



Dune

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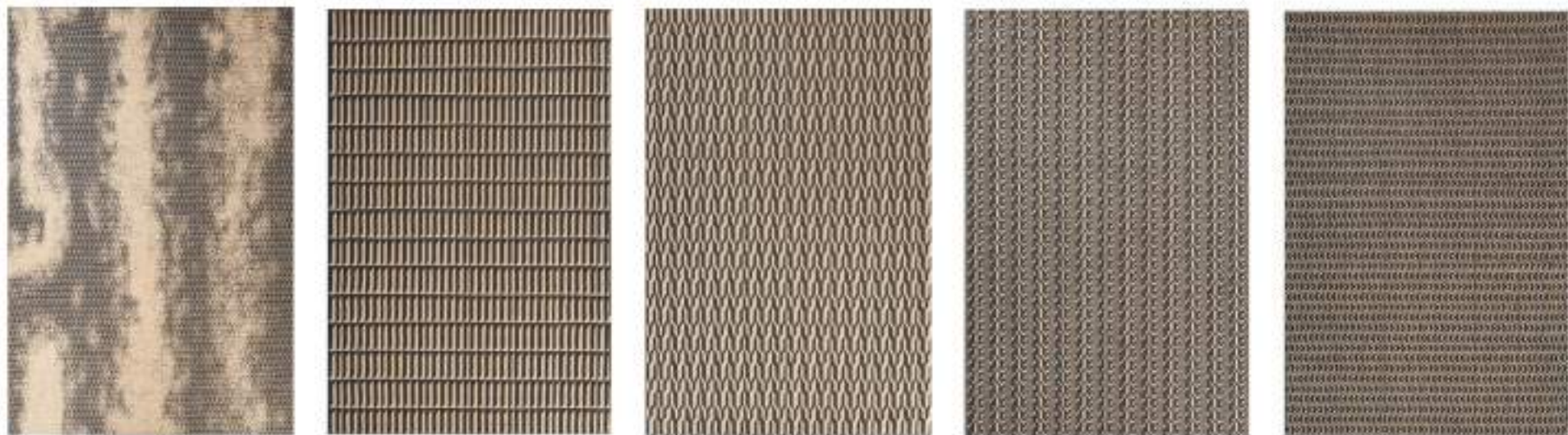


ABOUT THE COLLECTION

Inspired by shifting sands, Dune blends organic textures with intricate jacquard weaves. Crafted from sustainably sourced jute using advanced weaving techniques, each rug features subtle tonal variations and geometric patterns that evoke natural landscapes. The rich texture and earthy elegance make it well-suited for a variety of interiors, from modern homes to relaxed, nature-inspired spaces. Durable, timeless, and effortlessly refined, Dune brings warmth and depth to any setting.

JACQUARD A Jacquard weave is a complex fabric pattern created using a special loom that controls each warp thread individually, enabling intricate designs directly woven into the textile.

JUTE known as the “golden fiber,” is a natural, sustainable material admired for its strength, durability, and eco-friendliness. Versatile in use, it is widely crafted into rugs, bags, and home décor, bringing an earthy charm to everyday living.



