



SHIIR

*Layering our collections with
the Foundation Collection.*



FOUNDATION COLLECTION

Design in the Details

Foundation takes a quieter approach to design, where fiber, construction, texture, finish and the human hand create the interest. Innovation lives within the material, giving each rug depth and dimension without relying on bold pattern.



Strata, Wasabi



FOUNDATION COLLECTION

BENEATH EVERYTHING

Five new designs. Hand-knotted Persian and Tibetan constructions, flatweaves and hand-loomed techniques. Subtle differences in texture, movement and dimension give each rug remarkable depth. Made by hand in India, every surface reveals the knowledge behind its making.





FOUNDATION COLLECTION

ESSENTIAL LAYERS, ENDURING APPEAL

Foundation is built around elevated essentials that are anything but basic. Quiet in expression yet rich in material and construction, these rugs bring depth to a room while leaving space for everything around them to speak.



CONGRUITY

FOUNDATION COLLECTION

Made in India

Congruity's flatweave construction gives this solid wool design its tactile character. Subtle variation across the surface creates warmth and dimension, while its restrained simplicity allows material—not pattern—to take the lead.

Material: Wool
Construction: Flatweave
Pile Height: Low



Bayside



Clover



Coconut



Tin



Whipped Cream



Congruity, Bayside

Congruity (clockwise): Clover, Whipped Cream, Coconut, Tin & Bayside.



KEYSTONE

FOUNDATION COLLECTION

Made in India

Keystone pairs a primarily solid field with a subtle textural outline, created through the interplay of pile and low loop. The hand-knotted Tibetan construction brings quiet definition and dimension, making it a sophisticated foundation for layered interiors.

Material: Wool
Construction: Hand-knotted, Tibetan
Pile Height: Medium



Haystack



Lakefront



Leafy Green



Pearl Grey



Keystone, Pearl Grey



Vintage Lace

Keystone (top to bottom): Haystack, Vintage Lace, Lakefront, Pearl Grey & Leafy Green.



PRELUDE

FOUNDATION COLLECTION

Made in India

Prelude brings the tactile character of a traditional Tulu rug to a restrained, primarily solid design. Hand-loomed pile meets low loop to create softness, movement and dimension, allowing the construction itself to become the design.

Material: Wool
Construction: Hand Loomed
Pile Height: Medium



Green Tea



Pacifica



Sesame



Silver Moon



Prelude, Green Tea



Warm Linen

Prelude (top to bottom): Pacifica, Sesame, Silver Moon, Warm Linene & Green Tea.



STRATA

FOUNDATION COLLECTION

Made in India

Strata is a solid abrash with subtle tonal variation that gives its restrained palette depth and movement. Hand-knotted Persian construction adds tactile dimension, creating a surface that shifts quietly with light and perspective.

Material: Wool
Construction: Hand-knotted, Persian
Pile Height: Medium



Foggy



Misty Blue



Moth



Vanilla Ice



Wasabi



Strata, Vanilla Ice

Strata (left to right): Misty Blue, Moth, Wasabi, Vanilla Ice & Foggy.

FOUNDATION COLLECTION

Made in India

Verse pairs the organic character of a hand-loomed Tulu with the luminosity of wool and silk. Subtle shifts in tone, sheen and texture bring depth to the primarily solid design, creating a surface that changes gently with the light.

Material: Wool & Silk
Construction: Hand Loomed
Pile Height: Medium



Curled Smoke



Fawnpath



Garden Grove



Oatmeal



Verse, Ocean Blue



Ocean Blue

Verse (top to bottom): Fawnpath, Oatmeal, Garden Grove, Curled Smoke & Ocean Blue.

CURATED PAIRINGS

Good Foundations

Foundation offers a considered starting point for layering color, pattern and texture across the SHIIR collection. These curated pairings reveal natural relationships between designs, making it easier to build spaces with depth, cohesion and individuality.

Congruity, Bayside



Layering our collections with the Foundation Collection.

DEPTH IN BLUE

Layered blues move from soft and atmospheric to rich and saturated, bringing calm, dimension and character.

Blues

FOUNDATION COLLECTION



Congruity, Bayside



Keystone, Lakefront



Prelude, Pacifica



Strata, Misty Blue

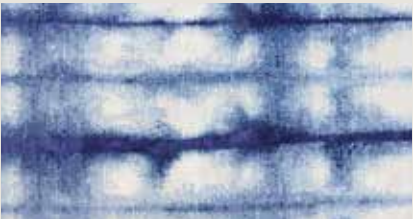


Verse, Ocean Blue

COMPLIMENTARY DESIGNS



Radcliffe PET, Cort



Batik, Ink



Merrin, Lena



Parterre, Bowen



Sedira, Cyanis



Parterre PET, Waterside



Anya, Meditation



Beck, Aquataine



Carnaby, Monteray



Esha, Special Weave



Futura, Ultramar



Allard, Fuller



Interlude, Patriot



Keelan, Lagoon



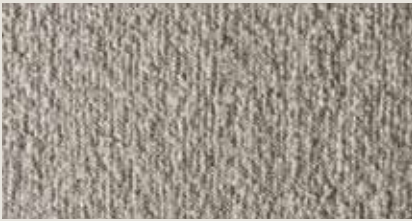
Kett PET, Bluebell

QUIET WARMTH

Soft, nuanced creams bring warmth and depth without adding visual weight.

