

FLOOR_STORY

2019 Trade
Catalogue



ABOUT FLOOR_STORY

Not only are we East London's friendliest rug dealer, but also a maker of beautiful rugs with an eye on craft and unique design. Based in London's Shoreditch district, our showroom is home to hand-made rugs that prove our off-beat approach to rug design creates the very best results.

Through the championing of young design talent and collaborations with established stars, we've built a unique and sometimes left field collection of beautifully made rugs. Standing alongside discoveries made on our regular trips as well as a series of in-house designs, at FLOOR_STORY you'll find rugs that celebrate diversity and creativity.

INNOVATIVE DESIGNER COLLABORATIONS

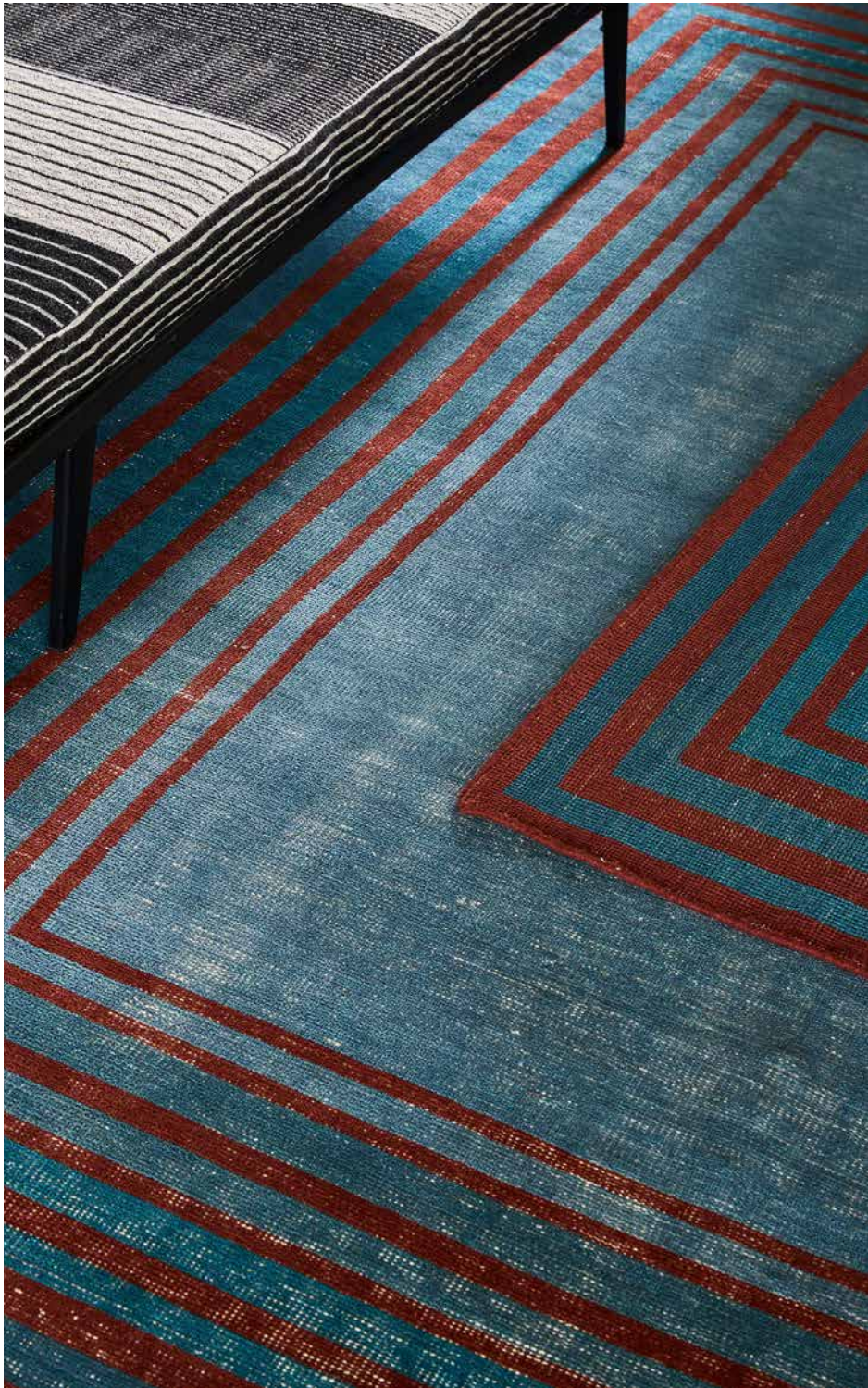
In our collaborative capsule projects with established designers including names such as Camille Walala, Dame Zandra Rhodes, Sebastian Wrong and 2LG, along with some of the country's most notable young design talent, the FLOOR_STORY Designer Collection has become a beacon for rugs as an expressive medium and has received notable acclaim.

East London _Rug Dealers

And then there's our in-house collection, bringing your home beautiful rugs designed by us and hand-made to the very best quality by the world's finest artisans. Combined with rugs discovered on sourcing trips to Turkey and beyond, including an extraordinary selection of vintage over-dyed styles, the FLOOR_STORY collection is carefully curated to bring a bold and leftfield approach to rugs.

GOODWEAVE CERTIFIED

We take our making incredibly seriously, working with only the most ethical weaving centres to create rugs of exquisite quality. Using only the finest wools and silks, they hand-tuft and hand-knot rugs with a meticulous attention-to-detail only possible because of their experience and understanding of rug craft. We are a GoodWeave certified retailer with 75% of our hand-made rugs supplied bearing the GoodWeave label.



WRONG ANGLE
SEBASTIAN WRONG X FLOOR_STORY



LEOPARD IN DMITRI
FLOOR_STORY





LEOPARD IN GUSTAVE
FLOOR_STORY



LEOPARD IN JOPLING
FLOOR_STORY



MARMALADE
CARMELLIA INDRAWATI X FLOOR_STORY

FLOOR STORY DESIGNER COLLECTION

18.01 LONDON
2LG
CAMILLE WALALA
CARMELLIA INDRAWATI
FLOOR STORY
JOHN BOOTH
KITTY JOSEPH
SEBASTIAN WRONG

FLOOR STORY is well known for its collaborations with some of the UK's leading creatives, artists and designers, as well as its championing of up and coming talent. At this year's London Design Fair celebrated four brand-new creative partnerships - with ceramicist and illustrator John Booth, product designer Sebastian Wrong, creative consultancy 18.01 London and Indonesian designer Carmellia Indrawati – as well as showcasing exclusive new rug designs by 2LG Studio, Kitty Joseph and Camille Walala

All of our standard sizes and qualities for each rug are listed, if you have a bespoke enquiry please get in touch.

