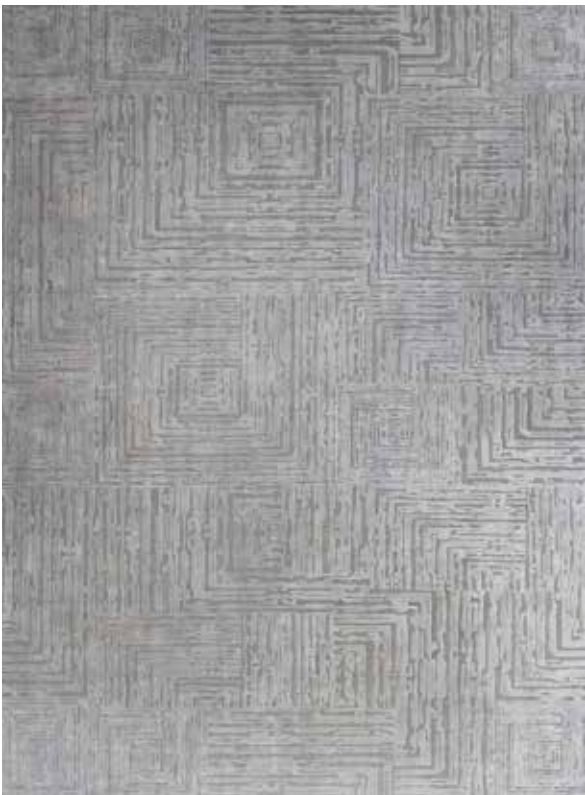


Edgewood

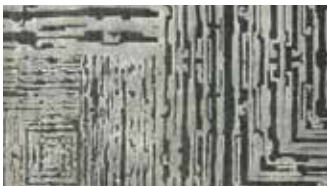


Whisper

ROVINE



Made in India. Wool & Silk



Lapis



Terra



Marmo

Made in India. Cashmere



Admiral



Nickel



Dover



Rivulet



Maize



Slate

SYMMETRIA





Narcissus, Imperial

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Damascus, Crown



HERITAGE COLLECTION

Rousing interpretations of legacies ascribed to a broad array of cultures—including the refined patterns found in Persian rugs, Venetian bookbinding paper, and antique French textiles—our Heritage Collection transcends mere translation of the traditional. Inspired by—but never beholden to—their rich histories, these are classics, reborn.

Agate, Ice



Inspired patterns deliver welcome jolts of excitement—even more so when colors are customized to your exact needs.



Bookbinder, Laguna



Briar's versatility makes it a perennial favorite among designers.

Briar, Custom



Ice



Melon



Villager

Made in India. Wool & Silk

AGATE



Laguna



Masque



Titian

Made in India. Wool & Silk

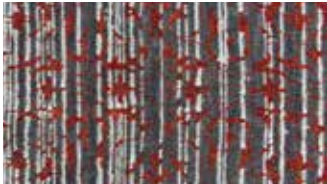
BOOKBINDER



BRIAR



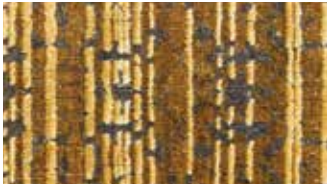
Made in India. Wool & Silk



Curreant



Nightlock



Fawn



Sepia

Made in India. Cashmere, Wool or Silk



Champagne



Imperial



Slate



NARCISSUS

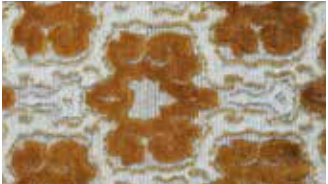
DAMASCUS



Made in India. Wool & Silk



Blush



Crown



Celestial

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Holborn, Turtledove



Ludlow, Cream



SHIIR

LEATHER COLLECTION

Designed for possibilities, Leather Collection rugs are customizable works of art. As well-suited to walls and upholstery as to floors, they're handcrafted—ethically and responsibly—by specialized artisans across the world using only the finest quality leathers. Honoring leather's perfectly imperfect nature, these edgy yet elegant treasures are ever-evolving, and will age with grace and style.

Callahan coloways



Truly innovative, our Leather Collection melds materials—think metal and silk—with ease.

Our leather rugs are works of art and have been used as wall coverings, upholstery, and even pool table covers.



Warwick, Caramel



Breton, Tate



Hawksbury, Regent

Hair-on-hide, trapunto stitching, and metal rivets distinguish our Leather Collection.

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Made in Italy. Hair on Hide



Blair



Deep



Citrine



Tate



BRETON

Made in India. Leather & Silk



Beeswax



Oakmoss



Charred

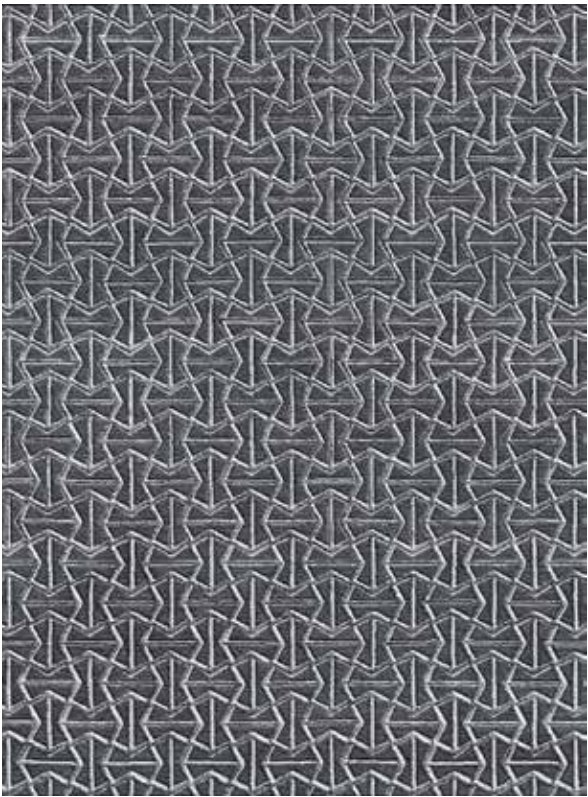


Shoal



CALLAHAN

ESSEX



Made in India. Leather & Silk



Abbey



Harrow



Chase

Made in India. Leather & Silk



Bittersweet



Rattan



Pimm



Turtledove

HOLBORN



HAWKSURY



Made in India. Leather or Hair on Hide, Copper Rivets*



Croft



Regent



Porter



Walnut

Made in India. Leather



Bower



Derby



Caramel



Royale

WARWICK



* Copper will develop a patina over time.



Lyra, Caspian

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Lineage assorted styles

Tabi, Camoca



LINEAGE COLLECTION

Like the ancient civilizations whose histories and cultures informed them, our Lineage Collection rugs are inspired interpretations of the world’s finest antiques—all reimagined in forward-thinking style to meet contemporary needs. Though rooted in the richly evocative past—think spice-fragranced souks, medieval imperial palaces, or the Caucasus Mountain passes of the Silk Road—Lineage Collection rugs are Old World, yet of the moment. Freshly colored, endlessly customizable, and versatile almost beyond imagination, they layer traditional, transitional, and contemporary interiors with ease and soulful flexibility. (And should you desire authentic, original antique rugs, we’ve got a finely curated selection of those, too!)

Yesterday’s traditions; today’s interiors—Lineage Collection rugs bridge the gap.

Yesterday's traditions;
today's interiors—
Lineage Collection rugs
bridge the gap.



Sen, Clay

Sula, Maveem



Made in India. Wool



Altan



Platinum



Zarrine



BAHTIA

Made in India. Wool



Allure



Bonsai



Light Ash



CARIFF

ISLA



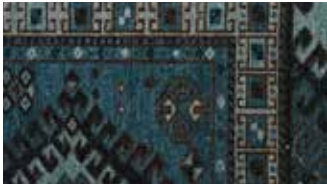
Made in India. Wool



Eternal



Tribute



Nautilus

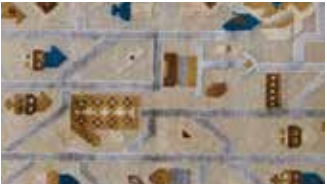
Made in India. Silk & Wool



Chutney



Larin



Tulip



KADA

JERRAN



Made in India. Silk & Wool



Badian



White Jasper



Masala

Made in India. Silk



Caspian



Emblic



Persian Dawn



LYRA

SEN



Made in India. Wool



Benami



Clay



Cham



Reese

SHARRA



Made in India. Wool



Dolomite



Noa



Jade

Made in India. Wool



Karani



Maveem



Zeytune



SULA

Made in India. Silk & Wool



Bridge



Camoca



Cascade



TABI



Allard, Linden



Rill, First Light

Lyric Collection



In typical SHIIR fashion, even our mostly solid rugs are suffused with depth.



LYRIC COLLECTION

The Lyric Collection is our new line of hand-loomed rugs. Featuring luxury fibers such as cashmere and silk, the collection features thirteen designs—many incorporating surprisingly complex hand-carving techniques. Designers will welcome the Lyric Collection’s many opportunities for customization, as well as its friendly price points.



Walker, Moss

Thanks to nuanced design and moments of hand-carved pattern play, even familiar stripes are imagined with originality.

Camber, Holt



Made in India. Wool



Bubble



Titan



Fuller



Wynne



Linden



ALLARD

Made in India. Wool, Silk & Linen



Dorsey



Olympus



Meditation



Rhubarb



ANYA

BECK



Made in India. Wool



Aquitaine



Muslin



Dawn



Tansy

Made in India. Silk



Burnt Umber



Slip



Lagoon

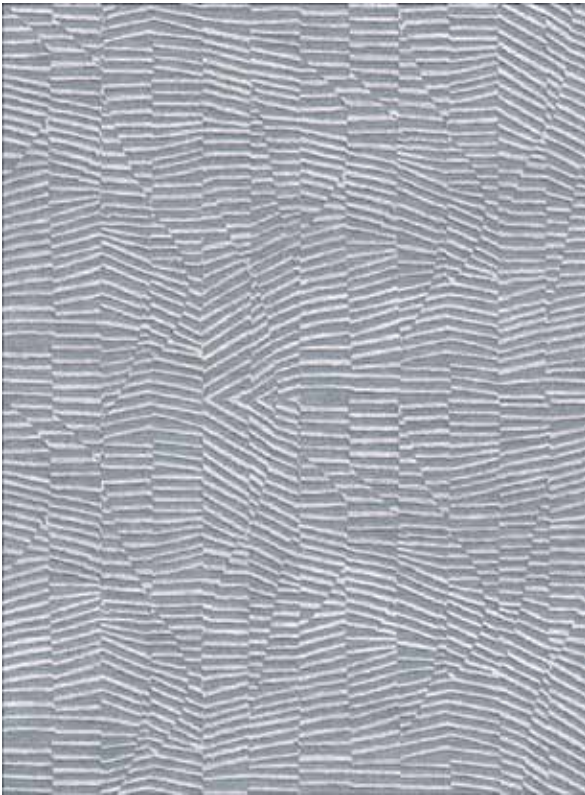


Sterling



KEELAN

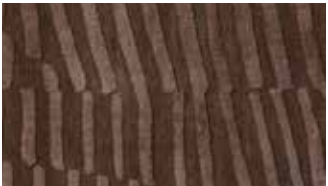
CAMBER



Made in India. Pashmina & Silk



Holt



Pointe



Peppercorn



Splash

Made in India. Wool & Cashmere



Chambray



Dunn



Crew

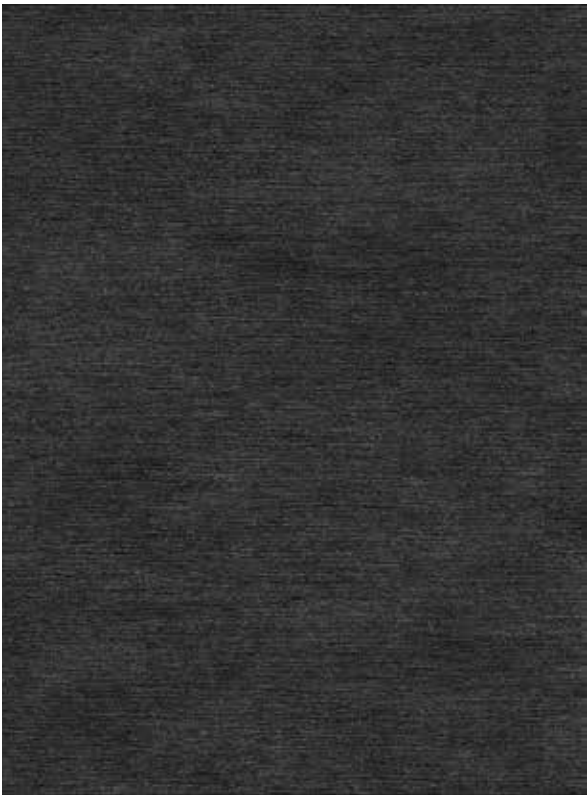


Froth



KHOLO

QUINN



Made in India. Wool



Eggplant



Kelly



Hayden



Tawny

Made in India. Wool & Silk



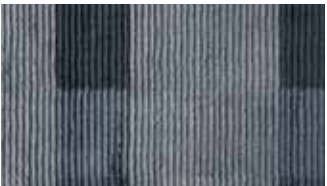
Clements



Pendleton



First Light



Plymouth



RILL

REMY



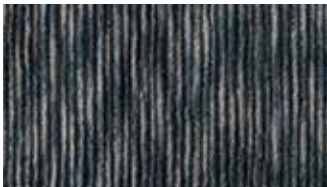
Made in India. Wool



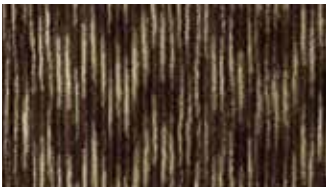
Collier



Larimar



Featherstone



Peony

Made in India. Silk & Cashmere



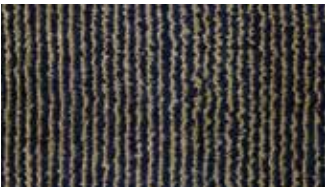
Florentina



Murray



Malabar

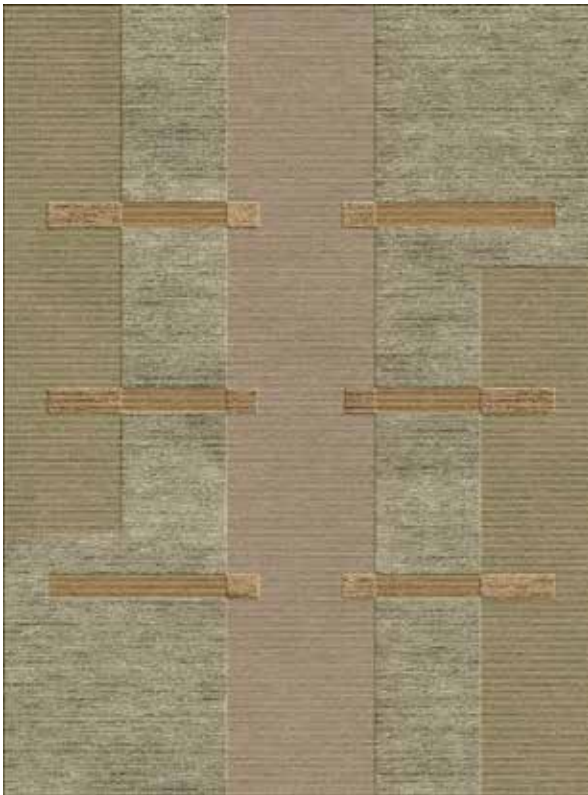


Wren



SKALLA

TATAMI



Made in India. Wool & Silk



Confection



Tourmaline



Gossamer



Volley

TRACE



Made in India. Wool & Silk



Crane



Lowery



Foxglove



Peyto

WALKER



Made in India. Wool & Silk



Danube



Moss



Gregg



Shoji



Iconic Ikat, Custom



Indo Tess, Custom



SHIIR

ORIGIN COLLECTION

Strength of line reigns supreme in Origin—a noteworthy collection of the most graphic sort. Intuited by the primitive, yet sublimely sophisticated, its geometric influences are distilled to their most lyrical essence. Statement-makers that deliver a clear ornamental message, Origin is rooted in the familiar—yet espouses the worldly.

Whether grounding a room or climbing a stair, SHIIR rugs make a texture-rich design statement.



Ombre Stripe, Cirrus

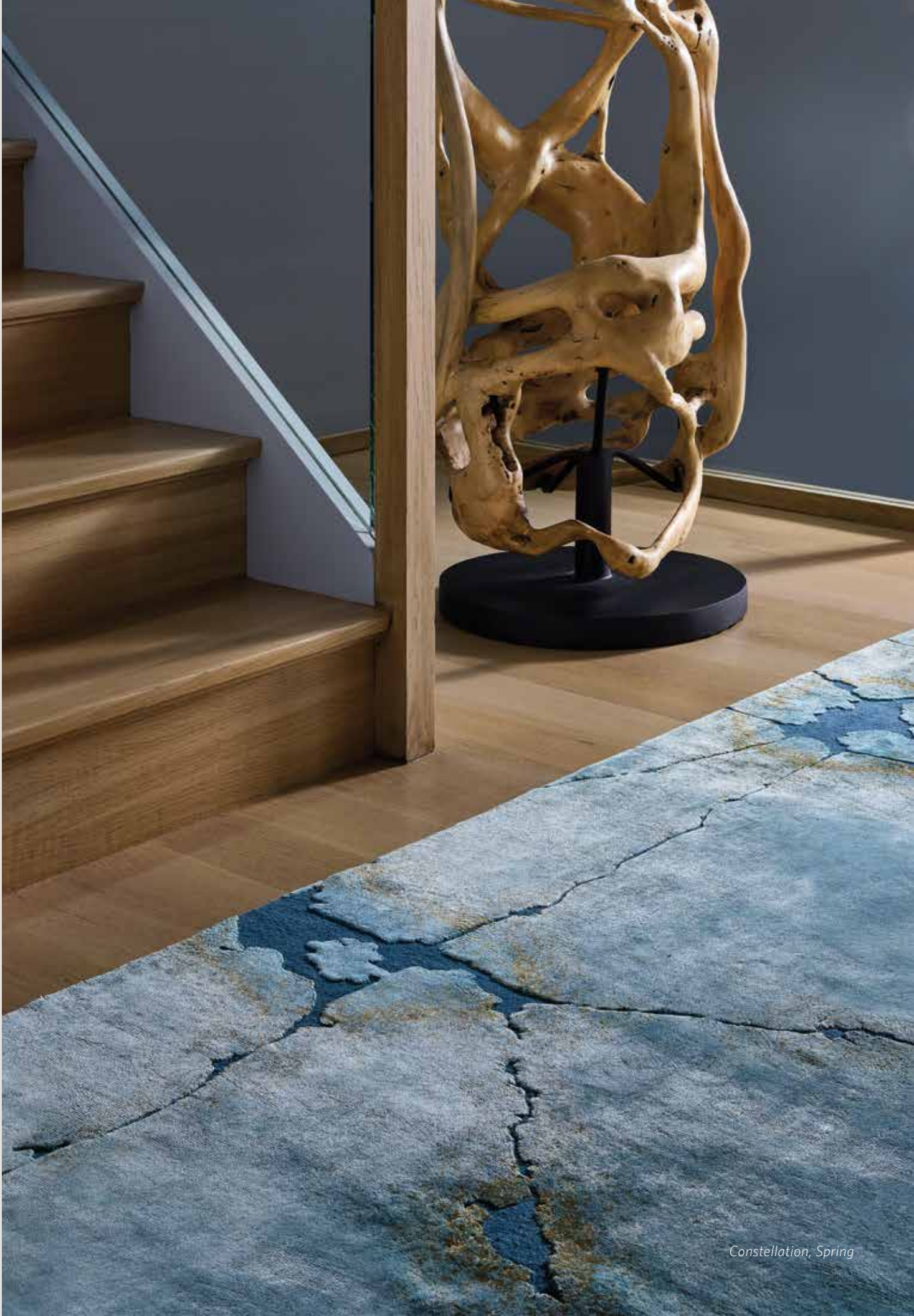


Glyph, Cabot

Indo Tess Inverse, Smoke

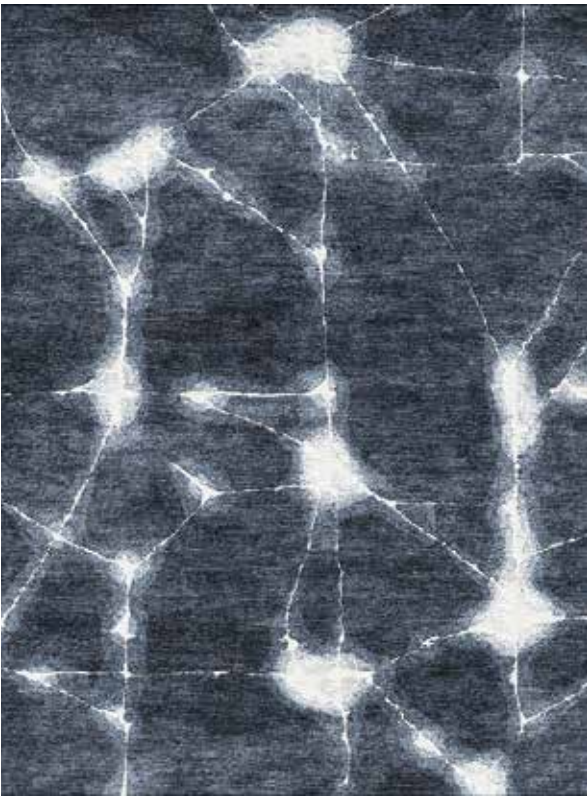


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Constellation, Spring

CONSTELLATION



Made in India. Wool & Silk



Aster



Meridian



Barlow



Spring

GLYPH



Made in Nepal. Pashmina & Silk



Cabot



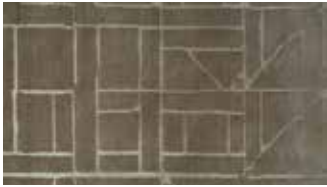
Nile



Ecrú



Relic



Mirage

Made in India. Wool



Persimmon



Thyme

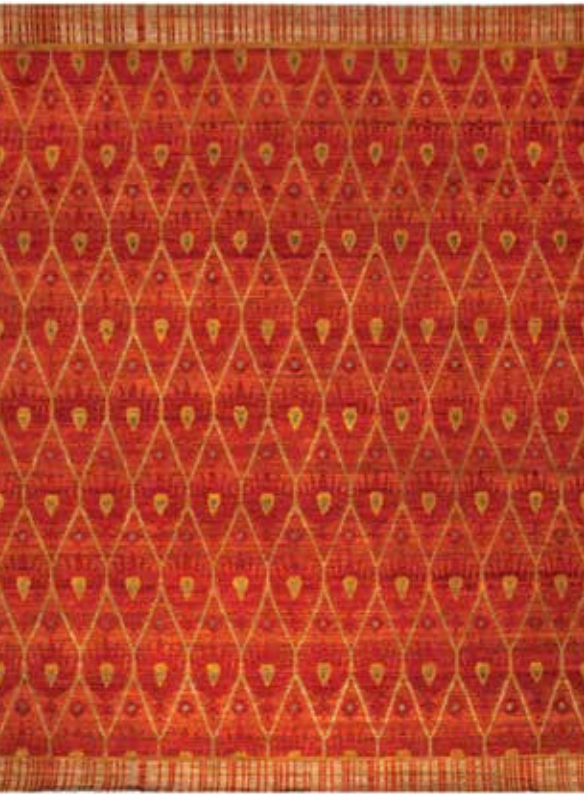


Pomegranate



Wheat

ICONIC IKAT



Made in India. Wool & Silk



Centennial



Sable



Smoke

INDO TESS



INDO TESS INVERSE



Made in India. Silk & Wool



Coastal



Sable



Cotton

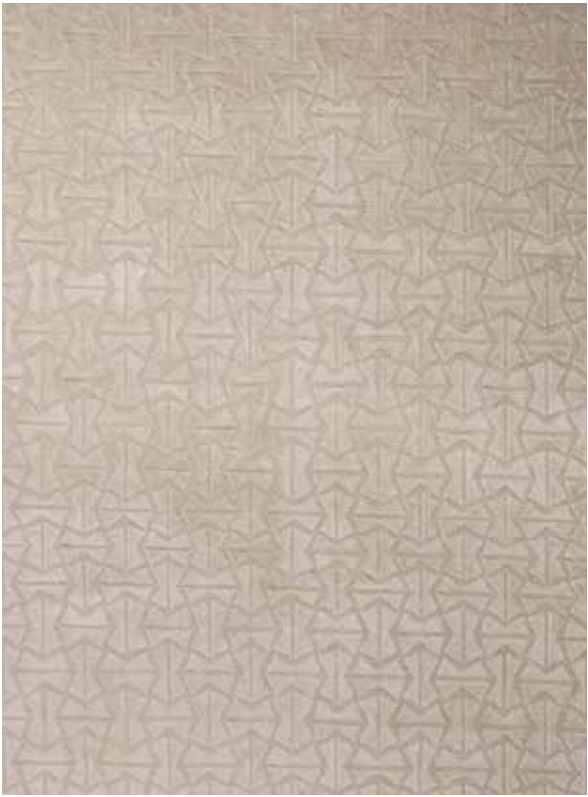


Smoke



Dove

NEPA TESS



Made in Nepal. Wool & Silk



Dusk



Shell



Sapling

Made in India. Mohair, Wool & Silk



Arcus



Fog



Cirrus



Vapor

OMBRE STRIPE





Landis, Pearl

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Post, Pumice



SHIIR

PARADIGM COLLECTION

Defined by lower price points and faster lead times, the Paradigm Collection features the same hallmarks for which all SHIIR rugs are celebrated: Fiber-centric design, innovative technique and reverence for the traditional art of the hand-weaver. Exceptionally versatile, texture-rich and relaxed by looser weaves, Paradigm grounds even the most well-used spaces with unmistakably nuanced allure.