Creams

FOUNDATION COLLECTION



Congruity, Whipped Cream



Keystone, Vintage Lace



Prelude, Warm Linen



Strata, Vanilla Ice



Verse, Oatmeal

COMPLIMENTARY DESIGNS



Primitive, Calypso



Duragno, Cuchillo



Isla, Eternal



Jerran, White Jasper



Kholo, Froth



Clairey, Cameo



Aiko, Ever



Allard, Bubble



Calypso, Polar



Landis, Pearl



Kada, Tulip



Parterre PET, Balm



Sylvan, Dolce



Skinner, Crema



Sula, Maveem

QUIETLY ARCHITECTURAL

From soft silver to deeper charcoal, these grays bring structure, dimension and a restrained sense of presence.

Grays

FOUNDATION COLLECTION



Congruity, Tin



Keystone, Pearl Grey



Prelude, Silver Moon



Strata, Foggy



Verse, Curled Smoke

COMPLIMENTARY DESIGNS



Bathia, Platinum



Aurora, Hematite



Batik, Chalk



Carreau PET, Steel



Brode, Maverick



Compendio, Dew



Camber, Peppercorn



Anya, Olympus



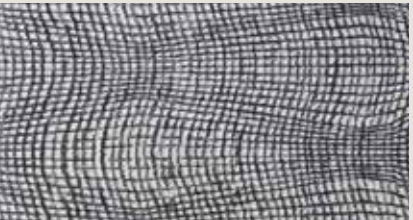
Sedira, Greylin



Marlow PET, Rivet



Larabee, Cloak



Colline PET, Silverado



Sylvan, Lloyd



Esha, Glint



Primitive, Ashen

DRAWN FROM NATURE

Nuanced greens bring freshness and depth, from muted mineral tones to richer, more expressive shades.

FOUNDATION COLLECTION



Congruity, Clover



Keystone, Leafy Green



Prelude, Green Tea



Strata, Wasabi



Verse, Garden Grove

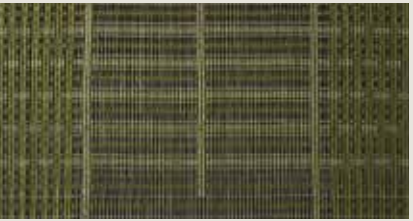
COMPLIMENTARY DESIGNS



Cariff, Bonsai



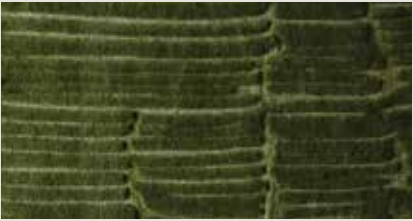
Colline PET, Aloe



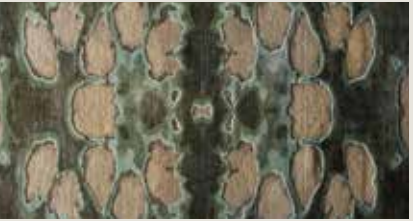
Crossing, Loden



Jerran, Badian



Maquette, Sawyer



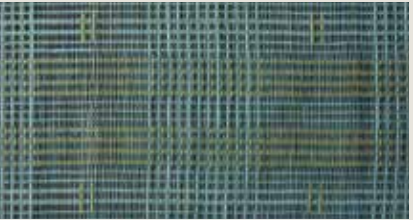
Shibori, Tonsu



Radcliffe PET, Stem



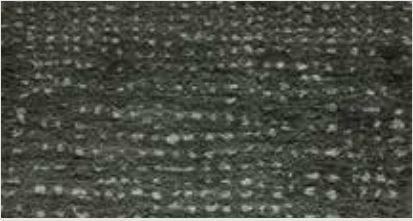
Serena PET, Timmeny



Tinian, Peridot



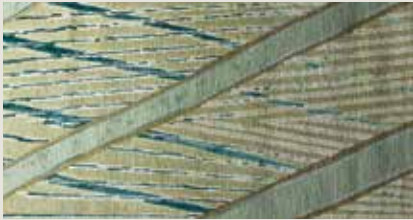
Aiko, Indi



Pezzato, Glade



Interlude, Envy



Lumiere, Vincennes



Laris, Basil



Quinn, Kelly

Greens

NUANCE OVER NEUTRALITY

Layered undertones, texture and tonal variation give these neutrals warmth, depth and individual character.

Neutrals

FOUNDATION COLLECTION



Congruity, Coconut



Keystone, Haystack



Prelude, Sesame



Strata, Moth



Verse, Fawnpath

COMPLIMENTARY DESIGNS



Bordure, Cafe



Rovine, Eider



Kett PET, Cedar



Marlow PET, Cork



Radcliffe PET, Calf



Sedira, Forde



Serena PET, Calm



Beck, Muslin



Camber, Hot



Keelan, Slip



Laris, Treena



Parterre PET, Root



Plie, Slipper



Rill, Clements



Rivvi, Zen

SHIIR RUGS

Innovation by Hand

For SHIIR, innovation and handcraft are deeply dependent on one another.

From spinning and dyeing to oxidizing, knotting and weaving, every SHIIR rug is shaped by skilled artisans. Variations in tension, color, material and construction give each piece its distinct texture and movement—the individuality that only handcraft can create.



Keystone, Haystack