18.01 LONDON



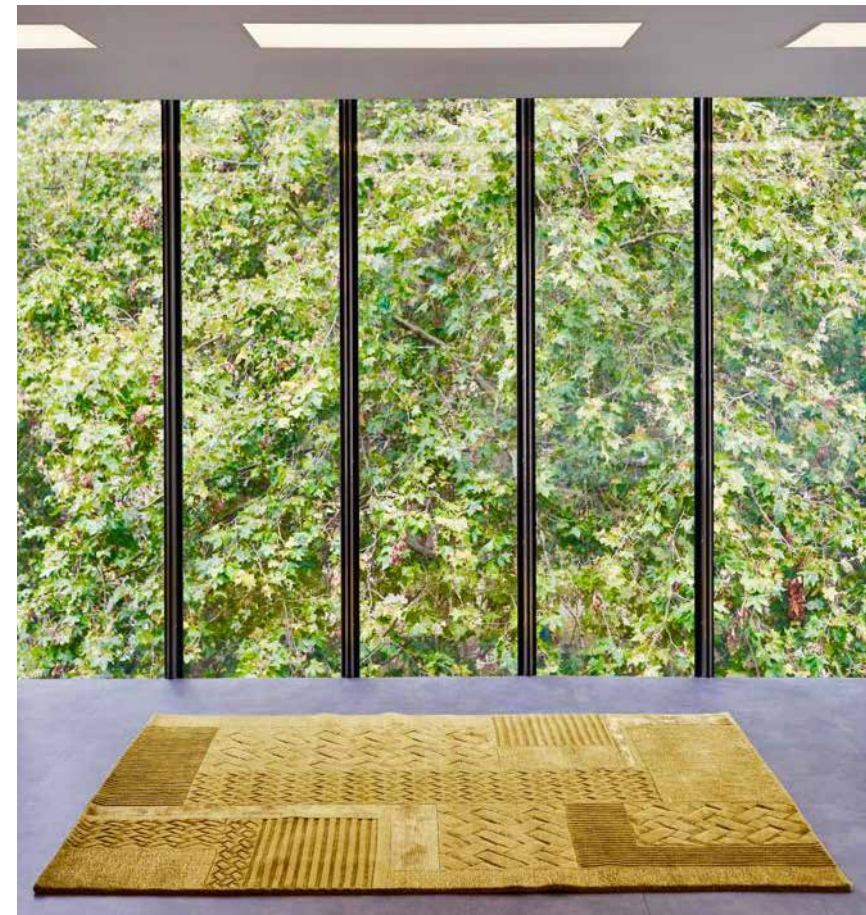
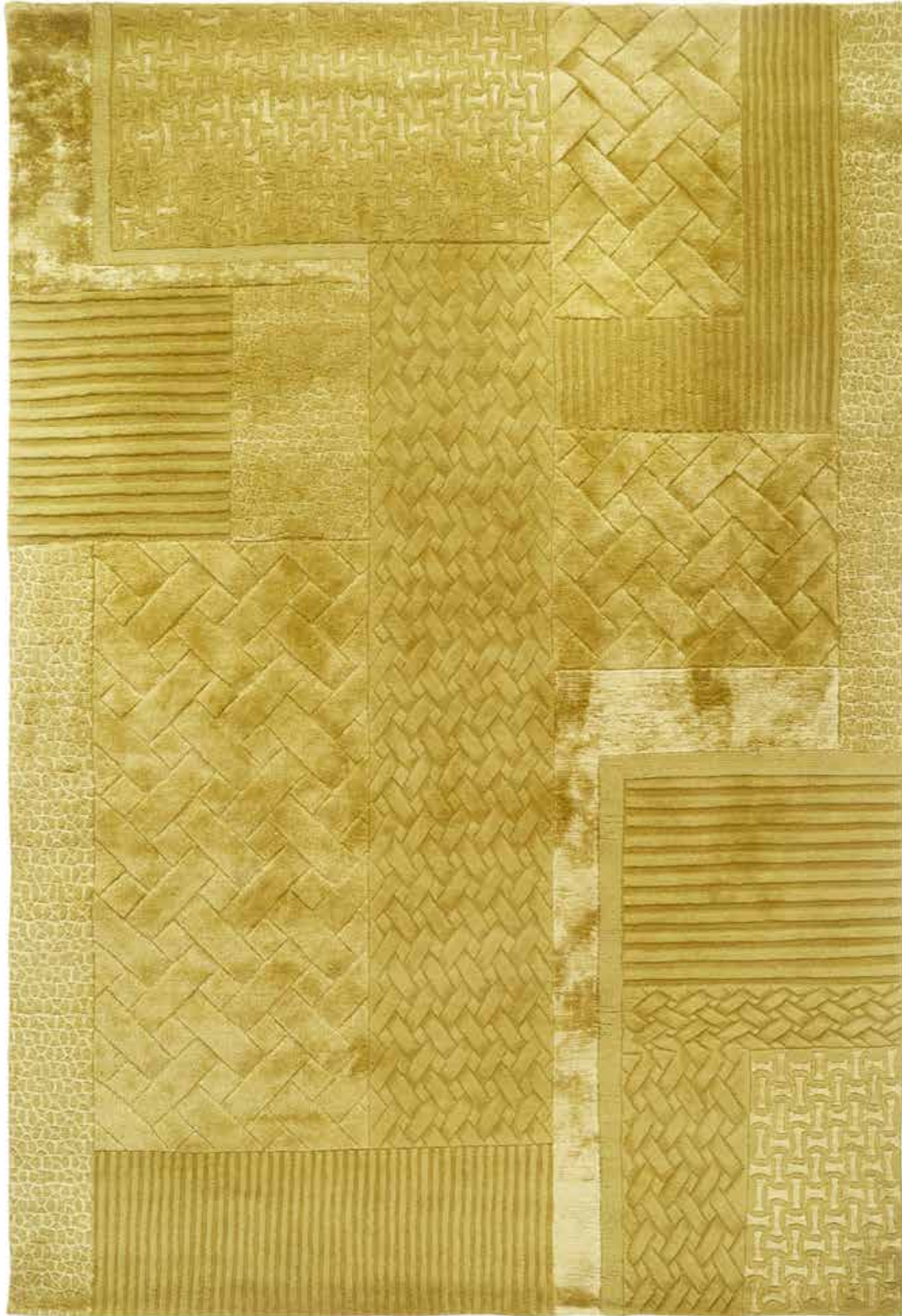
Formerly design directors within the luxury sector, Cristina Rivadulla-Rey and Dean Thomas know a thing or two about the aesthetics of materials. The founders of creative consultancy 18.01 LONDON travel the world seeking out beautiful menswear, womenswear, knitwear and accessories for their curated vintage research archive, which has become the go-to resource for design teams, stylists, art directors and editors in need of inspiration. In addition, the duo offers a full creative consultancy service, providing brands with bespoke services from fashion design to trend services and research development.

TECHNIQUE, CRAFT, FUNCTION & BEAUTY

For their first collaboration with FLOOR_STORY, Cristina and Dean have created a stunning hand knotted rug, Carve, inspired by the textures of textiles found within 18.01 LONDON's garment collection. Expertly made using wool, linen and bamboo silk, Carve is available in Citrine and Stone and offers an innovative take on pattern, with large-scale stripes and oversized knitted stitches juxtaposed with more intricate prints to produce a striking contrast that makes us think about texture in a whole new way.

18.01 LONDON

Construction: 100 Hand Knot & Carved
Material: Wool, Linen & Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



Carve Citrine

18.01 LONDON

Construction: 100 Hand Knot & Carved
Material: Wool, Linen & Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



Carve Stone

2LG



Founded in 2014 by Jordan Cluroe and Russell Whitehead, 2LG is a design practice based in South East London, working in residential interiors, creative consultancy and product design. The pair's adaptable and personal approach to design allows them to respond uniquely to the human needs of each project, where they combine form, function and decorative joy in equal measure. Coming from a theatre background, collaboration has always been key to 2LG's work and has naturally progressed into the duo's design ethic.