Dune



ARROWFLOW

20,160/- to 40,320/-

Made of 100% Jute

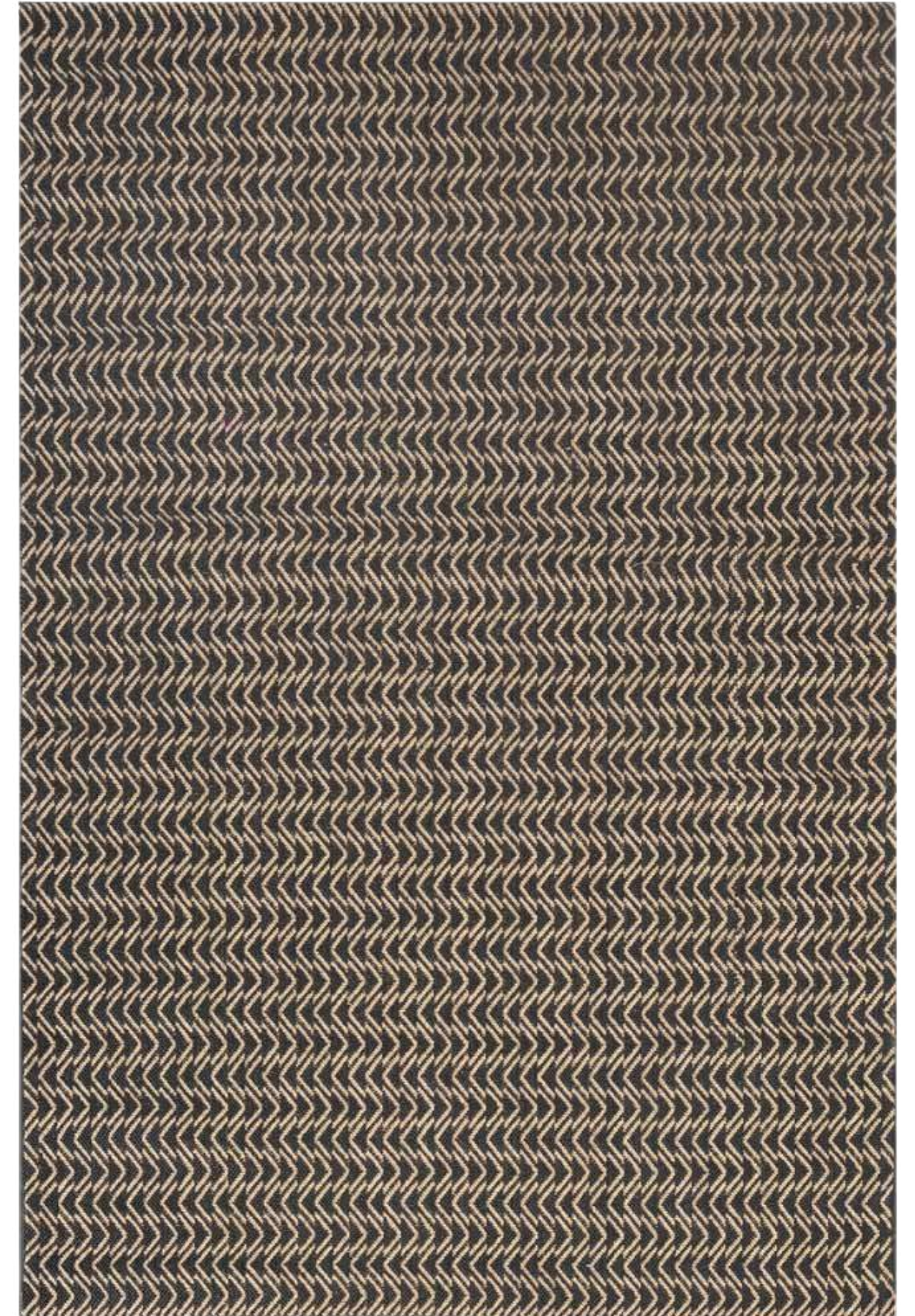
Colour : Black natural

Size : 5ft X 8ft | 6ft x 9ft | 8ft x 10ft

Technique : Jacquard

Thickness : 5 mm

Arrowflow features a rhythmic, arrow-like pattern that creates a sense of movement and depth, inspired by the fluid motion of wind-swept dunes,. Crafted from premium jute using intricate jacquard weaving, this rug blends natural texture with bold design. The contrast of black and natural tones enhances its contemporary appeal, making it a statement piece for modern and rustic spaces alike. Durable yet soft underfoot, Arrowflow is perfect for adding warmth and structure to living areas, entryways, or workspaces.