Maro, Verdant





Primitive, Bordeaux

Rugs first: SHIIR rugs lay a versatile foundation upon which to design a room. And with so many textures, patterns, and price points to choose from, getting started is easy.

Tellen Colorways



Made in Nepal. Wool & Silk



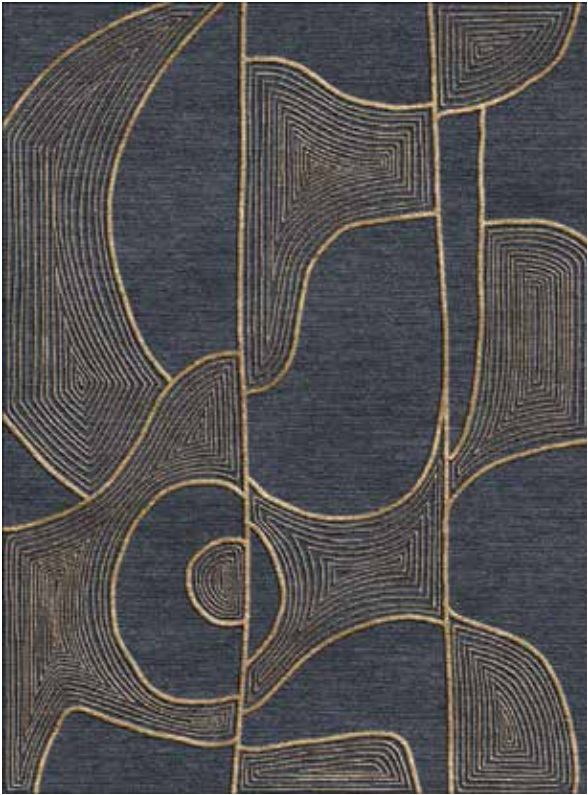
Baroque



Cay



Pearl



LANDIS

Made in India. Silk



Cement



Mushroom



Horizon



Mystic



Verdant



MARO

POST



Made in India. Wool & Silk



Collins



Verse



Pumice



Warm Sugar

PRIMITIVE



Made in India. Wool & Silk



Ashen



Indigo



Bordeaux



Ochre



Calypso



Pine



Denim

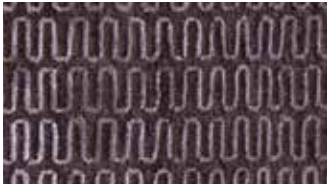


Plank

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TELLEN

Made in India. Wool & Silk



Aubergine



Shade



Oxford



Twine



Sequoia



Wildwood





Kett PA, Bluebell

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Serena, Grove



PLEIN AIR COLLECTION

Uncommonly sophisticated hand-knotted rugs that are beautifully at ease both indoors and out, SHIIR's Plein Air Collection distinguishes residential and commercial projects with wondrous colorations, complex patterns, and tactile extravagance. Think: exquisite hand embroidery. Finely hand-stitched pattern accents. Richly heathered solids. And satisfyingly hefty flat weaves. All hand-crafted of sustainably sourced PET fiber. All with the ability to resist the elements, fading, stains—and life. And all designed to invite layering with the rest of our rugs, whether within a room or throughout a home. Now more than ever, there's a luxurious SHIIR rug perfectly suited to your every need—regardless of where you need it.

Sustainably sourced PET fiber yields surprisingly sophisticated designs.

A rich array of standard colorways makes it easy to source the perfect Plein Air rug for any application.

PET fibers are extremely resistant to fading from ultra-violet light.

Our Plein Air Collection rugs are as beautifully suited for indoor applications as outdoor. PET fiber makes them eminently livable, in true SHIIR style.



Promenade, Hydra



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Made in India. Polyester (PET)



Canal



Languid



Dominion



Steel



Twig



CARREAU PA

Made in India. Polyester (PET)



Aloe



Silverado



Fig



Straw



Moyer



Winwood

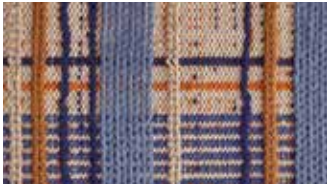


COLLINE

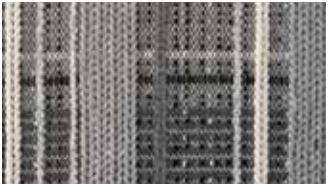
KETT PA



Made in India. Polyester (PET)



Bevel



Latch



Bluebell



Purr



Cedar



Thistle

MARLOW



Made in India. Polyester (PET)



Agave



Lill



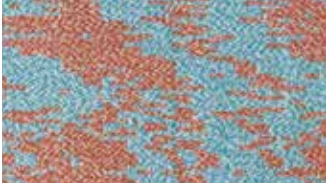
Azuline



Rivet



Cork



Surf

MICHI



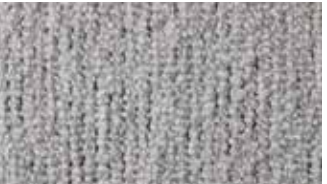
Made in India. Polyester (PET)



Open Sea

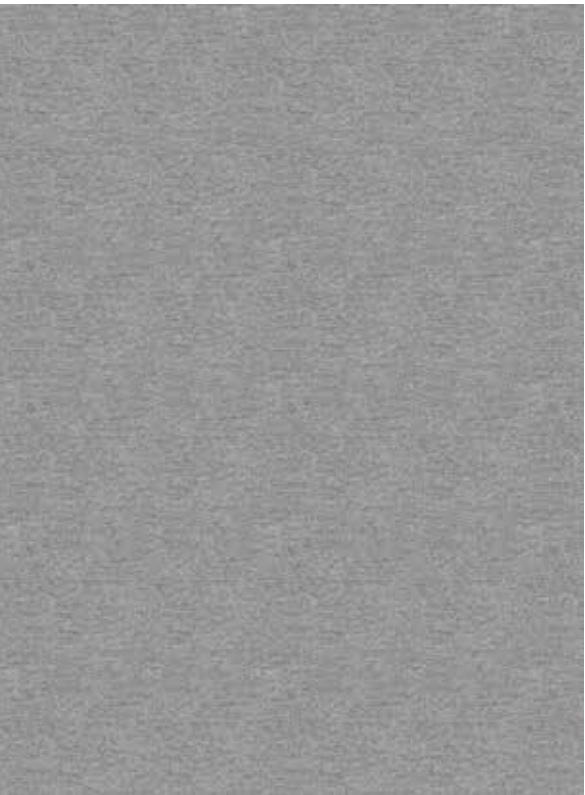


Peanut



Seren

PARTERRE



Made in India. Polyester (PET)



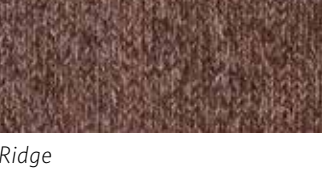
Balm



Ivy



Bowen



Ridge



Cove



Root

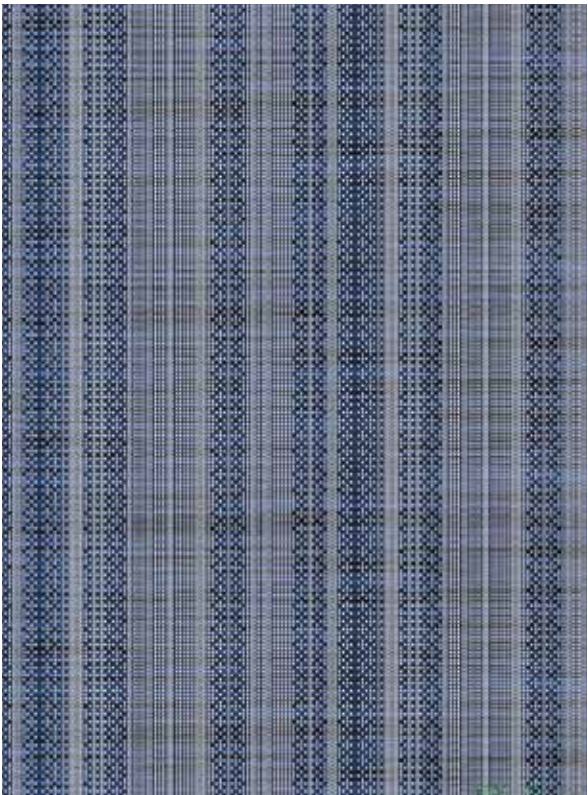


Fleet



Waterside

PROMENADE



Made in India. Polyester (PET)



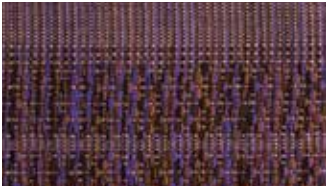
Glenn



Lyman



Haven



Grape

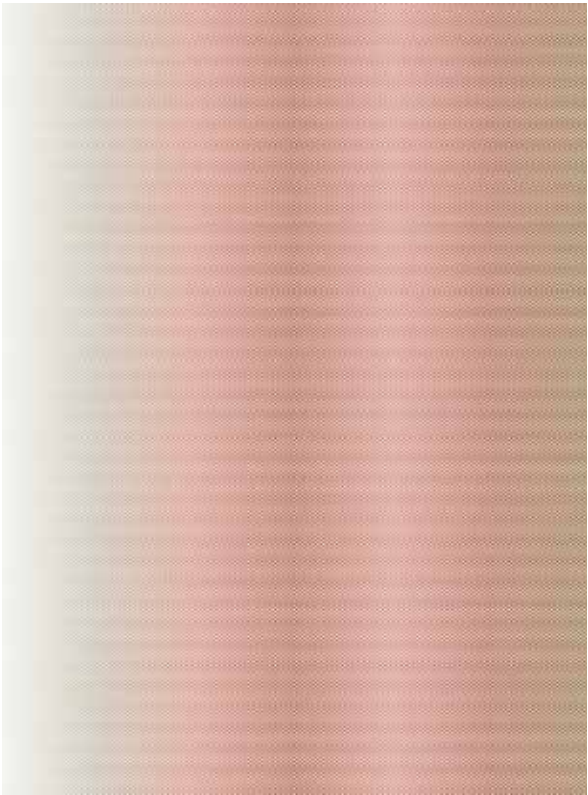


Hydra



Pointer

RADCLIFFE



Made in India. Polyester (PET)



Calf



Jute



Coach



Stem



Cort



Terracotta

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SERENA

Made in India. Polyester (PET)



Breath



Harlen



Calm



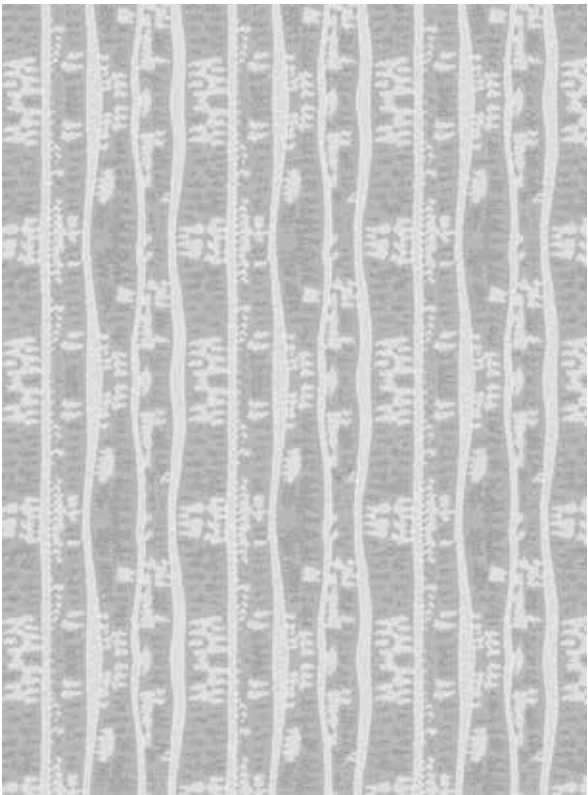
Placid



Grove



Timmeny





Rand, Earl Gray



Merrin, Ripple

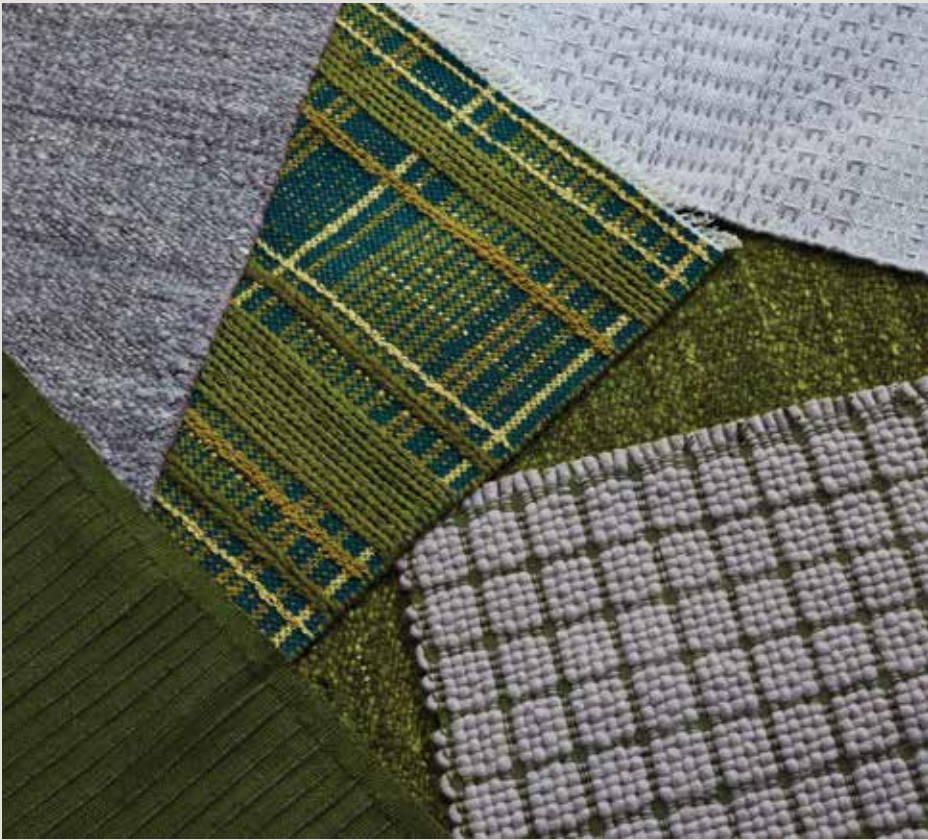


REALM COLLECTION

Drawing on worlds both familiar and mysterious—the natural, the fashion-oriented, the far, far away—Realm encompasses a multitude of inspirations. Still, common threads abound: color, in unexpected mixes of warms and cools—or lack thereof. Texture—in abundance, or subtly suggested.

Think: New silk chenilles. Chunky, felted, linen and wool. And of course, hand-knotted, embroidered, and flat woven. Pattern, whether vivid or a whisper—all displaying the deepest of design intentions. In other words, a versatile array of compatible choices destined to mix well together. All, featuring lower price points and faster lead times. All, evocative of SHIIR’s most luxurious offerings. And all, delights of color, texture, and pattern, informed by cultures and artistic traditions the world over.

We pride ourselves on offering an abundance of textures for all your design needs.





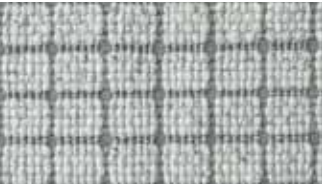
Realm colorways



Made in India. Wool & Linen



Acadia



French Gray



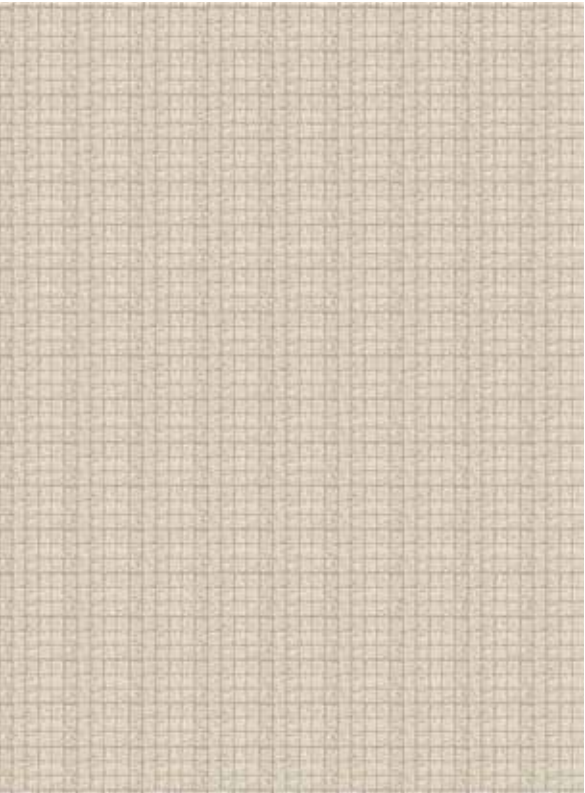
Azure



Mulberry



Nantucket



BINDEN

Made in India. Wool



Baltic



Maverick



Chai



Portrait



BRODE

CRU



Made in India. Wool



Avery



Cornsilk



Blue Moon



Nightshade



Cellar

INTERO



Made in India. Wool



Baked Clay



Graham



Cinder



Independence



Evergreen



Orchid



Float

KETT

Made in India. Wool & Silk



Amandine



Earth



Bay



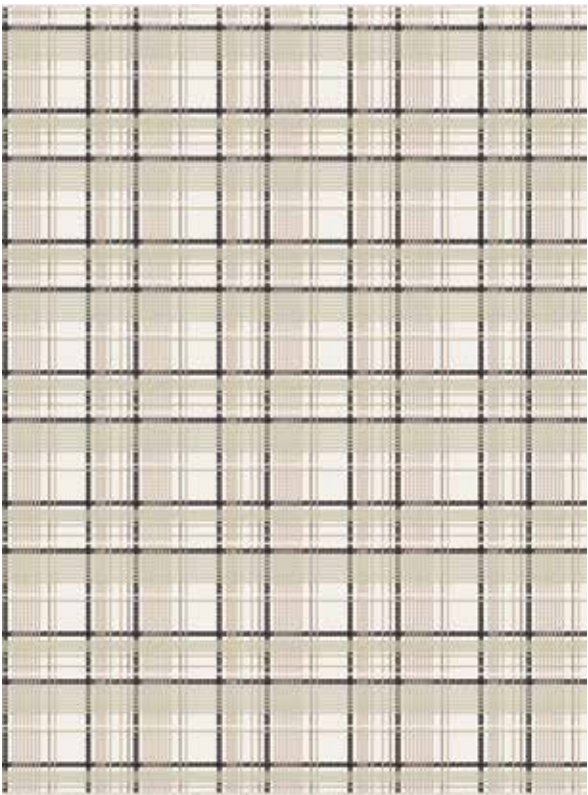
Farrow



Cocoa



Signal



MERRIN

Made in India. Cashmere & Wool



Chantilly



Lena



Gull



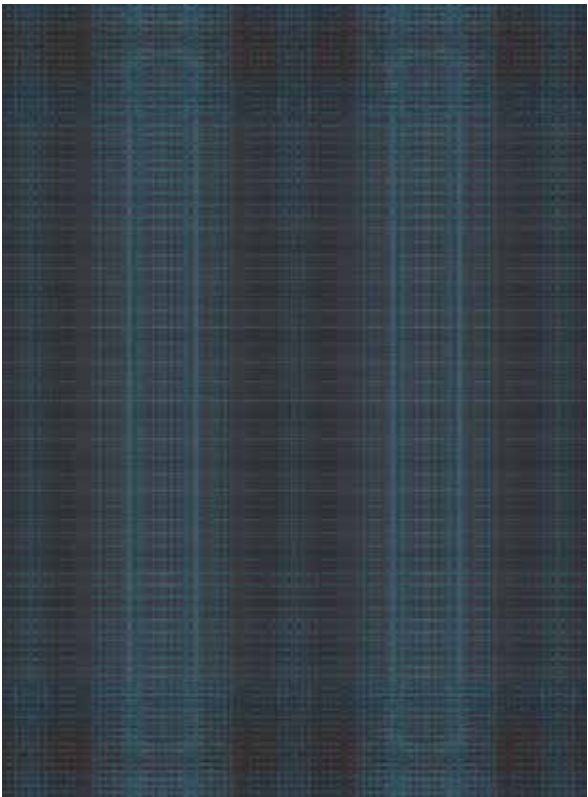
Powder



Ripple



POWELL



Made in India. Silk & Wool



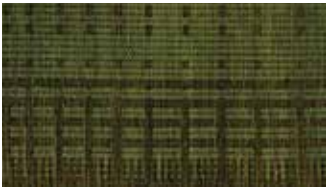
Crush



Petra



Oasis



Sprout

RAND



Made in India. Wool



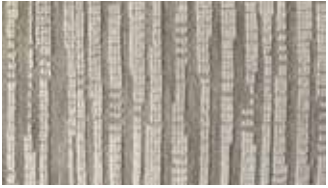
Amarinthe



Earl Gray



Barnstaple

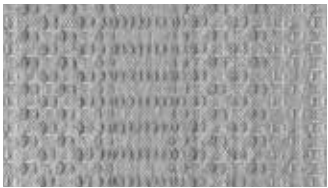


Maclean



Cloud

Made in India. Wool



Aged Iron



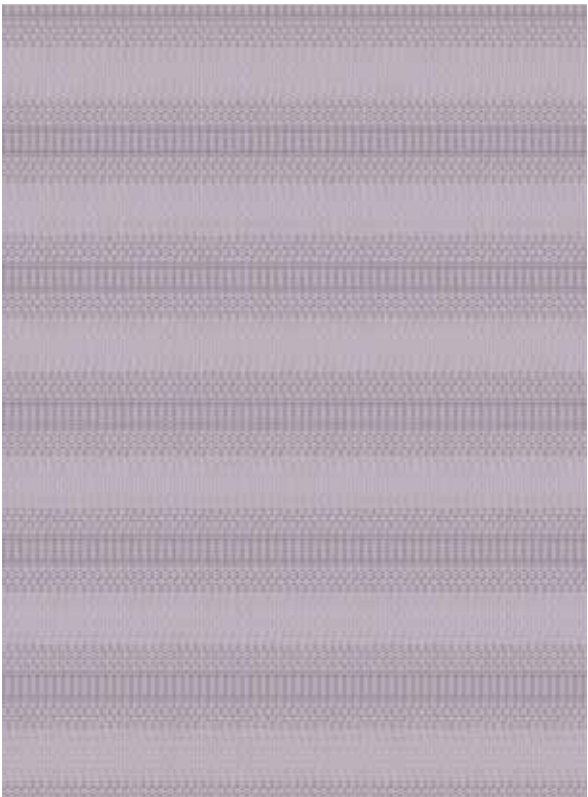
Morado



Cerulean



Simm



SASHIKO



Constellation HT, Custom

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Ellery HT, Crispin



SHIIR

TRANSLATION COLLECTION

Hand-tufted. Lower price points. Shorter lead times. Ideally suited to commercial applications. And still—rugs of uncompromising beauty, featuring all the quality and thoughtfully nuanced design you’ve come to expect from SHIIR. Of course, SHIIR offers complete customization of every one of our rugs, including the ability to translate any of our hand-knotted rug designs into a hand-tufted version. All, globally inspired and globally conscious, as always.