BOLD GRAPHIC LINES, SHAPES & PLAYFUL COLOUR

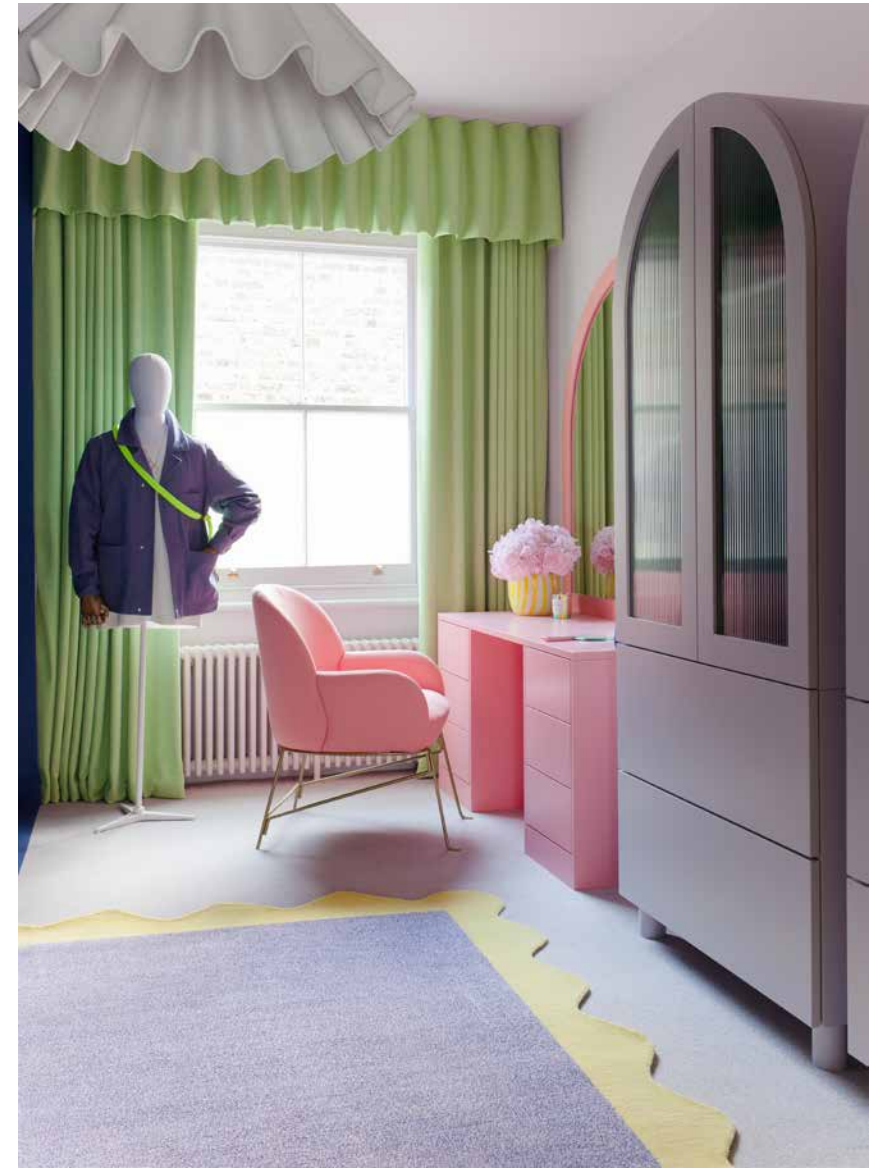
2LG are known for celebrating simplicity, elegance and functionality and are committed to spreading decorative joy – something that's clearly evident in their fresh new designs for FLOOR_STORY. Featuring 2LG Studio's signature curves and pastel colours, their Pill, Archway and Portal NZ wool and bamboo silk rugs have been painstakingly hand knotted to give a beautiful unique finish and will bring a distinctive modern aesthetic to any space.

2LG

Construction: 60 Hand Knot
Material: NZ Wool & Bamboo Silk
Bespoke Sizes Available
Standard Sizes: 160x230, 200x300 cm

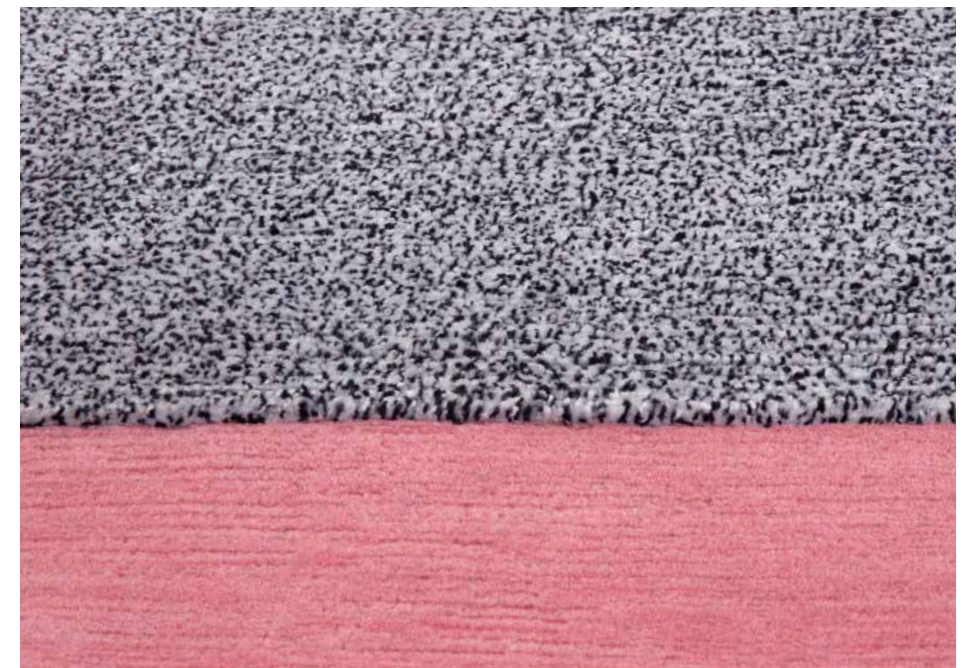


Portal Yellow



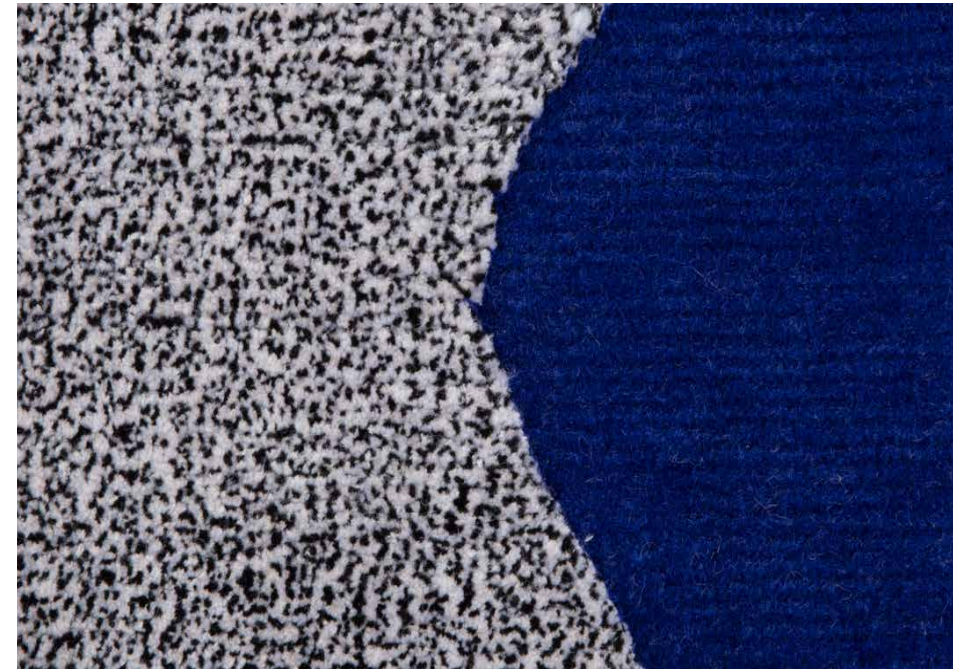
2LG

Construction: 60 Hand Knot
Material: NZ Wool & Bamboo Silk
Bespoke Sizes Available
Standard Sizes: 160x230 cm