ZIG ZAG ECHO

20,160/- to 40,320/-

Made of 100% Jute

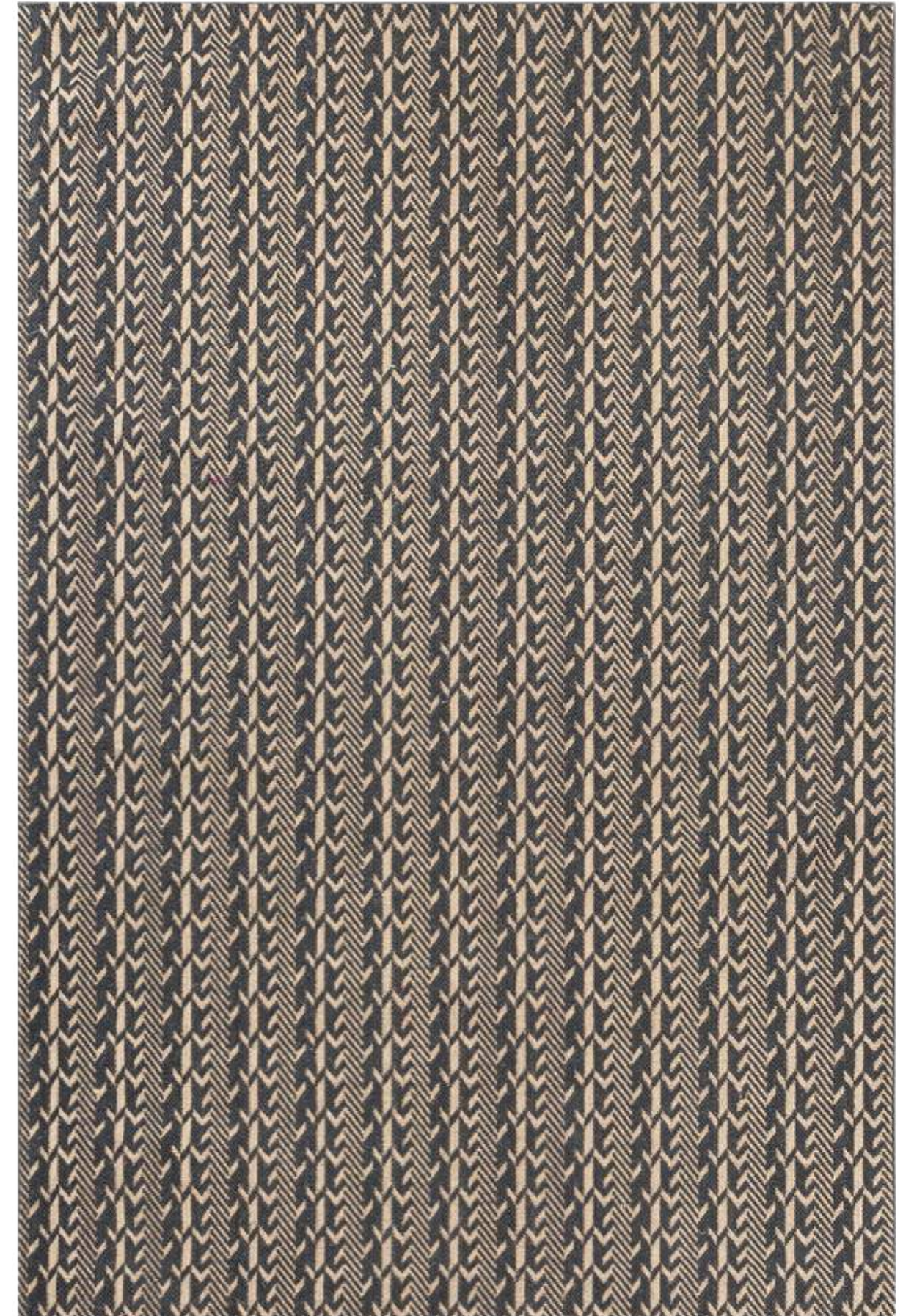
Colour : Black natural

Size : 5ft X 8ft | 6ft x 9ft | 8ft x 10ft

Technique : Jacquard

Thickness : 5 mm

The Zigzag Echo rug exudes dynamic energy with its repeating chevron pattern, creating a mesmerizing rhythm across the surface. The interplay of contrasting tones adds depth and movement, making it a striking statement piece. The structured design is softened by the woven texture, striking the perfect balance between modern precision and handcrafted warmth. Ideal for contemporary, eclectic, or even rustic spaces, Zigzag Echo brings a sense of structure while maintaining a natural aesthetic.





