



*Contemporary Looms*

by Asiatic London





*Dear Valued Customer,*

*It is with great pride and excitement that we share the launch of our newest rug collection. Each piece represents not only our passion for design and quality but also the continuation of a story that has been woven into our family for generations.*

*For over 60 years, our family has dedicated itself to the art of floor coverings. What began three generations ago, as a small family business has grown into something much larger, yet we've never lost sight of our heritage or our deep knowledge and respect for craftsmanship, quality, timeless design, and the people who welcome our rugs into their homes.*

*Drawing on decades of experience, we've carefully curated designs that blend tradition with modern living. Every rug reflects our belief that a floor should bring warmth, interest, a sense of home. We believe it is the finesse that completes a room. Over the generations, we partnered with skilled makers, leaned on our shared expertise, and together poured our passion into creating pieces that we truly believe represent the very best in floor coverings*

*Thank you for your trust in us, and for allowing us to be part of your home, and for supporting a family business that continues to honour its roots while looking toward the future. We are so excited for you to experience this new collection, and we hope that it brings as much joy and meaning to your home as it has to ours in creating it.*

*Yours Sincerely,*

A handwritten signature in black ink, appearing to read "Sharon Kelaty", written in a cursive style.

*Sharon Kelaty*

## *Our Story*

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Our story begins in 1960, when Soli Kelaty founded Asiatic Carpets with a simple yet powerful vision- to bring beautiful, quality rugs from around the world into every home. Born into a family of rug traders, Soli began modestly, working from his van and garage, supplying oriental rugs to local retailers across London. His dedication, eye for quality, and commitment to service quickly earned him a loyal customer base and a growing reputation for excellence.

By 1962, Soli had opened his first premises in Finchley, North London, specialising in rugs imported from India, China, Pakistan and Turkey. This early success laid the foundation for what would become one of the UK's most trusted and respected rug brands.

In 1985, Soli's daughter Sharon joined the business, bringing fresh creativity and a background in Art & Design. Together, the father-daughter team expanded Asiatic's offering, launching new styles that reflected changing tastes and the growing influence of home fashion. The opening of a Beijing office helped streamline production and scale operations, setting a new industry standard in product consistency and volume delivery.

In 1994, Soli's son Freddy joined the business, further strengthening the company's operational and strategic capabilities. With demand continuing to rise, Asiatic invested in a robust logistics infrastructure, investing in major warehousing in London, including European hubs.



## A Family Legacy Woven Through Time

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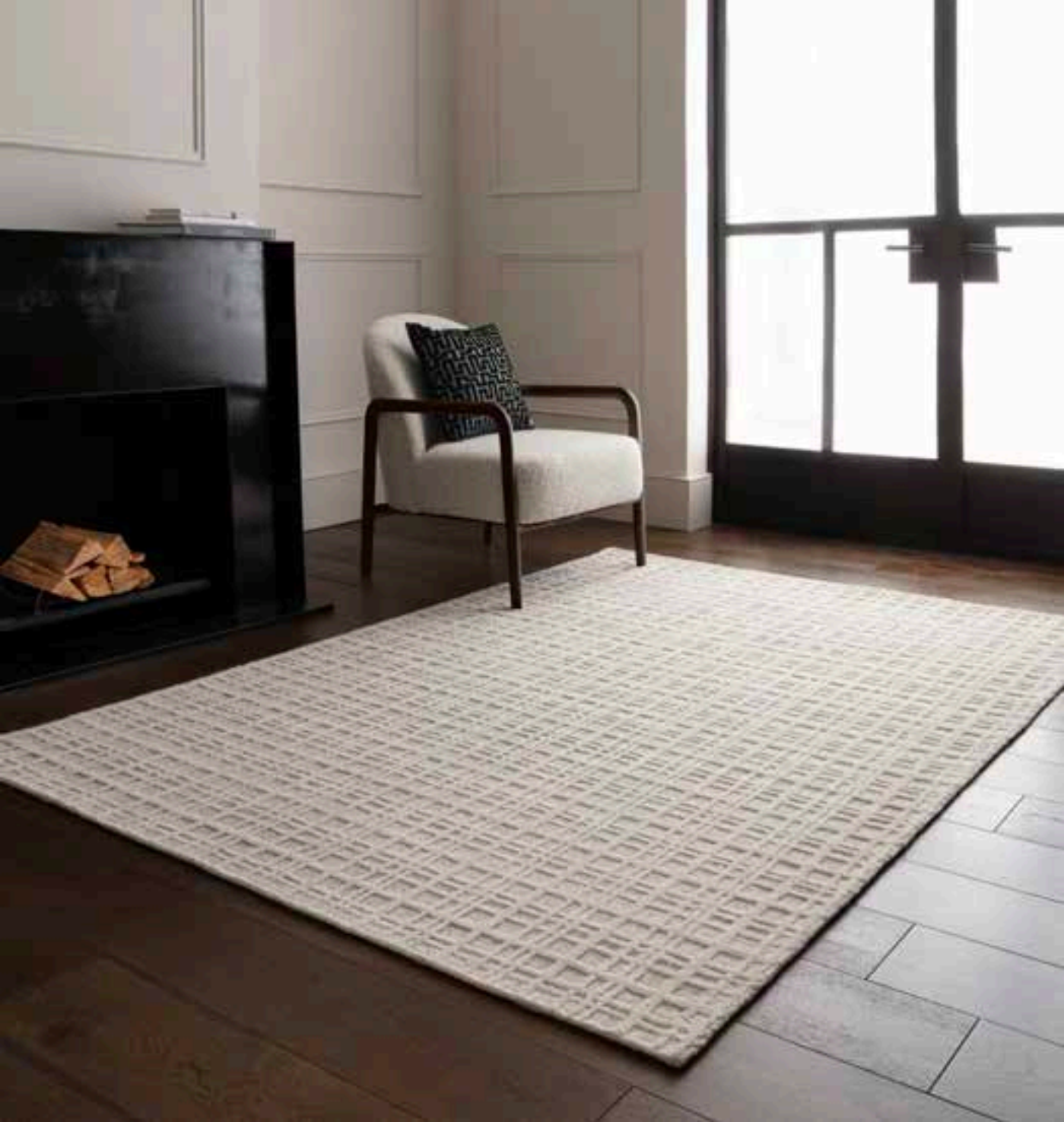
This enabled Asiatic to carry deep stock support across extensive product ranges, speedy order processing, and reliable, efficient delivery to customers in the UK and around the world, thus ensuring reliable availability and rapid fulfilment for its growing customer base.

By the late 1990s, Asiatic launched its first modern Chinese collections, moving beyond traditional oriental designs and marking the start of a design-led approach that would define the brand's future. The company quickly gained recognition as an innovator in the rug industry, a reputation proudly upheld to this day.

As the company continued to grow, offices were opened in India and Turkey, reinforcing Asiatic's global reach and deepening relationships with skilled artisan partners — many of whom the company has worked with for decades. Today, more than six decades on, Asiatic remains proudly independent and family-run. Led by second-generation siblings Sharon and Freddy Kelaty, the company continues to combine its heritage with innovation, and operational excellence. With a global supply chain, established infrastructure, and a passionate, experienced team, Asiatic creates rug collections that reflect the lifestyles of today — without ever losing sight of the values on which it was built: craftsmanship, creativity, service, and uncompromising quality. When you choose Asiatic, you become part of a legacy woven over generations, a shared journey of design, craftsmanship, and excellence.









## Textures

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| 28. Theodore | 56. Orlo     |
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# The Materials



At Asiatic, we are committed to crafting rugs that stand the test of time. Each collection is made using high-quality fibres, carefully chosen for its unique qualities. Our choice of materials is intentionally diverse, allowing us to create a myriad of textures and finishes. From natural fibres to easy-clean performance yarns, these materials ensure our creations feel just as great as they look.





# The Craft



Over the years, we have built and nurtured relationships with our key production partners, enabling us to consistently deliver the best in both style & craftsmanship. We take great pride in our ability to innovate with pile heights, yarn density and tonalities, ensuring each fibre performs to its potential. Our rugs are meticulously crafted using both rich traditional techniques and the latest cutting-edge technology, but beyond the construction, it is our creative application of colour, technique, and yarn placement that creates the beauty and depth in our designs.



# Texture

- |     |          |     |          |
|-----|----------|-----|----------|
| 16. | Adler    | 44. | Korra    |
| 20. | Napa     | 48. | Birkdale |
| 24. | Ravine   | 52. | Lima     |
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SCAN ME



IVORY

NEW

# Adler

**Hand woven** in a chunky bouclé texture using **hand-spun wool**, which is expertly blended to create soft and subtle hues of tonality.

Sizes: 120 x 170 | 160 x 230 | 200 x 300

Custom sizes available, please speak to a member of our sales team



WOOL



HANDMADE



PREMIUM

Hand-Spun Wool



# Adler

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IVORY



HONEY



SILVER



SILVER



BORDER

NEW

# Napa

Made with **hand-spun wool** and woven with natural variations that reflect its **handmade** origin. The simplicity of design embraces texture, irregularity and authenticity.

Sizes: 120 x 170 | 160 x 230 | 200 x 290 | 240 x 340

Custom sizes available, please speak to a member of our sales team



WOOL



HANDMADE



PREMIUM

Natural Undyed Yarn



# Napa

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LADDER



BORDER



TUMBLA



TUMBLA



NEW

# Ravine

Ravine features an irregular **ribbed texture**, accentuated with varied looped rows. Each rug is woven with **undyed wool** for an organic modern look.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



WOOL



HANDMADE



DURABLE

Ribbed Texture



# Ravine

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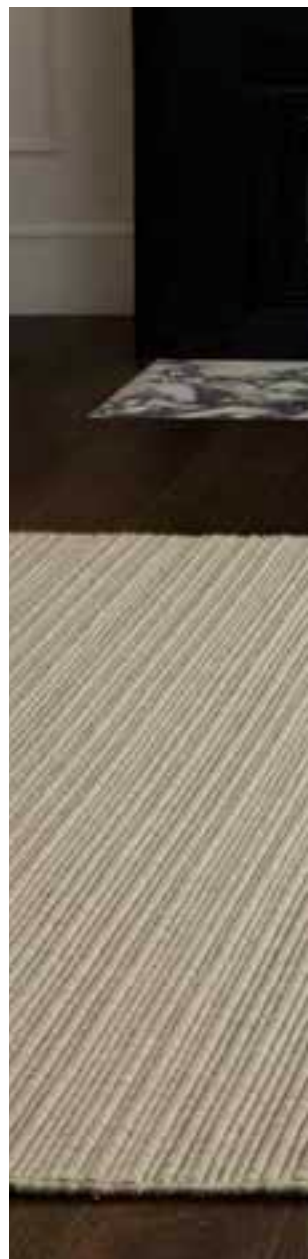
GREIGE



IVORY



SAND







NEW

# Theodore

Theodore features a distinctive combination of loops and tonal woollen yarns, expertly **hand-tufted** in either a chevron or cross hatch patterns.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



GREAT  
VALUE



HANDMADE



DURABLE

Looped Pile



# Theodore

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CHEVRON SAND



HATCH WHITE / SAND



HATCH WHITE / BLACK



HATCH WHITE / SAND



CHEVRON IVORY



CHEVRON IVORY



GRID

NEW

# Zennith

Inspired by Scandinavian design, Zennith is **hand-tufted** from wool with irregular loops creating a **high-low** bouclé effect.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