Palisade HT, Citation



Whether for commercial spaces or heavily-trafficked residential areas, our hand-tufted designs are a welcome addition to the marketplace.



Agate HT, Spice



Post HT, Flurry



Glyph, Cabot (left). Glyph HT, Raspberry (right)

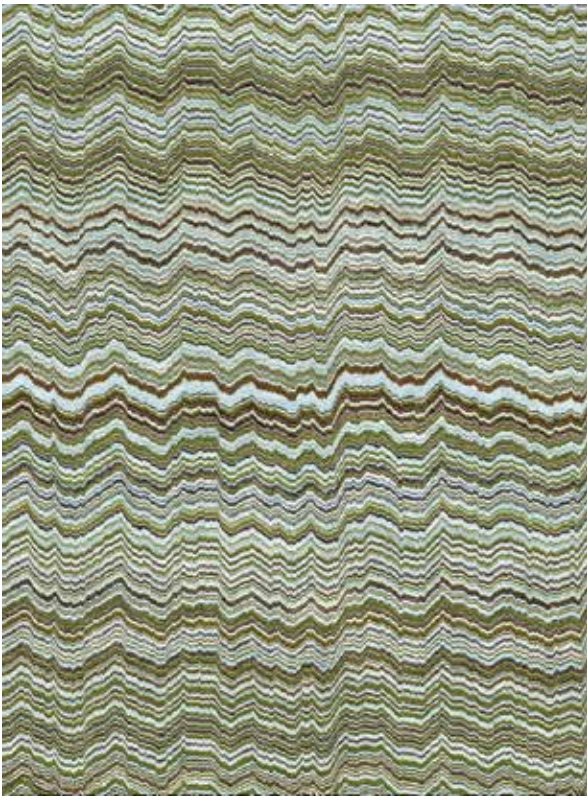


Indo Tess HT, Sapphire

SHIIR rugs can fit any budget thanks to the ability to specify hand-tufted or hand-knotted versions of our designs.

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AGATE HT



Made in China. Wool, Hand-tufted



Belle

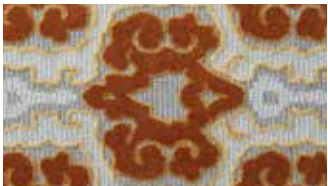


Thunder



Spice

Made in China. Wool & Nylon, Hand-tufted

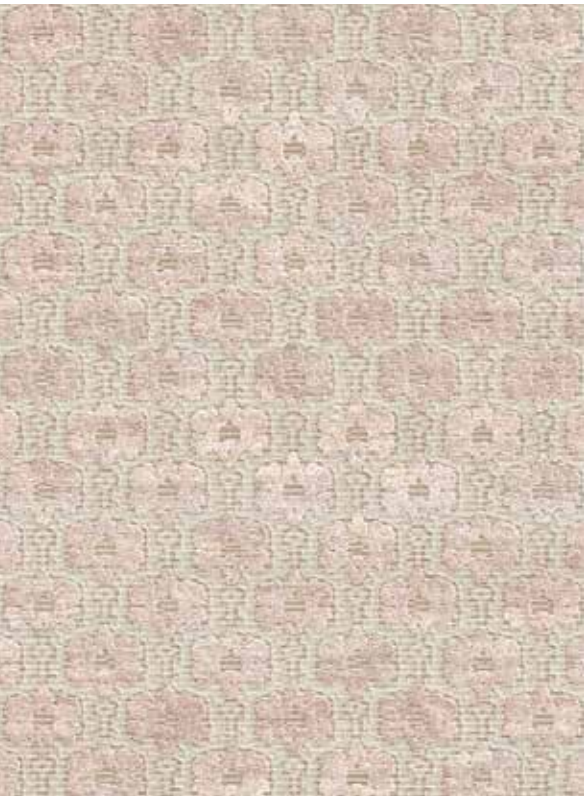


Gilt



Macaroon

DAMASCUS HT



CONSTELLATION HT



Made in China. Wool & Nylon, Hand-tufted



Millenia



Twilight



Sage



Veil

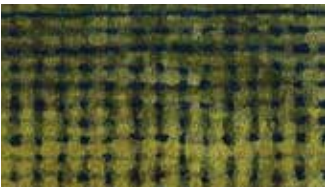
Made in India. Wool & Nylon, Hand-tufted



Butterscotch

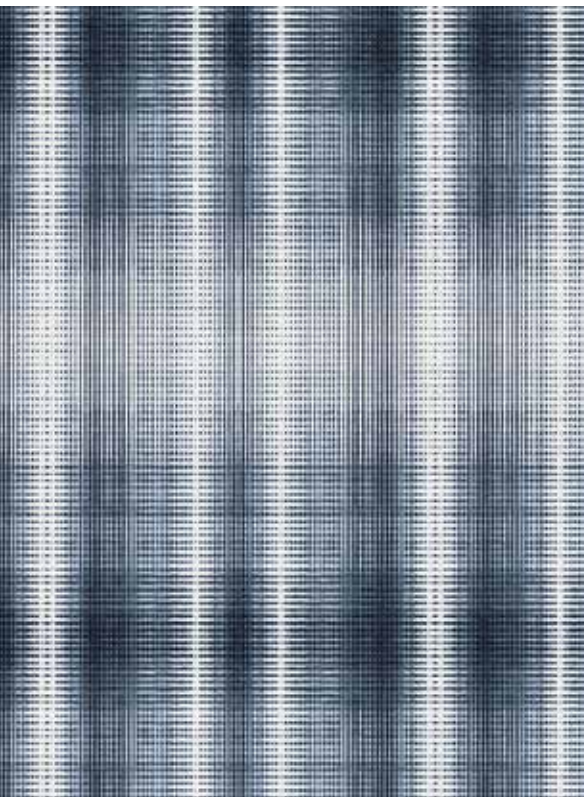


Crispin



Fern

ELLERY HT



GLYPH HT

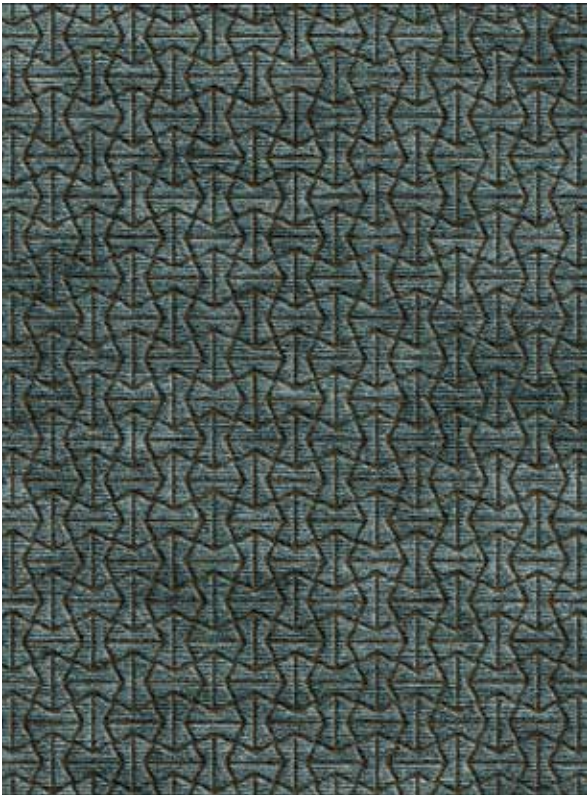


Made in China. Wool & Nylon, Hand-tufted



Raspberry

INDO TESS HT



Made in India. Wool & Nylon, Hand-tufted



Sapphire

PALISADE HT



Made in China. Wool & Nylon, Hand-tufted



Citation



Ocean



Putty

POST HT



Made in India. Wool & Nylon, Hand-tufted



Caravan



Flurry



Hush

OUR STORY

Where
unique stories
are woven...



OUR STORY

A collaboration between interior design firm Soucie Horner and third generation rug purveyor Oscar Isberian Rugs, SHIIR Rugs is a celebration of textures, materials, artistry, and innovation. We're also a rug company born of the fact that we're interior designers ourselves—so we have first-hand insight into the needs of end users. The result: unique rugs that tell the unique stories of our clients.

SHIIR travels the world exploring ancient rug-making techniques alongside skilled craftspeople who lend generations of experience to rugs that elicit the inherent beauty of the materials from which they are made—whether cashmere, silk, mohair, wool, or leather. From sourcing to stitching, SHIIR partners with true cottage industries ethically, responsibly, and with a shared passion for creative exploration.

While each rug is hand crafted using time-honored techniques, SHIIR pursues originality by taking a materials-first approach to design and fabrication. By accentuating nuances of materials, knot counts, finishes, shearing, washes, layers, and patterns, SHIIR unites inspired design with fine construction. Our rugs are the heirlooms of tomorrow—for not only is a SHIIR rug the centerpiece of a well-appointed environment, it is also a work of art.

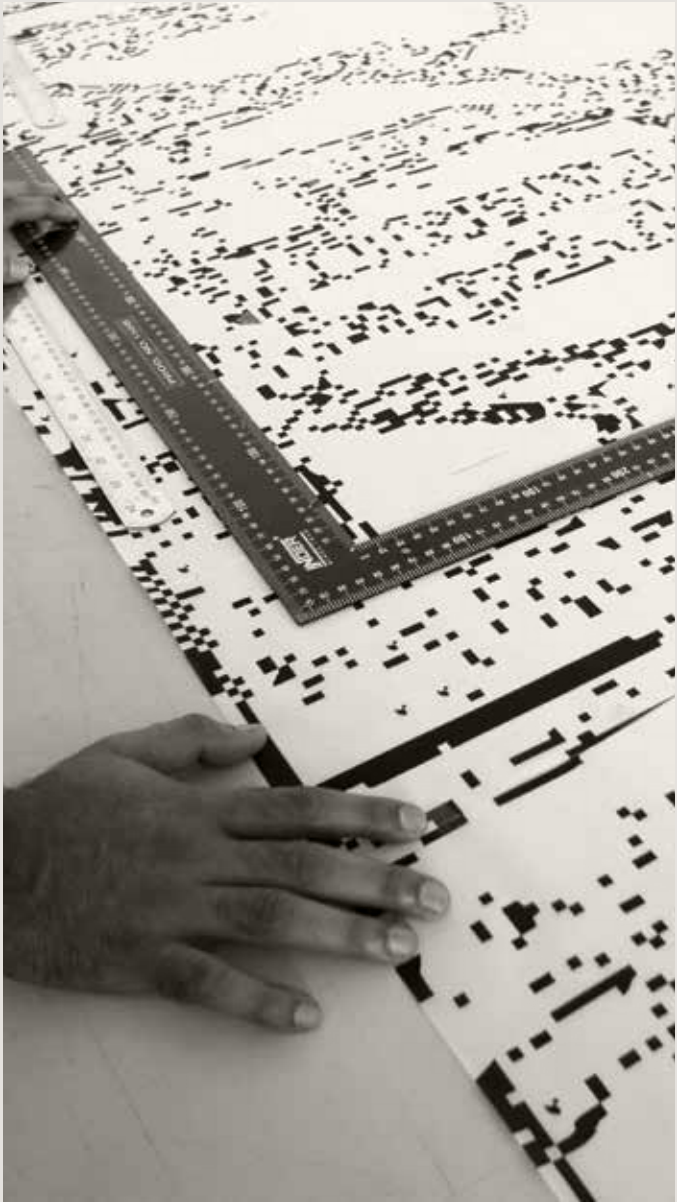


...by generations
of master artisans



DESIGN PROCESS

We begin the design process by experimenting with materials. What offers the highest sheen? The softest hand? The richest texture? Only once we’ve answered these questions do we begin to create patterns that celebrate the inherent qualities of the materials we choose. This is a distinct difference between SHIIR Rugs and other rug lines, many of whom select or create a design, and then simply pick a fiber from which to weave it.



PREPARATION

Whether pashmina, cashmere, mohair, silk or wool, the luxurious fibers our rugs are woven from are almost always hand-carded and hand-spun. This yields a prized inconsistency to the thickness and surface texture of a rug, which accentuates its handcrafted artistry. Our fibers are hand-dyed to ensure deep color penetration, and dried under the hot Himalayan sun. Our leathers are vegetable tanned and aniline dyed—the highest quality leather there is.



PRODUCTION

We pride ourselves on our innovative techniques. We oxidize. We embroider. We mix materials. We push boundaries because we can—because our artisan partners are just as interested in innovating as we are. Together, we join in an exciting exploration of possibilities. That journey informs our Collections, which include textures ranging from Persian and Tibetan knot styles to flat weaves, hand-tufted, embroidered and leather rugs.

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There are no shortcuts to quality.
The time it takes to handcraft a SHIIR
rug is equal to its artistry, and our
insistence on design integrity.

Martin Horner, Co-founder, SHIIR Rugs



QUALITY CONTROL

At SHIIR, we're dedicated to your satisfaction from start to finish. Our quality control team on the ground in India oversees production of every rug at each stage of the process, and inspects each rug before it leaves our looms. Our full-time expediting team monitors the shipping process for on-time delivery, undertakes a final quality inspection once each rug arrives at our offices, and arranges delivery to its final destination.

RUG PROGRAM

Beyond Floored

© 2024 SHIIR Rugs, A.P.

RUG PROGRAM

Ever wish you could source the globe looking for rugs? At SHIIR, you can—or at least, you can make it look like you did! With more than a dozen types of construction from hand-knotted and hand-loomed to hand-embroidered and hand-tufted, we’ve got you—and your floors!—covered. Not only that, we offer 122 designs, more than 500 standard colorways, varied price points, workable lead times, and of course, virtually unlimited customization capabilities.

And there’s more. One of the many unique and wonderful things about SHIIR rugs is that we design—and manufacture—our own product. As designers ourselves, we understand your challenges. Even better, we know how to solve them. Let us help you fill everything from a whole house to an entire hotel (or restaurant, or country club, or office suite, to name a few) with rugs that feel curated from far and wide, as if they took time and travel across the world, to find. Rugs that fit your budget and your timeline. Rugs that are backed by a team dedicated to helping you figure out how to allocate your expenditures; meet your install dates; and translate your favorite design into, say, a stair runner. And most importantly, rugs that showcase your talent for curating a collection of rugs that play well together, no matter how different they may be.

Create a curated collection of rugs to fill an entire project, all from one easy-to-shop source: SHIIR!



From a hair-on-hide billiards table cover to leather, silk, and wool rugs on the floor, this mountain home demonstrates SHIIR's ability to customize to your exact needs.

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Most projects require more than one rug. But that doesn't mean you have to shop more than one showroom. Save time and make your life easy by letting SHIIR show you how we can fill every room in a house with highly nuanced, hand-crafted rugs that work within your budget and are ready when you need them.

Shea Soucie, Co-founder, SHIIR Rugs





Wondering how we help you make the most of your budget? Thanks to our custom capabilities and our know-how, we can translate your favorite hand-woven rug into a hand-tufted version. Downweave from silk to wool to make the price point work. And suggest equally designer-friendly solutions to your most common rug-buying challenges.

Angie Doyle, Head of Sales



Michigan's Wickwood Inn is filled with SHIIR rugs, each customized to make the most sense in different rooms, as seen on the floor plan; opposite. From a custom stair runner evoking nearby water to hard-wearing choices in high traffic areas—not to mention custom colored rugs matched to each guest room's design scheme—SHIIR made it easy for the design team to curate a rug program.

For a home designed to reflect its owners' world travels, a worldly selection of SHIIR rugs. With colors that range from neutral to saturated and texture galore, they anchor each room with unique personality.



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Some rooms require more of your budget than others. But that doesn't mean you need to sacrifice style, beauty, or function, even at lower price points. Every one of our hand-crafted, artisan-made rugs features nuanced design and works well with other textures, techniques, and constructions in our line. Let us show you the possibilities!





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SHIIR

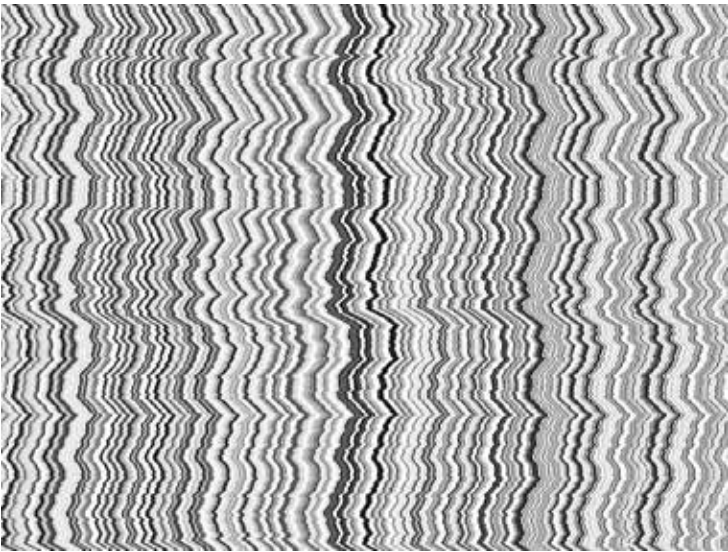
FULL
PATTERN
RENDERINGS

With so many textures to choose from, SHIIR can help you fill an entire house with interesting rugs that play well together.