2LG

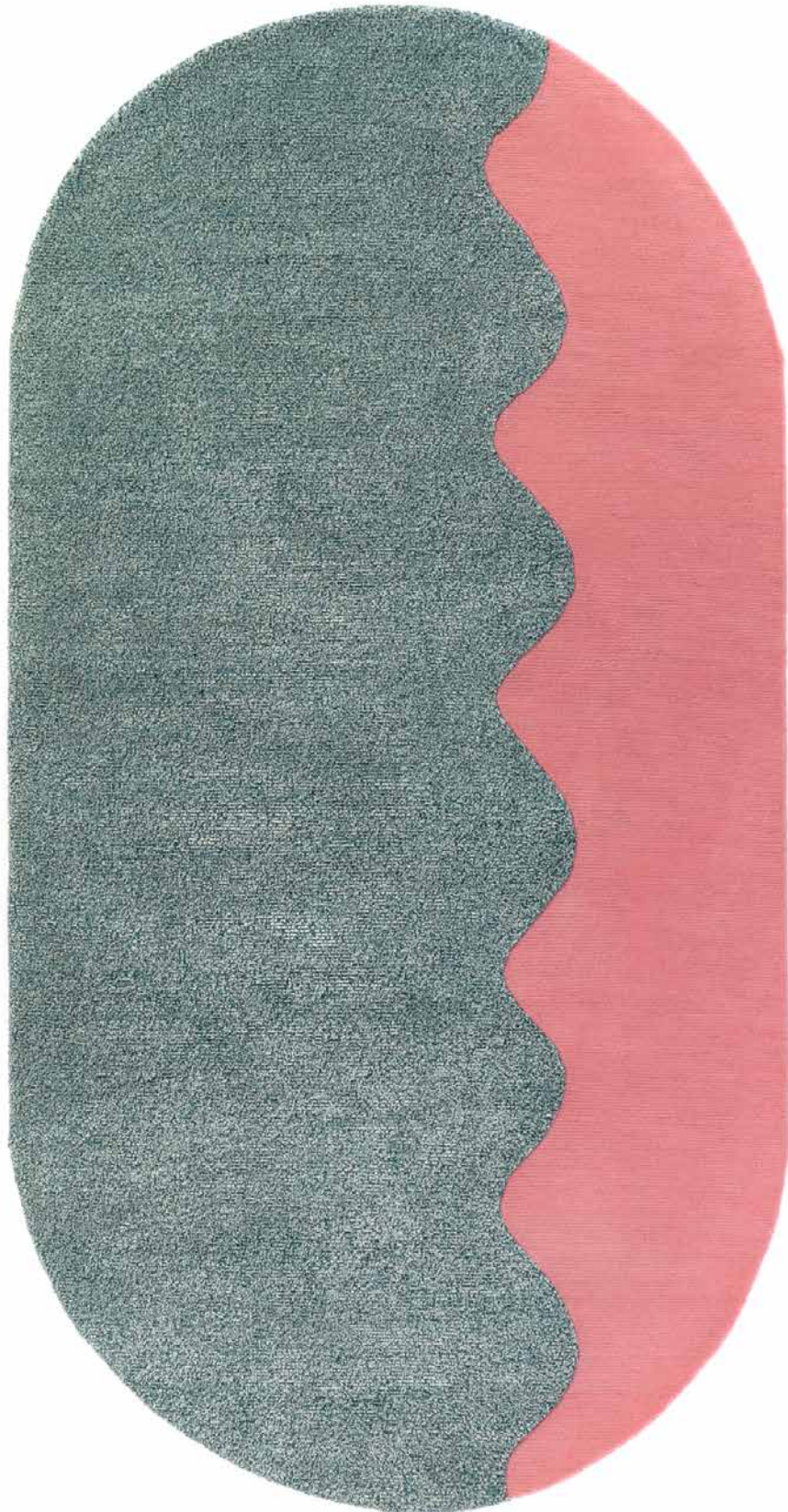
Construction: 60 Hand Knot
Material: NZ Wool & Bamboo Silk
Bespoke Sizes Available
Standard Sizes: 160x230, 200x300 cm



Portal Inverse

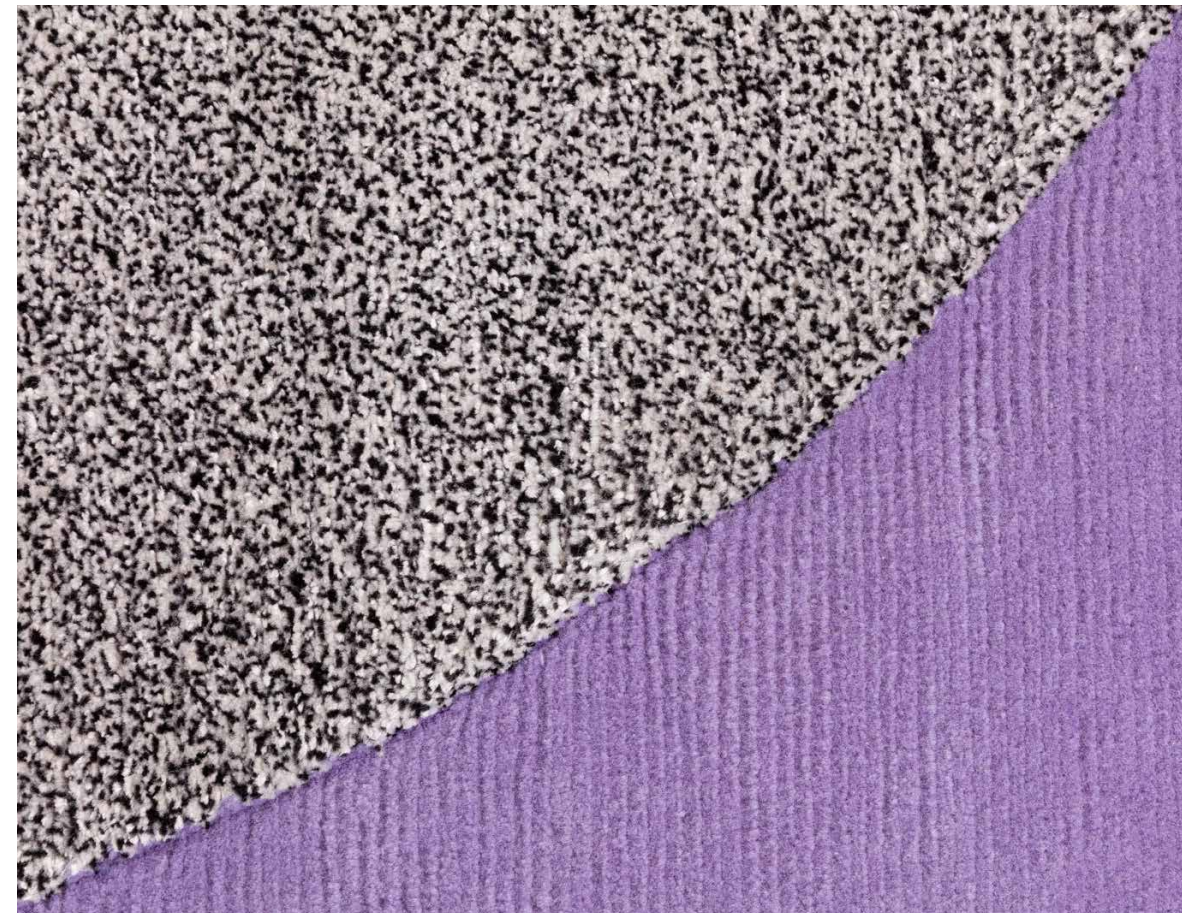
2LG

Construction: 60 Hand Knot
Material: Wool & Bamboo Silk
Bespoke Sizes Available
Standard Sizes: 120x230 cm



2LG

Construction: 60 Hand Knot
Material: NZ Wool & Bamboo Silk
Bespoke Sizes Available
Standard Sizes: 160x230 cm