WOOL



HANDMADE



HIGH-LOW  
PILE

Bouclé Texture



# Zennith

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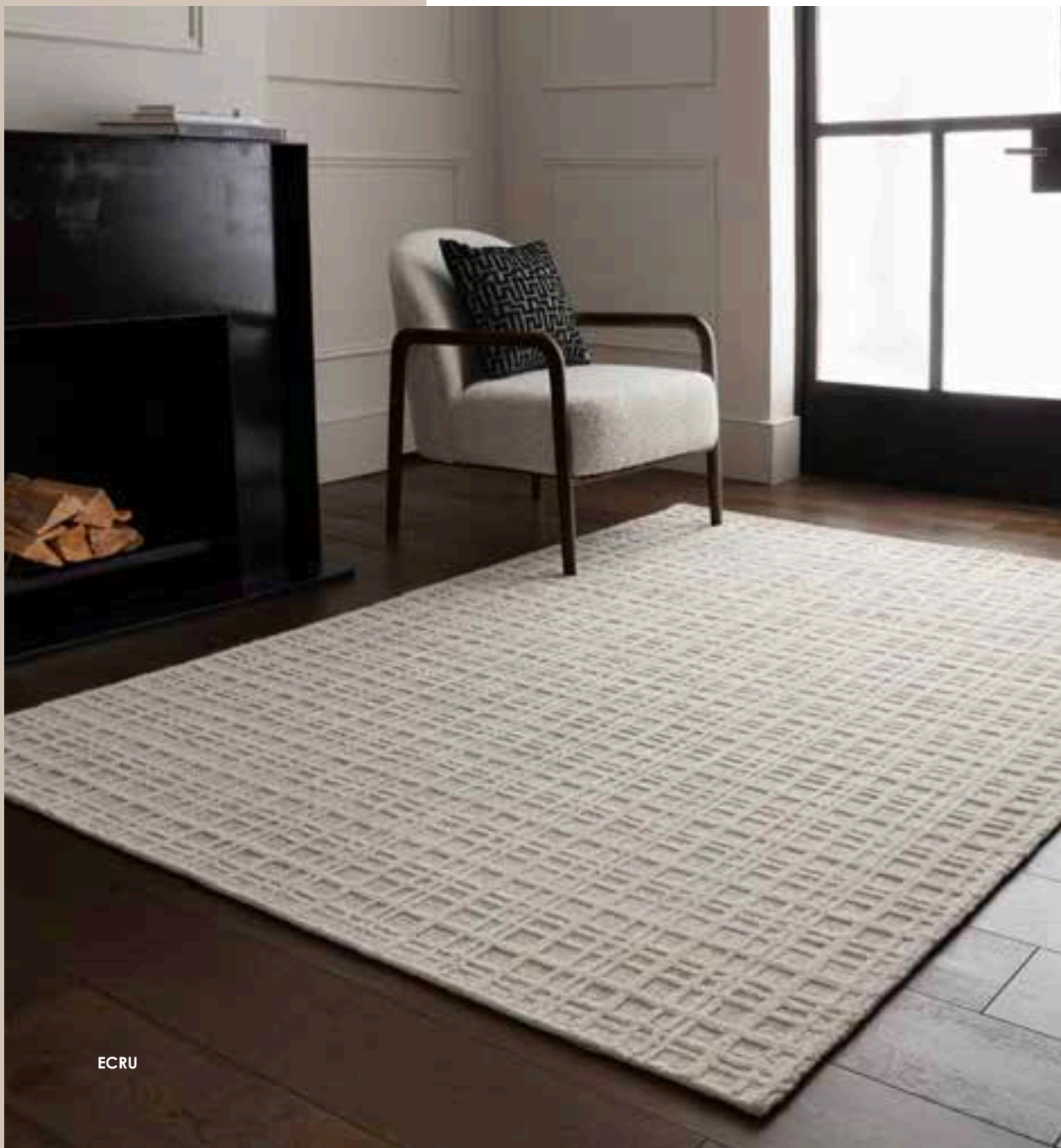
COLUMN



GRID



COLUMN



ECRU

NEW

# Thatch

Thatch is **woven by hand** from **undyed wool**, accentuated with a low loop base and high cut pile that forms a multidimensional grid.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



WOOL



HANDMADE



HIGH-LOW  
PILE

High-Low Texture



# Thatch

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ECRU



SAND



HONEY

GREIGE



TAUPE



GREIGE



NEW

# Finley

Finley is crafted from a blend of **wool** and **polyester**, featuring a **durable** weave with natural tonal variations that add depth and character to its organic look.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



GREAT  
VALUE



DURABLE



LOW PILE

Classic Weave



# Finley

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IVORY



GREY



IVORY MARL



IVORY MARL



01 DOUBLE LOOP CHARCOAL CREAM

NEW

# Korra

Korra is made on a power loom from **wool** and **jute** framed with a border. Available in four colourways with options for single or double loops.

Sizes: 68 x 240 Runner | 120 x 170 | 160 x 230 | 200 x 290 | 240 x 340

Custom sizes available, please speak to a member of our sales team



SUSTAINABLE



PREMIUM



DURABLE

Wool & Jute



# Korra

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04 LOOP SLATE CREAM



03 LOOP LINEN CREAM



04 LOOP SLATE CREAM



02 DOUBLE LOOP CREAM LINEN



01 DOUBLE LOOP CHARCOAL CREAM



02 DOUBLE LOOP CREAM LINEN



PISTACHIO

NEW

# Birkdale

Woven from **hand-spun wool** in a durable, **reversible** construction, each rug highlights beautiful colour striations that are unique to every piece.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



HANDMADE



DURABLE



REVERSIBLE



LOW PILE

Hand Woven



# Birkdale

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PISTACHIO



RUST



BEIGE

IVORY



INDIGO



IVORY



SAND

NEW

# Lima

Lima combines **hand-spun wool** and **cotton**, twisted in an irregular low-profile weave, accentuated with a bold contrasting edge.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



HANDMADE



GREAT  
VALUE



LOW PILE

Durable Weaves



# Lima

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GOLD



RUST



SAGE



GREY



SAND

GOLD





NEW

# Orlo

Orlo is crafted from **undyed wool**, featuring neutral, undyed tones for an organic appeal, elegantly framed with white loops that create a structured border.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



WOOL



HANDMADE



CARVED

Looped Border



# Orlo

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COCOA



SAND



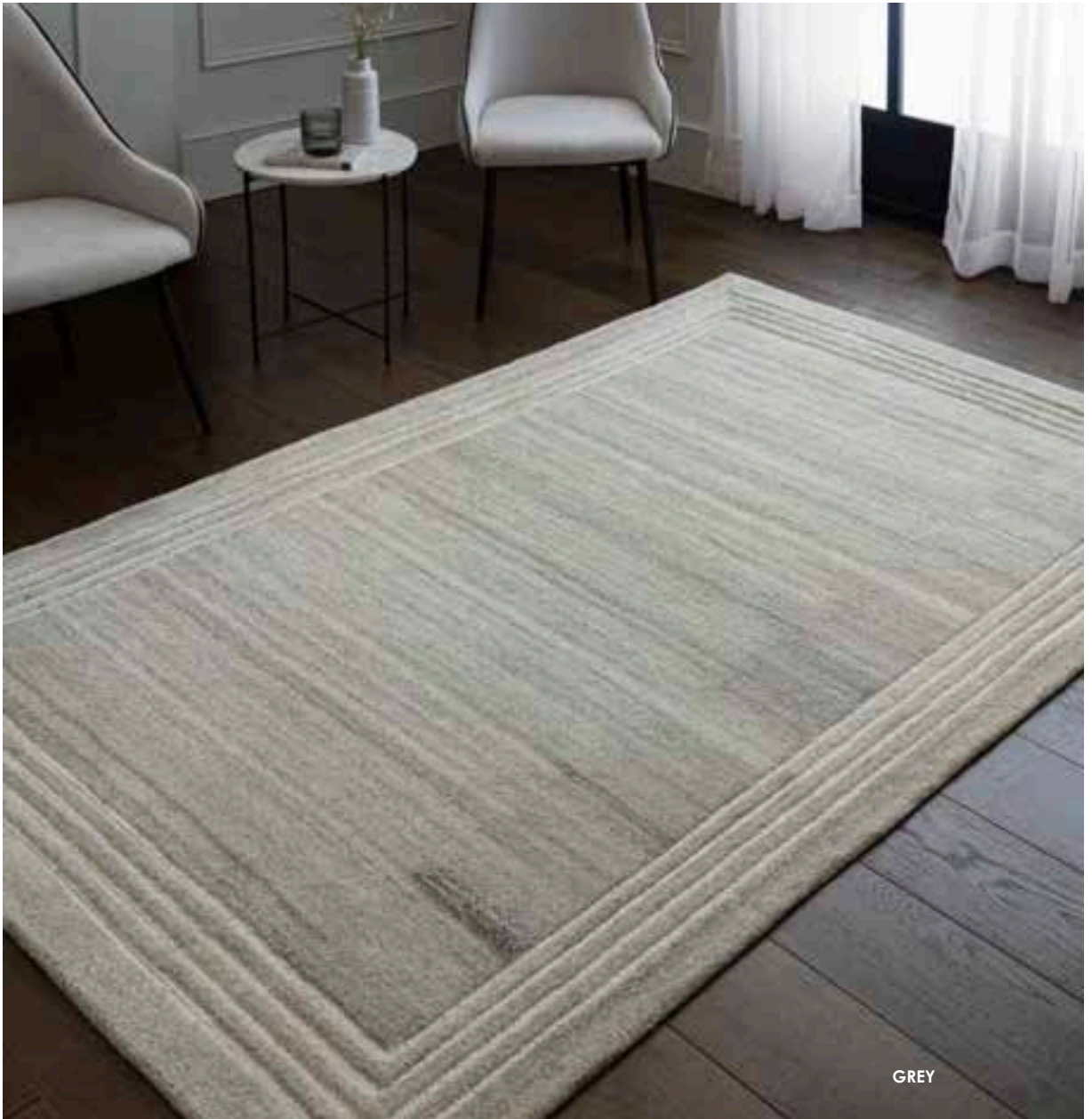
IVORY



IVORY



GREY



GREY



HONEY

NEW

# Hazy

Hazy is **handwoven** in a durable low pile with alternating **loop** and **cut**, creating a subtle ribbed effect. Finished with tip-shearing for a softly distressed texture.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



WOOL



HANDMADE



DURABLE

Tonal Hues



# Hazy

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PUTTY



STONE



HONEY

PISTACHIO



SEA BLUE



PISTACHIO



SAND

NEW

# Henley

**Hand woven** with an exquisite combination of **wool** and **viscose**, Henley features a high-low texture using contrasting loop and cut to create irregular organic lines.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



PREMIUM



HANDMADE



HIGH SHINE

High Shine



# Henley

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SAGE



PUTTY



SAND

SILVER



PETROL



SAGE

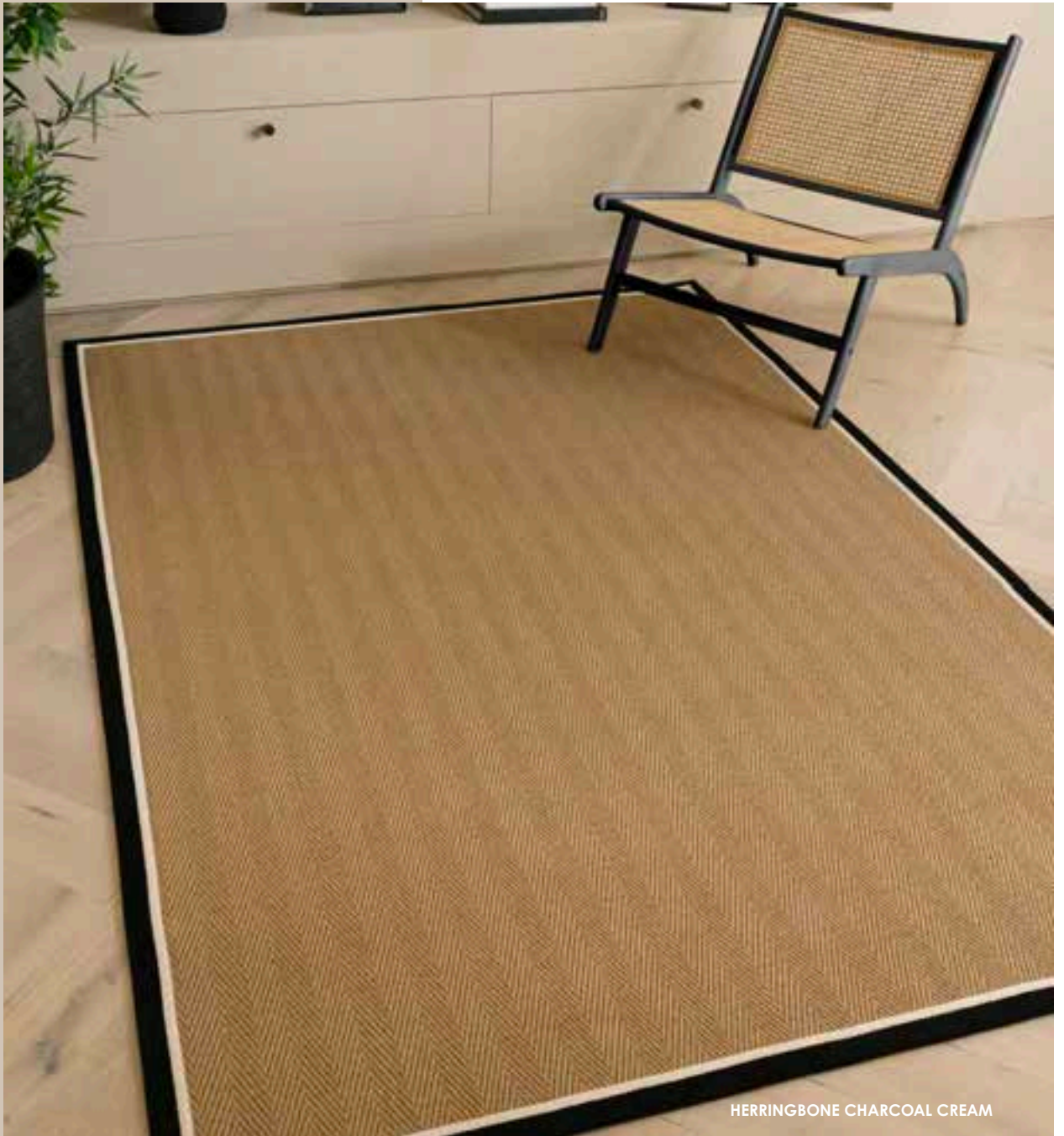


# Natural

- 70. Bordo
- 76. Souk
- 80. Naturi
- 84. Asher
- 88. Simplicity



SCAN ME



HERRINGBONE CHARCOAL CREAM

NEW

# Bordo

Bordo is power-loomed with **jute** in two versatile designs; a timeless herringbone and a modern bouclé, each finished with a border.