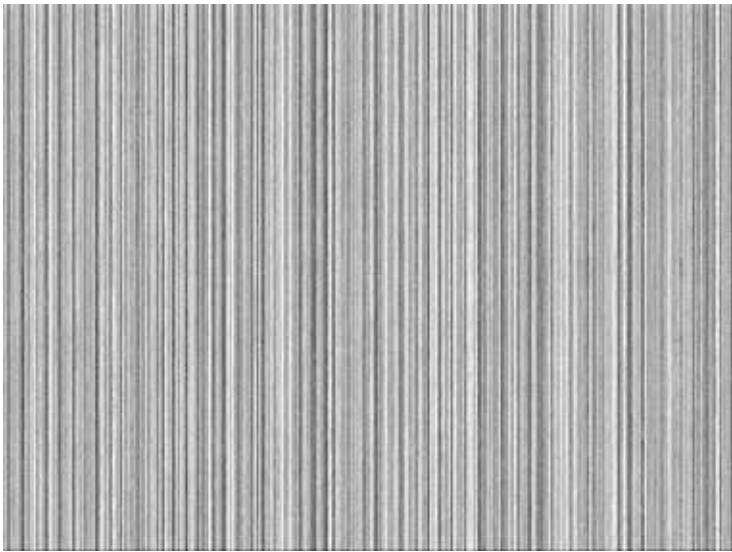
AGATE

Made in India
Wool & Silk
Ice, Melon & Villager



AGATE HT

Made in China
Wool
Belle, Spice & Thunder

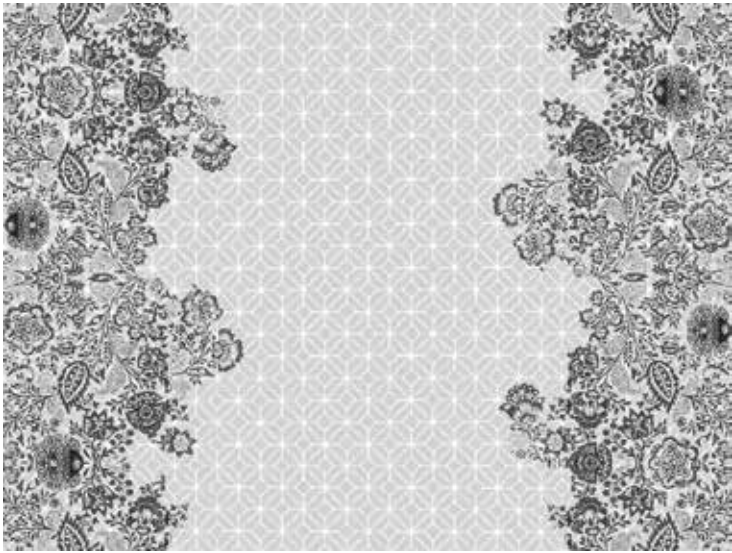
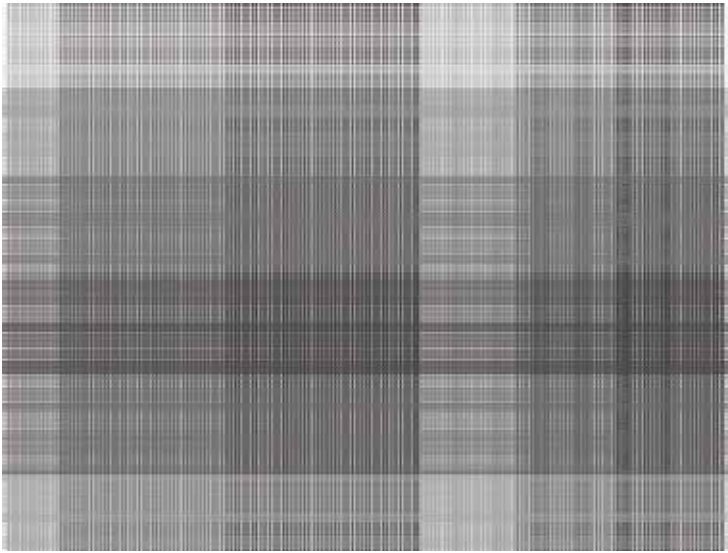


ANYA

Made in India
Wool, Silk & Linen
Dorsey, Meditation,
Olympus & Rhubarb

ALBERS

Made in India
Linen Warp, Leather Weft
Bergen & Karmin

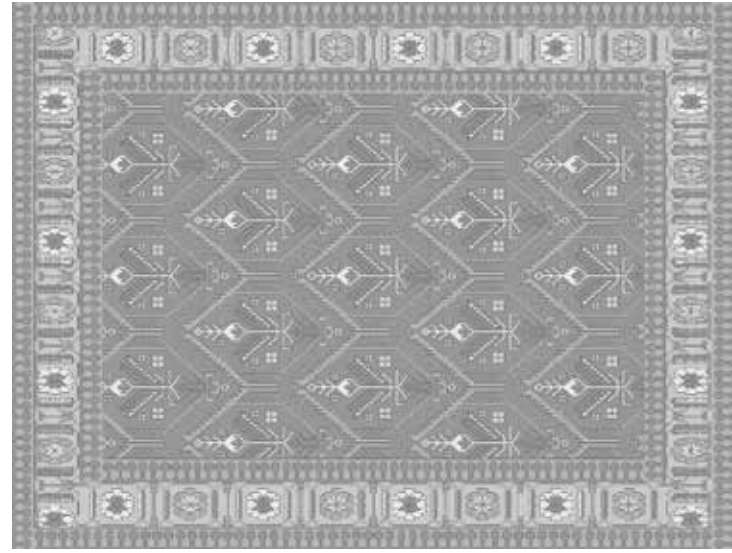
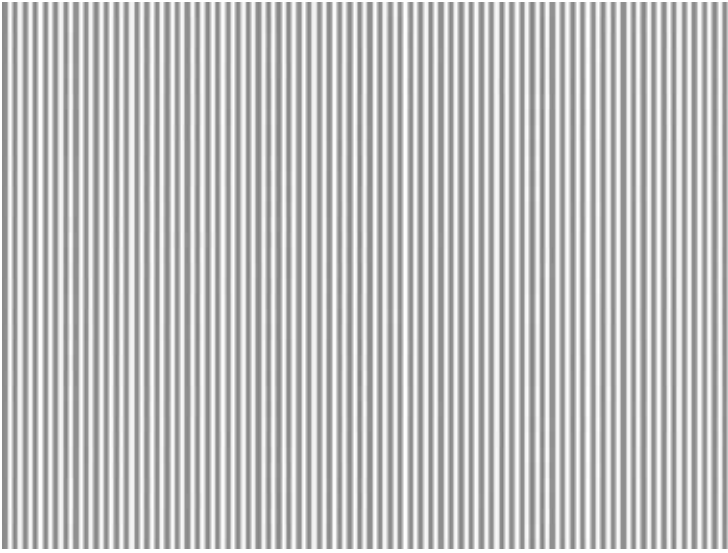


ARBOR

Made in India
Wool
Illium, Hyacinth & Sedum

ALLARD

Made in India
Wool
Bubble, Fuller, Linden,
Titan & Wynne



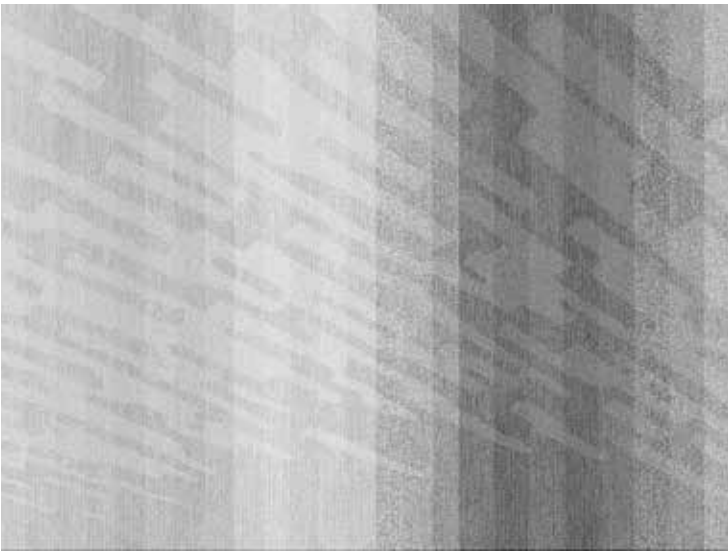
BAHTIA

Made in India
Wool
Altan, Platinum & Zarrine

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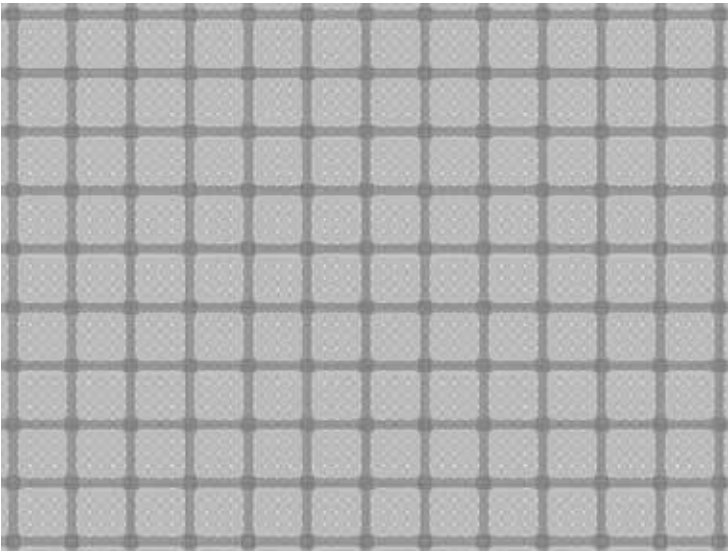
BECK

Made in India
Wool
Aquitaine, Dawn, Muslin
& Tansy



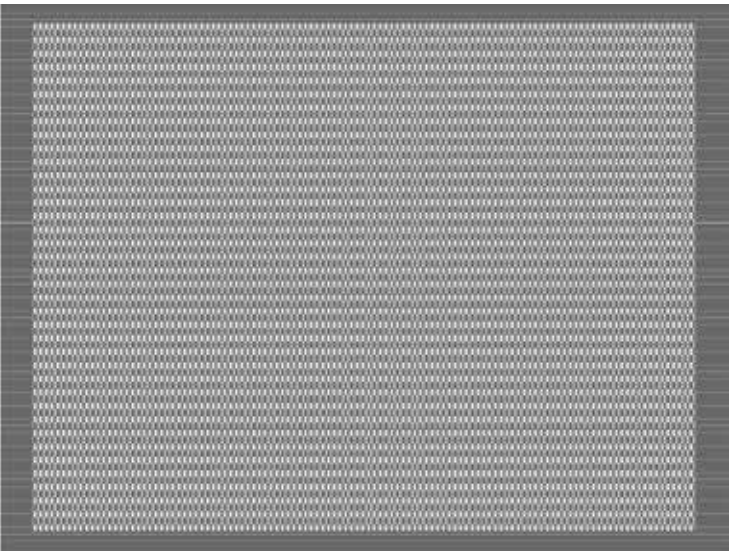
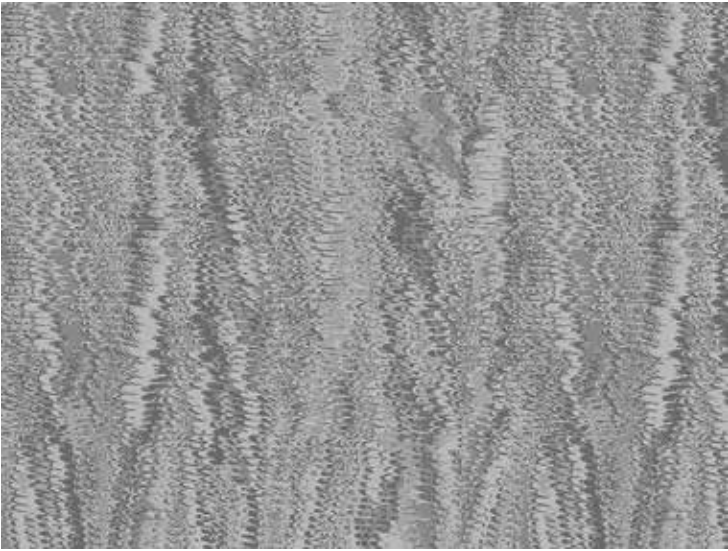
BINDEN

Made in India
Wool & Linen
Acadia, Azure, French Gray,
Mulberry & Nantucket



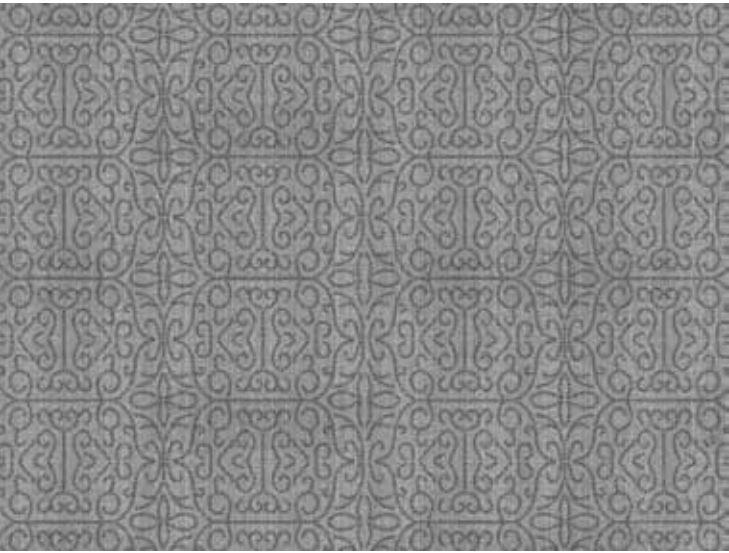
BOOKBINDER

Made in India
Wool & Silk
Laguna, Masque & Titian



BORDURE

Made in India.
Linen Warp, Leather Weft
Café & Cielle



BOTANICA

Made in India
Wool
Halo



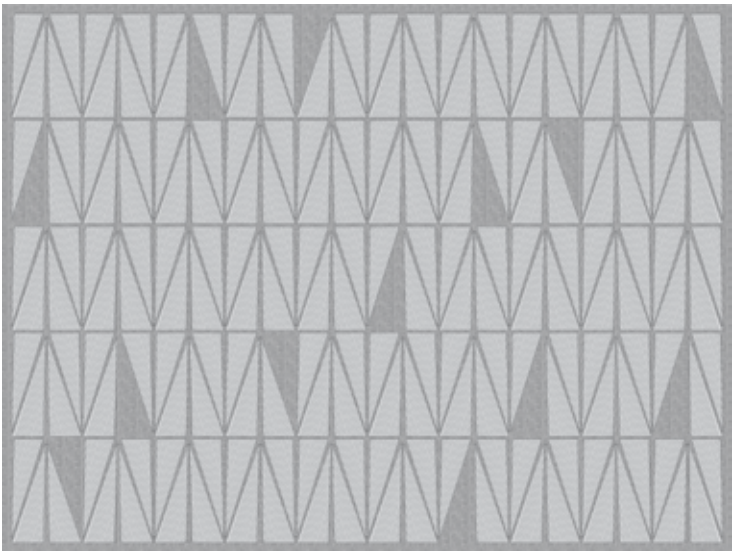
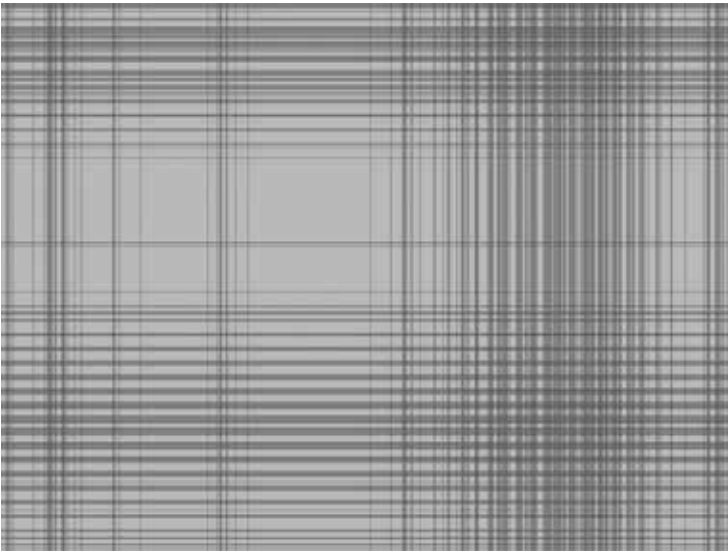
BRASS DOOR

Made in India
Wool & Silk
Ancient Mariner & Weathered

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BRETON

Made in Italy
Hair on Hide
Blair, Citrine, Deep & Tate
*A seaming diagram will be
provided with DFA*

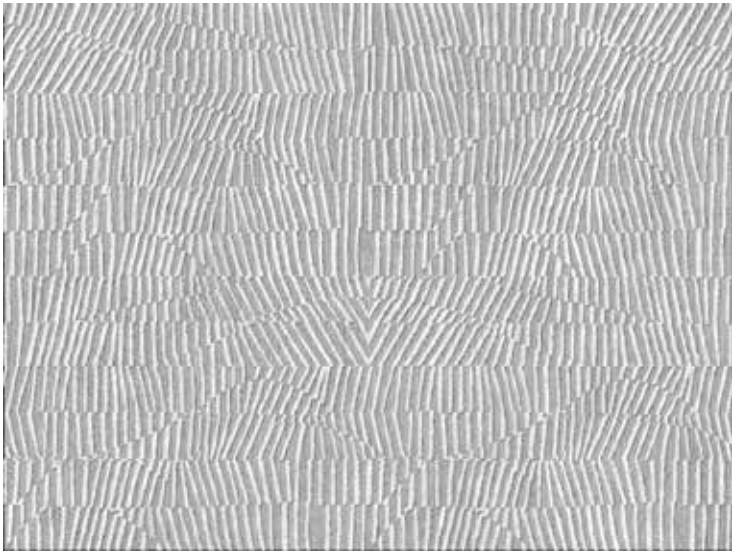
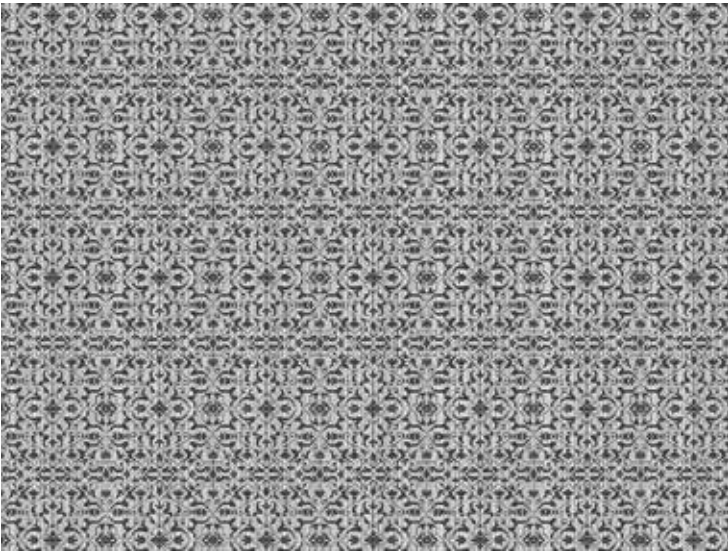


CALLAHAN

Made in India
Leather & Silk, Hair on Hide & Silk
Beeswax, Charred, Oakmoss & Shoal

BRIAR

Made in India
Wool & Silk
Currant, Fawn, Nightlock & Sepia

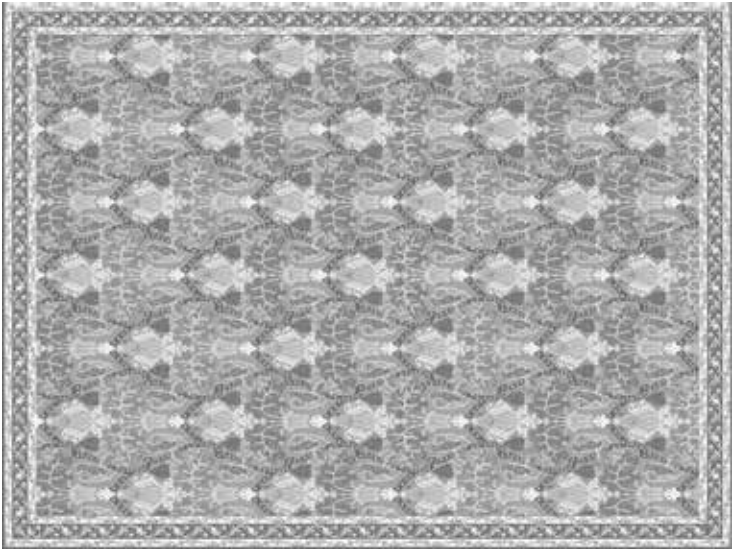
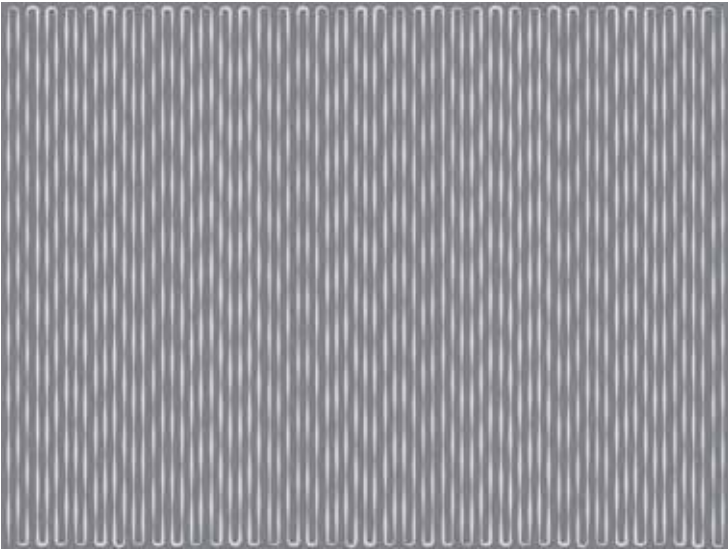


CAMBER

Made in India
Wool, Silk
Holt, Peppercorn, Pointe & Splash

BRODE

Made in India
Wool
Baltic, Chai, Maverick & Portrait



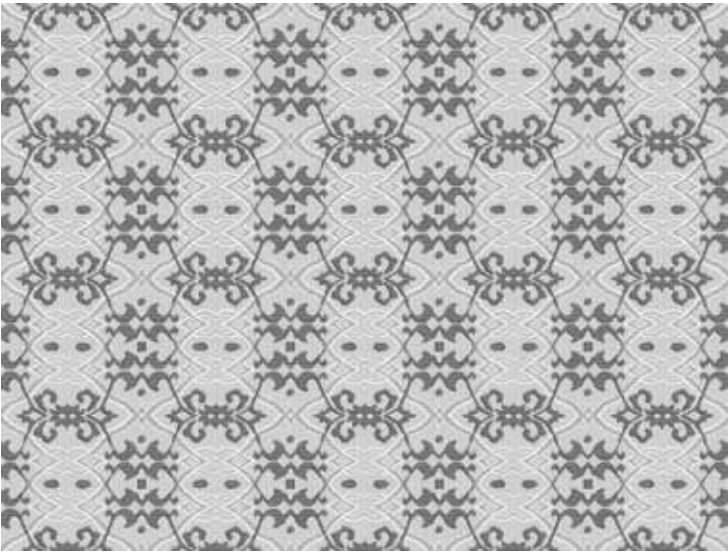
CARIFF

Made in India
Wool
Allure, Bonsai & Light Ash

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CARREAU

Made in India
Silk
Fountain, Loam, Statuary & Truffle

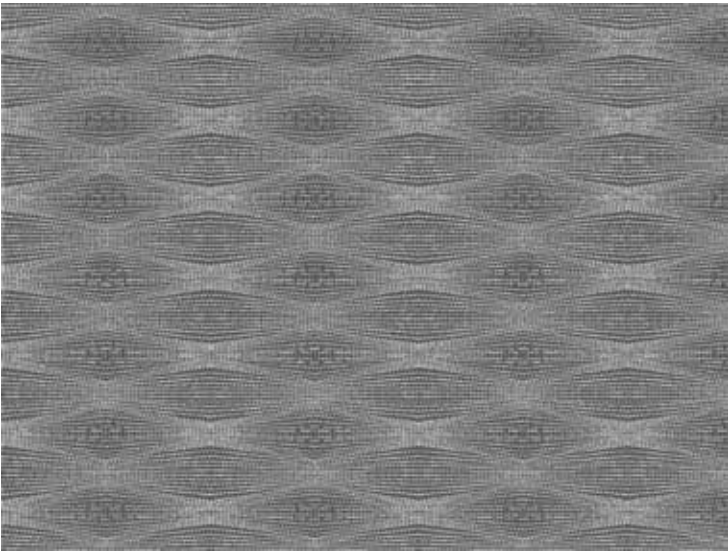


CARREAU PA

Made in India
Polyester (PET)
Canal, Lanquid, Dominion, Steel & Twig

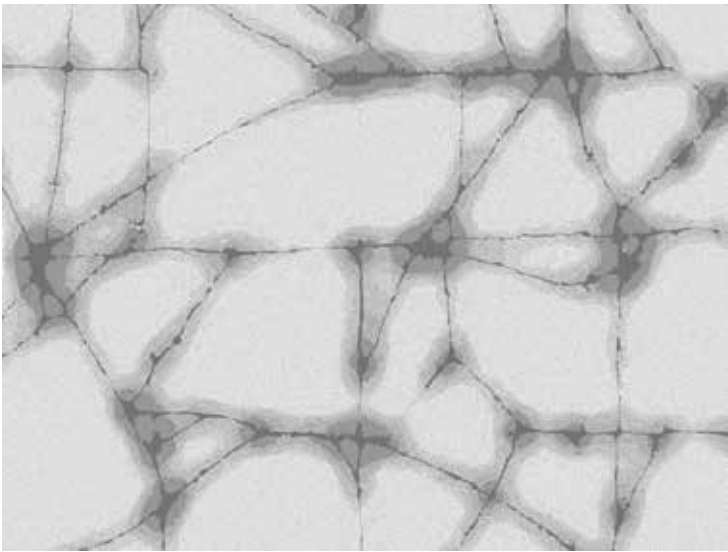
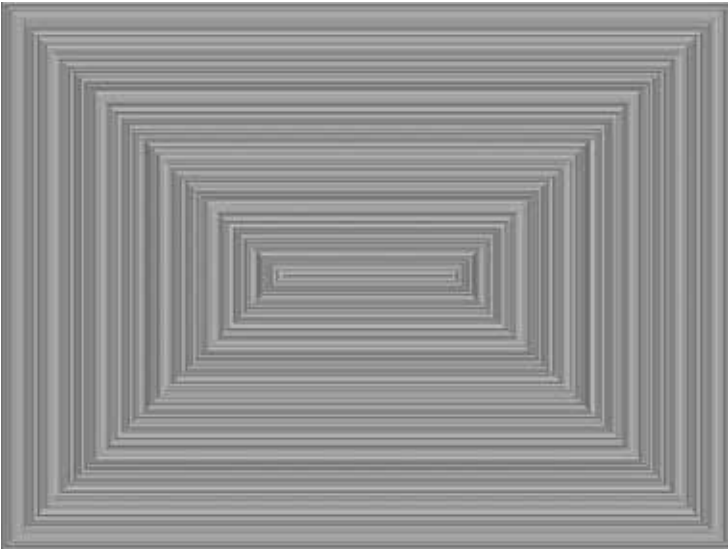
COLLINE