CAMILLE WALALA



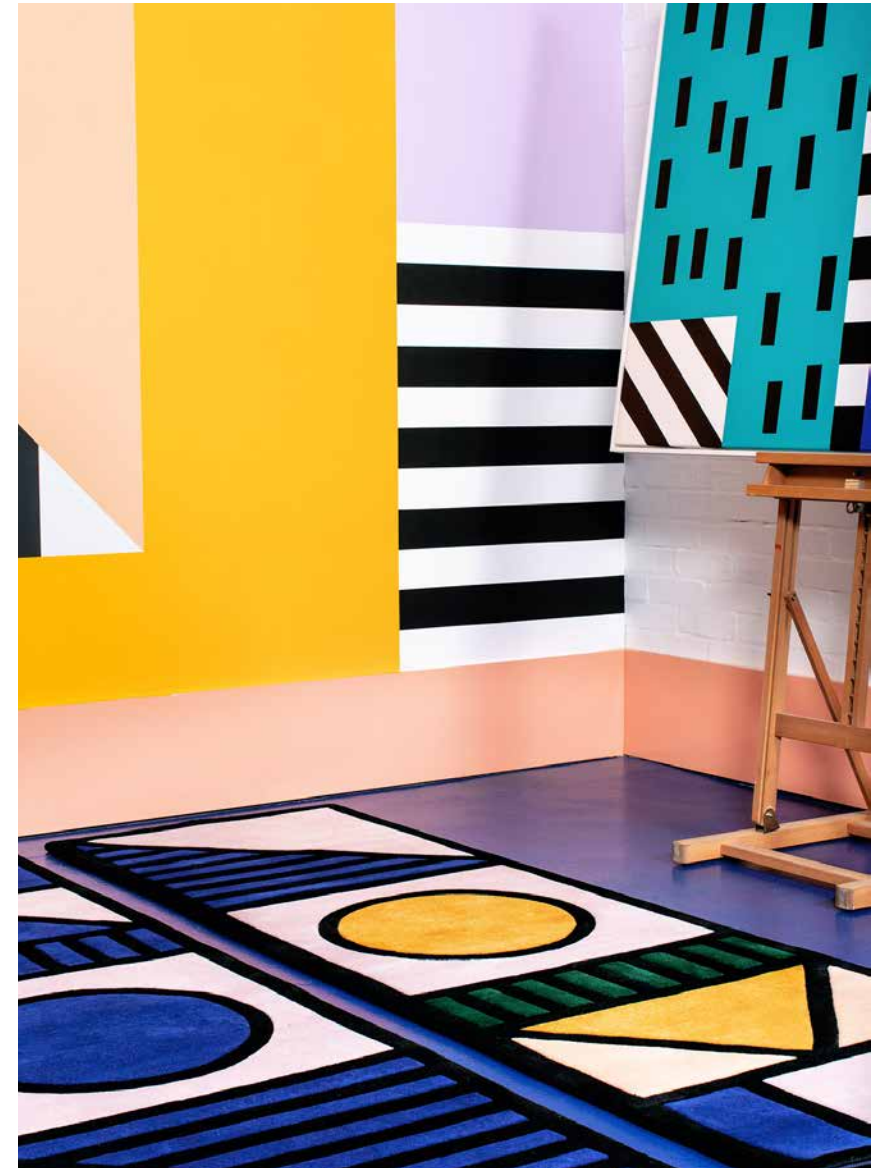
Camille Walala is one of design's hottest talents, famed for her powerful digital prints and signature Tribal POP style full of boundless energy. So you can imagine how excited we are to have collaborated with Camille on her latest rugs that capture her effervescent approach to textile design.

Bold, bright & oh so beautiful

Beautifully hand knotted and hand tufted from 100% wool, Camille's five new rugs and runners are stunning additions to her existing FLOOR_STORY collection. Featuring her trademark strong graphic lines and cheerful colours, these fabulous rugs come in different qualities and at varied price points, making them fantastically accessible to a wide audience.

CAMILLE WALALA

Construction: Hand Tufted
Material: NZ Wool
Bespoke Sizes / Colours Available
Standard Sizes: 70x230 cm

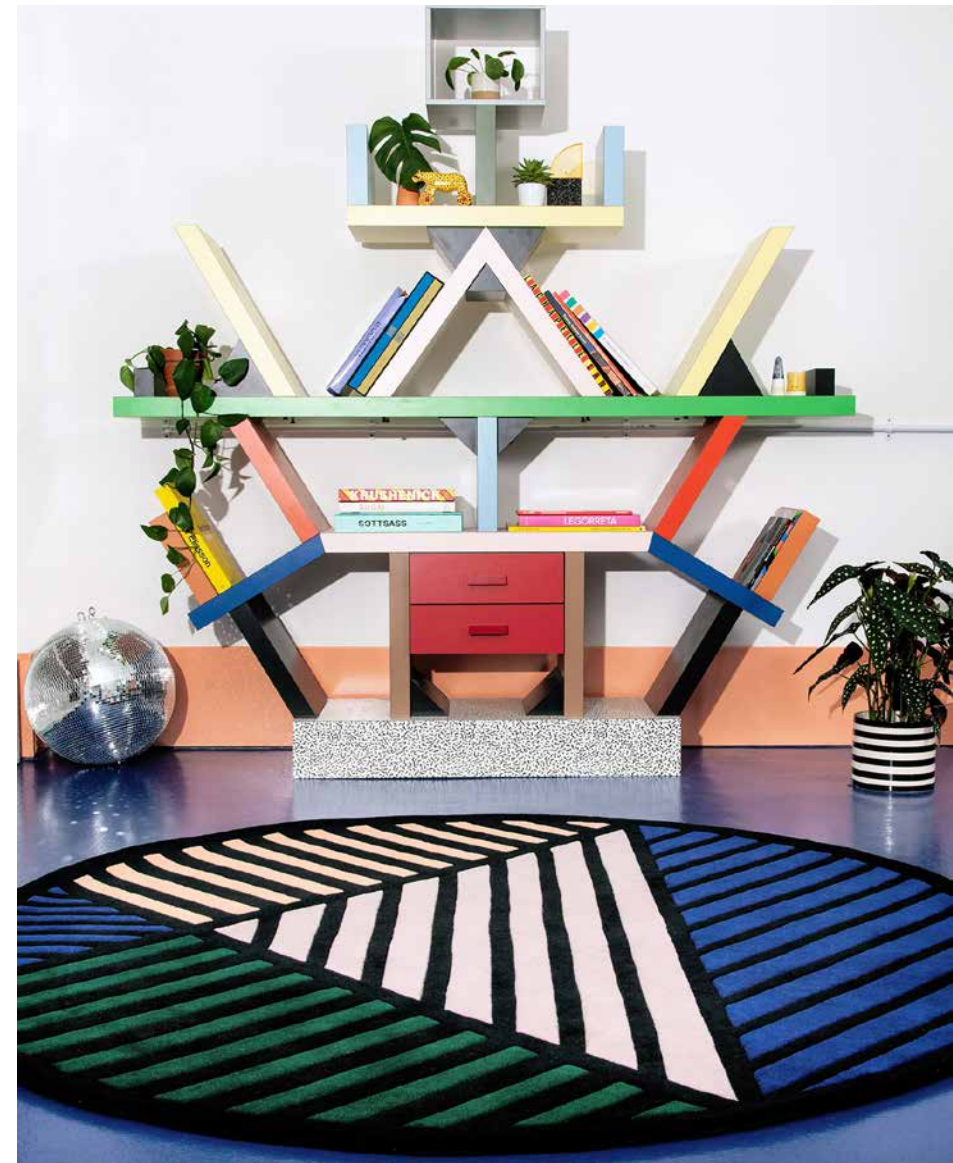
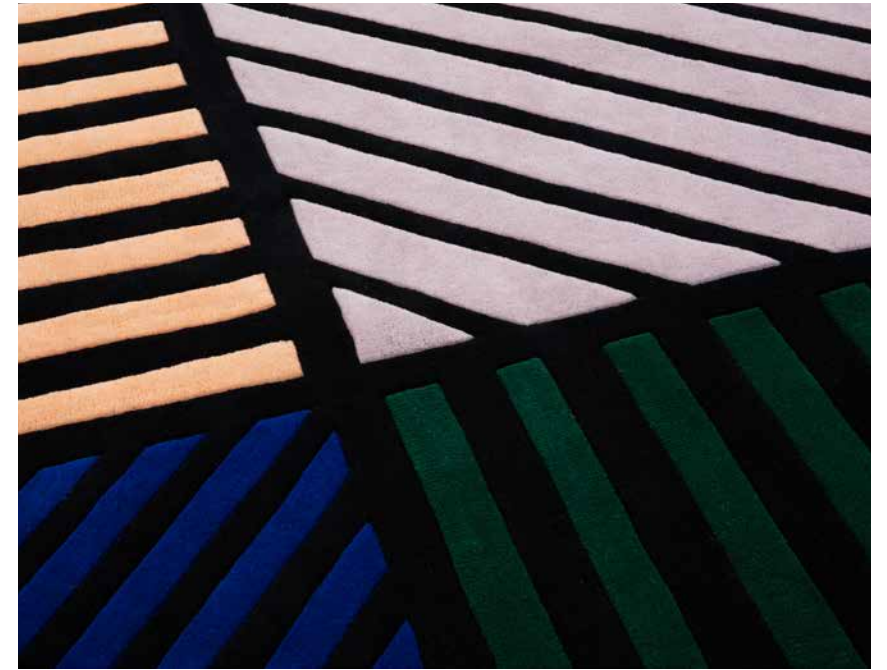
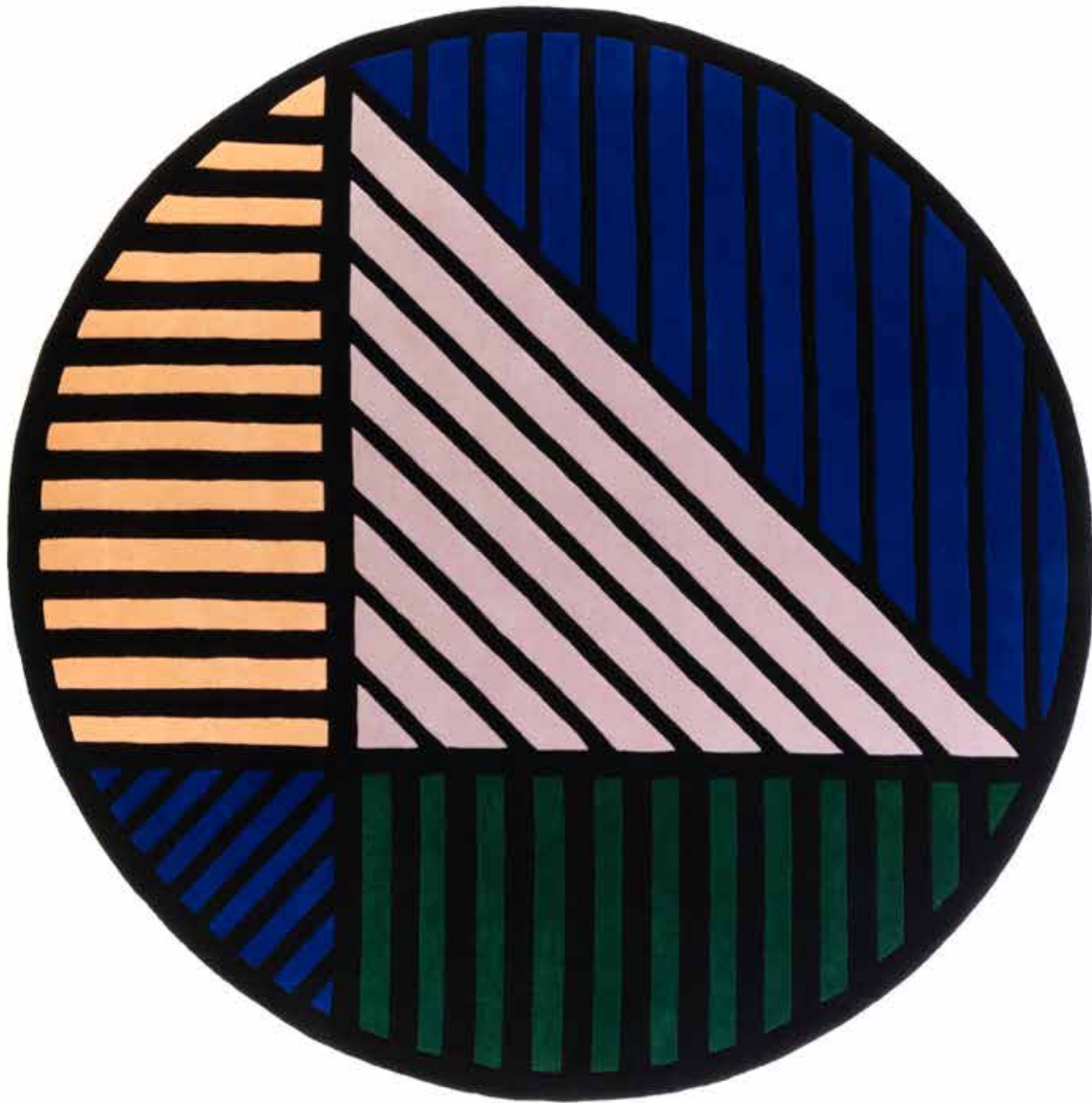