Sizes: 120 x 170 | 160 x 230 | 200 x 290 | 240 x 340

68 x 240 Runner | 67 x 600 | 67 x 800 Stair Runner

45 x 75 | 40 x 120 | 60 x 90 Doormat

Custom sizes available, please speak to a member of our sales team



SUSTAINABLE



PREMIUM



DURABLE

Runners Available



# Bordo

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BOUCLE LINEN SAGE



BOUCLE CREAM LINEN



BOUCLE NAVY CREAM



BOUCLE RUST LINEN





BOUCLE LINEN SAGE

# Bordo

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HERRINGBONE LINEN CREAM



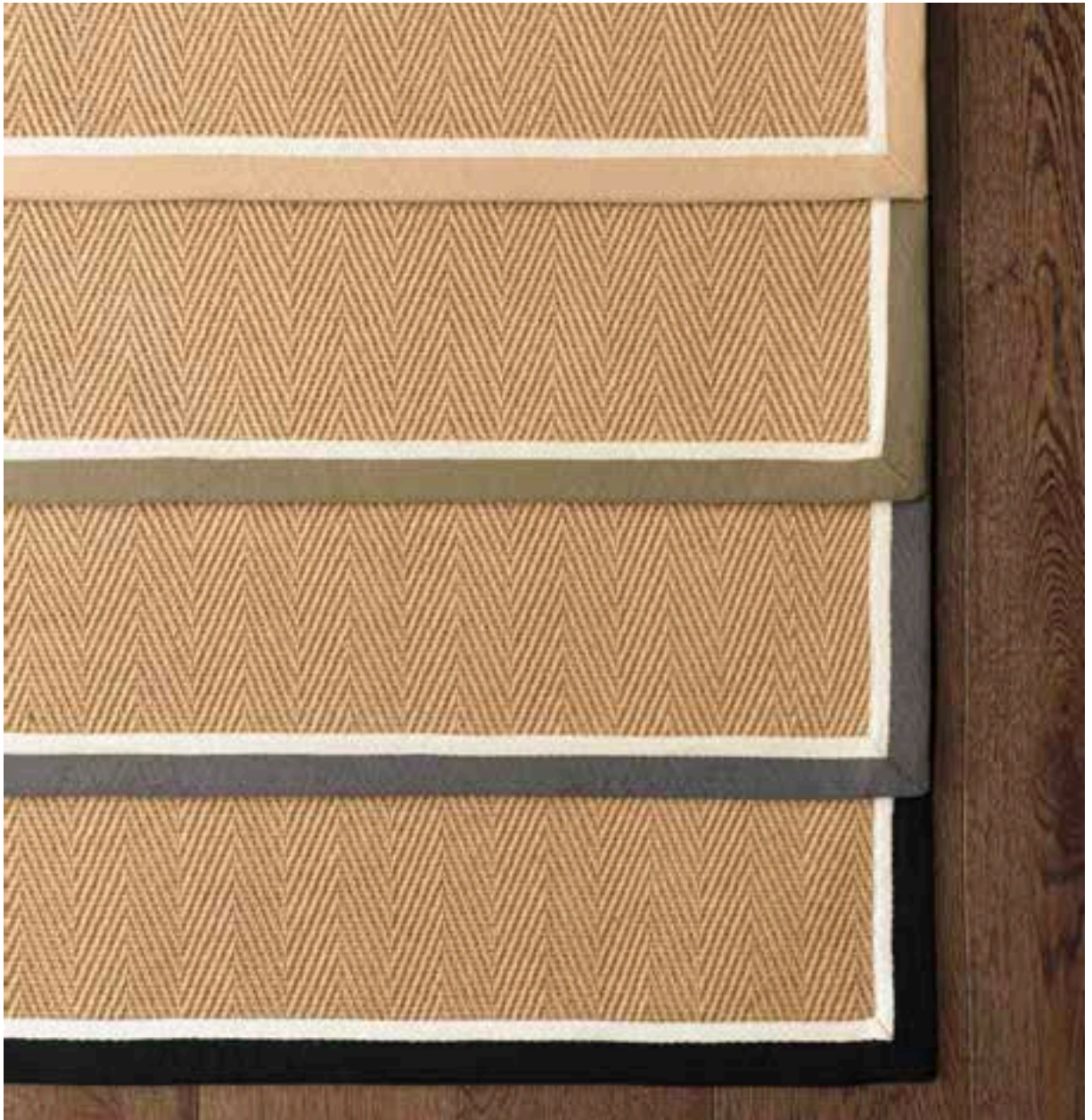
HERRINGBONE KHAKI CREAM



HERRINGBONE CHARCOAL CREAM



HERRINGBONE SLATE CREAM





BLEACH

NEW

# Souk

Souk blends traditional Berber-inspired patterns with the natural texture of **jute**, showcasing chunky yarns expertly **handwoven** in a looped pile.

Sizes: 120 x 170 | 160 x 230 | 200 x 300

Custom sizes available, please speak to a member of our sales team



SUSTAINABLE



PREMIUM



HANDMADE

Chunky Weaves



# Souk

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NATURAL



BLEACH



NATURAL



NATURAL



NATURAL

NEW

# Naturi

Naturi reimagines classic **jute** with a fresh design twist, featuring a checkerboard pattern, **hand woven** in a **reversible** style.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



SUSTAINABLE



PREMIUM



REVERSIBLE

Reversible



# Naturi

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NATURAL



OLIVE



RUST



RUST



BLACK

NEW

# Asher

**Woven by hand** from **natural jute** in a low pile construction, with expertly placed cotton yarns that form intricate tribal patterns.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



SUSTAINABLE



GREAT  
VALUE



LOW PILE

Sustainable



# Asher

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NATURAL



BLACK



NATURAL



NATURAL



NATURAL

NEW

# Simplicity

Simplicity embraces a minimalist appeal. **Hand woven** from twisted **jute**, each rug highlights the organic texture of the natural fibres.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



SUSTAINABLE



HANDMADE



GREAT  
VALUE

Natural Fibres



# Simplicity

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NATURAL



BLONDE



BLONDE





# Shaggy

94. Azera

98. Opulence

104. Atlas

110. Como



SCAN ME



CROSSHATCH

NEW

# Azera

Inspired by authentic Berber texture and design, Azera is crafted with soft **undyed wool** in a high-pile and is **machine washable** for easy everyday care.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



WOOL



WASHABLE



HIGH PILE

Washable Wool



# Azera

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LINEAL



TRIBAL



RHOMBUS



DASH



CROSSHATCH



DASH



SAGE

NEW

# Opulence

True to its name, Opulence elevates everyday spaces with undeniable grandeur. Tufted with dense, lustrous yarns, made from **GRS-certified RPET**.

Sizes: 80 x 150 | 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



SUSTAINABLE



HIGH SHINE



SOFT TOUCH



HIGH PILE

Luminous Shine



# Opulence

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SILVER



TAUPE



IVORY



NATURAL





NATURAL

# Opulence

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PETROL

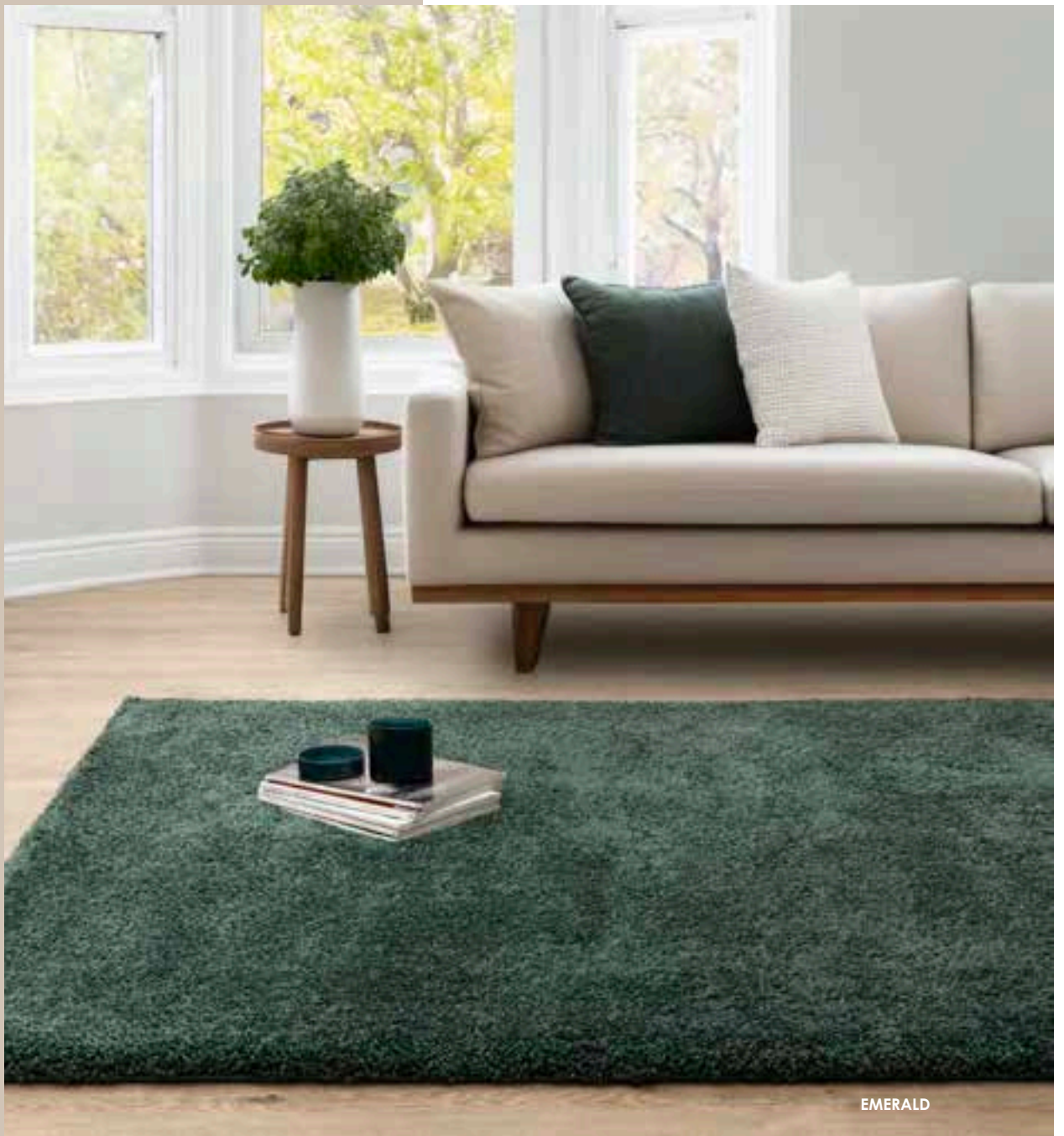


TERRA



SAGE





EMERALD

NEW

# Atlas

Power-loomed with 100% polypropylene, Atlas delivers comfort with a **thick, dense pile**. Available in eight on-trend colourways.