Made in India
Polyester (PET)
Aloe, Moyer, Fig, Silverado, Straw & Winwood



COMPENDIO

Made in India
Wool & Silk
Acorn, Ballad, Billow,
Dew & Regiment

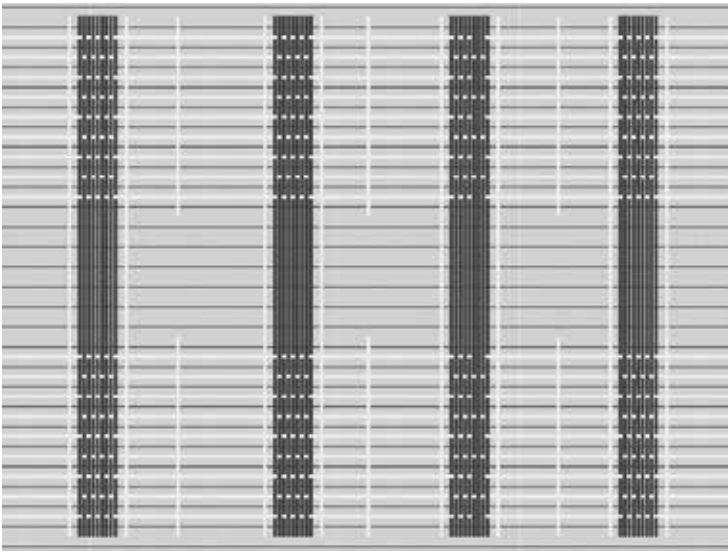


CONSTELLATION

Made in India
Wool & Silk
Aster, Barlow, Spring & Meridian

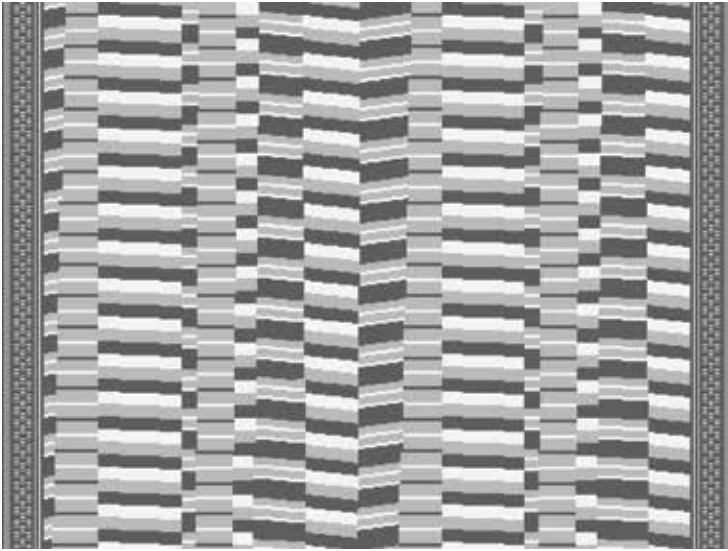
CONSTELLATION HT

Made in China
Wool & Nylon
Millenia, Sage, Twilight & Veil



CROSSING

Made in India
Linen Warp, Leather Weft
Loden & Quarry



CRU

Made in India
Wool
Avery, Blue Moon, Cellar, Cornsilk
& Nightshade

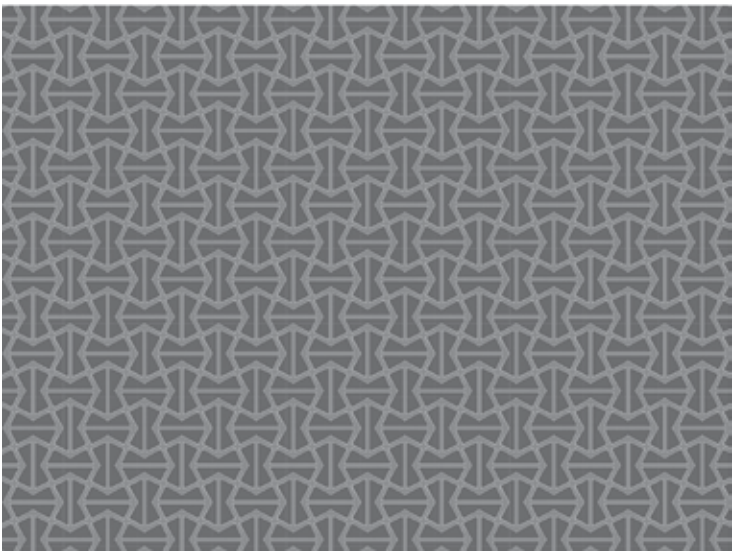
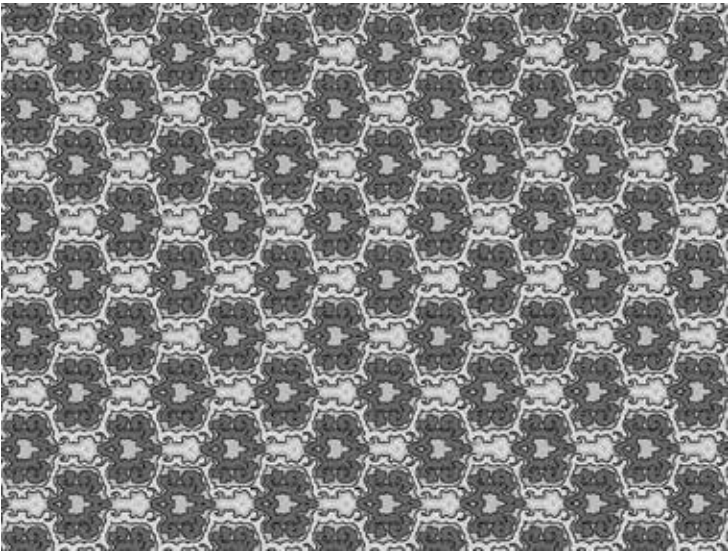
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DAMASCUS

Made in India
Wool & Silk
Blush, Celestial & Crown

DAMASCUS HT

Made in China
Wool & Nylon
Gilt & Macaroon

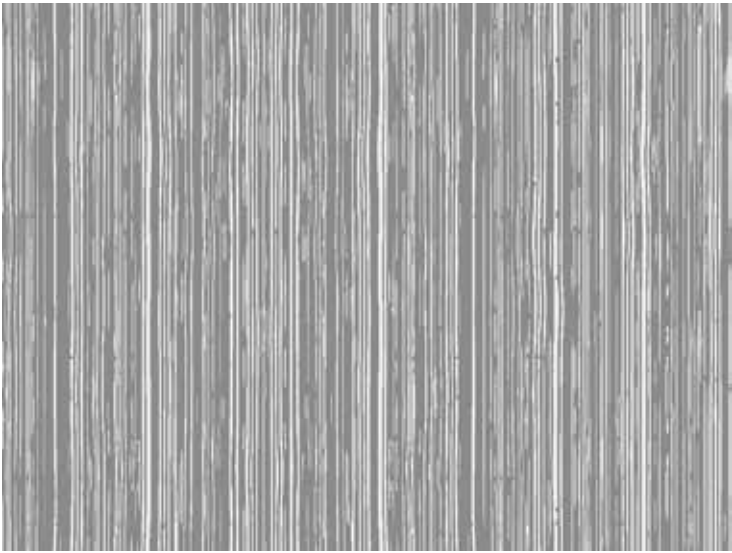
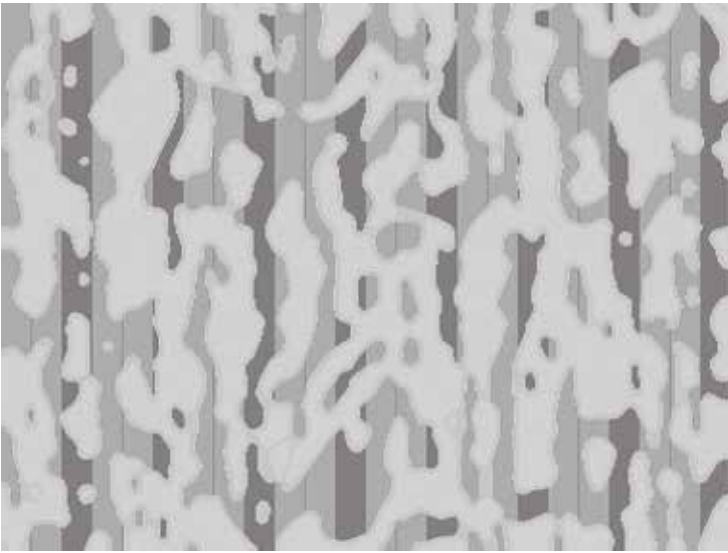


ESSEX

Made in India
Leather & Silk
Abbey, Chase & Harrow

DURANGO

Made in India
Cashmere & Wool
Boca, Cuchill & Encanto



FIUME

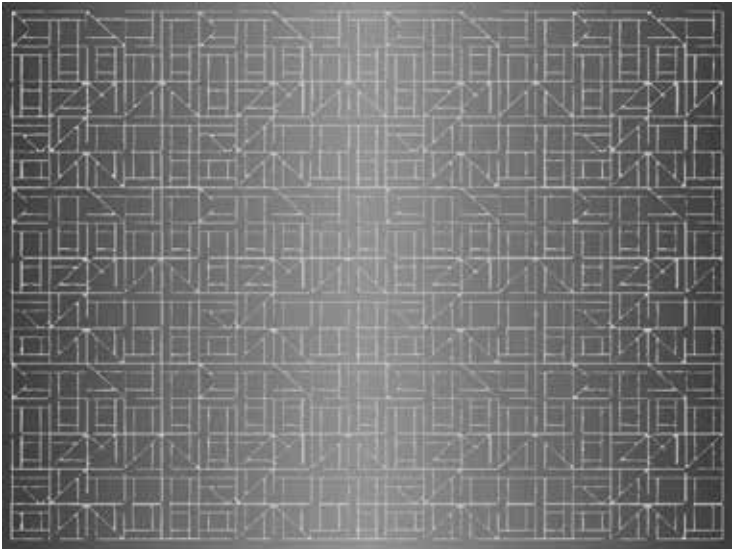
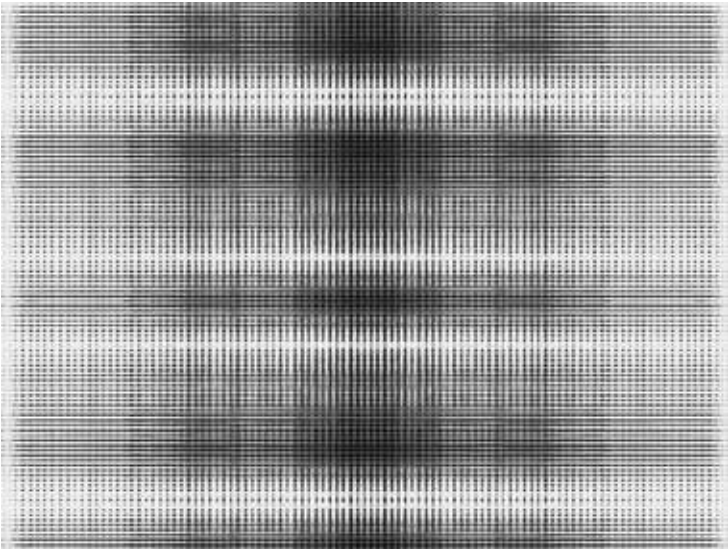
Made in India
Wool & Silk
Arno, Liri, Piave, Tantaró & Tiber

ELLERY

Made in India
Wool & Silk
Blake, Puff & Sailcloth

ELLERY HT

Made in China
Wool & Nylon
Butterscotch, Crispin & Fern



GLYPH

Made in Nepal
Pashmina & Silk
Cabot, Ecrú, Mirage, Nile & Relic

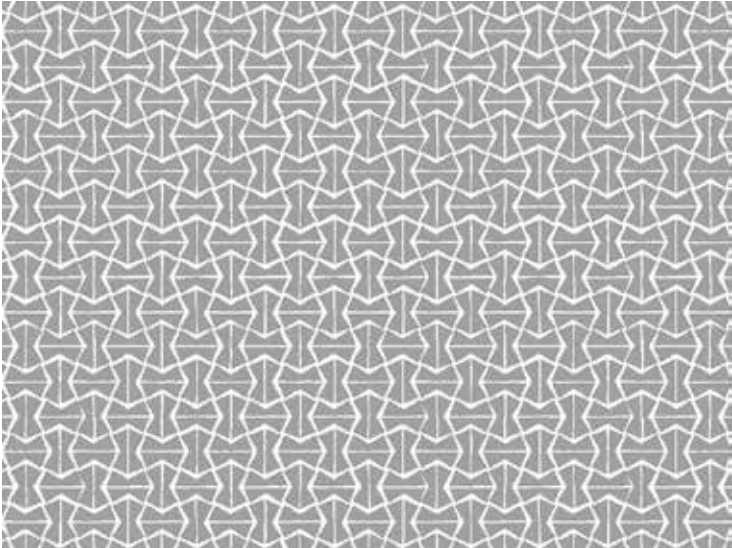
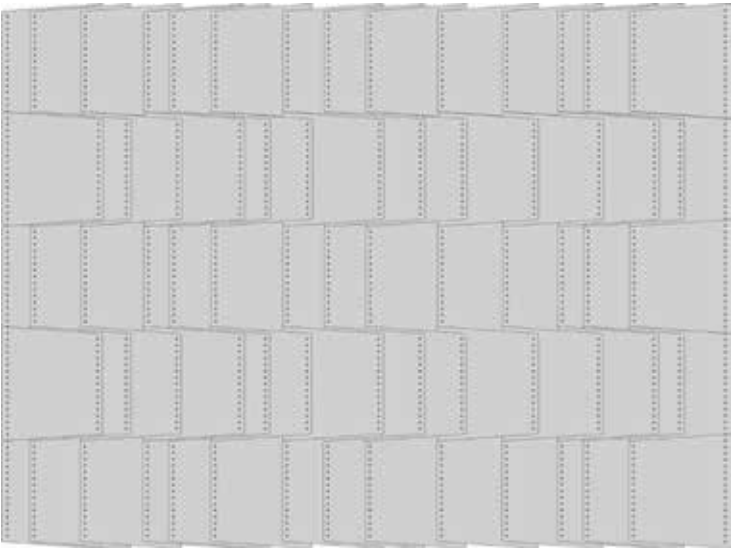
GLYPH HT

Made in China
Wool & Nylon
Raspberry

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HAWKSURY

Made in India
Leather, Hair on Hide
Croft, Porter, Regent & Walnut



INDO TESS

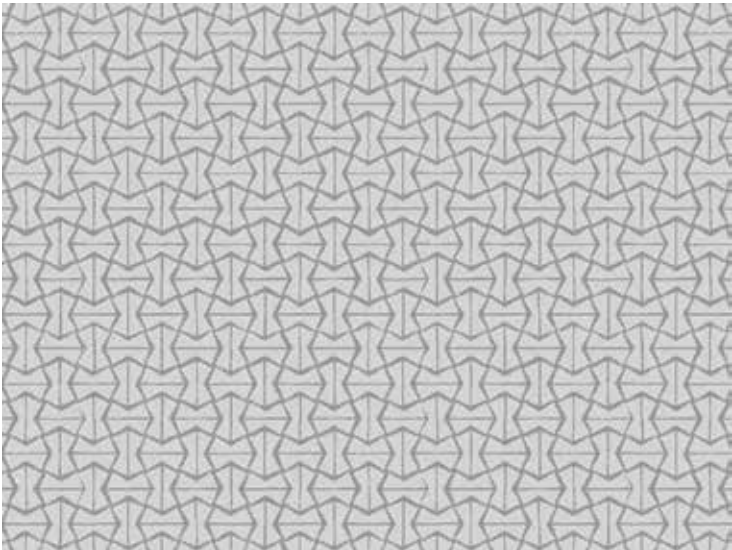
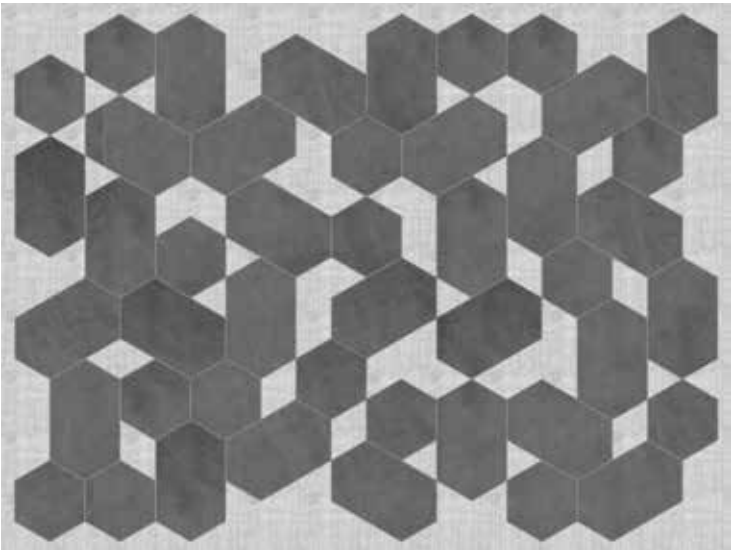
Made in India
Wool & Silk
Centennial, Sable & Smoke

INDO TESS HT

Made in India
Wool & Nylon
Sapphire

HOLBORN

Made in India
Leather & Silk, Hair on Hide & Silk
Bittersweet, Pimm,
Rattan & Turtledove

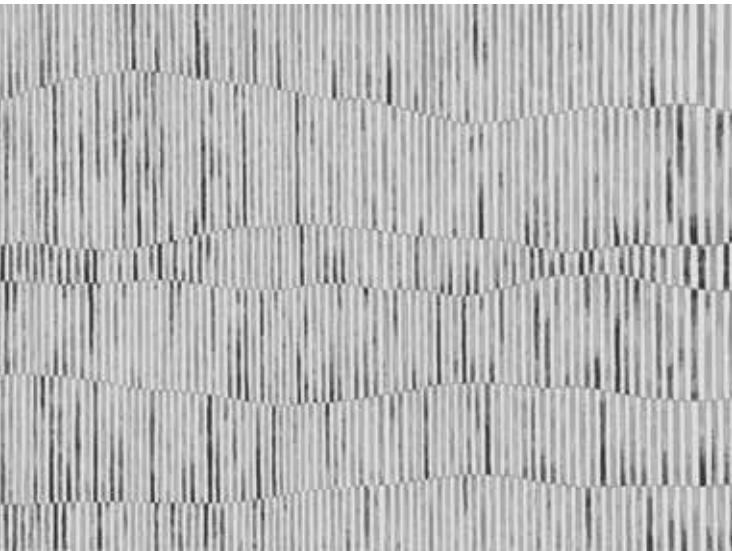
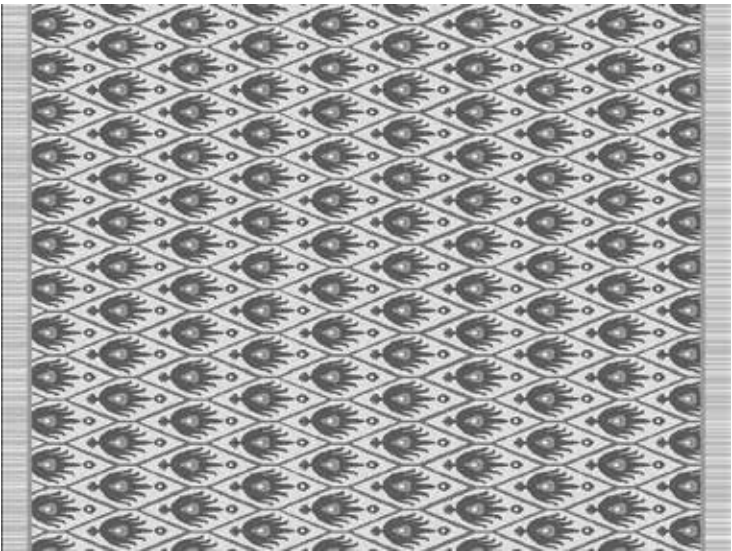