Chroma Token

Royal Token

CAMILLE WALALA

Construction: Hand Tufted
Material: NZ Wool
Bespoke Sizes / Colours Available
Standard Sizes: 180 Ø cm



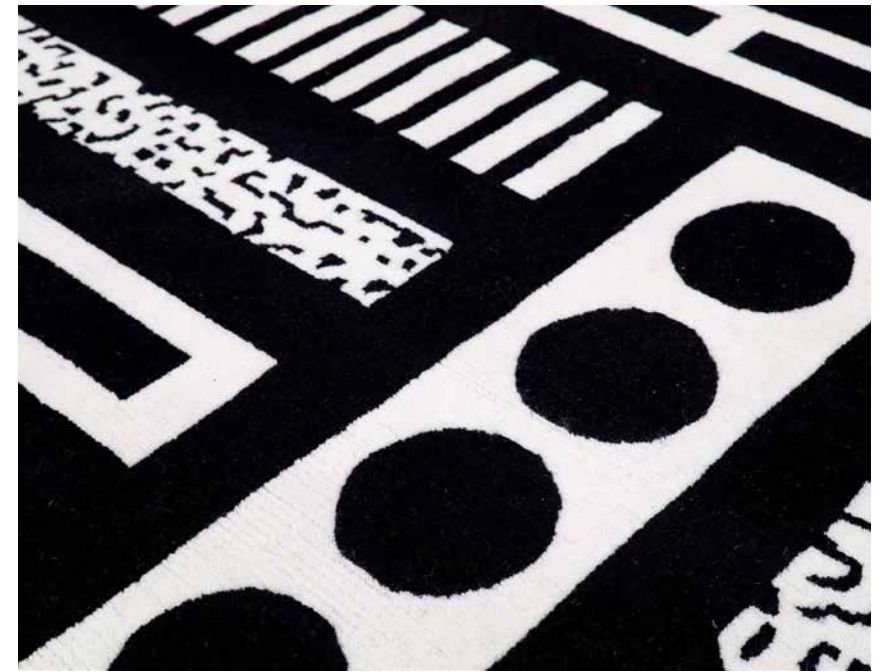
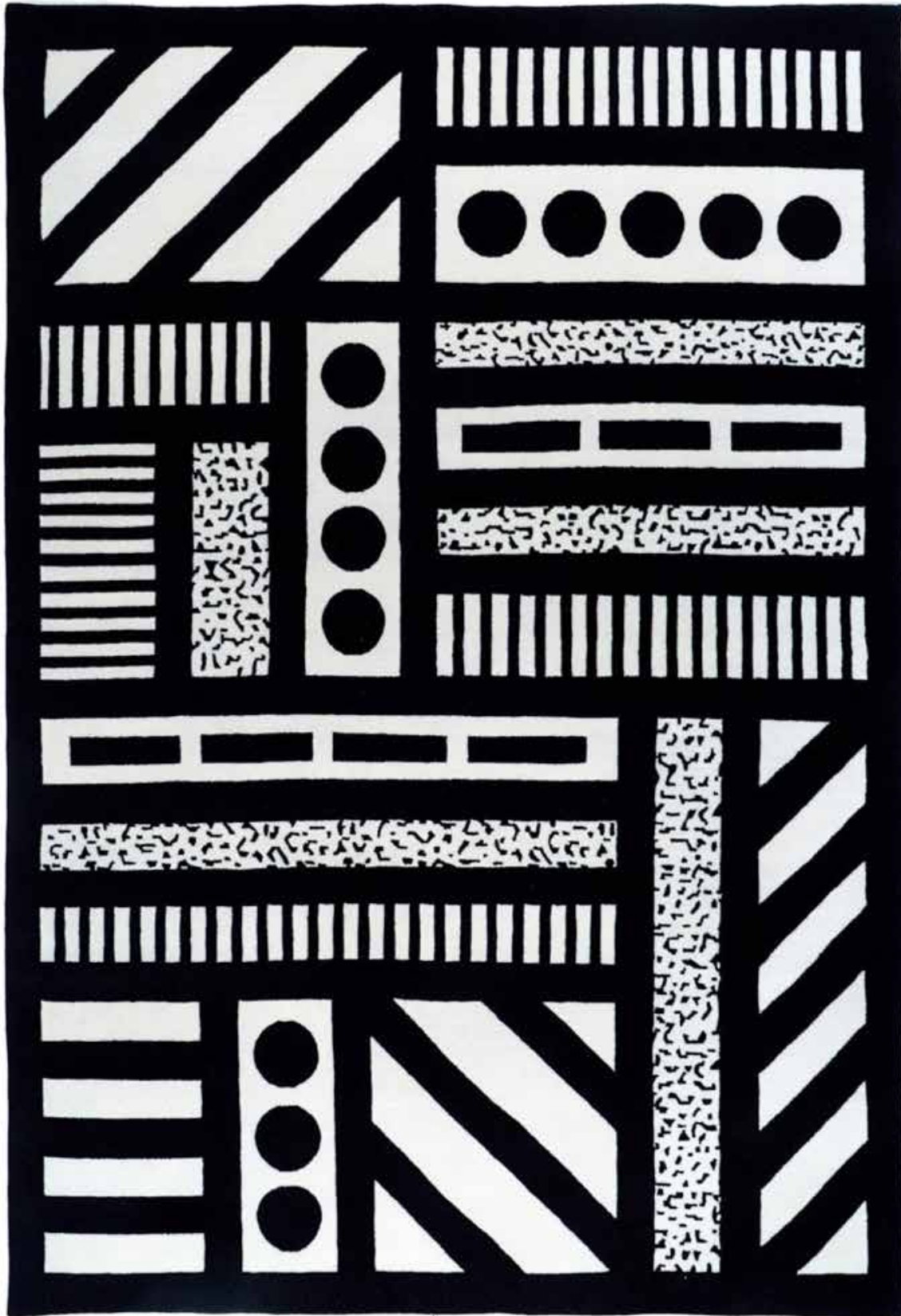
CAMILLE WALALA