Sizes: 80 x 150 | 120 x 170 | 160 x 230 | 200 x 290



SOFT TOUCH



HIGH PILE



GREAT  
VALUE

Deep Pile



# Atlas

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IVORY



NATURAL



GUNMETAL



SILVER





SILVER

# Atlas

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NAVY



SAGE



ORANGE



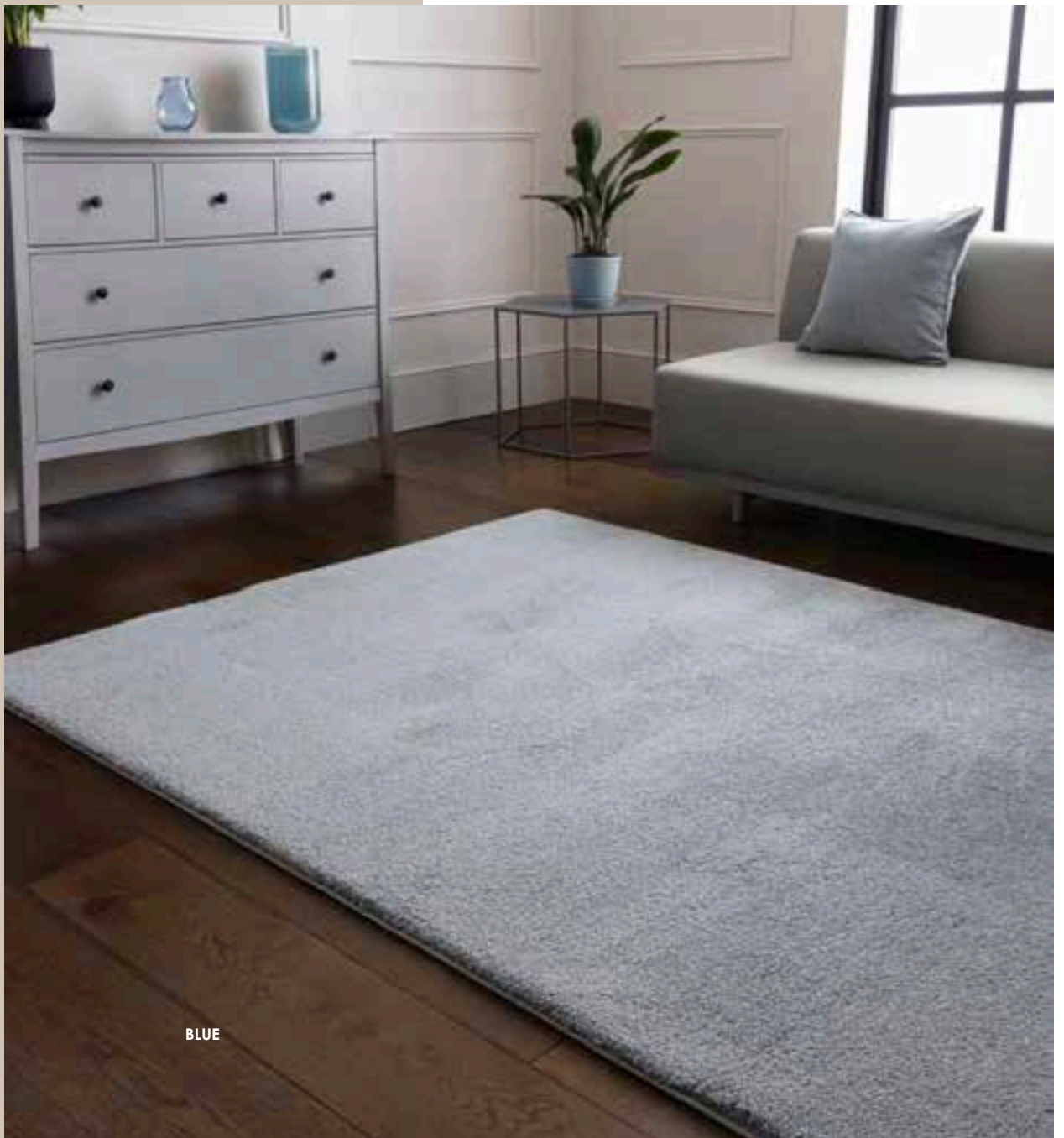
ORANGE



EMERALD



SAGE



BLUE

NEW

# Como

Super dense shaggy, power-loomed with lustrous **microfibre polyester**. Como offers a **velvety soft** texture and exceptional comfort underfoot.

Sizes: 80 x 150 | 120 x 170 | 160 x 230 | 200 x 290



SOFT TOUCH



HIGH PILE



HIGH SHINE

Silky Soft



# Como

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IVORY



SILVER



CHARCOAL



BLUE



SAGE



# Como

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NATURAL



PINK



MARSALA



PINK



# Designs

- |      |        |      |               |
|------|--------|------|---------------|
| 118. | Heriz  | 146. | Laurent       |
| 124. | Mirage | 152. | Stellar       |
| 130. | Tigra  | 160. | Colores Cloud |
| 134. | Wilder | 168. | Muse          |
| 138. | Anders | 178. | Nova          |



SCAN ME



HE02 SERAPI GREEN

NEW

# Heriz

Power-loomed from **space-dyed** polyester, Heriz features vintage inspired designs with a **high-low** pile and a luminous sheen that elevates both texture and tone.

Sizes: 67 x 240\* Runner | 80 x 160 | 120 x 160 | 160 x 240 | 200 x 300



HIGH SHINE



DURABLE



LOW PILE



EASY CLEAN

Lustrous Shine



# Heriz

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HE02 SERAPI GREEN \*



HE01 SERAPI BEIGE \*



HE03 SERAPI COPPER \*



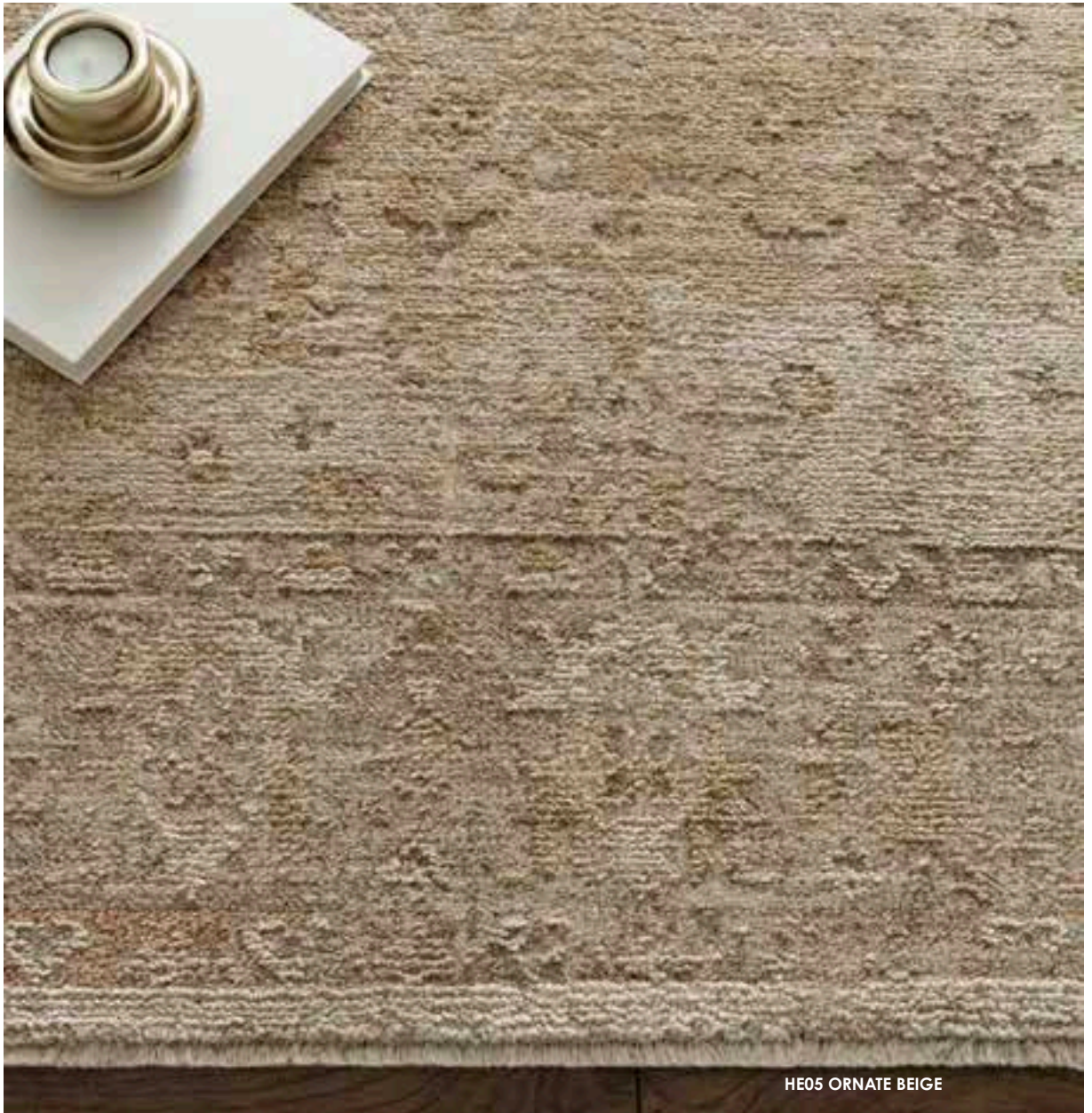
HE05 ORNATE BEIGE \*



HE04 ORNATE GREEN \*



\* RUNNERS AVAILABLE



HE05 ORNATE BEIGE

# Heriz

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HE07 PATINA COPPER



HE06 PATINA GREEN







BLUR TERRA

NEW

# Mirage

Step onto comfort with the Mirage collection, featuring a beautiful mottled effect and a soft **high-low** pile made with **easy-clean** yarns, offering a stylish yet practical foundation for any space.

Sizes: 80 x 150 | 120 x 170 | 160 x 230 | 200 x 290



SOFT TOUCH



GREAT  
VALUE



HIGH - LOW  
PILE



EASY CLEAN

Marble Beauty



# Mirage

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OASIS GREY



BLUR TERRA



HAZE BEIGE



QUARTZ BEIGE



QUARTZ TERRA



OASIS GREY

# Mirage

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MINERAL GREEN



QUARTZ GREEN



OASIS GREEN



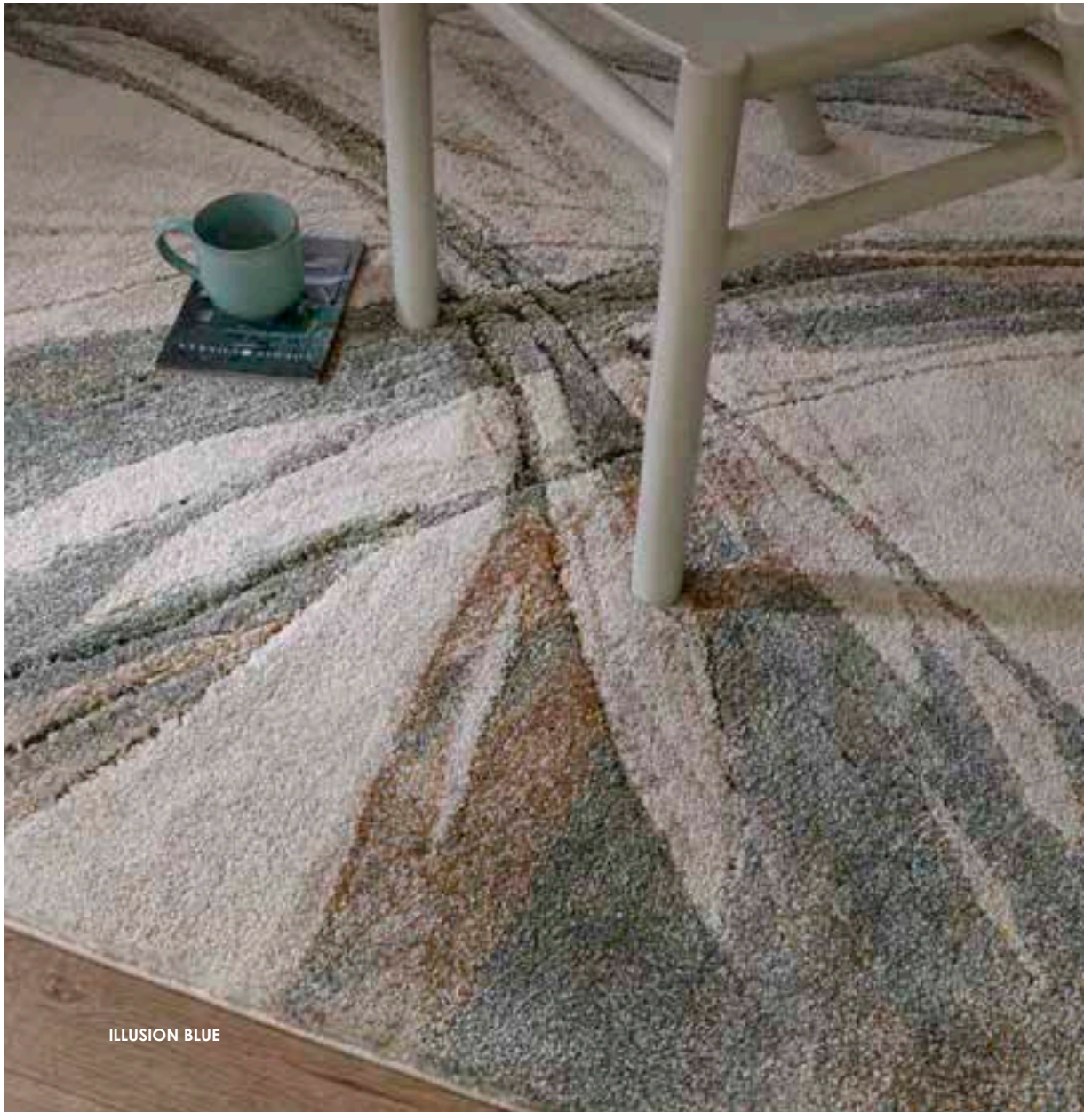
OASIS BLUE



ILLUSION BLUE



WAVE BLUE



ILLUSION BLUE



MOCHA

NEW

# Tigra

Tigra is **handwoven** from **wool** with contrasting loop and cut piles, creating a subtle **high-low** texture that brings the pattern to life with depth and dimension.