INDO TESS
INVERSE

Made in India
Wool & Silk
Dove, Sable, Smoke, Coastal
& Cotton

ICONIC IKAT

Made in India
Wool
Persimmon, Pomegranate,
Thyme & Wheat



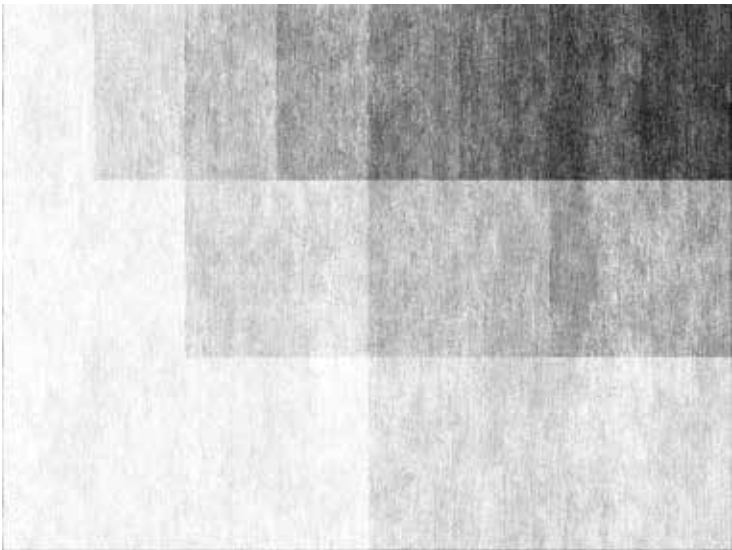
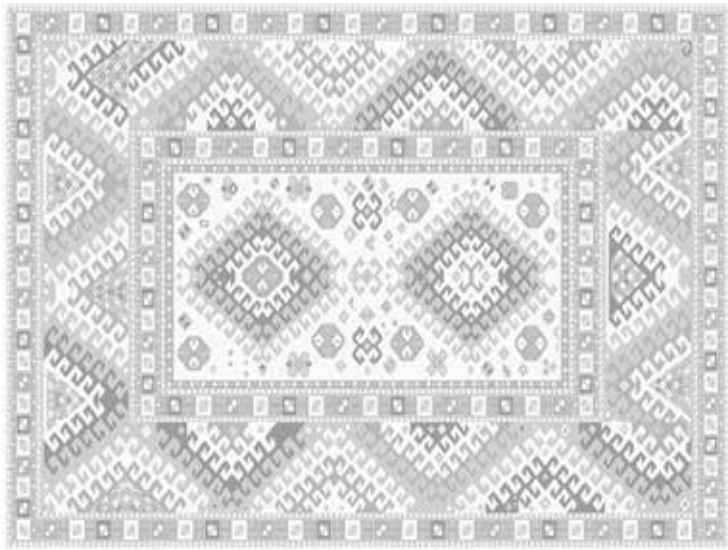
INTERLUDE

Made in India
Wool & Silk
Island

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ISLA

Made in India
Wool
Eternal, Nautilus & Tribute

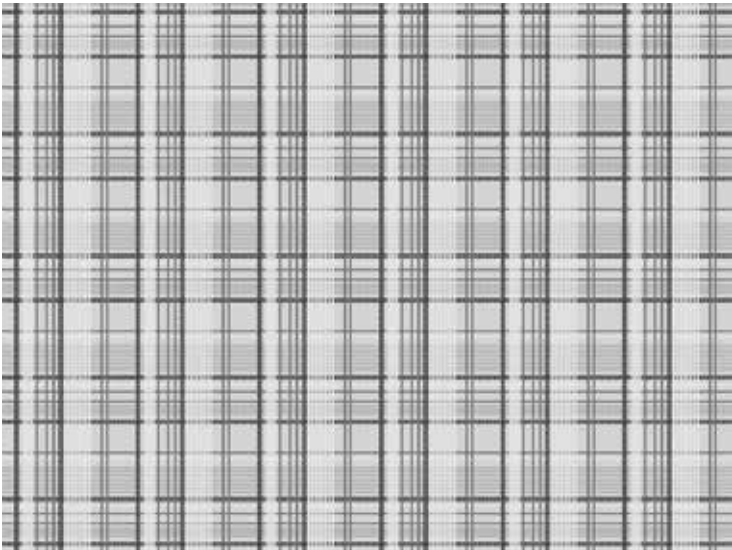
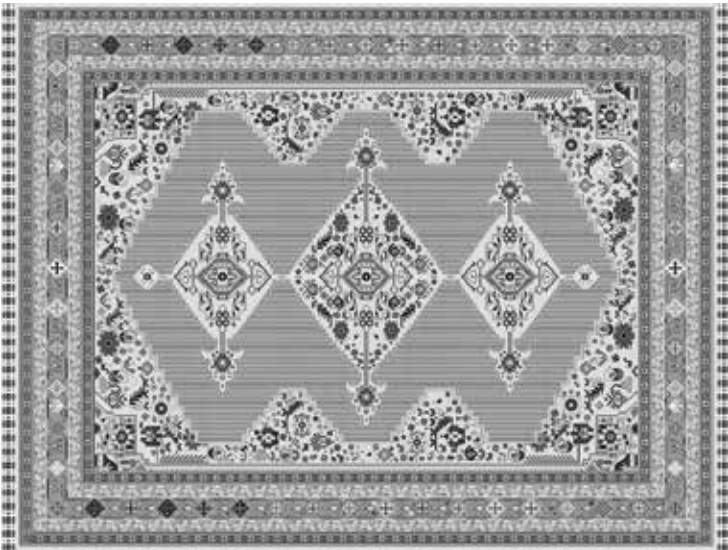


KEELAN

Made in India
Silk
Burnt Umber, Lagoon, Slip & Sterling

JERRAN

Made in India
Wool & Silk
Badian, Masala & White Jasper



KETT

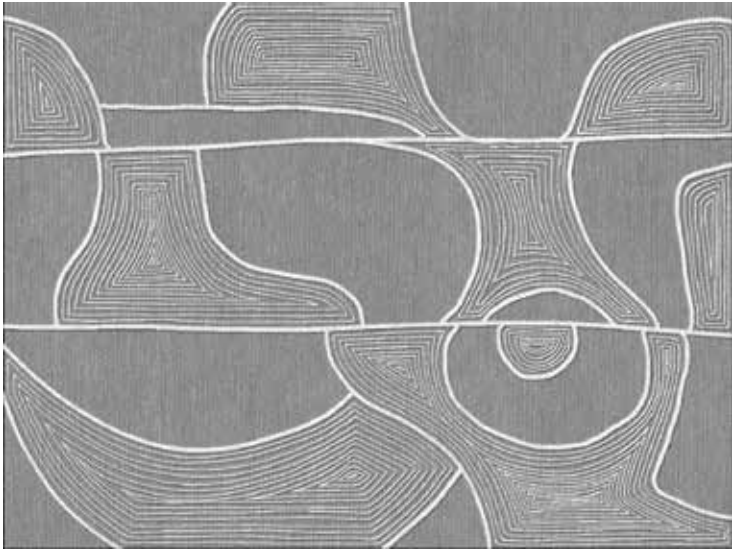
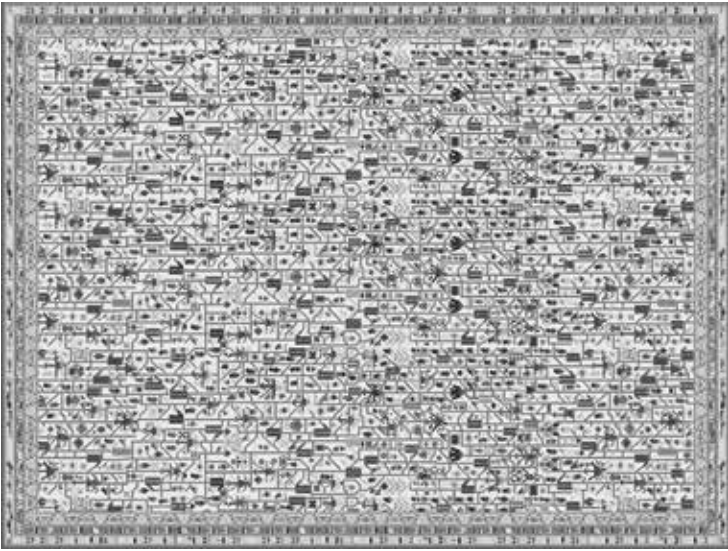
Made in India
Wool & Silk
Amandine, Bay, Cocoa, Earth, Farrow & Signal

KETT PA

Made in India
Polyester (PET)
Bevel, Cedar, Bluebell, Latch, Purr & Thistle

KADA

Made in India
Wool & Silk
Chutney, Larin & Tulip



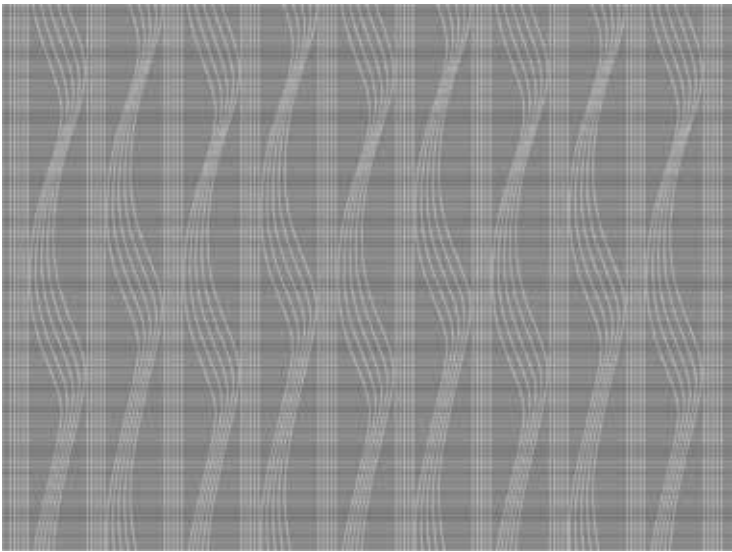
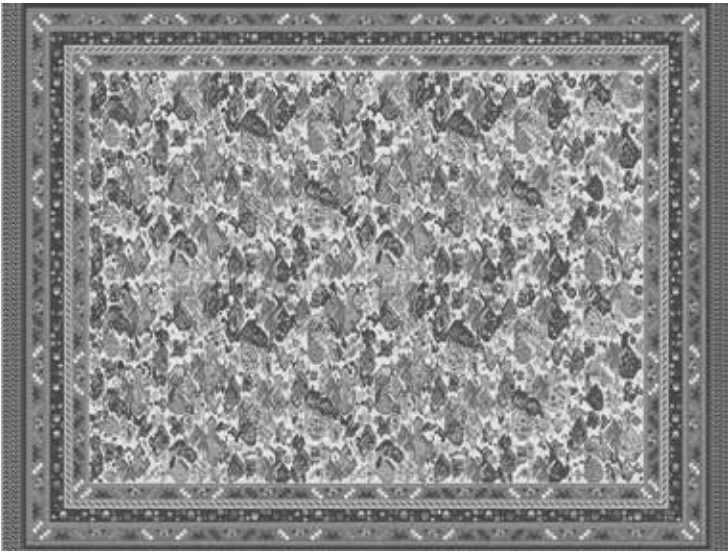
LANDIS

Made in Nepal
Wool, Silk
Baroque, Cay & Pearl

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LYRA

Made in India
Silk
Caspian, Emblic & Persian Dawn

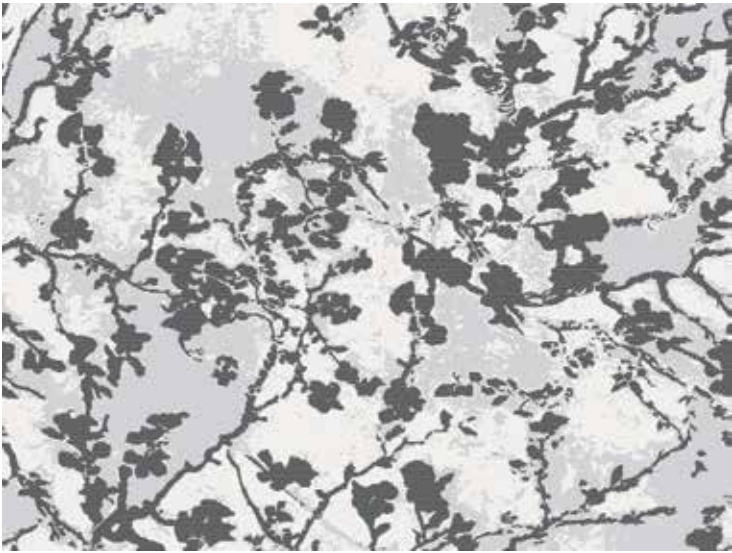
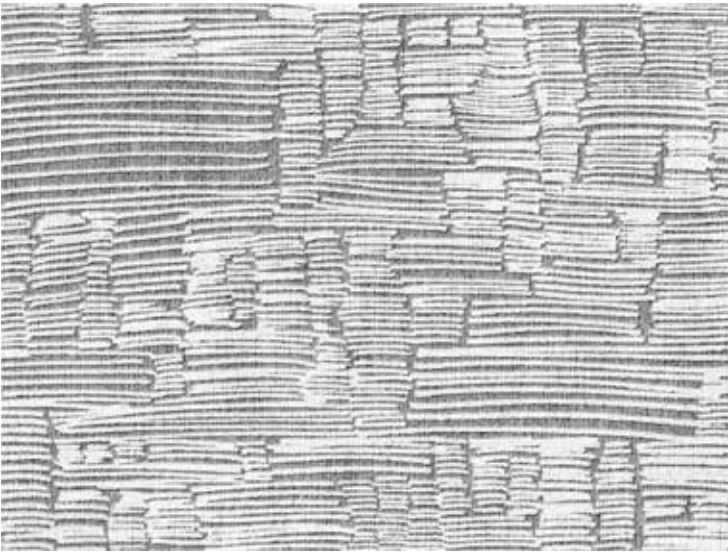


MERLETTO

Made in India
Linen Warp, Leather Weft
Piovanna & Vola

MAQUETTE

Made in India
Wool Pile & Wool Flatweave
Chrome, Lark, Marzipan & Sawyer

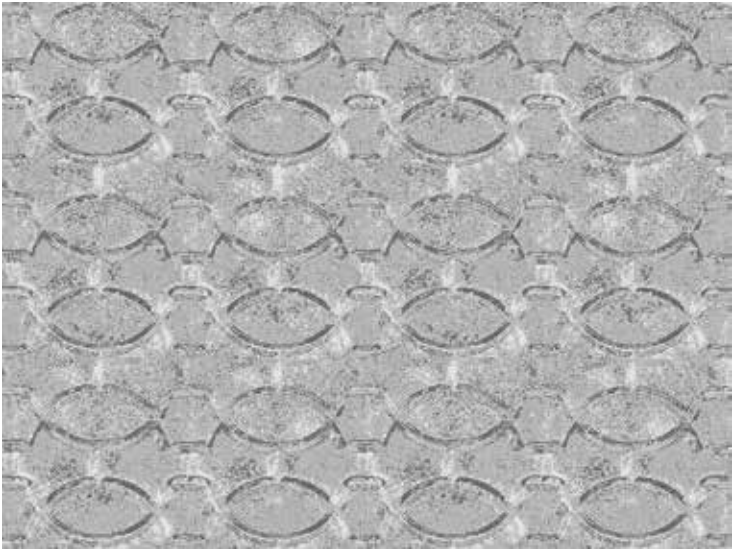
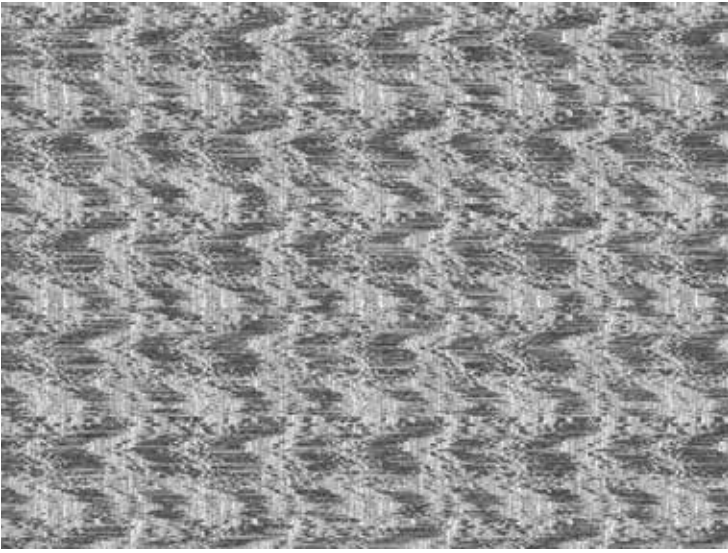


MERRIN

Made in India
Cashmere & Wool
Chantilly, Gull, Lena, Powder & Ripple

MARLOW

Made in India
Polyester (PET)
Agave, Cork, Azuline, Lill,
Rivet & Surf



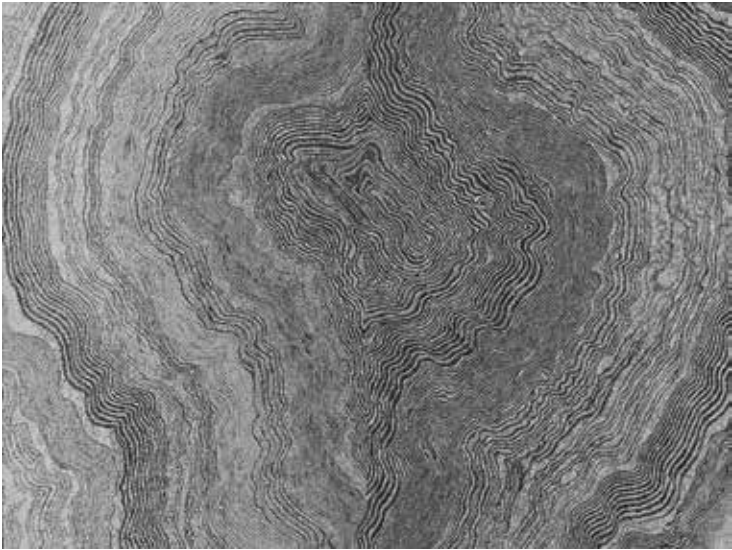
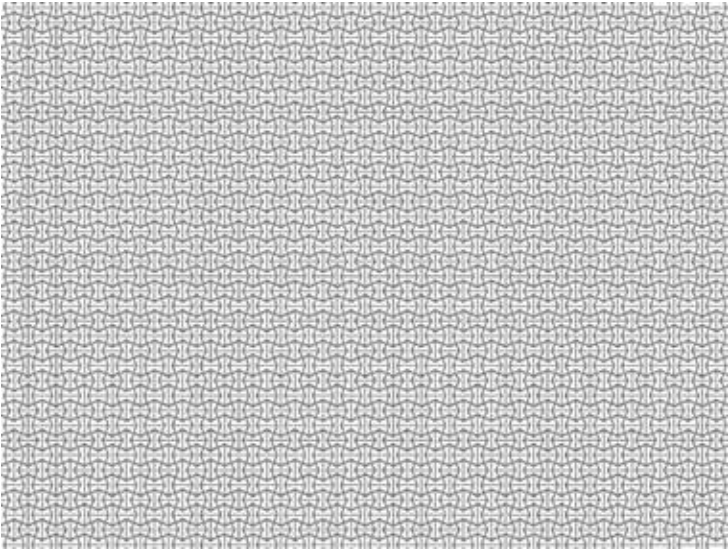
NARCISSUS

Made in India
Cashmere, Wool or Silk
Champagne, Imperial & Slate

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NEPA TESS

Made in Nepal
Wool & Silk
Dusk, Sapling & Shell

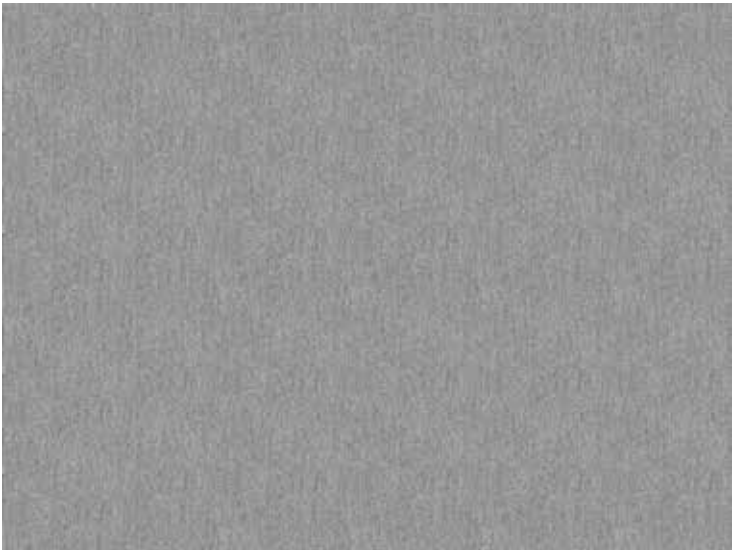
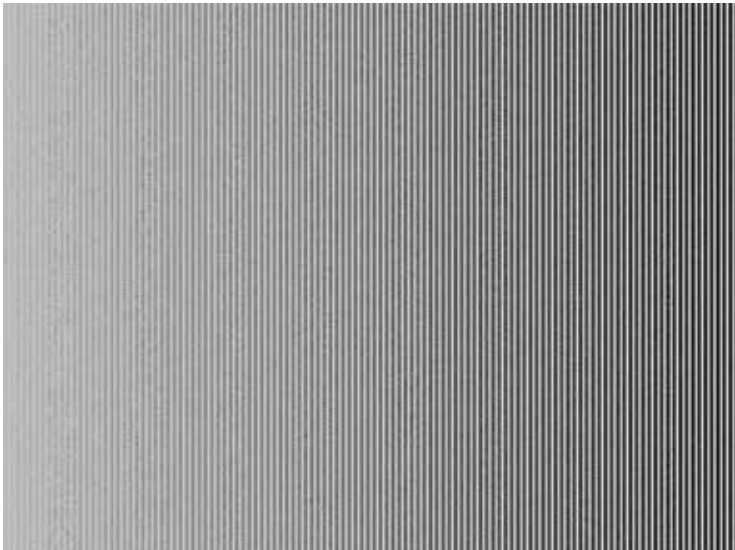


PALLINA

Made in India
Cashmere
Basalt, Marina & Travertine

OMBRE STRIPE

Made in India
Mohair, Wool & Silk
Arcus, Cirrus, Fog & Vapor

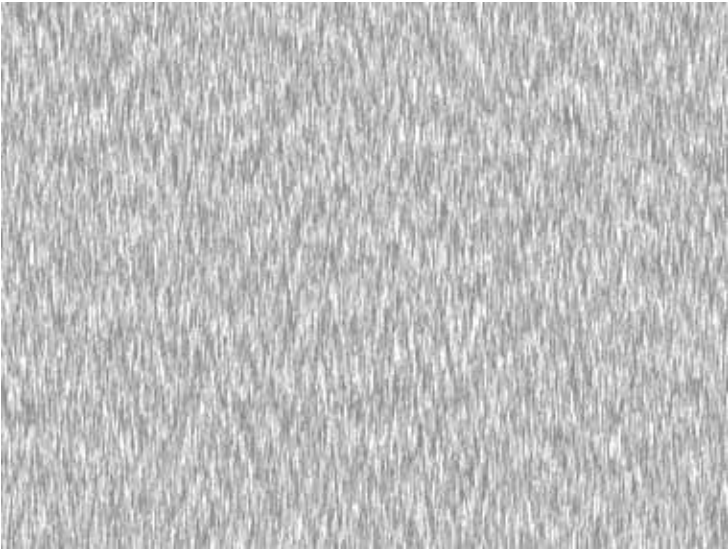


PARTERRE

Made in India
Polyester (PET)
Balm, Bowen, Fleet, Cove, Ivy, Ridge, Root & Waterside