ZENITH

20,160/- to 40,320/-

Made of 100% Jute

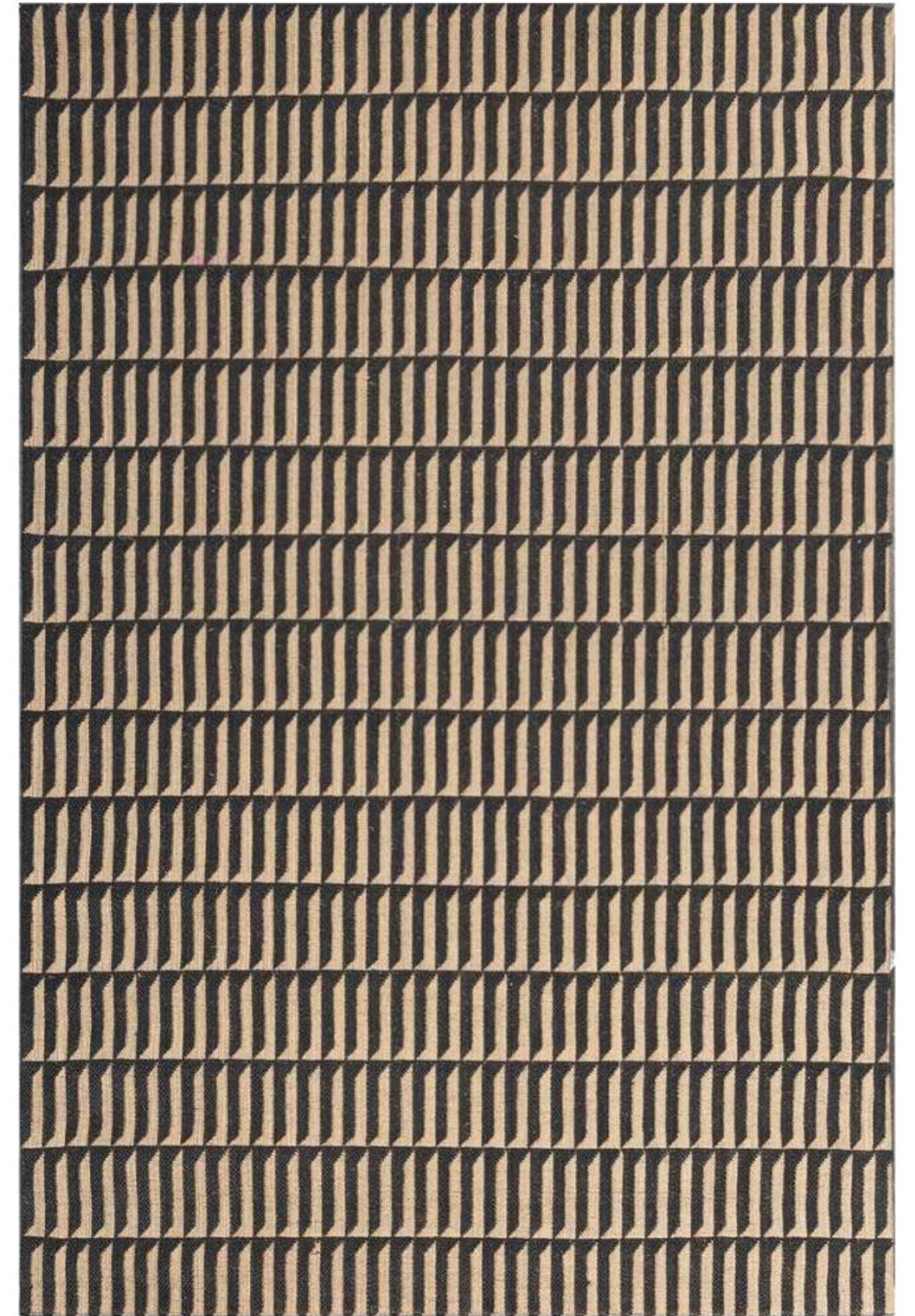
Colour : Black natural

Size : 5ft X 8ft | 6ft x 9ft | 8ft x 10ft

Technique : Jacquard

Thickness : 5 mm

Zenith is a bold geometric design that plays with light and shadow, creating a rhythmic, ascending pattern that symbolizes ambition and progress. Its high-contrast black and natural tones add depth and movement, making it a striking statement piece. Inspired by architectural precision, Zenith blends structure with dynamism, making it ideal for modern and minimalist interiors seeking both balance and energy.