Sizes: 120 x 170 | 160 x 230 | 200 x 290

Custom sizes available, please speak to a member of our sales team



WOOL



CARVED



HIGH - LOW  
PILE



EASY CLEAN

Hand Carved



# Tigra

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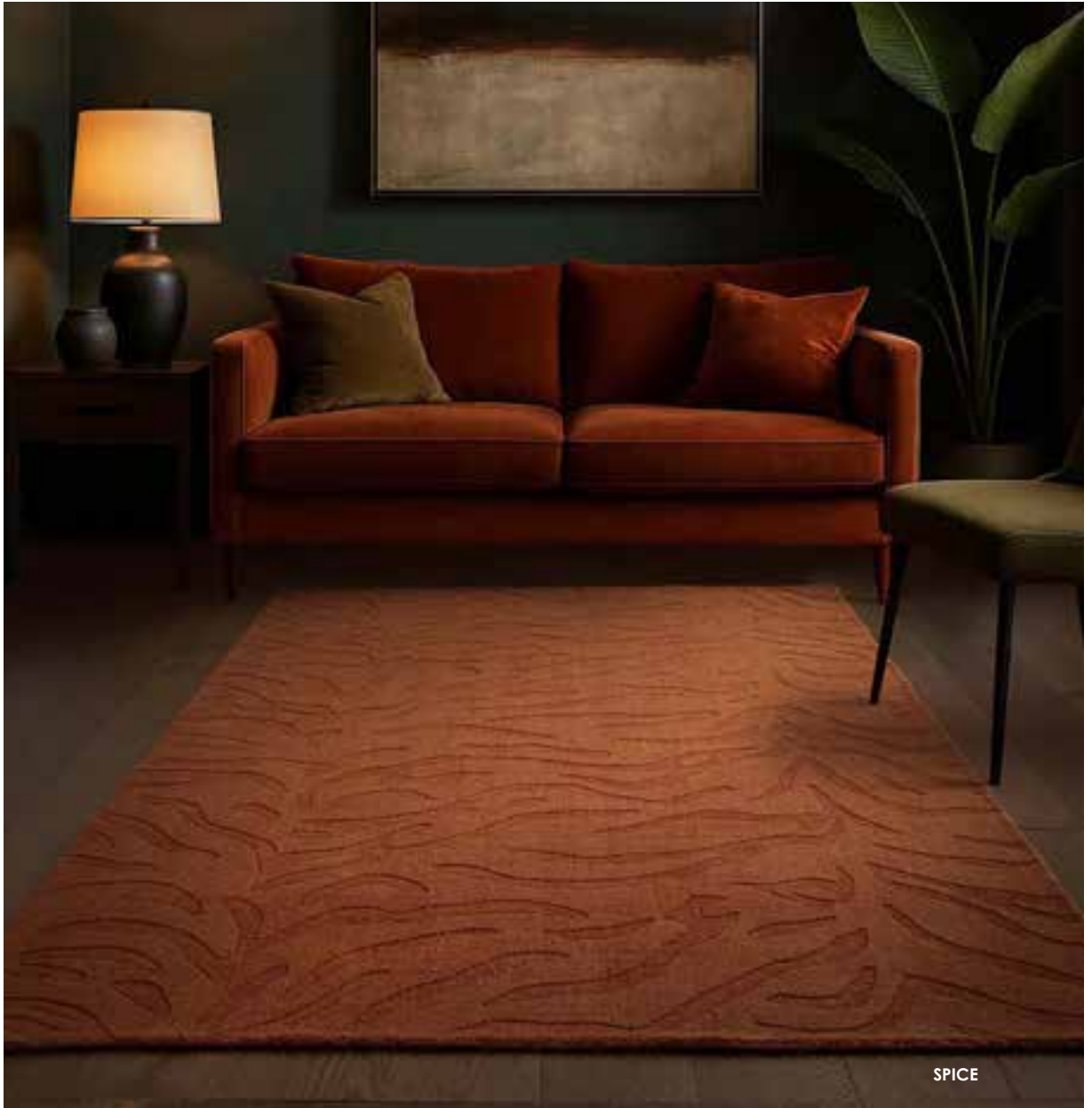
SAND



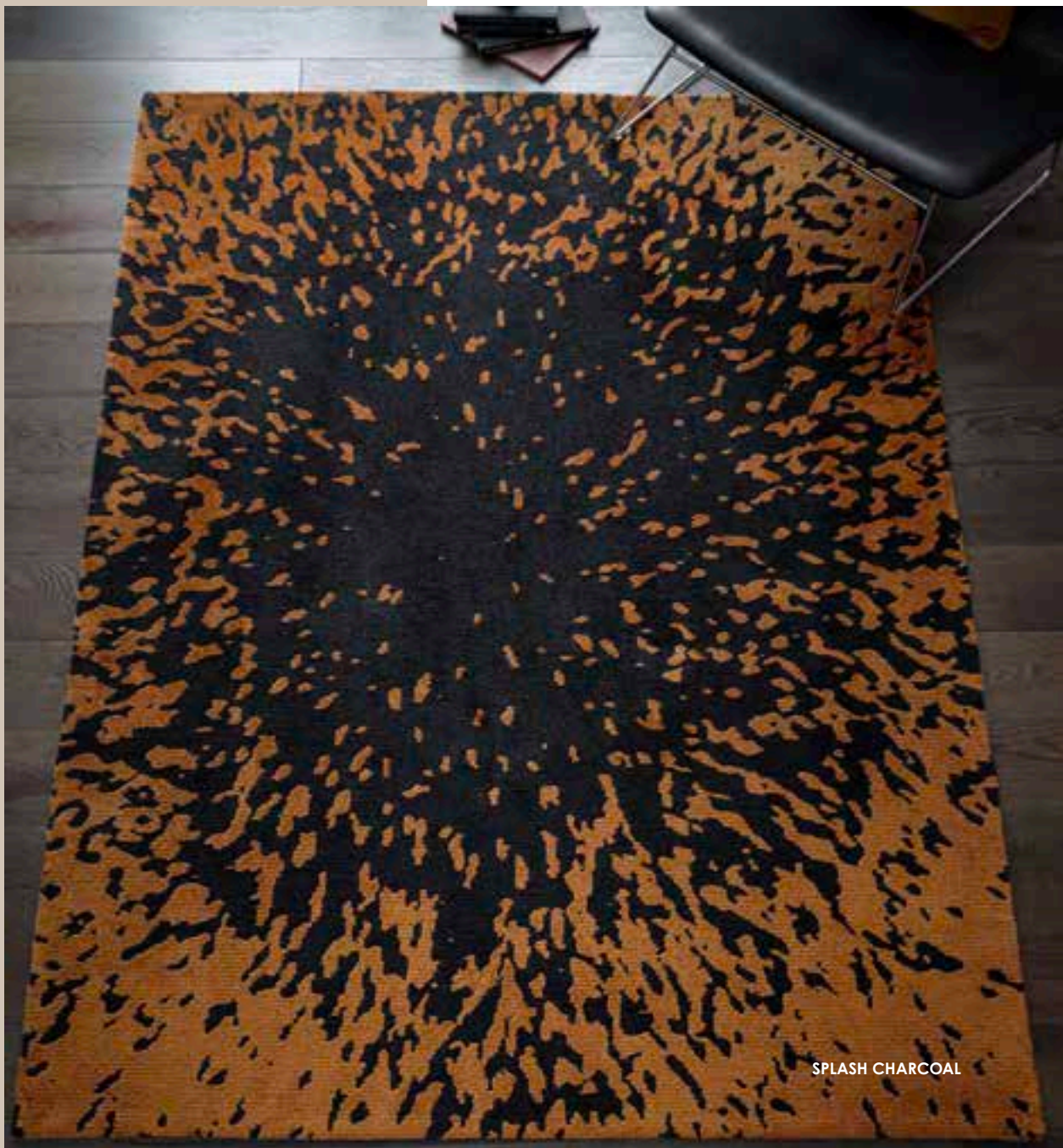
MOCHA



SPICE



SPICE



SPLASH CHARCOAL

NEW

# Wilder

A nod to the wilder side, pairing classic animal prints with high-contrast colourways in an irresistibly soft, **durable** texture. Crafted with circular-knitted polyester.

Sizes: 120 x 170 | 160 x 230 | 200 x 290



SOFT TOUCH



GREAT  
VALUE



DURABLE



EASY CLEAN

Animal Instinct



# Wilder

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TIGER TAUPE



TIGER MONO



TIGER SPICE



SPLASH SPICE



SPLASH CHARCOAL



ZEBRA MONO



ZEBRA MONO



AN012

NEW

# Anders

Our **best-selling** collection features 15 stunning designs, each crafted with yarns that showcase a natural **melange effect** and **lustrous shine**. With a luxurious **high-low** pile, this range offers rich texture and timeless appeal for any interior.