PALISADE

Made in India
Wool & Silk
Crystalline, Key & Steep



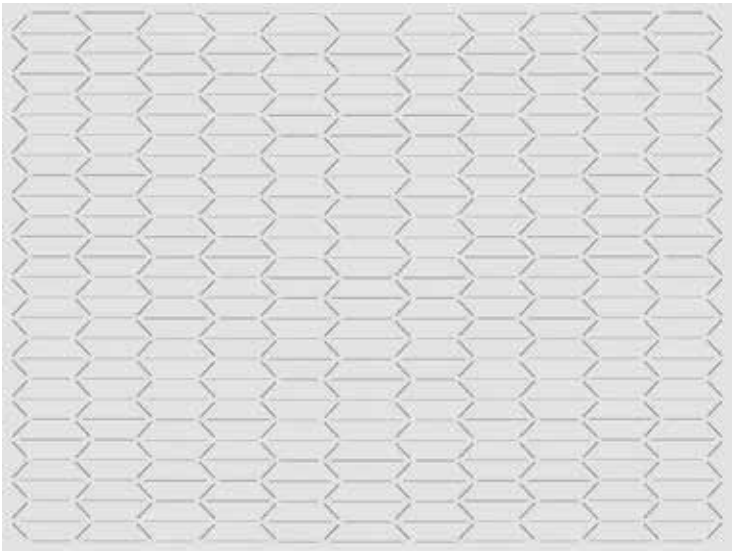
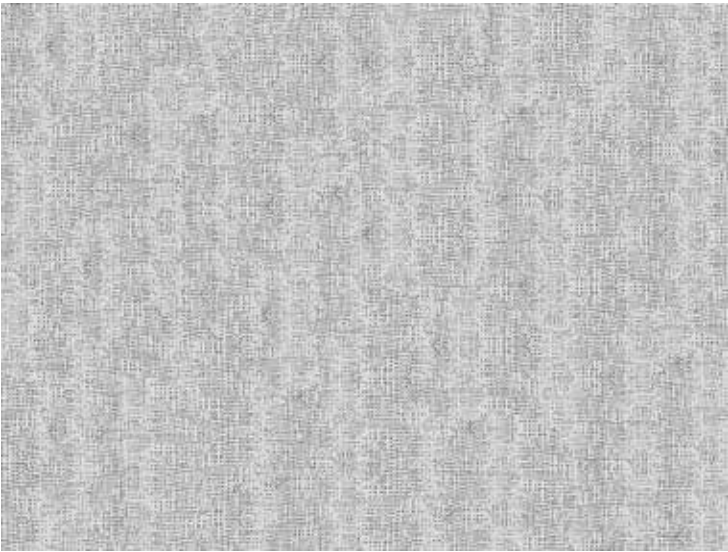
PASSAGE

Made in India
Wool & Silk
Birch, Cardamom, Lunar, Peacock, Persuasion & Watchet

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PEZZATO

Made in India
Cashmere & Silk
Edgewood, Mineral, Whisper
& Daplin

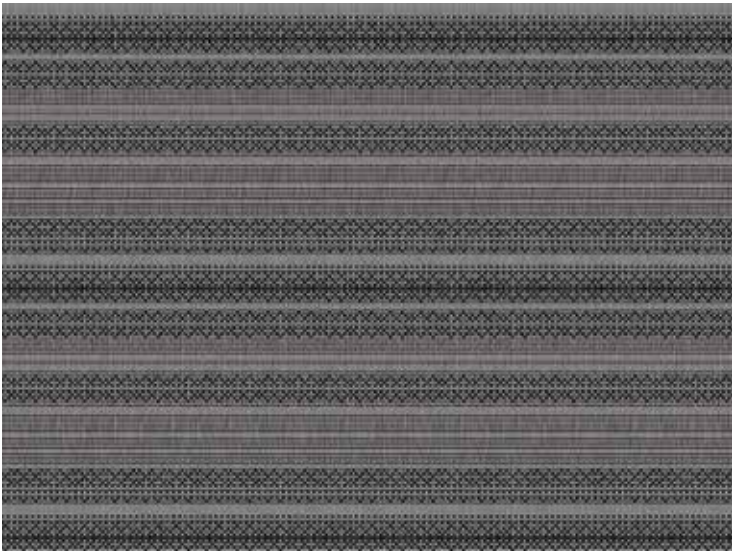


PRIMITIVE

Made in India
Wool & Silk
Ashen, Bordeaux, Denim, Indigo, Ochre, Pine &
Plank

POST

Made in India
Wool & Silk
Collins, Pumice, Verse &
Warm Sugar

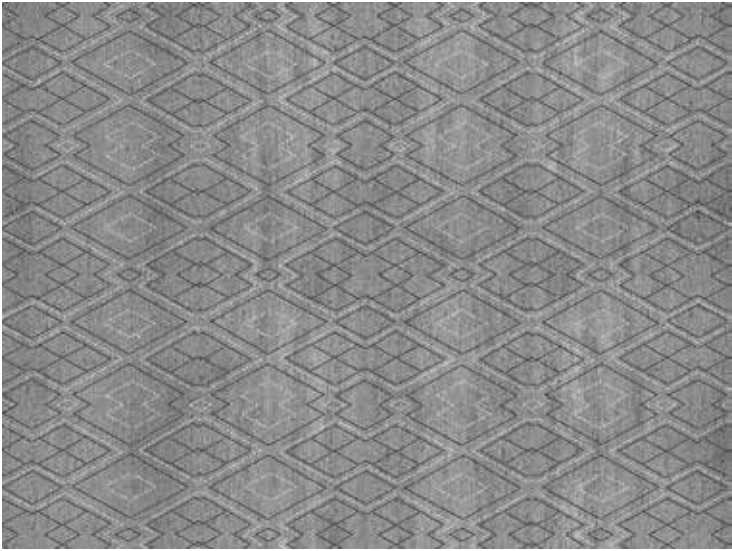
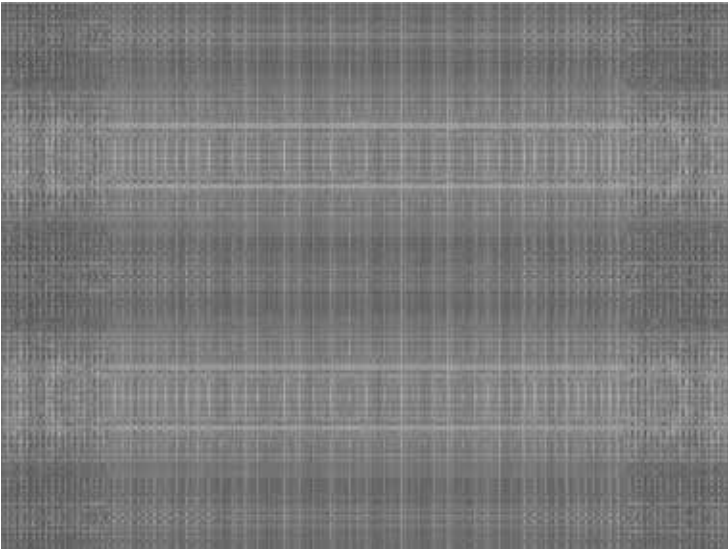


PROMENADE

Made in India
Polyester (PET)
Glenn, Hydra, Haven, Lyman, Grape & Pointer

POST HT

Made in India
Wool & Nylon
Caravan, Flurry & Hush



QUILL

Made in India
Silk
Chatsworth, Eaton & Huntington

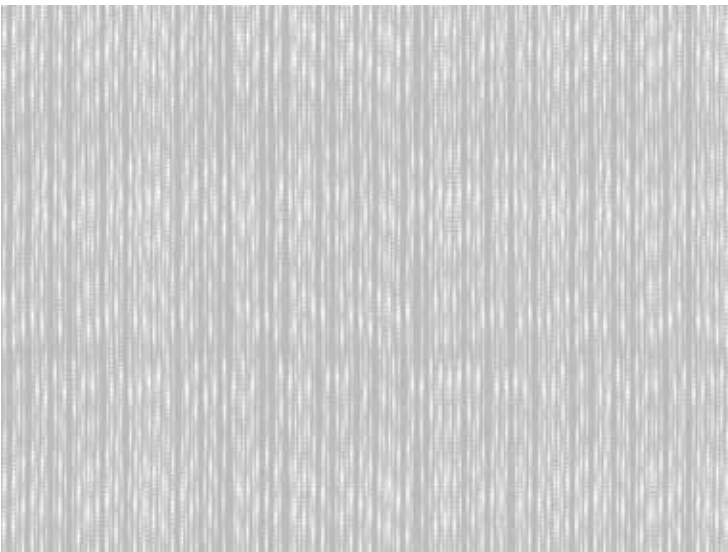
RADCLIFFE

Made in India
Polyester (PET)
Calf, Cort, Coach, Jute,
Stem & Terracotta



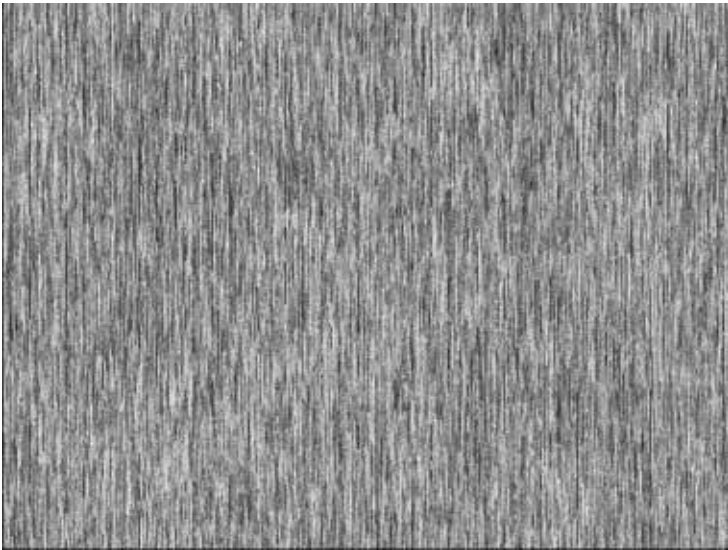
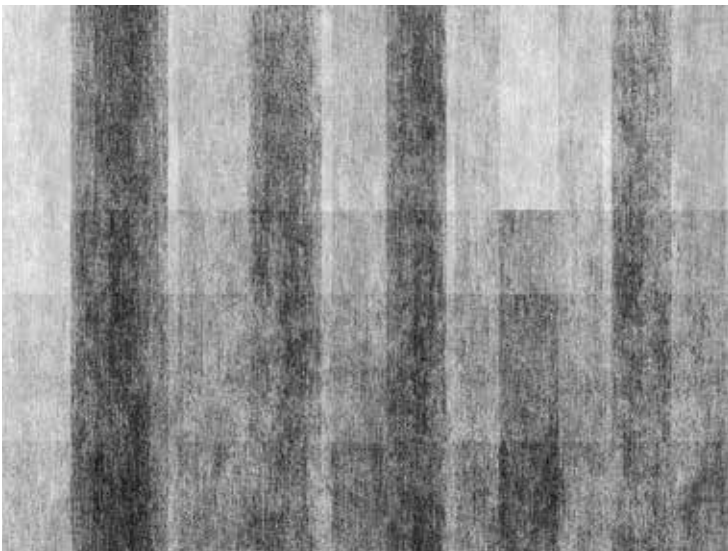
RAND

Made in India
Wool
Amarinthe, Barnstaple, Earl Gray
& Maclean



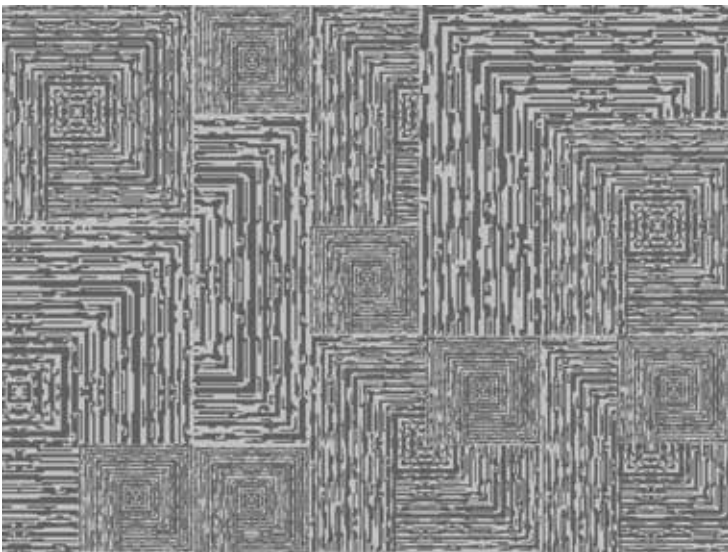
RILL

Made in India
Wool, Silk
Clements, First Light, Pendleton,
& Plymouth



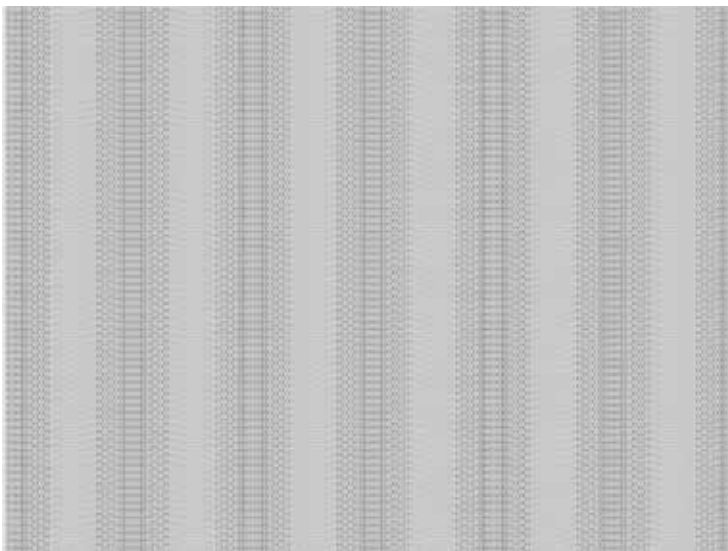
REMY

Made in India
Wool
Collier, Featherstone,
Larimar & Peony



ROVINE

Made in India
Wool & Silk
Lapis, Marmo & Terra

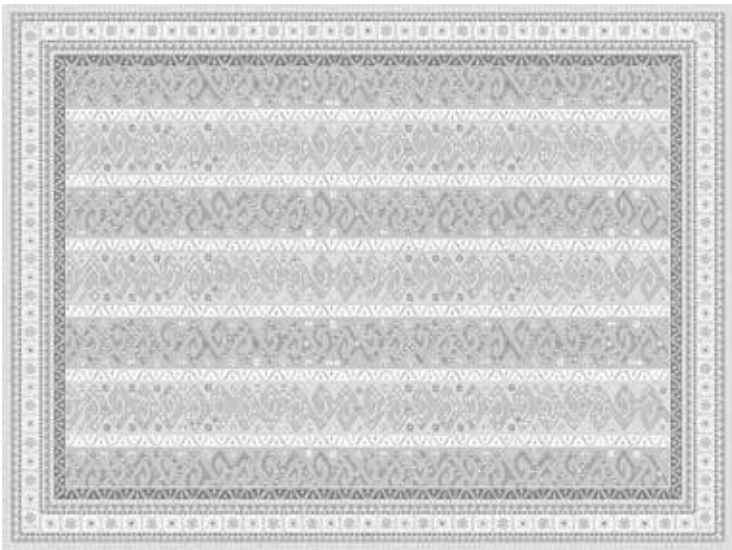
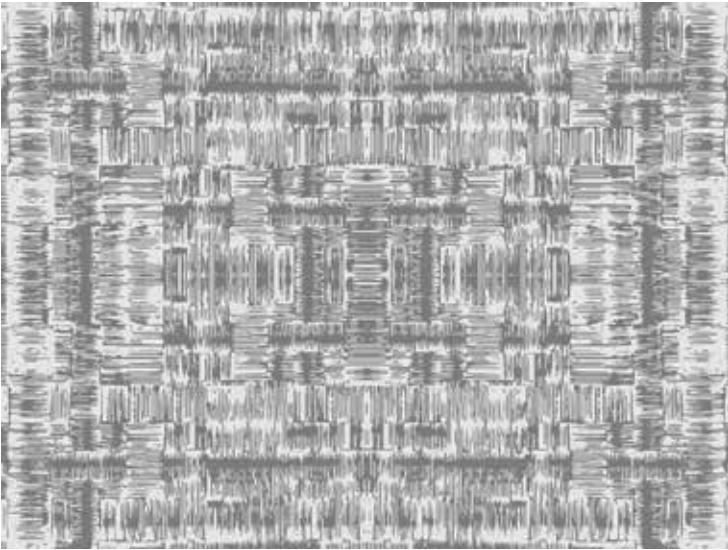


SASHIKO

Made in India
Wool
Aged Iron, Cerulean, Morado & Simm

SEDIRA

Made in India
Wool
Cyanis, Forde, Greylin
& Roselle

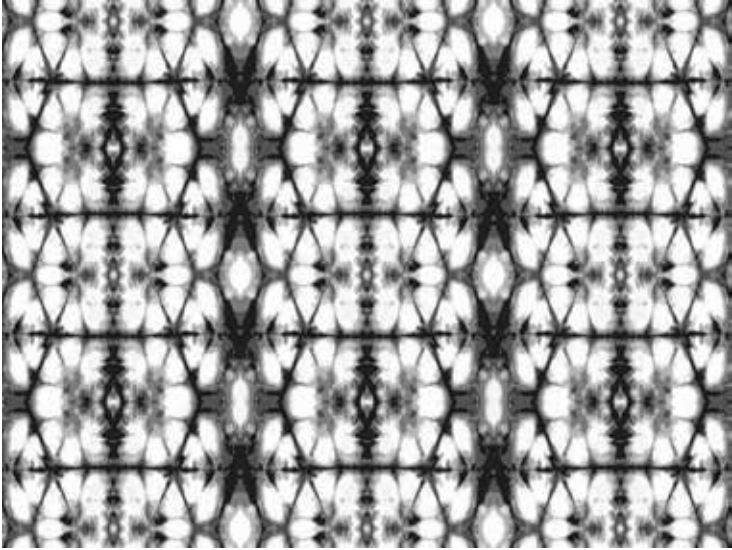
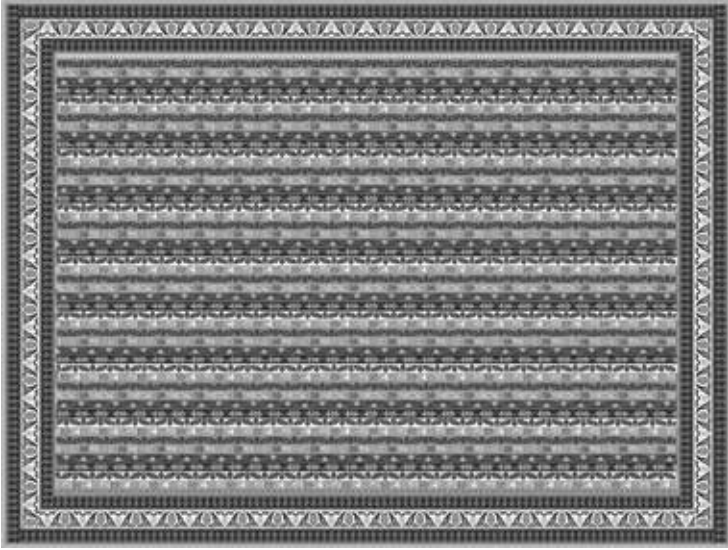


SHARRA

Made in India
Wool
Dolomite, Jade & Noa

SEN

Made in India
Wool
Benami, Cham, Clay & Reese

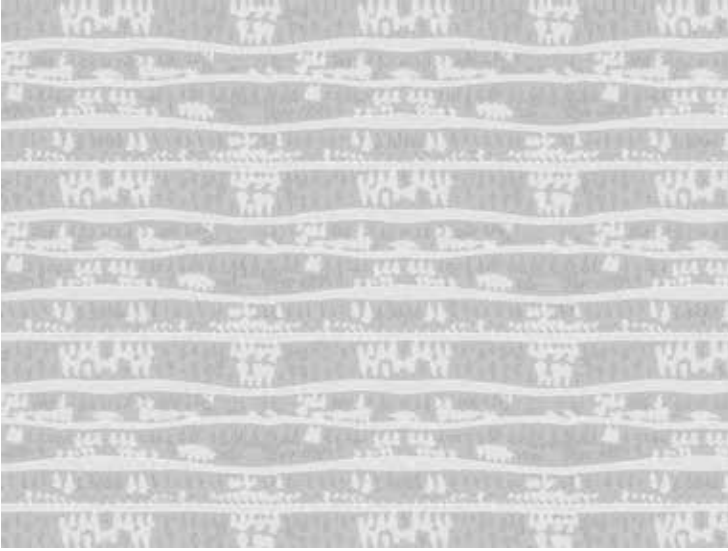


SHIBORI

Made in India
Wool & Silk
Arashi, Konsho, Midori & Rokocha

SERENA

Made in India
Polyester (PET)
Breath, Grove, Calm, Harlen,
Placid & Timmeny



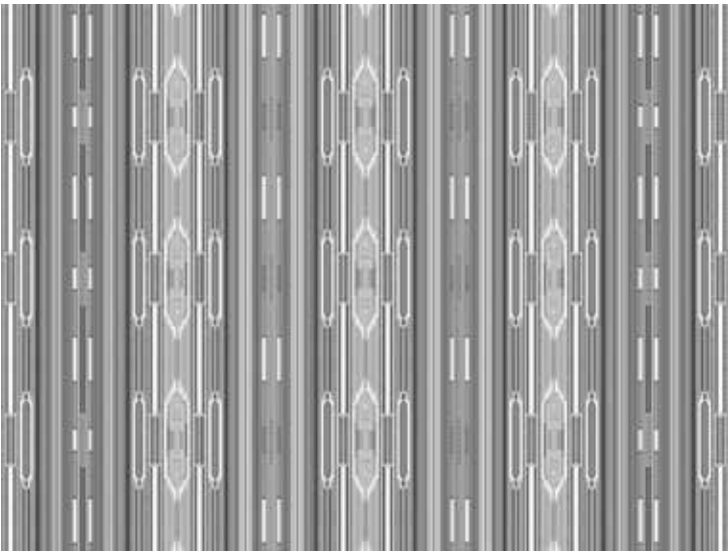
SKALLA

Made in India
Silk & Cashmere
Florentina, Malabar,
Murray & Wren

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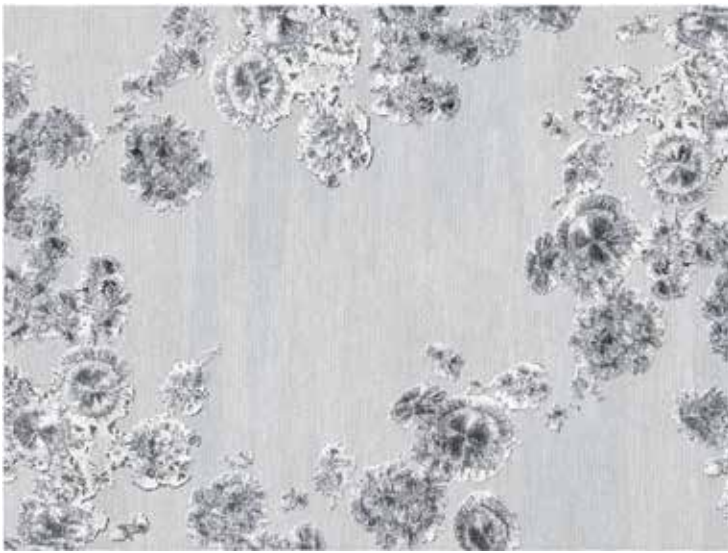
SULA