OPTIC GRID

20,160/- to 40,320/-

Made of 100% Jute

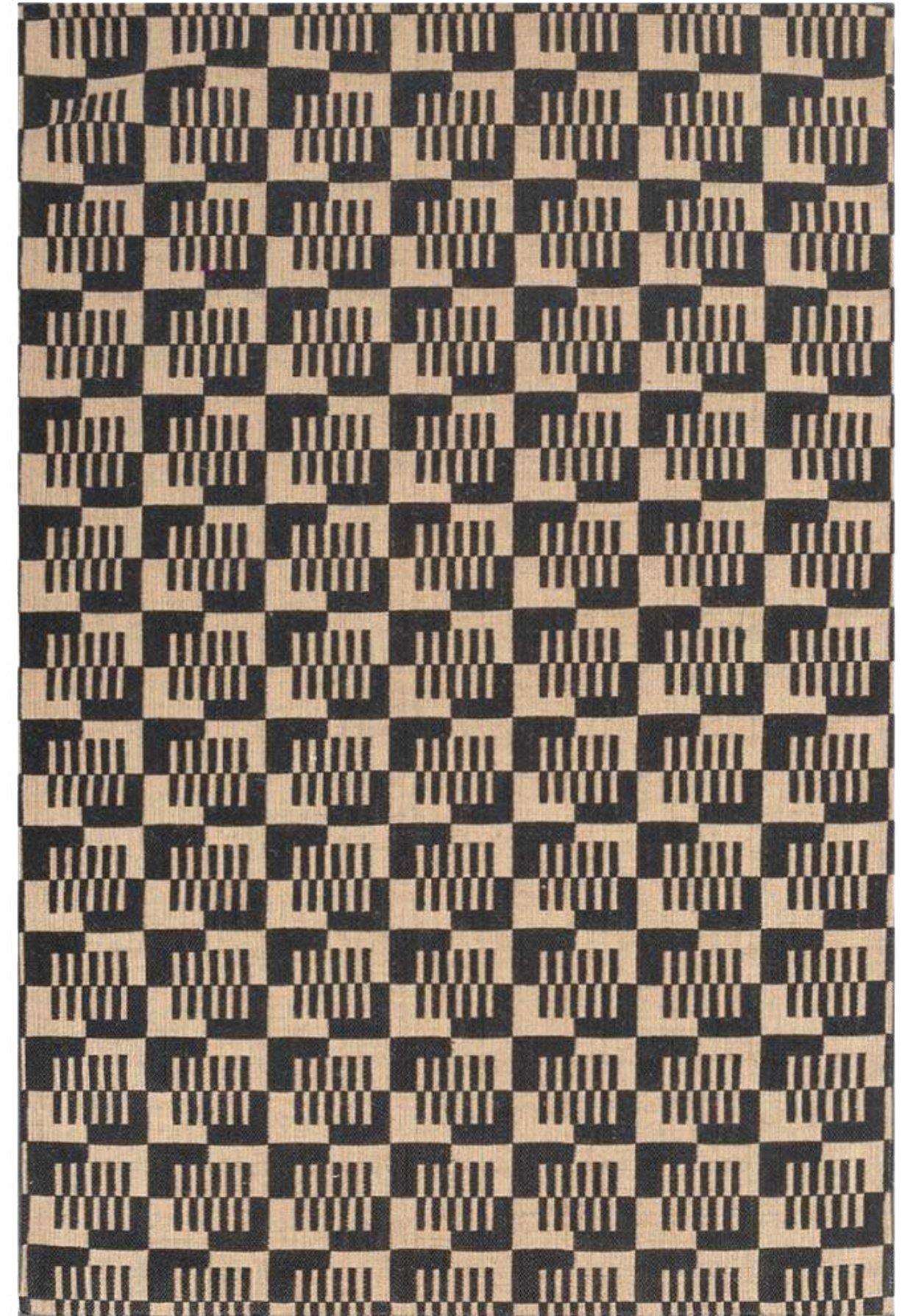
Colour : Black natural

Size : 5ft X 8ft | 6ft x 9ft | 8ft x 10ft

Technique : Jacquard

Thickness : 5 mm

The Optic Grid rug design presents a striking and contemporary visual appeal through its bold, geometric pattern. It features a dense, repeating checkerboard-style grid where each large square is internally filled with smaller, parallel lines, creating a subtle yet complex optical illusion and textural depth. This combination of the strong black and natural beige tones, along with the alternating orientation of the internal lines, gives the design a dynamic, almost three-dimensional quality, making the rug a sophisticated statement piece suitable for modern or transitional luxury interiors.





BLACK PANAMA

20,160/- to 40,320/-

Made of 100% Jute

Colour : Black natural

Size : 5ft X 8ft | 6ft x 9ft | 8ft x 10ft

Technique : Jacquard

Thickness : 5 mm

Black Panama brings understated elegance through its refined weave and rich, deep charcoal tone. The subtle striations in the texture create a sense of movement, adding depth while maintaining a minimalist aesthetic. The jute jacquard construction enhances its durability, making it a sophisticated yet practical choice for modern interiors. This rug effortlessly complements contemporary and industrial spaces, grounding them with a sense of warmth and organic texture.





