




SHIR



INNOVATION COLLECTION

Design for Possibilites



INNOVATION COLLECTION

Designed for effortless elegance in any setting, our Innovation Collection seamlessly bridges the gap between intimate residential retreats and refined commercial spaces. Whether anchoring a primary bedroom or elevating a corporate boardroom, the Innovation Collection is hand-crafted to adapt – without the need for customization.



INNOVATION COLLECTION



With eight all-new designs, each available in a choice of standard constructions and fiber options, we’ve made the selection process refreshingly simple. From open, bordered fields that exude possibility to striking all-over patterns that handle foot traffic with ease, the Innovation Collection balances nuanced design and innovative construction with beautifully functional flexibility. Thoughtfully curated for modern living of every kind, it celebrates both aesthetic richness and versatile practicality. (Of course, like all SHIIR rugs, it’s customizable, too – just in case you want to take the options a step further than we already have!)



Gruen, Sylva. Handwoven flatweave, PET (top) • Gruen, Bluestone. Handwoven flatweave, Wool (bottom)



Luma, Custom color. Handwoven flatweave, Wool

GRUEN

INNOVATION COLLECTION

Made in India

Inspired by the vibrant landscapes of Morocco’s Atlas Mountains, our allover pattern captures the essence of this rugged yet beautiful region – from the undulating curves of its mountain ranges to the richly textured wares found in its local markets. Gruen is woven on a traditional pit loom, where the weaver sits in a dug-out hole, embracing an age-old technique that connects the land, culture, and craft. The result brings the warmth and spirit of the Atlas Mountains into any room. Handwoven flatweave, available in two standard fiber options: wool and PET.



Moka, Handwoven flatweave, Wool

Handwoven flatweave, Wool

Handwoven flatweave, PET



Bluestone



Sylvia



Moka



GRUEN

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LUMA

INNOVATION COLLECTION

Made in India

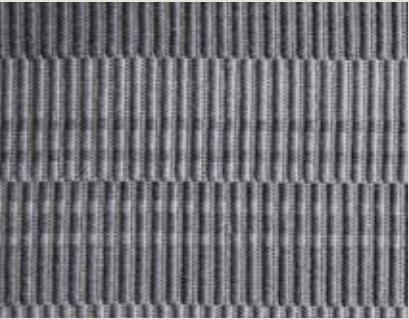
They say the best designs come from collaboration—like Luma, whose every staggered, alternating stripe feels like the liveliest of conversations. Here, colors trade places, shifting column by column, a rhythm both structured and free. Inspired by Bauhaus ideals, Luma displays a meeting of minds and hands—of Indian weavers, modern designers, worldly cultures and historic influences, all combining in the creation of handcrafts for living. Flatweave construction and available in two standard materials: wool or PET.



Avenna, Handwoven flatweave. PET

Handwoven flatweave, Wool

Handwoven flatweave, PET



Lazuli

Avenna



Robin

LUMA

INNOVATION COLLECTION



A close-up photograph of a dark, ribbed fabric, possibly a sweater or scarf. A diagonal stripe of a lighter, textured material runs across the frame from the top left towards the bottom right. The lighting creates a sense of depth and texture in the ribbed pattern.

LUMA

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Rivvi, Cenza. Persian Hand-knotted, Wool



Aiko, Ever. Persian Hand-knotted. Cashmere & Silk



Rivvi, Zen. Persian Hand-knotted. Cashmere and Wool

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Made in India.

Mimicking the rough-yet-delicate interplay of birch bark and slender branches, Aiko weaves nature’s handiwork into a richly layered composition of distinct elements. The first is flowing pattern; the second is texture – four textures, actually, evinced through diamond-like checkerboard, subtle stripe, single-knot check, and irregular band. The resulting design is nearly alive, its hand-feel shifting subtly – like sunlight filtering a forest canopy. Hand-knotted and available in two standard fiber combinations: silk and cashmere, and silk and wool.



*Aiko, Ever. Persian Hand-knotted,
Cashmere & Silk*

Persian Hand-knotted, Cashmere & Silk



Ever

Persian Hand-knotted, Wool & Silk



Lunt



Fjord



Selkie



Indi



Poseidon



AIKO

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AIKO

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Made in India

Inspired by the handwoven textiles of the Atlas Mountains, our Tulu weave rug reflects the raw beauty of Berber craftsmanship. This technique alternates plush pile with flatwoven rows, creating subtle linear breaks, mimicking the wind-swept ridges of the Sahara. Hand-clipped for definition, it is at once both structured and organic—lightweight, yet rich in dimension. Here, pattern emerges not from ornamentation but from the rhythm of the weave itself – and is shaped by tradition and touch. Available in Persian hand-knotted, and two standard fiber combinations: all wool, and cashmere and wool.