Construction: 80 Hand Knot
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



CAMILLE WALALA

Construction: 60 Hand Knot
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



CARMELLIA INDRAWATI



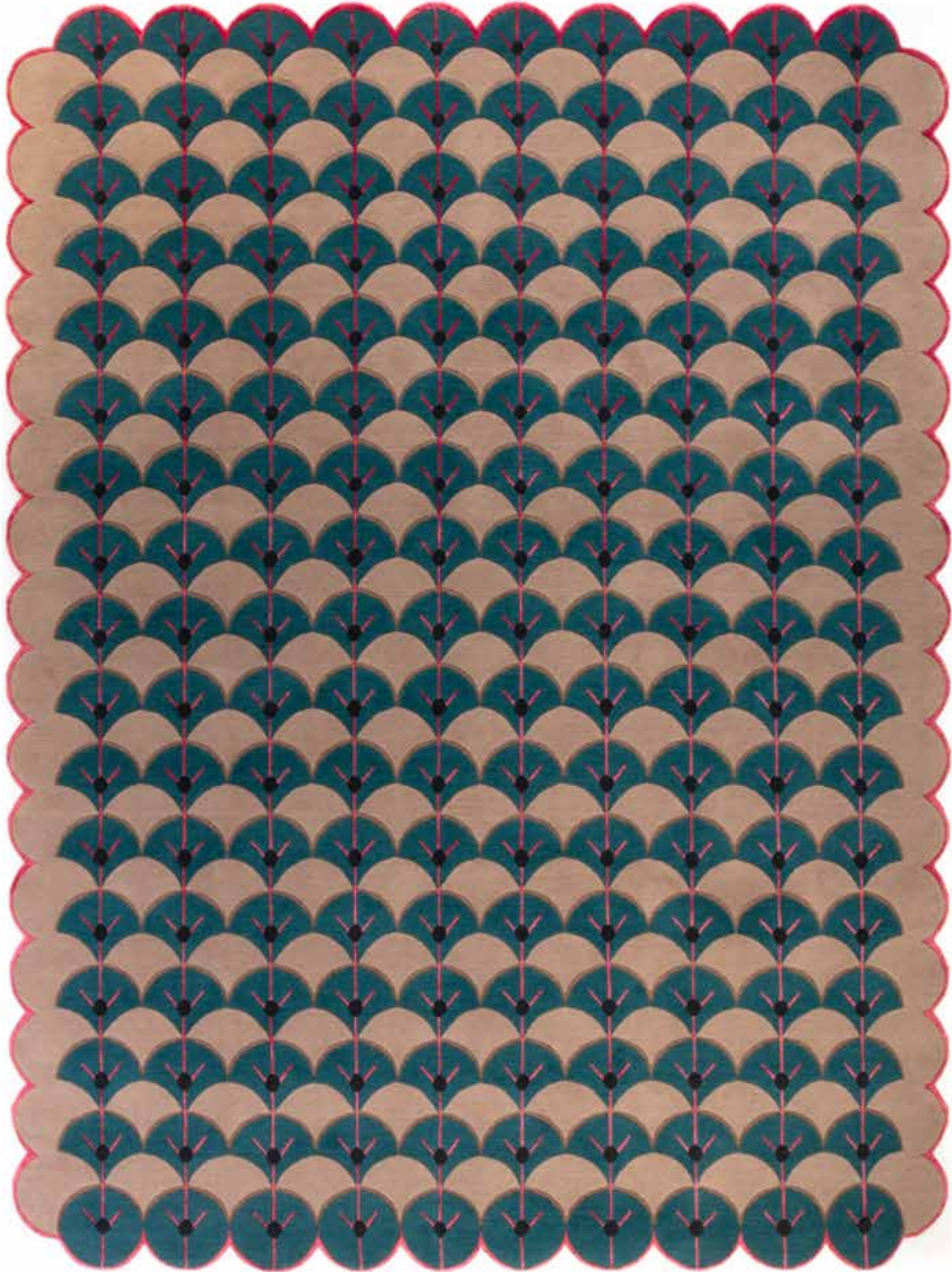
A self-confessed daydreamer, Carmellia Indrawati takes a whimsical approach to design, bringing splashes of bright colour and a touch of playfulness to all her pieces. Carmellia enjoys mixing colour-blocking and texture to create designs that appear multi-dimensional. Influenced by her everyday surroundings and their emotional impact are the biggest influences in Carmellia's work by interpreting them into colourful shapes, adding depth with different textures, layering them into her artwork.

Art Deco influences spun with a retro 70s vibe

Carmellia's Marmalade rug was inspired by the architecture of London, in particular the Art Deco cinemas and Tube stations that impressed the Indonesian designer when she first arrived in the city, and blends a 1920s aesthetic with a 1970s retro feel. At once sleek, glamorous and joyful, thanks to its vibrant teal colourway, it's the perfect eye candy for your home if you're looking to add that little 'something' to your interior.

CARMELLIA
INDRAWATI

Construction: 80 Hand Knot
Material: Wool & Viscose
Bespoke Sizes / Colours Available
Standard Sizes: 220x300 cm



FLOOR_STORY



Discovering the unusual and unique is something we love at FLOOR_STORY and at times we've even been commissioned by customers to travel the globe to find a rug that fits their home to perfection, a 'no compromise' approach to rug shopping if ever there was one.

Inspired by the iconic movies of visionary Wes Anderson

The FLOOR_STORY Leopard series, designed by the company's talented in-house team, was inspired by the work of visionary director Wes Anderson, famed for evoking mood through colour palettes in films such as *The Grand Budapest Hotel*, *The Darjeeling Limited* and *Isle of Dogs*. Hand knotted in Nepal from wool and bamboo viscose in an exquisite 80-knot quality to create beautiful depth and shimmering highlights, these gorgeous rugs breathe new life into animal print, and are available in nine stunning colourways.