HEXALINK

27,220/-

Made of 100% Jute

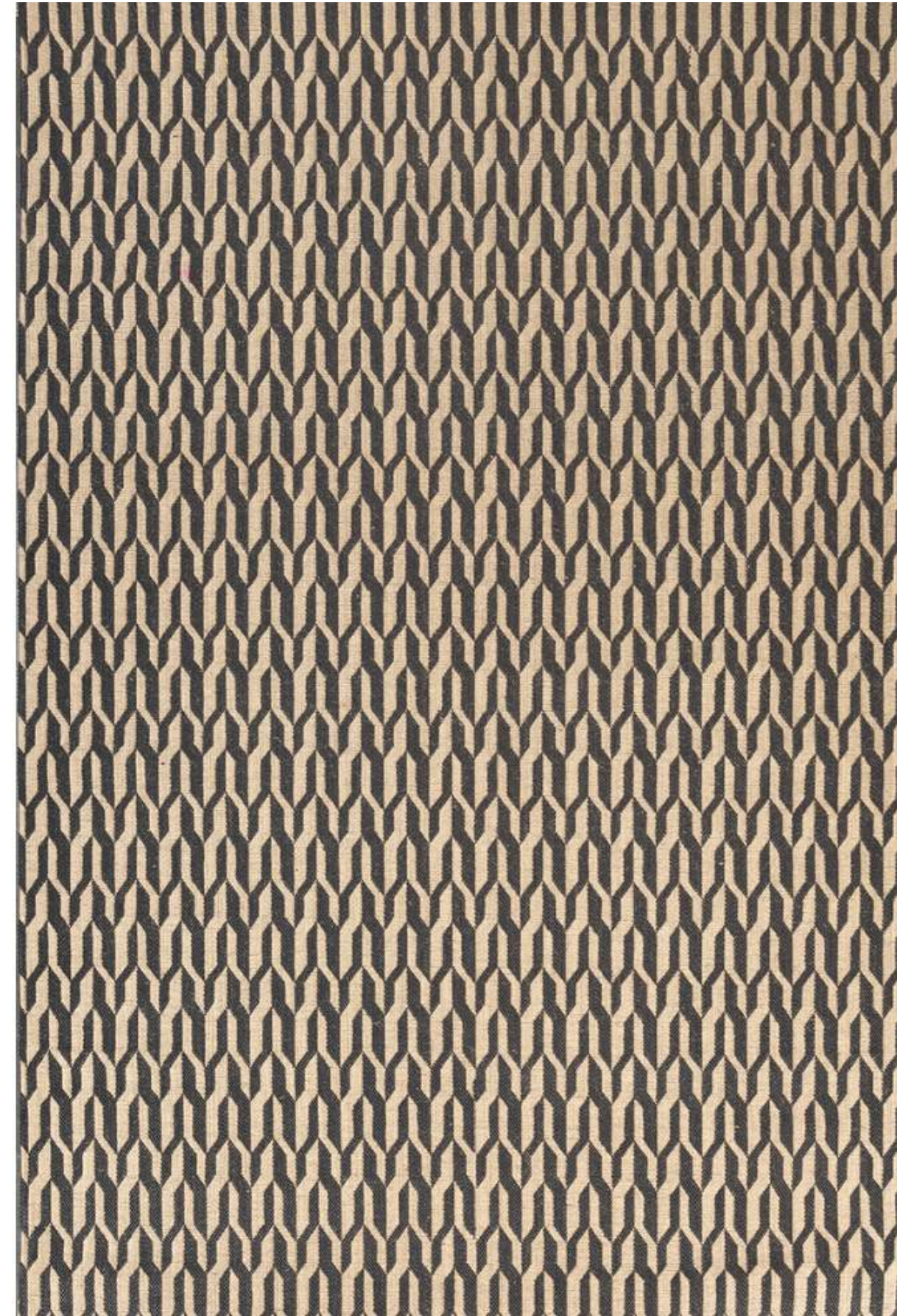
Colour : Black natural

Size : 6ft X 9ft

Technique : Jacquard

Thickness : 5 mm

Inspired by the interwoven patterns of nature and architecture, Hexalink features a striking geometric design that creates depth and symmetry. Crafted from premium jute using jacquard weaving, its bold contrast of black and natural tones adds a sophisticated touch to any space. The structured hexagonal links evoke a sense of balance and continuity, making this rug perfect for modern, industrial, or minimalist interiors. Durable yet soft underfoot, Hexalink effortlessly blends functionality with artistic craftsmanship. Whether placed in a living room, study, or entryway, this rug brings timeless elegance with a contemporary edge.





DUNE CREST

27,220/- to 40,320/-

Made of 100% Jute

Colour : Black natural

Size : 6ft x 9ft | 8ft x 10ft

Technique : Jacquard

Thickness : 5 mm

The Dune Crest design has a striking, rhythmic zigzag pattern that evokes the rugged beauty of mountain crests and sand dunes. The soft, gradient-like transition from dark to light adds depth, almost like shadows cast by peaks under the sun. This textured effect gives it an organic yet bold appearance, making it a great statement piece for modern and earthy interiors.





TWILIGHT

27,220/- to 40,320/-

Made of 100% Jute

Colour : Black natural

Size : 6ft x 9ft | 8ft x 10ft

Technique : Jacquard

Thickness : 5 mm

Like the fleeting moments between dusk and nightfall, Twilight captures the beauty of fading patterns and shifting tones. This jute jacquard rug features an exquisite erase effect, where intricate traditional motifs dissolve into deep black, creating a mesmerizing, timeworn aesthetic. The contrast between bold darkness and delicate detailing gives this piece a sense of mystery and depth, making it a statement addition to any space. Crafted from natural jute with expert weaving techniques, Twilight blends vintage charm with modern sophistication, perfect for interiors that embrace artistry and texture. Let this rug bring warmth and intrigue to your home.