Zen. Persian Hand-knotted, Cashmere & Wool

Persian Hand-knotted. Cashmere & Wool

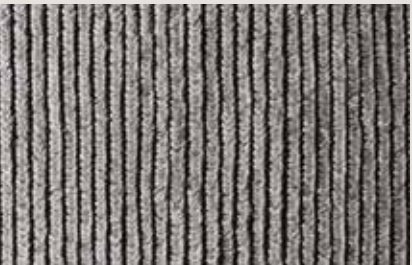


Asarra

Persian Hand-knotted. Wool



Cenza



Palladian



Whipple



Zen



Yin



RIVVIA

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ESHA

INNOVATION COLLECTION

Made in India

A recent visit to India included an afternoon spent sitting cross-legged over tea with one of the country’s master weavers, who shyly – yet proudly – shared with us a prized possession: an antique rug crafted by the renowned weavers of South Asia’s Baluch tribe. From that afternoon, our Esha interpretation was born. Featuring the geometric patterns and rich colors for which Baluch rugs are celebrated, Esha is both durable and forgiving, making it especially well-suited for commercial applications. Historical character and lasting functionality? We say yes! Available in three standard constructions: Turkish knot pile, Persian knot oxidized, and Persian knot special weave.

Persian Hand-knotted. Cashmere



Andeara

Persian Hand-knotted. Wool & Silk



Banya

Turkish Hand-knotted. Wool



Lupo



Kiss



Glint



Sway



Oyana



Kasumi



Yashi

*Kiss. Persian Hand-knotted. Cashmere (top) • Glint. Persian Hand-knotted. Wool & Silk (middle)
Sway. Turkish knot. Wool (bottom)*

ESHA

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ESHA

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ESHA

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LARIS

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Made in India and Nepal

A morning stroll through the rhythmically perfect arched colonnades surrounding Paris’s Place des Vosges yielded our inspiration for Laris. Just as structured and similarly ever-changing with light, Laris balances geometric precision with subtle color undulation, ensuring no two of its rows feel identical. Available in three standard constructions: hand-knotted Persian, hand-loomed, and hand-knotted Tibetan.

Persian Hand-knotted. Cashmere & Wool



Basil

Tibetan Hand-knotted. Wool & Silk



Laurel

Hand-loomed. Wool



Myrtle



Fienno



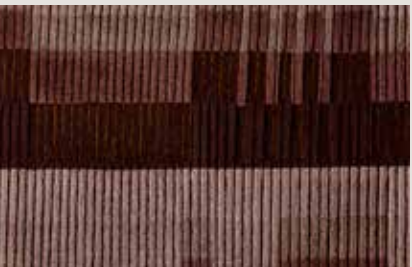
Missek



Treena



Shoko



Tanba



Seyko

*Fienno. Persian Hand-knotted. Cashmere & Wool (top) • Missek. Tibetan Hand-knotted. Wool & Silk (middle)
Treena. Hand-loomed. Wool (bottom)*



LARIS

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SKINNER

INNOVATION COLLECTION

Made in India and Nepal

Inspired by photography of dance, Skinner captures a moment in motion – like a ballerina caught mid-pirouette, a trail of chiffon billowing in the air. Its pattern ripples and fades, like sound waves. Smoke. Energy. Movement made tangible, woven into stillness – a tactile dance, frozen in time. Available in three standard constructions: hand-tufted, hand-knotted Persian, and hand-knotted Tibetan.

Persian Hand-knotted Exposed Foundation. Cashmere & Wool

Tibetan Hand-knotted. Wool & Silk

Hand-tufted. Wool & Nylon



Embrace



Blossom



Fizz



Glisten



Latte



Crema



Vento



Morning Haze



Knight

Embrace, Persian Hand-knotted. Cashmere & Wool (top) • Blossom, Tibetan Hand-knotted. Wool & Silk (middle) Fizz, Hand-tufted. Wool & Nylon (bottom)



Skinner, Latte. Tibetan Hand-knotted, Wool & Silk



SKINNER

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Skinner, Morning Haze. Tibetan Hand-knotted, Wool & Silk

SKINNER

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SKINNER

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SKINNER

INNOVATION COLLECTION



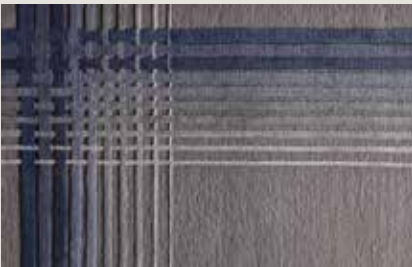
SORIN

INNOVATION COLLECTION

Made in India and Nepal

Embodying the notion that emptiness brings with it possibility, Sorin features an open field that invites interpretation, offering a versatile canvas to fill - with myriad furniture placements, or none at all. In contrast, Sorin's textured border - reminiscent of reed mats, handwoven baskets, and interlaced leather—edges that field with intricate detail. It is this very contrast - between openness and structure - that allows Sorin to feel both limitless and beautifully defined. Available in three standard constructions: hand-tufted, hand-knotted Persian, and hand-knotted Tibetan.