Made in India
Wool
Karani, Maveem & Zeytune



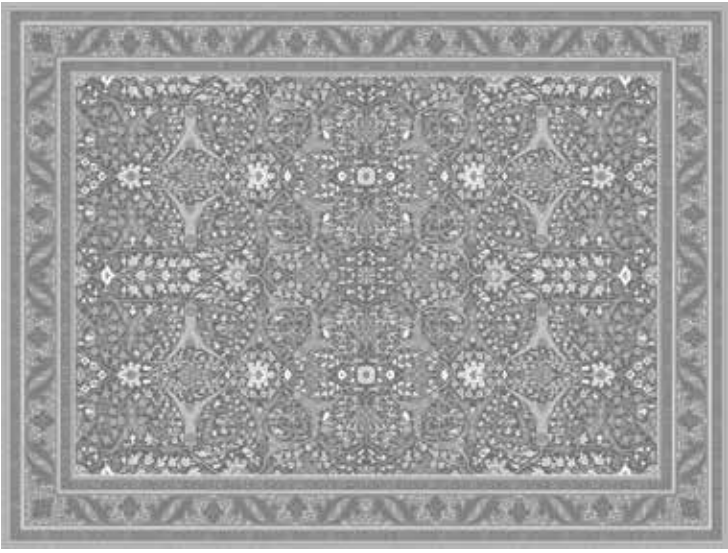
SYLVAN

Made in Nepal
Wool, Silk
Dulce, Enchanted, Lloyd & Trevino



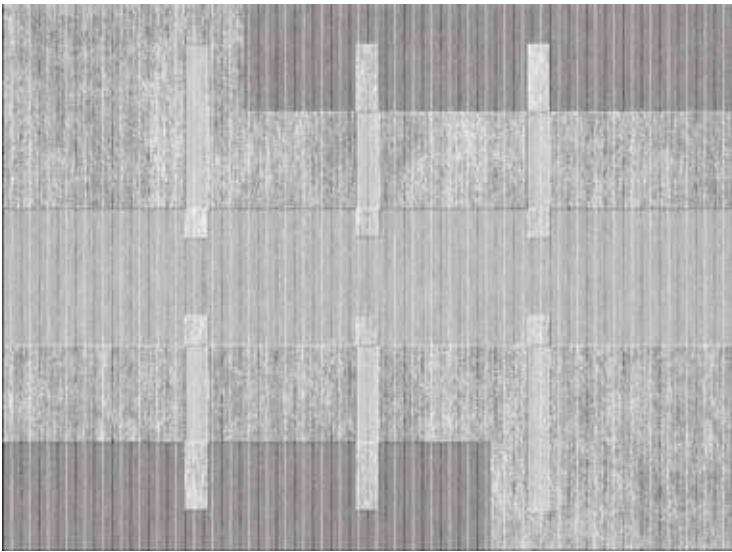
TABI

Made in India
Wool & Silk
Bridge, Camoca & Cascade



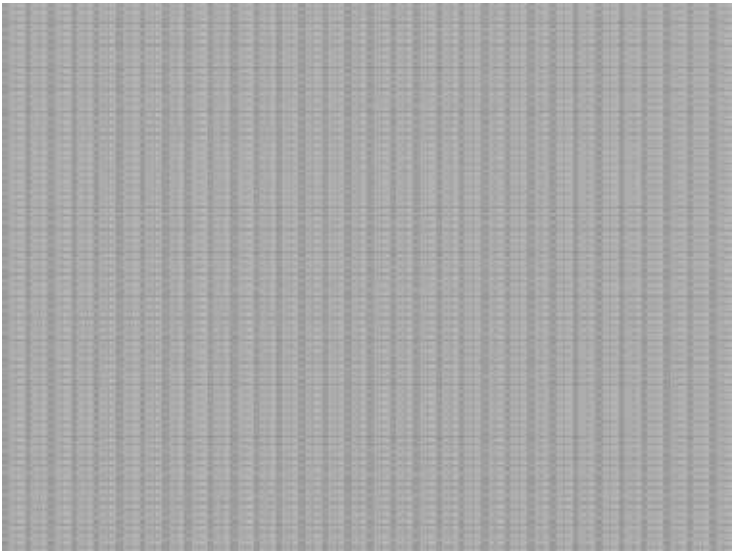
TATAMI

Made in India
Wool & Silk
Confection, Gossamer,
Tourmaline & Volley



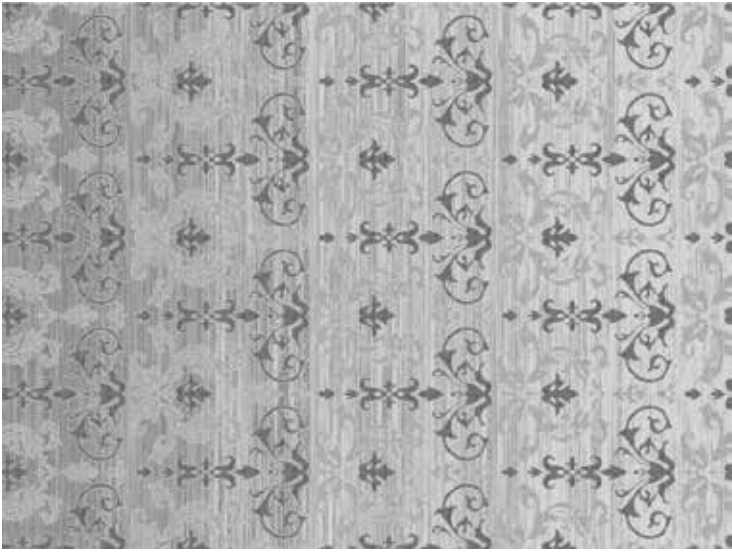
TELLEN

Made in India
Wool & Silk
Aubergine, Oxford, Sequoia,
Shade, Twine & Wildwood



TERNI

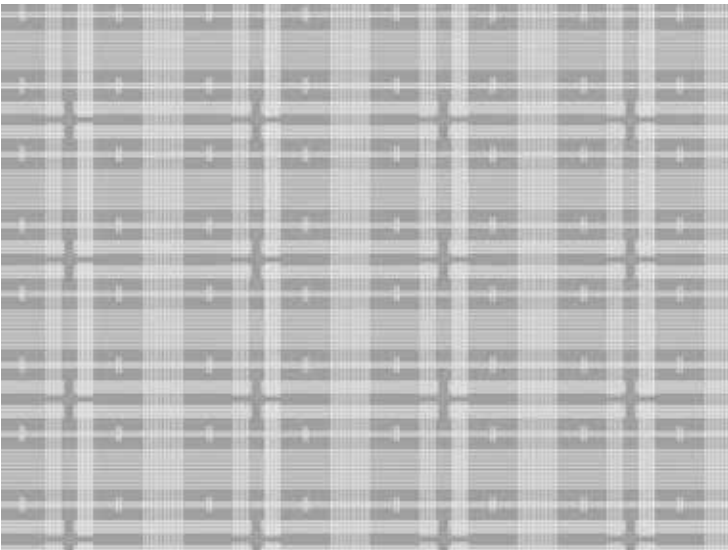
Made in India
Wool
Aqua, Carex, Nera & Umbria



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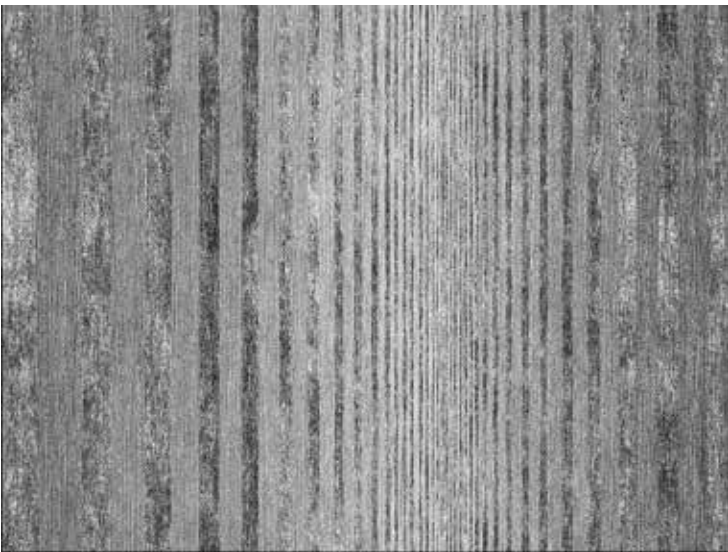
TINIAN

Made in India
Linen Warp, Leather Weft
Deep Blush & Peridot



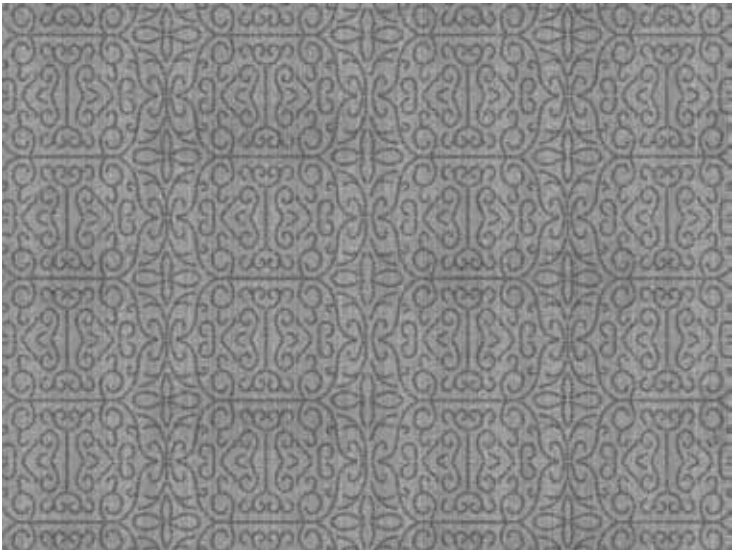
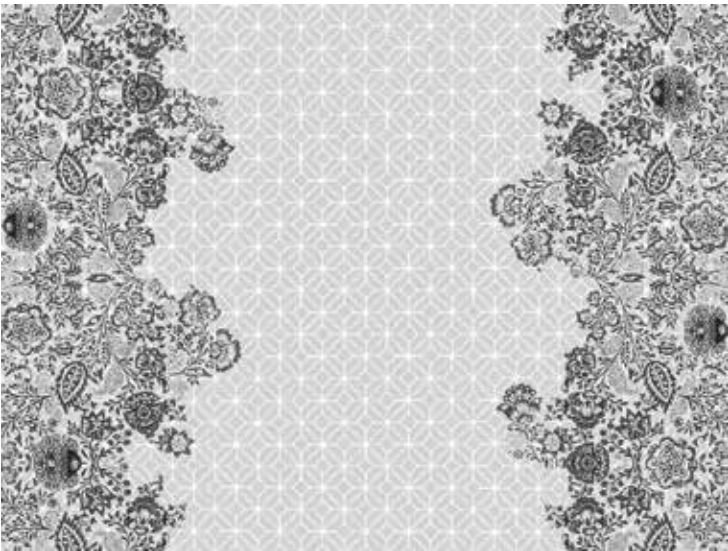
TRACE

Made in India
Wool & Silk
Crane, Foxglove, Lowery & Peyto



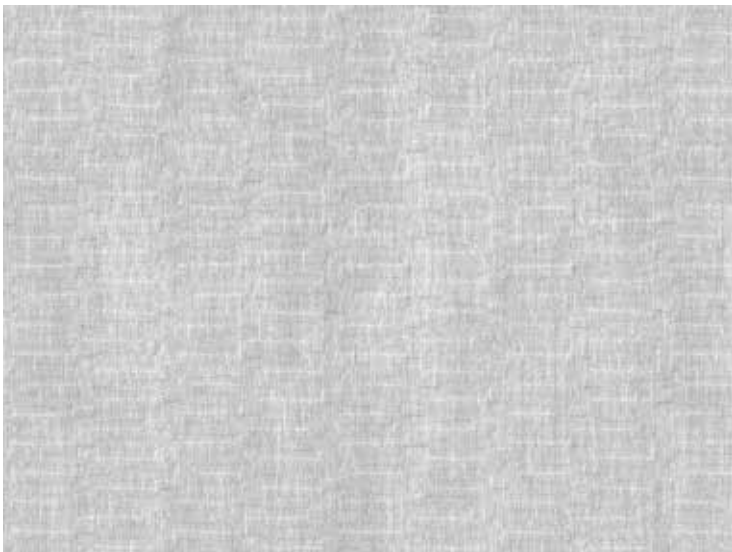
TREILLAGE

Made in India
Silk
Brook, Burlap, Lichen & Pond



VINE

Made in India
Silk
Copper, Flagstone, Flax & Picket



WALKER

Made in India
Wool, Silk
Danube, Gregg, Moss & Shoji

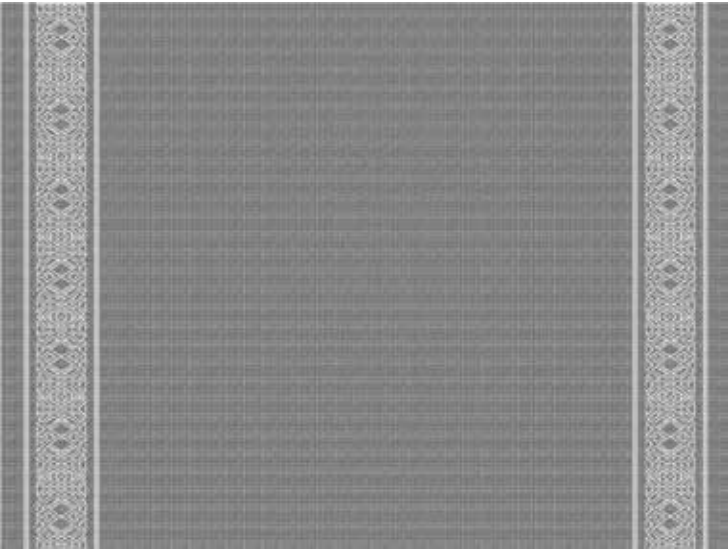


WARWICK

Made in India
Leather
Bower, Caramel, Derby & Royale
A seaming diagram will be provided with DFA

WOODLAND

Made in India
Wool
Ember, Fox, Hawk & Stream



CARE & MAINTENANCE

SHIIR rugs require only routine care and maintenance.

FOR ALL SHIIR RUGS:

- Place padding beneath the rug to prevent undue wear.
- Turn the rug once or twice a year to spread traffic patterns and prevent fading from the sun.

FOR HAND-KNOTTED RUGS:

- Stain resistance can be added for a small charge.
- Vacuum once a week or as needed. Turn the beater bar off (this typically means using the “bare floor” setting instead of the “carpet” setting).
- Spot clean with mild soap and water or call a trusted professional.
- Professionally clean once every three to five years, only as needed.
- To store, wrap in plastic, add moth balls and tape securely closed.

FOR LEATHER AND HAIR ON HIDE RUGS:

- Contact a trusted professional for major spills or stains.
- In case of spills, blot immediately with a soft, dry, clean cloth.
- In case of stains, blot with a cloth very lightly dampened with warm water.
- In case of stubborn stains, apply a small amount of a mixed solution of water and mild soap such as Palmolive or Dawn. Blot to release the stain and then blot again with a dry cloth.
- Always blot from the outside of a spill or stain inward toward the center. Never rub, scrub or use a circular motion. Do not use heat.
- After cleaning, gently pat dry.
- To store, roll or lay flat in a breathable cloth bag.

FOR LEATHER RUGS ONLY:

- Dust periodically with a soft, dry, clean cloth. Do not vacuum.
- Some leathers are inherently sensitive; always test on an inconspicuous spot before cleaning.
- Do not use saddle soaps, oils, abrasives, furniture polish, varnish or other harsh cleaners or solvents. These will negatively impact the appearance of the rug’s surface.

FOR HAIR ON HIDE RUGS ONLY:

- Sweep or brush periodically. If you must use a vacuum, take care to use the “bare floor” setting. Never use the beater bar.

Note that it is natural for leather and hair on hide rugs to develop creasing during shipping. Your new rug will soon lay flat.

INDEX

RUG DESIGN	PAGE
Agate	59
Agate HT	120
Albers	17
Allard	79
Anya	79
Arbor	44
Bahtia	71
Beck	80
Binden	111
Bookbinder	59
Botanica	44
Brass Door	36
Breton	65
Briar	60
Bordure	19
Brode	111
Callahan	65
Camber	80
Cariff	71
Carreau	45
Carreau PA	103
Colline	103
Compendio	52
Constellation	90
Constellation HT	120
Crossing	21
Cru	112
Damascus	60
Damascus HT	121
Durango	23
Ellery	36
Ellery HT	121
Essex	66
Etson	52
Fiume	53
Glyph	90
Glyph HT	122

RUG DESIGN	PAGE
Hawksbury	66
Holborn	67
Iconic Ikat	91
Indo Tess	91
Indo Tess HT	122
Indo Tess Inverse	92
Interlude	37
Intero	112
Isla	73
Jerran	72
Kada	73
Keelan	81
Kett	113
Kett PA	104
Kholo	81
Landis	97
Lyra	73
Marlow	104
Maro	97
Maquette	25
Merletto	27
Merrin	113
Michi	105
Narcissus	61
Nepa Tess	92
Ombre Stripe	93
Pallina	37
Palisade	53
Palisade HT	123
Parterre	105
Passage	38
Pezzato	54
Post	98
Post HT	123
Powell	114
Primitive	98
Promenade	106

RUG DESIGN	PAGE
Quill	45
Quinn	82
Rand	114
Radcliffe	106
Remy	82
Rill	83
Rovine	54
Sashiko	115
Sedira	29
Sen	74
Serena	107
Sharra	74
Shibori	38
Skalla	83
Sula	75
Sylvan	39
Symmetria	55
Tabi	75
Tatami	84
Tellen	99
Terni	46
Tinian	31
Trace	84
Treillage	46
Vine	47
Walker	85
Warwick	67
Woodland	47

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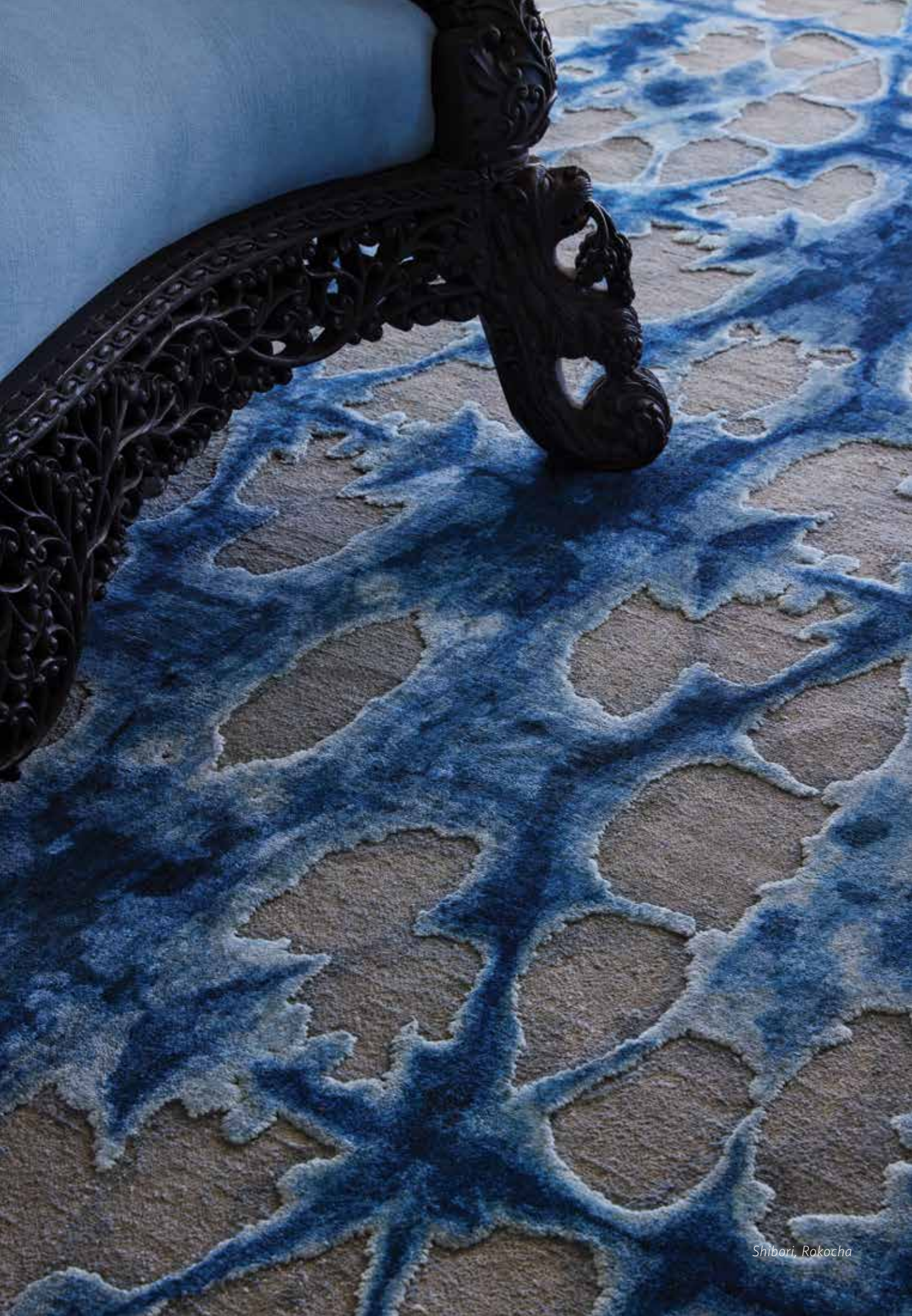
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