DOODLEFLOW

27,220/-

Made of 100% Jute

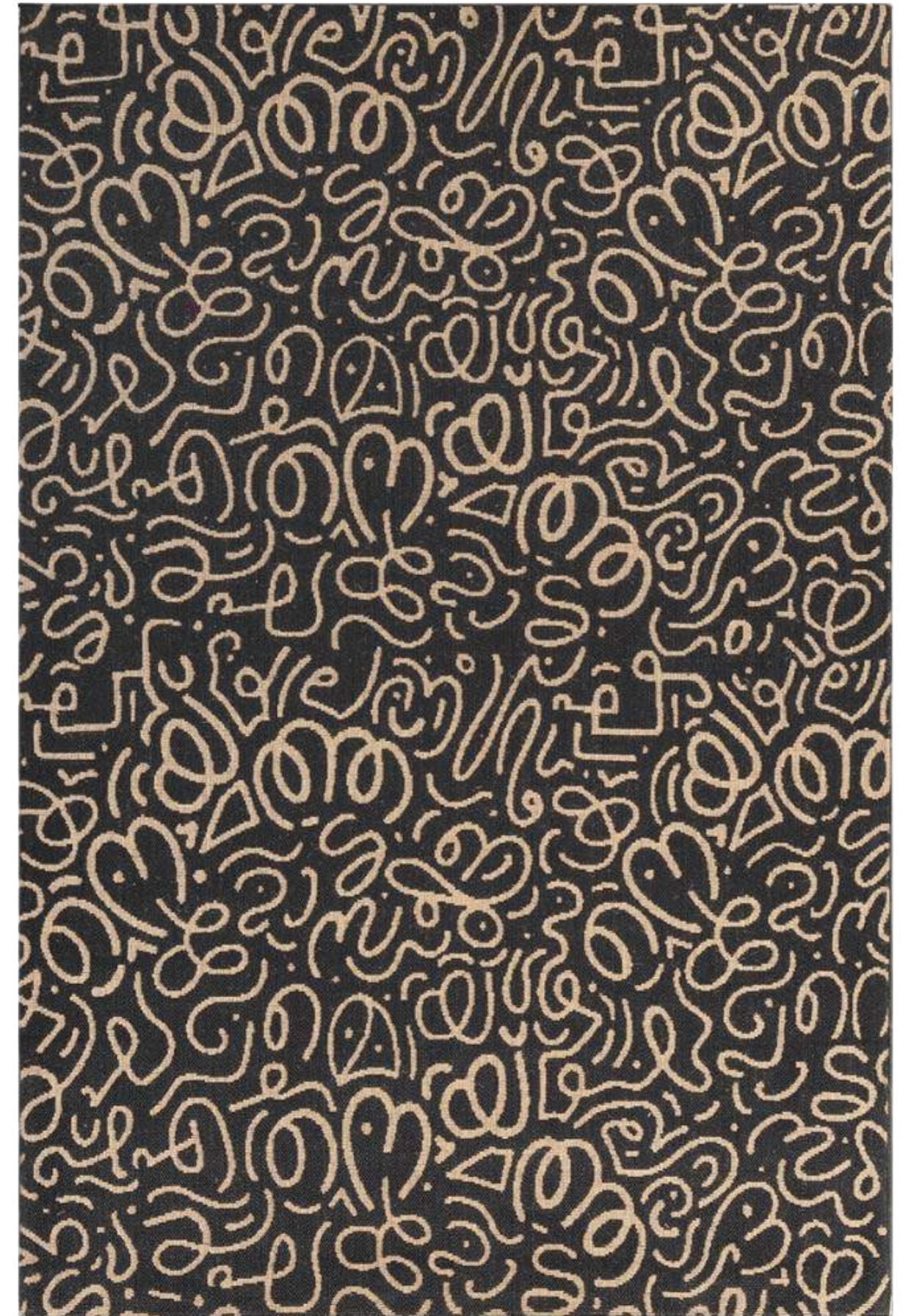
Colour : Black natural

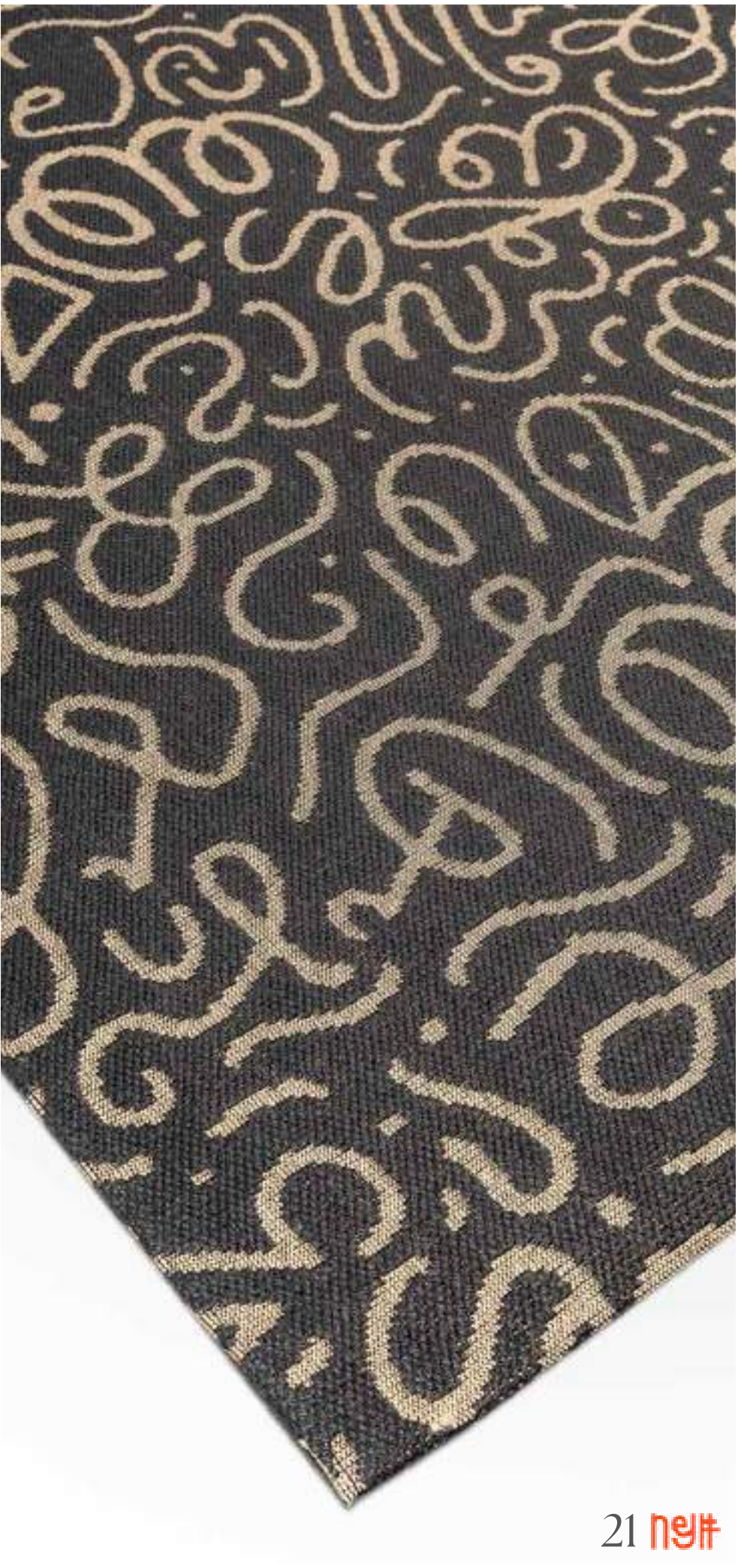
Size : 6ft X 9ft

Technique : Jacquard

Thickness : 5 mm

The Doodle Flow rug is an artistic fusion of Malayalam script and freeform abstraction, creating a mesmerizing tapestry of fluid motion. This unique design features a spontaneous arrangement of Malayalam letters, scattered like a stream of thoughts on a canvas. The contrast between the light-colored script and the deep, rich background adds depth and intrigue, making it a statement piece for any interior. Inspired by the beauty of calligraphy and the energy of hand-drawn doodles, Doodle Flow is perfect for those who appreciate language, culture, and artistic expression.