Sizes: 120 x 160 | 160 x 240 | 200 x 300 | 240 x 320\*



GREAT  
VALUE



DURABLE



HIGH - LOW  
PILE



EASY CLEAN

Subtle Shine



# Anders

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AN15



AN13



AN14



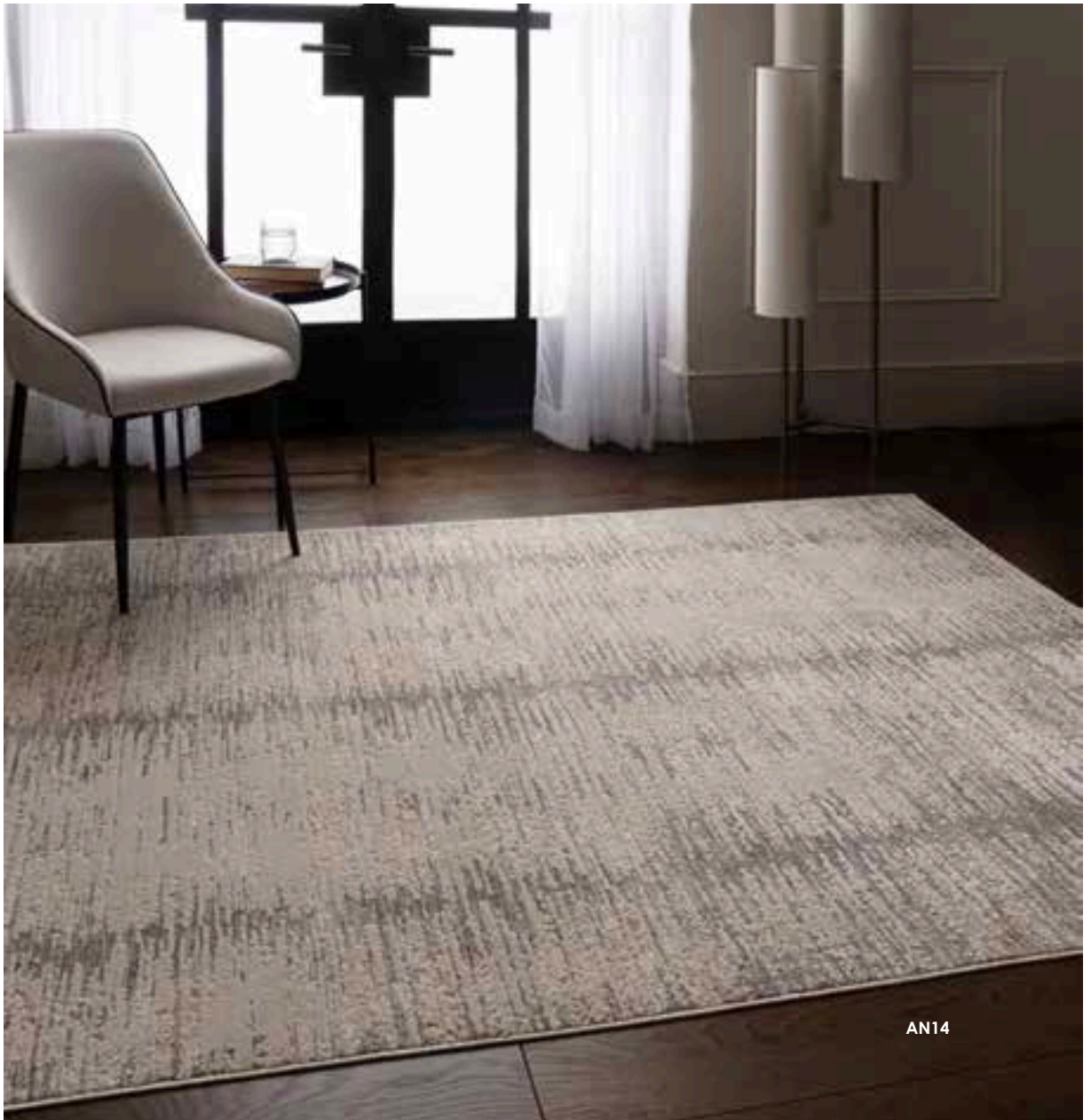
AN06 \*



AN05 \*



AN07 \*



AN14

# Anders

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AN01



AN02



AN03 \*



AN03



AN04 \*



AN01

# Anders

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AN10 \*



AN11 \*



AN12



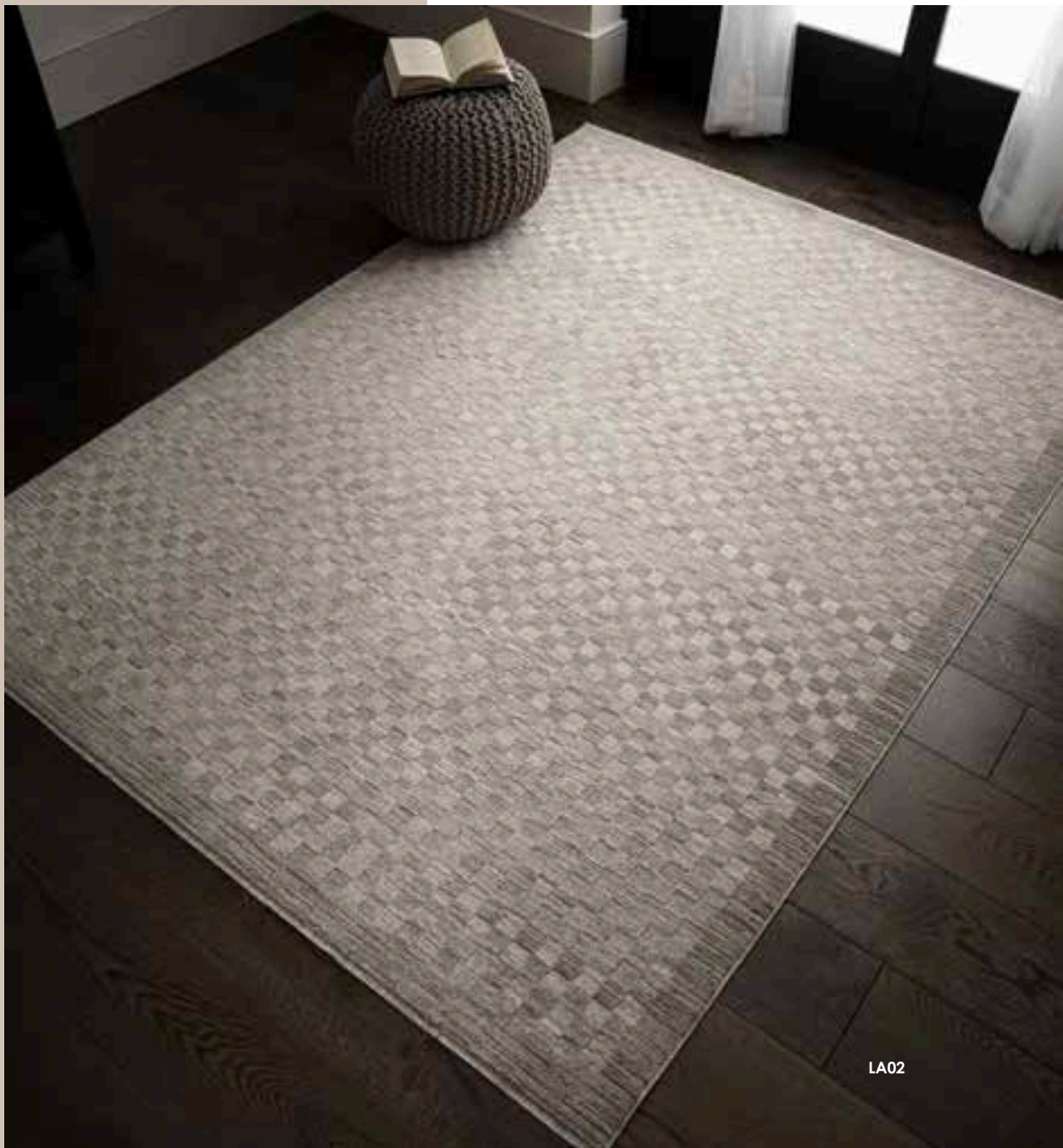
AN08



AN09



AN11



LA02

NEW

# Laurent

Our Laurent collection is created with a fine yarn, densely **woven** for a soft texture underfoot and finished with a **subtle fringe** to add to its authentic charm.

Sizes: 120 x 160 | 160 x 240 | 200 x 300 | 240 x 320



SOFT TOUCH



GREAT  
VALUE



DURABLE



EASY CLEAN

Organic Palette



# Laurent

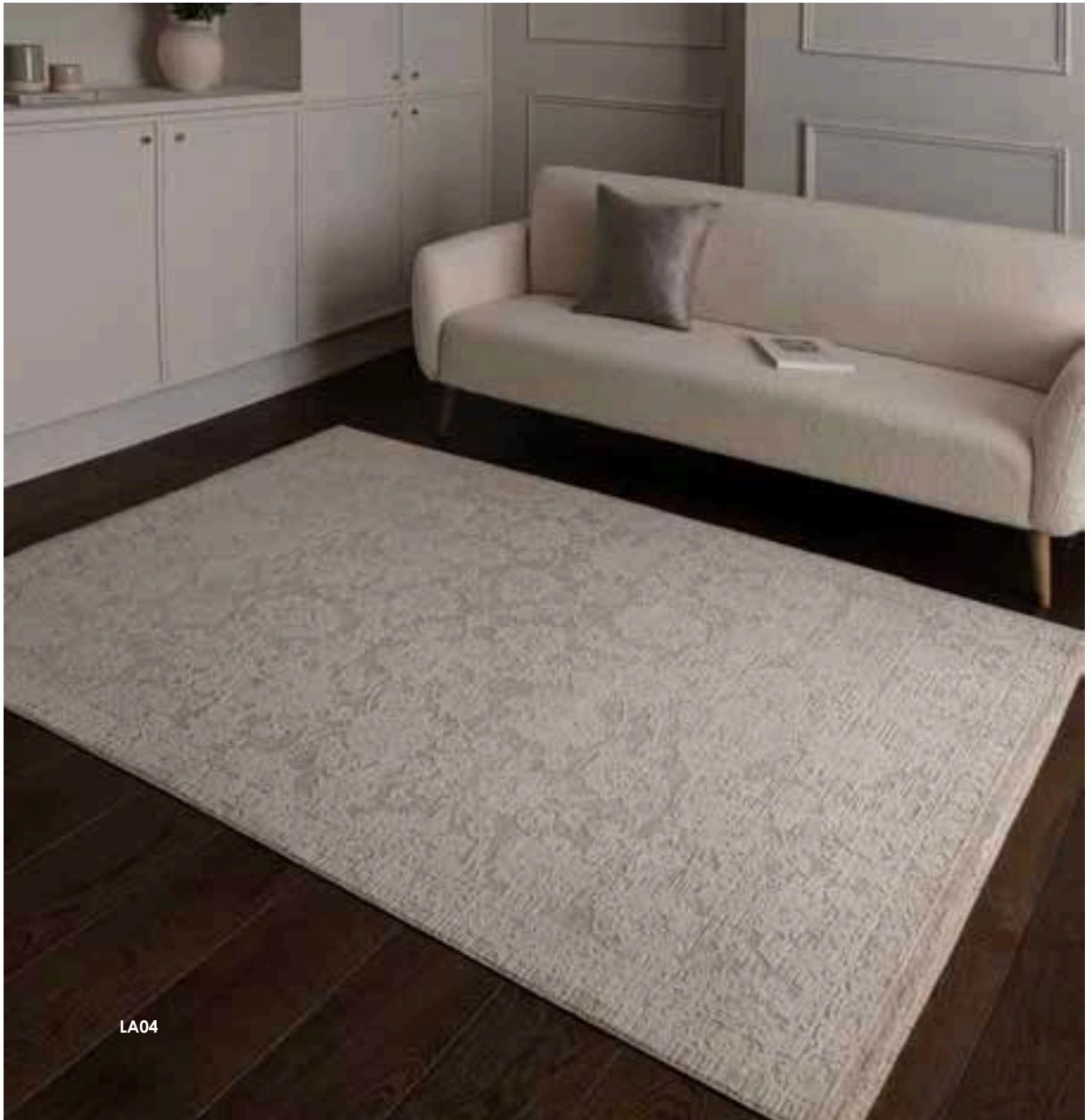
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LA03



LA04



LA04

# Laurent

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LA07



LA08



LA06



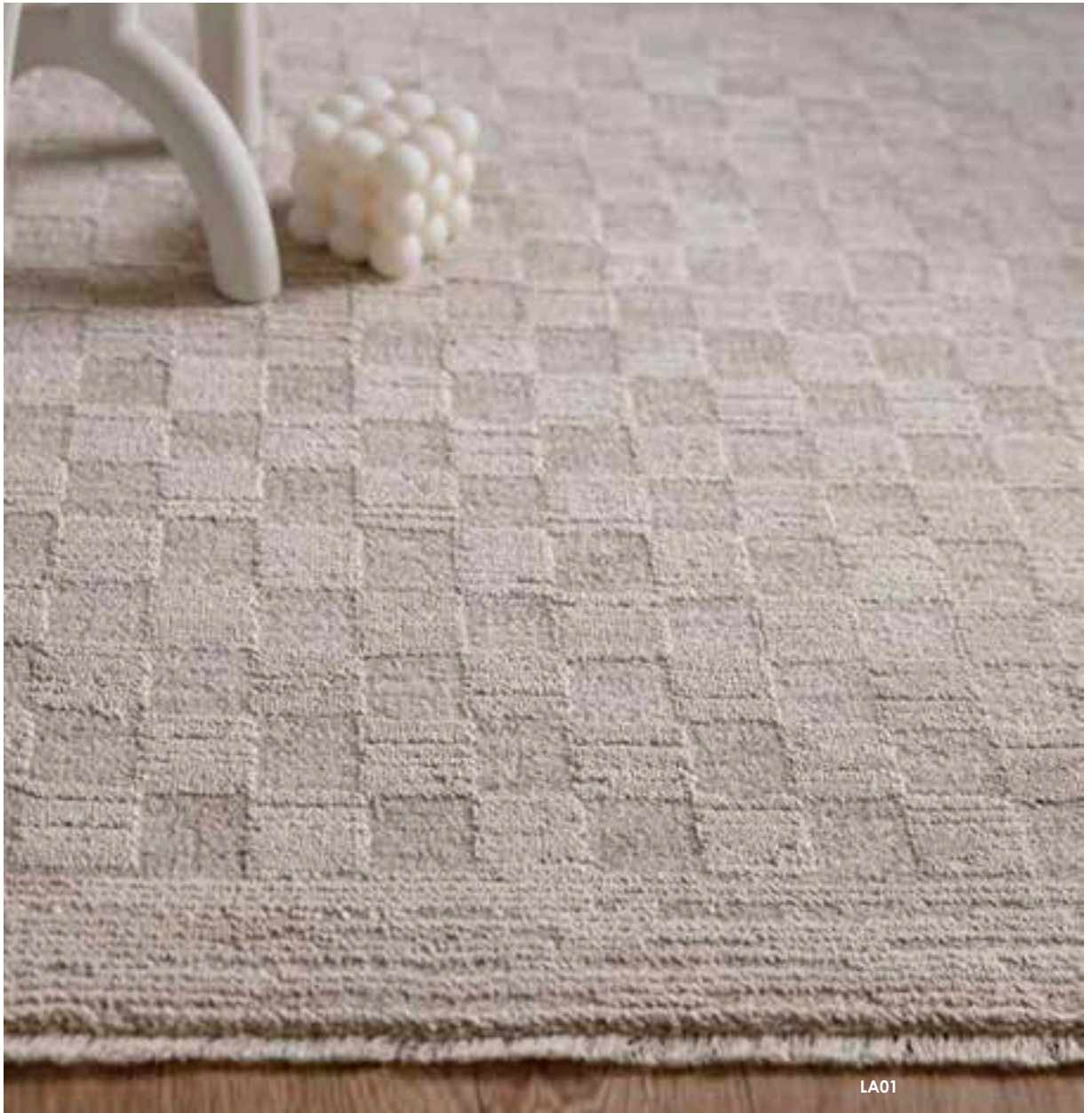
LA05



LA01



LA02



LA01



ST12

NEW

# Stellar

Showcasing impeccable definition and a breathtaking **lustre**, our Stellar collection is **easy clean** and perfect for creating a glamorous look.