Tibetan Hand-knotted. Wool & Silk



Shikari

Persian Hand-knotted Oxidized. Wool & Silk



Kumo

Hand-tufted. Wool & Nylon



Ardo



Willow



Jasper



Eden



Grace



Empress

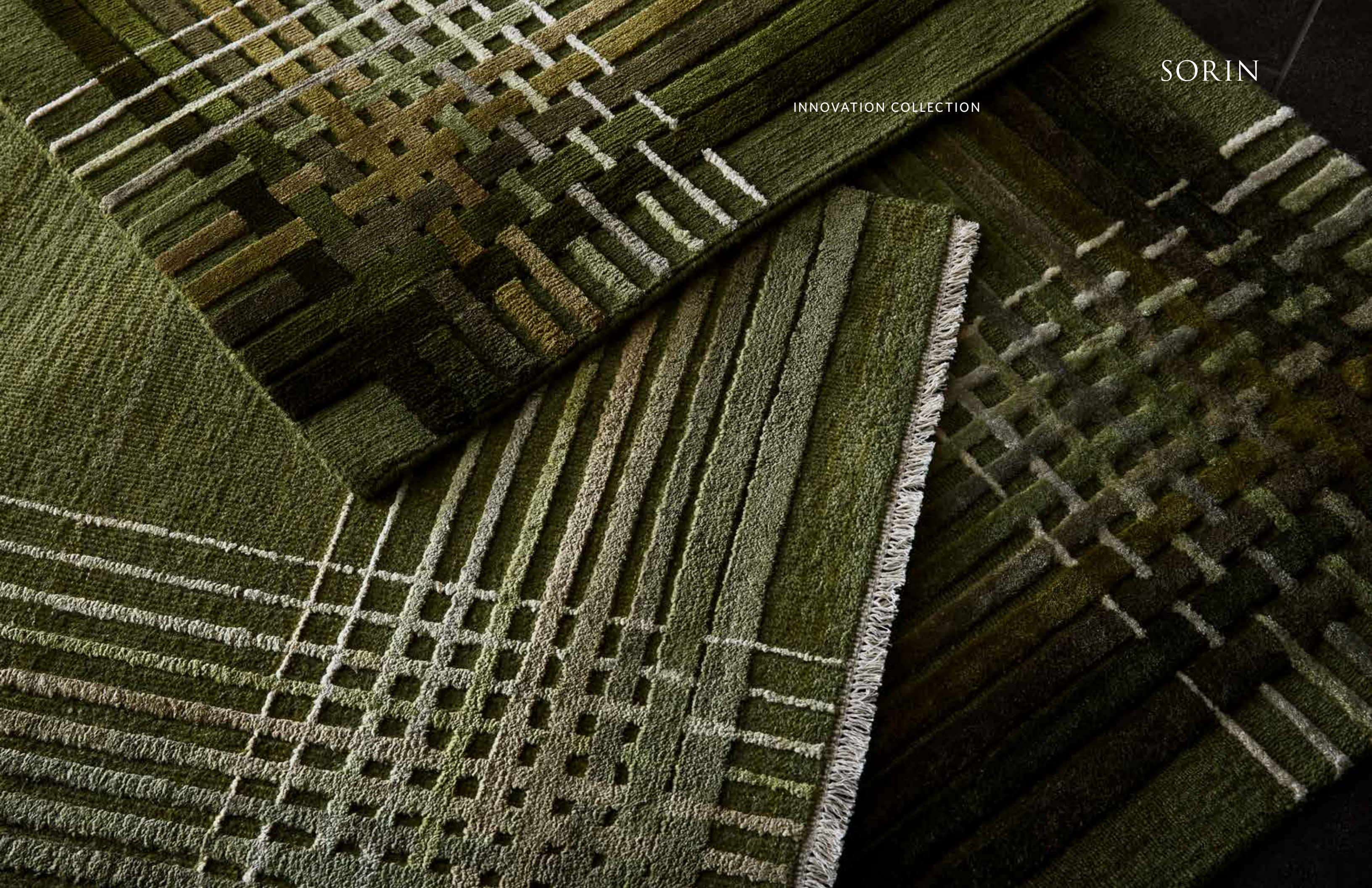


Flora

*Shikari, Tibetan Hand-knotted. Cashmere & Wool (top) • Jasper, Persian Hand-knotted Oxidized. Wool & Silk (middle)
Eden, Hand-tufted. Wool & Nylon (bottom)*

SORIN

INNOVATION COLLECTION





Sorin, Jasper. Persian Hand-knotted Oxidized. Wool & Silk



SORIN

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