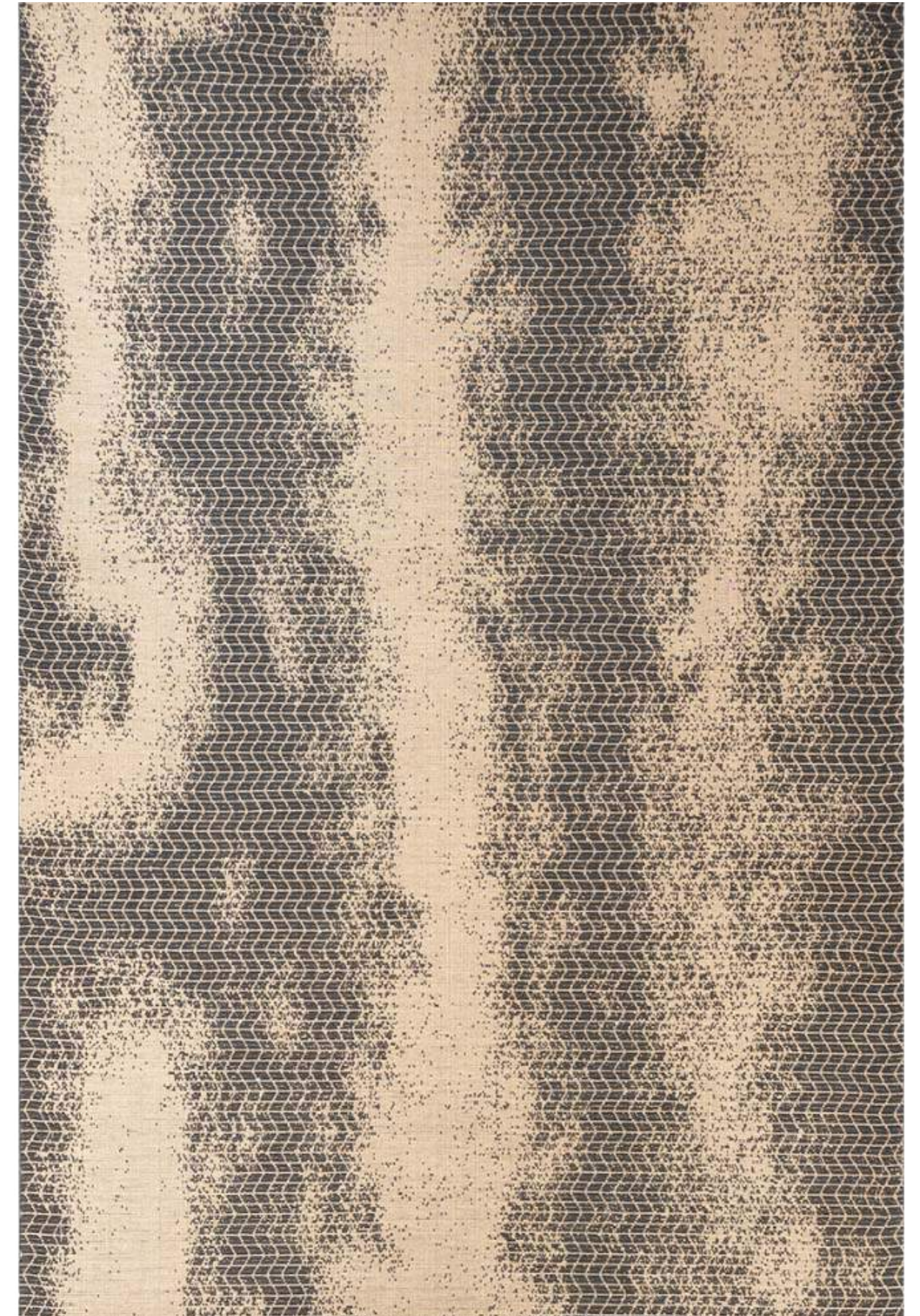


ASHWOOD

40,320/-

Made of 100% Jute
Colour : Black natural
Size : 8ft X 10ft
Technique : Jacquard
Thickness : 5 mm

With its organic transitions and intricate detailing, Ashwood evokes the beauty of weathered wood and natural erosion. The jute jacquard weaving technique creates a layered effect, blending structured geometric lines with a dissolving pattern, reminiscent of ash dispersing in the wind. This erase effect adds depth and movement, making the rug feel both modern and timeless. The contrasting tones of deep charcoal and soft natural beige enhance its rich texture, perfect for grounding any space with an earthy yet sophisticated touch







Thank you

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