Sizes: 80 x 150 | 120 x 170 | 160 x 230 | 200 x 290



HIGH SHINE



DURABLE



HIGH - LOW  
PILE



EASY CLEAN

Gorgeous Lustre



# Stellar

---

NEW



ST09

NEW



ST10

NEW



ST11

NEW



ST11



ST12



ST09

# Stellar

---



ST08



ST06



ST02



ST01



ST05



# Stellar

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ST04



ST03



ST07



ST04



CO009 JUNGLE

NEW

# Colores Cloud

Machine made from a durable, **easy-clean** fibre, the playful Colores Cloud collection is characterised by **bold** abstract designs and a bright colour palette.

Sizes: 80 x 150 | 120 x 170 | 160 x 230 | 200 x 300



GREAT  
VALUE



DURABLE



LOW PILE



EASY CLEAN

Abstract Designs



# Colores Cloud

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NEW



C012 MAGMA

NEW



C010 SUNSET

NEW



C011 EVEREST

NEW



C009 JUNGLE





CO11 EVEREST

# Colores Cloud

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CO08 MAGENTA



CO06 SPLASH



CO04 GALACTIC



CO03 ETHEREAL



CO08 MAGENTA



# Colores Cloud

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CO02 ARABESQUE



CO05 DIGITAL



CO01 GARDENIA



CO07 PIXEL





CO05 DIGITAL



MU28 HERITAGE PINK

NEW

# Muse

Big on personality and boasting **bright colours** and **bold designs**, Muse is a collection of durable, eye-catching rugs that act as a focal point for any interior space.

Sizes: 66 x 240\* Runner | 80 x 150 | 120 x 170 | 160 x 230 | 200 x 290



GREAT  
VALUE



DURABLE



LOW PILE



EASY CLEAN

Playful Designs



# Muse

---

NEW



MU24 HARLEQUIN PINK

NEW



MU25 HARLEQUIN BLUE

NEW



MU26 TRIBAL BRIGHT

NEW



MU30 CHECK BRIGHT



MU33 CHECK BRIGHT



MU29 MEDALLION BRIGHT

NEW



MU29 MEDALLION BRIGHT

NEW



MU28 HERITAGE PINK

NEW



MU27 HERITAGE GREY

# Muse

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MU13 ORANGE RETRO



MU14 GREY RETRO



MU15 BLUE RETRO



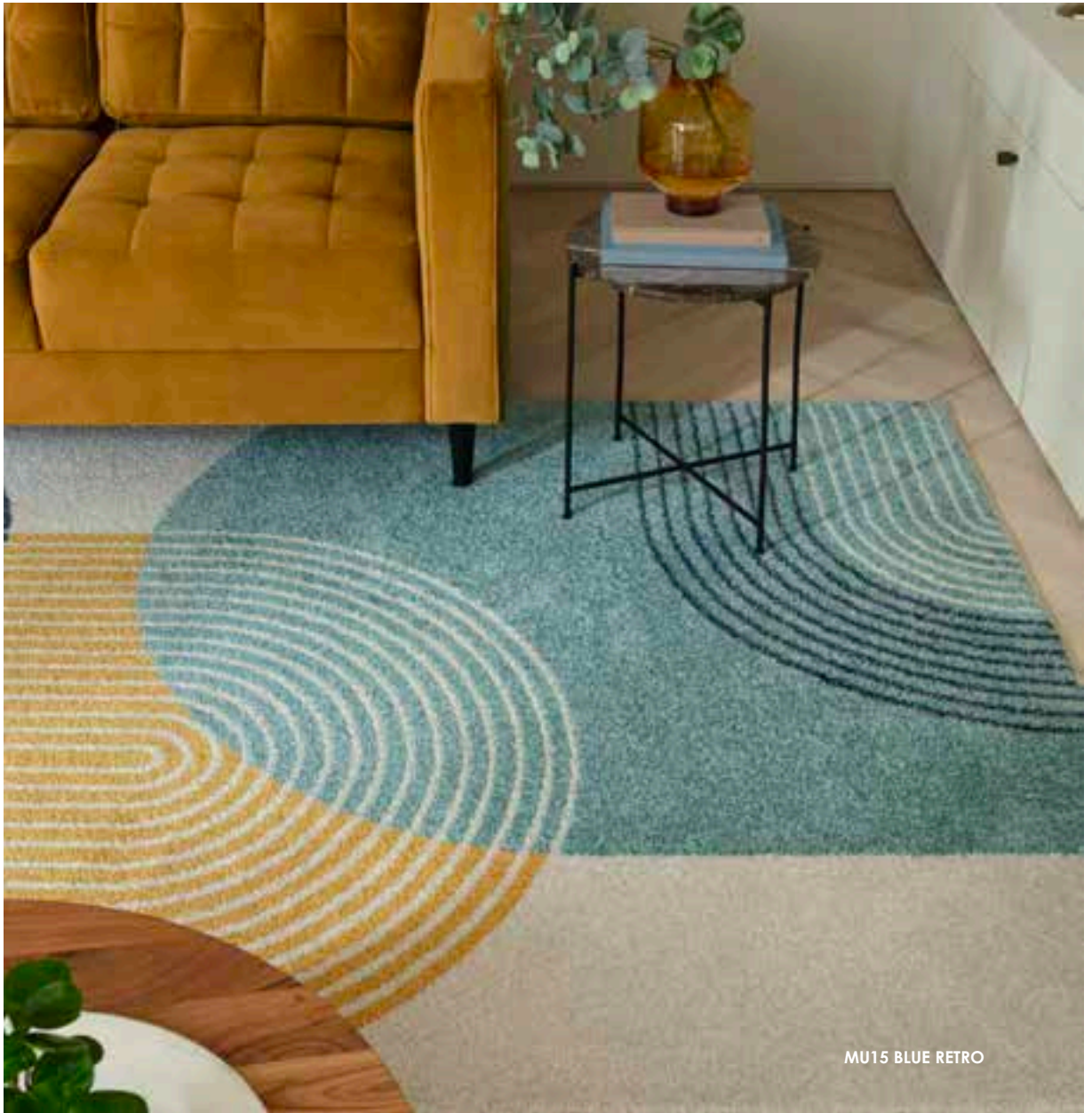
MU12 YELLOW SPOTTY \*



MU16 CREAM ARCH



MU19 BLUE CROSS



MU15 BLUE RETRO

# Muse

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MU09 GREY LINEAR \*



MU05 BLUE STRIPE \*



MU06 MULTI-COLOURED STRIPE \*



MU10 BLACK LINEAR \*



MU02 BLUE SWIRL



MU01 CHARCOAL SWIRL



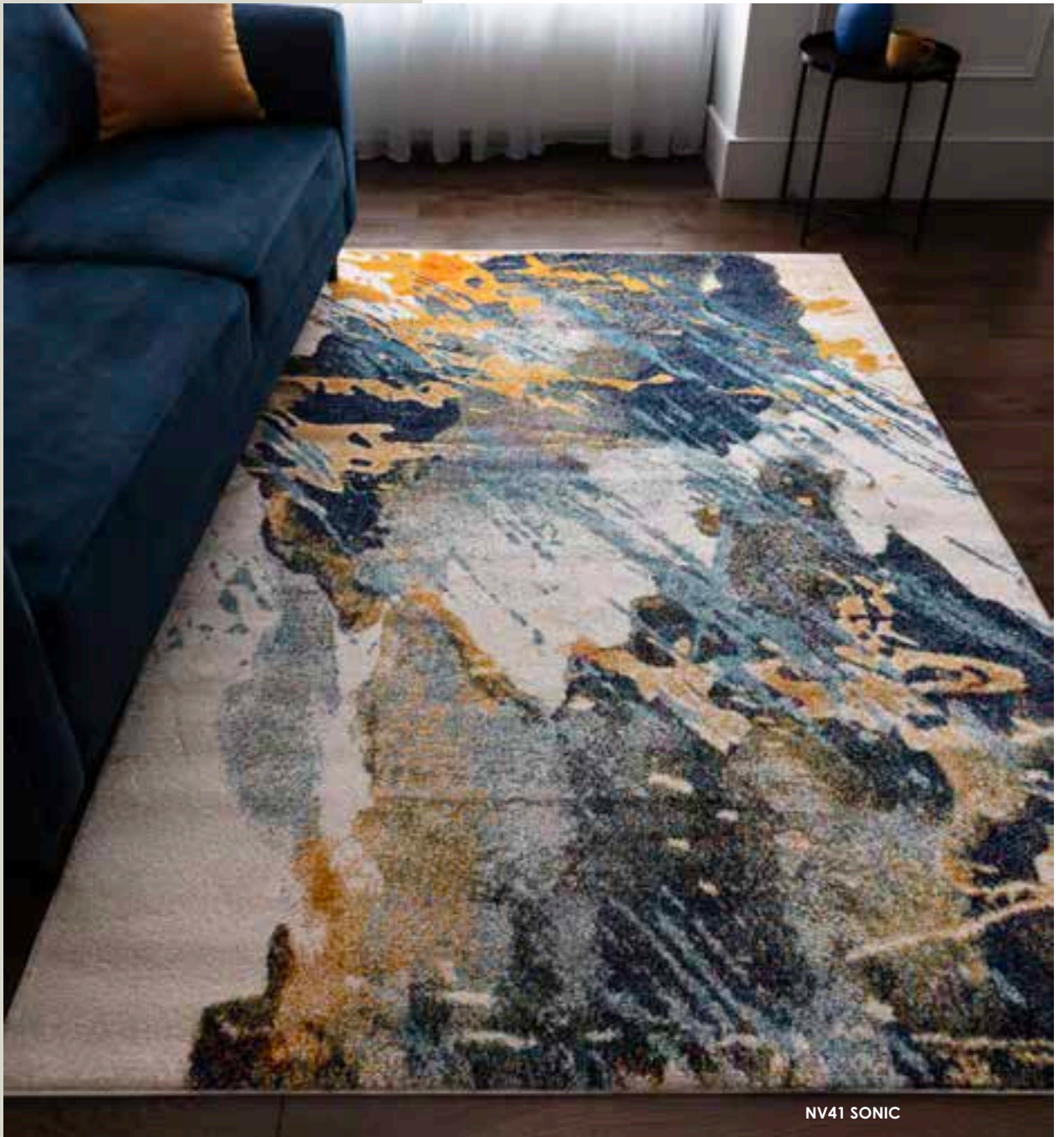
MU07 GREY CHEVRON \*



MU08 YELLOW CHEVRON \*



MU03 BLUE SHAPES \*



NV41 SONIC

NEW

# Nova

Densely woven, the **hard-wearing** polypropylene pile makes for a soft warm feel underfoot. The Nova collection is made to complete classic and modern interior designs.

Sizes: 80 x 150 | 120 x 170 | 160 x 230 | 200 x 290 | 240 x 340 \*



GREAT  
VALUE



DURABLE



LOW PILE



EASY CLEAN

Vibrant Colours



# Nova

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NV41 SONIC

NEW

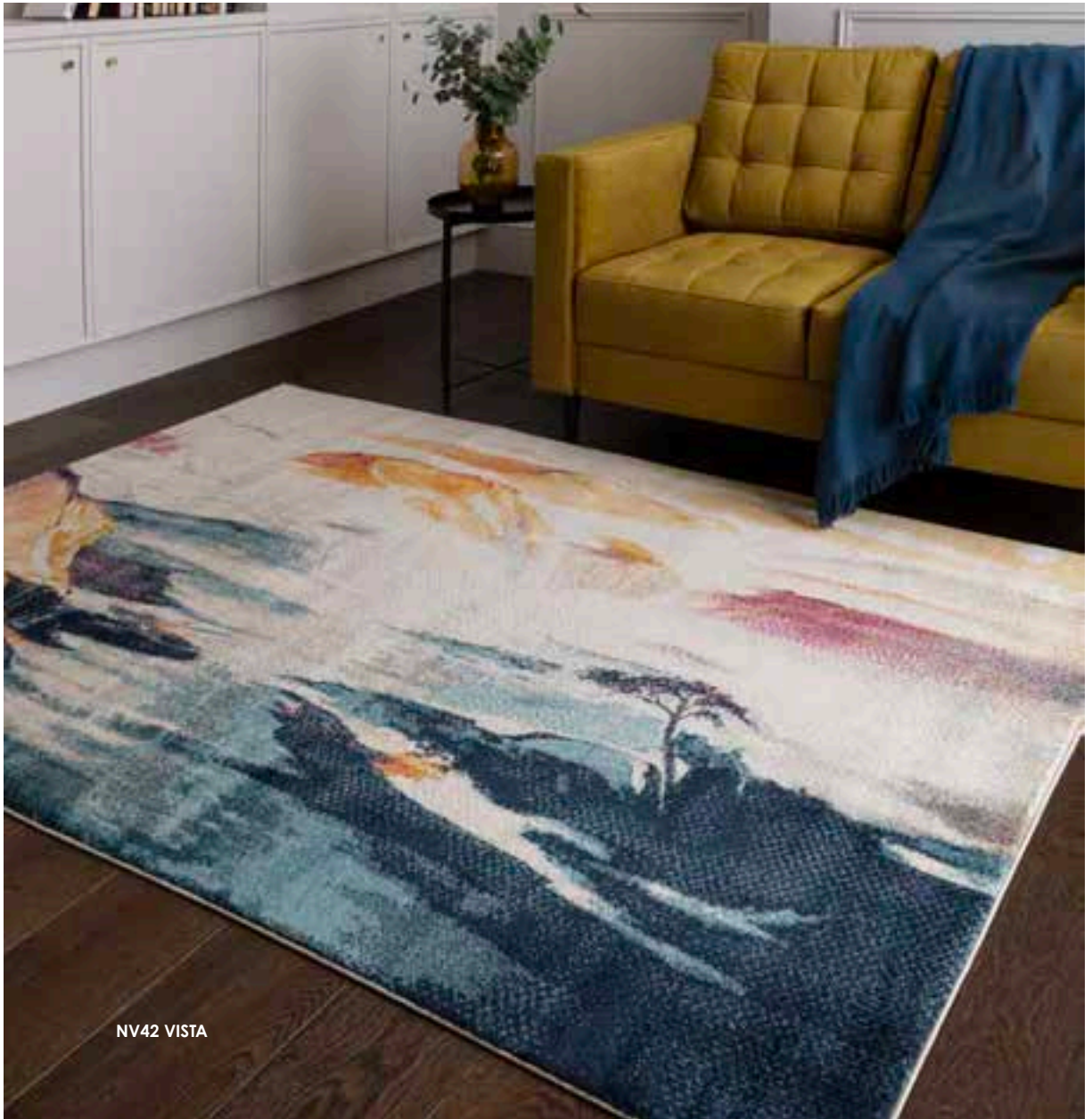


NV41 SONIC

NEW



NV42 VISTA



NV42 VISTA

# Nova

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NV38 PALETTE MULTI



NV40 ILLUSION BLUE



NV39 ILLUSION OCHRE



NV36 MIRAGE BLUE



NV37 MIRAGE CHARCOAL



NV32 ABSTRACT BLUE



NV39 ILLUSION OCHRE

# Nova

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NV22 MUSTARD MULTI \*



NV23 NAVY MULTI



NV04 DISTRESS ORANGE \*



NV15 PAINTERLY DUCK EGG



NV18 PAINTERLY OCHRE



NV03 DISTRESS GREY



NV15 PAINTERLY DUCK EGG

# Nova

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NV34 NOMADIC DARK GREY



NV35 AZTEC GREY



NV31 GRID GREY



NV29 RETRO GREY



NV30 RETRO BLUE



NV35 AZTEC GREY

# Nova

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NV24 WHITE MULTI



NV25 PERSIAN BLUE



NV12 MEDALLION MULTI



NV11 ANTIQUE NAVY \*



NV09 ANTIQUE ORANGE



NV08 ANTIQUE FUCHSIA



NV10 ANTIQUE GREY



NV33 TRIBAL GREY



NV26 MEDALLION IVORY



NV10 ANTIQUE GREY \*

# Nova

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NV02 PATIO GREY



NV07 WEAVE GREY



NV27 ZEBRA GREY



NV05 STRIPE MULTI



NV21 RHYTHM MULTI



NV05 STRIPE MULTI

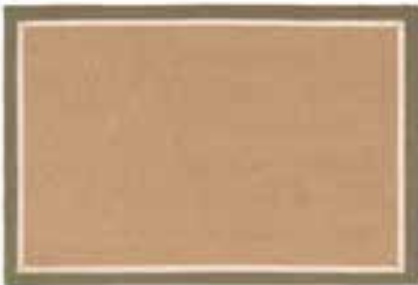
# Doormats

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Offer a warm and stylish welcome to your guests with our collection of doormats. Featuring either embossed, rubber or stainless-steel greetings, each mat is designed to make a lasting impression. Coir doormats are naturally durable with a non-slip backing to prevent them from slipping. Suitable for both indoor and outdoor use, our doormats are weather-resistant when placed in a sheltered position.

Sizes(cm): 45 x 75 | 40 x 120 \*

NEW



BORDO HERRINGBONE KHAKI CREAM  
\* other colours available



DO02



DO03



DO04



DO01



DO05\*

# Rug Pads

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We highly recommend using an anti slip-rug pad to keep your rug safe, secure and perfectly in place, as well as extending its life and beauty.

## Features and Benefits:

Multi Surface – Can be used on wood, laminate, ceramic or carpeted floors.

Both our mats are also suitable for use with under floor heating.

Longevity – Extend the life of your rug by reducing wear and tear by reducing lateral movements.

Safety – Reduce potential for trips and slips by holding the rug in place.

Protection – Gives an added layer of protection between the rug and the floor surface in case of any spillages.

Comfort – Adds an additional layer of cushioning.

Washable – Can be washed at a low temperature wool cycle for hygiene.

Versatile – Can be easily cut to size for smaller rugs.

Our underlays come in 5 sizes:

- 80 x 150cm\*
- 90 x 150cm
- 120 x 180cm
- 160 x 235cm
- 190 x 290cm

For added cushioning and security, upgrade to the Asiatic luxury anti-slip rug pad. Designed to ensure a secure grip, with thicker cushioning for added layer of comfort and insulation.



ESSENTIAL ANTI-SLIP RUG PAD



LUXURY ANTI-SLIP RUG PAD \*

## How to Love our New Rugs

Rugs travel a long distance in a sealed wrap, so when it arrives the first thing to do is let it settle in place. Creasing and odours from the dyes can occur during the shipping process but will disappear in a couple days, reverse rolling the rug overnight will help speed up the removal of creases.

Shedding and loose yarn is a natural characteristic with certain fibre types and will continue throughout their lifetime. This will start to decrease over time and depending on use. Do not pull loose yarns out these should be trimmed or pulled to the reverse.

A rug can last a lifetime with right care but fading and wear will occur faster in high traffic areas and bright light. To reduce effect, we recommend rotating the rug 2 to 4 times a year to ensure even fading and wear.

## How to clean

### Natural Materials

#### Wool

Clean spills immediately with a dry absorbent cloth, never rub a spill. If a stain cannot be removed seek specialist advice.

#### Jute

Jute is a natural fibre and is not water resistant, avoid placing jute rugs in areas with high moisture. If a spillage happens blot the stain immediately with a dry cloth, if a stain or spillage cannot be removed seek specialist advice. To protect colours, keep away from bright sunlight.

### Synthetic Materials

#### Polyester (incl. RPET) & Polypropylene

These are resilient fibre. A common rug cleaning detergent will be able to remove most stains, if not, seek specialist advice.

#### Viscose

Viscose is a delicate fibre, avoid placing in high traffic or high moisture areas. Blot spills immediately with a dry cloth. Seek specialist advice if stains or solids cannot be removed from the pile.

### Colour Variation

Every single handmade Asiatic rug is unique; dyes can change from piece to piece due to different dye batches.

Images are best representations of colour; however, colour can change depending on screens, light or print quality. We recommend seeing a sample before buying.

Rugs made from hand carded and undyed yarns will have a natural variation in colour and placement of colour, making each piece unique.

### Washable

For collections highlighted as machine washable **ONLY**

- Wash Separately
- Wash at 30°C
- Use mild detergent
- Line dry only

For best results use a large capacity washing machine, with above 25kg capacity. We recommend using industrial sized washing machines for all rug sizes. Do not use a fabric softener. Please refer to individual rug care label for further information.

## Accreditations



The Global Recycled Standard (GRS) is an international certification that ensures products are made with recycled materials under strict environmental and social criteria. It tracks recycled content throughout the entire supply chain and verifies responsible practices such as safe working conditions, reduced environmental impact, and transparent labelling. By choosing to GRS-certify our product we are committing to sustainability.

## Sedex<sup>2</sup> | Member

Supplier Ethical Data Exchange (SEDEX) is a global platform that helps businesses ensure their products are sourced responsibly. It gives transparency on labour standards, health & safety, environmental care, and business ethics across the supply chain. By working with SEDEX, we demonstrate our commitment to ethical practices.

## Awards

At Asiatic we are committed to providing world-class products and services to our customers. We take great pride in creating a diverse and innovative product ranges which has earned us recognition as a lead supplier in the rug industry.

- Furniture News Reader's Choice Awards 2024
- Furniture News Reader's Choice Awards 2025
- Big Furniture Awards 2024
- Flooring Innovation Winner 2025



# FAQ

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## Ordering

### How do I order?

You can place orders on our online trade portal or via your dedicated sales representative.

### Can I order samples?

Yes, samples are available to order, please contact your sales representative or email [sales@asiatic.co.uk](mailto:sales@asiatic.co.uk) for further details.

### Can I order a custom rug?

Yes, the majority of our rugs can be customised to suit size, design and colour, please contact your sales representative who will be able to discuss the various options available.

## General information

### How do I open an account?

We recommend you open your account using our trade portal.

Please contact [sales@asiatic.co.uk](mailto:sales@asiatic.co.uk) if you have any questions or need help in setting up your account

### Do you export to International markets?

Yes, we export to over 30 countries, if you are interested in listing our collections or becoming a distributor please contact [export@asiatic.co.uk](mailto:export@asiatic.co.uk)

### Who is my sales representative?

We have an experienced team of sales representatives, please contact [sales@asiatic.co.uk](mailto:sales@asiatic.co.uk) and we will connect you with the right person.

### Do you provide product images?

Yes, we provide product and lifestyle imagery to help support the sales and marketing of our collections, please contact your sales representative for more information.

### Do you have a showroom?

Yes, our showroom is located in North London on an appointment only basis, please contact your sales representative or call 020 8800 2000 to arrange your visit.

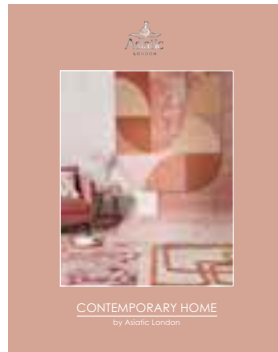
## New Collections 2025 Digital Catalogue



To view the online interactive version of this catalogue please scan the QR code.



There's so much more to discover. We have over 100 collections, beautifully showcased across our catalogues. Our ranges are regularly updated with new colourways and designs, so there's always something new to explore.



## Distributed by Asiatic London