FLOOR_STORY

Construction: 80 Hand Knot

Material: Wool

Bespoke Sizes / Colours Available

Standard Sizes: 160x230, 200x300, 250x350 cm



FLOOR_STORY

Construction: 80 Hand Knot

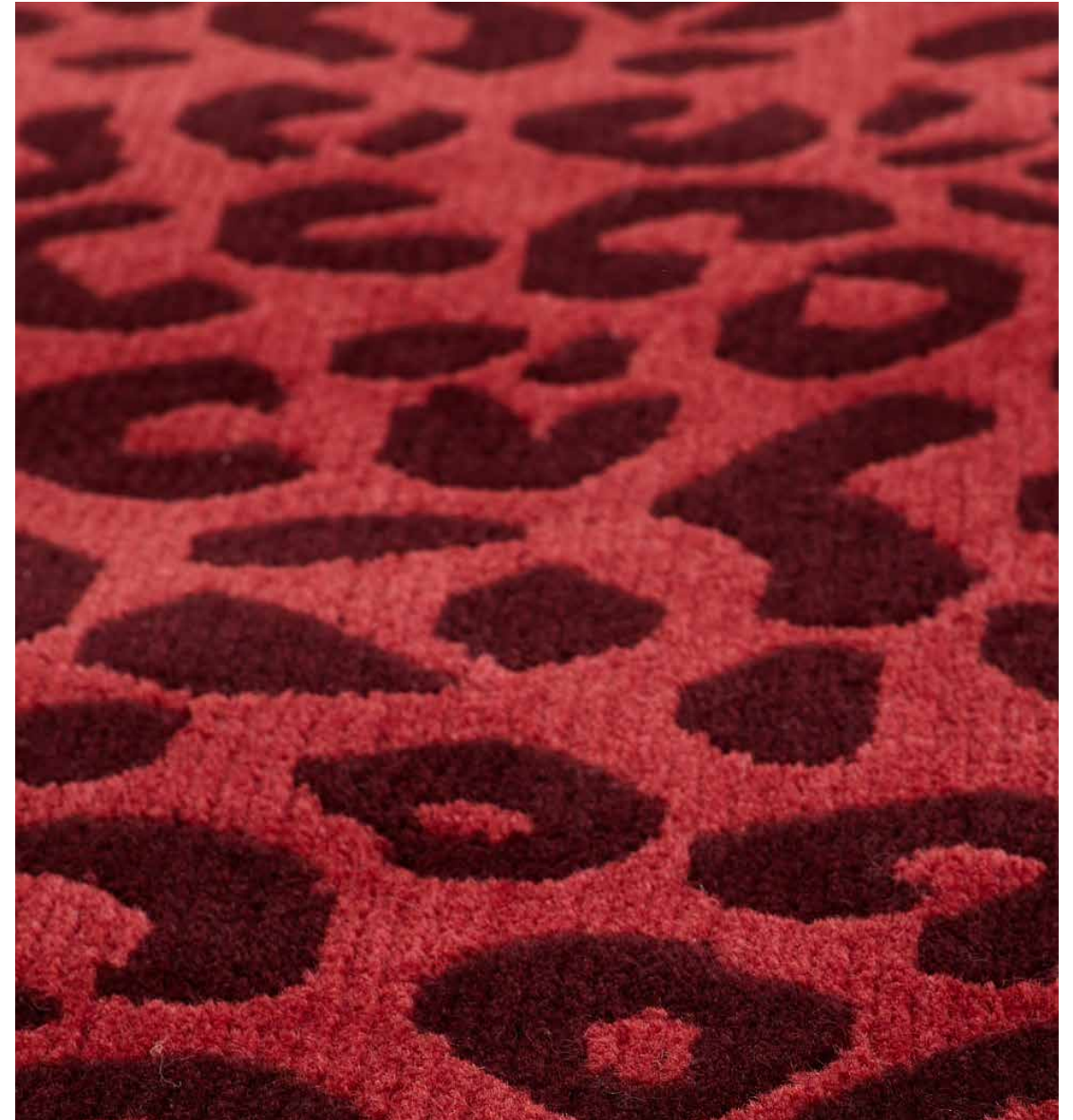
Material: Wool

Bespoke Sizes / Colours Available

Standard Sizes: 160x230, 200x300, 250x350 cm



Rex



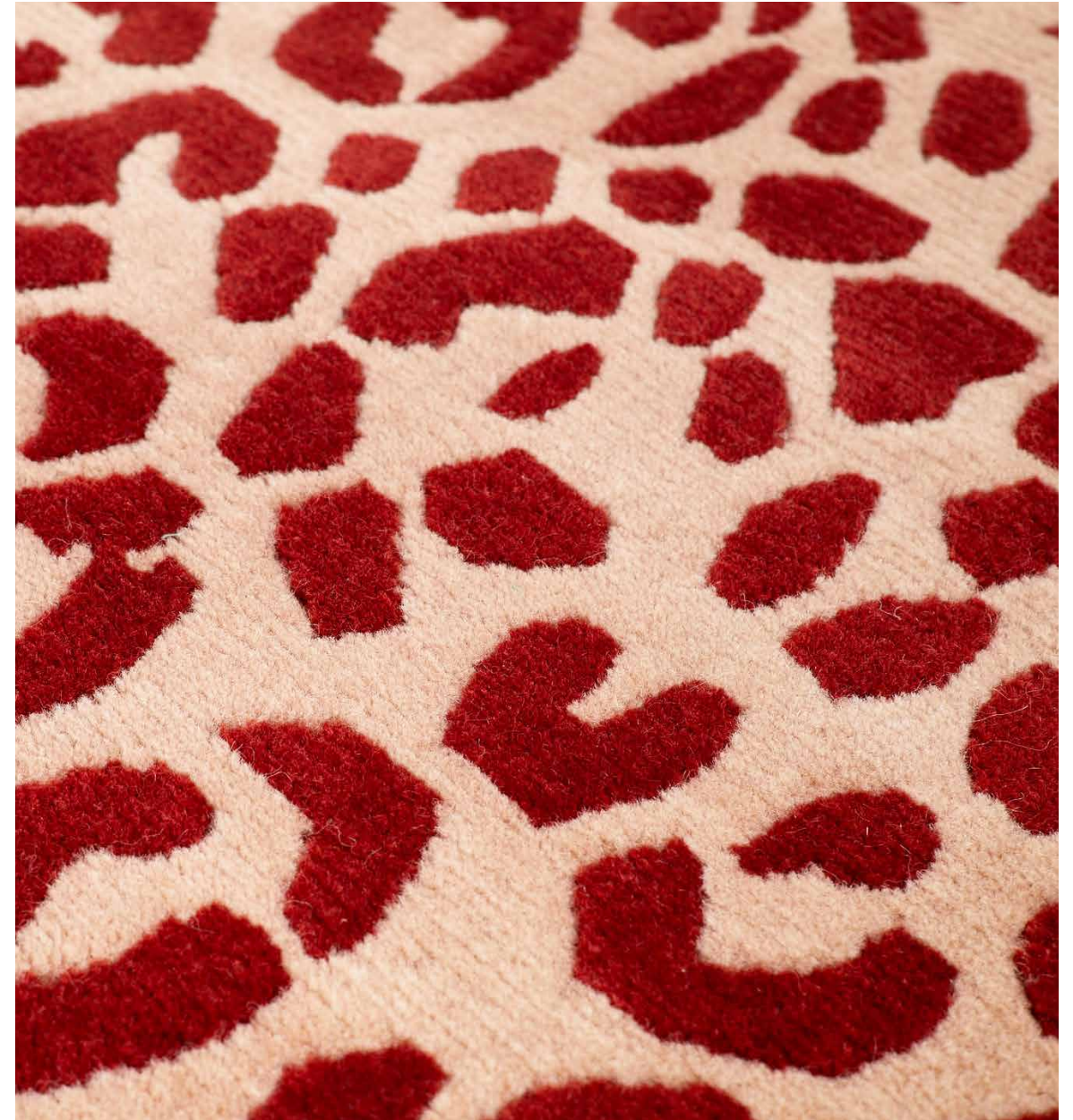
FLOOR_STORY

Construction: 80 Hand Knot

Material: Wool

Bespoke Sizes / Colours Available

Standard Sizes: 160x230, 200x300, 250x350 cm



JOHN BOOTH



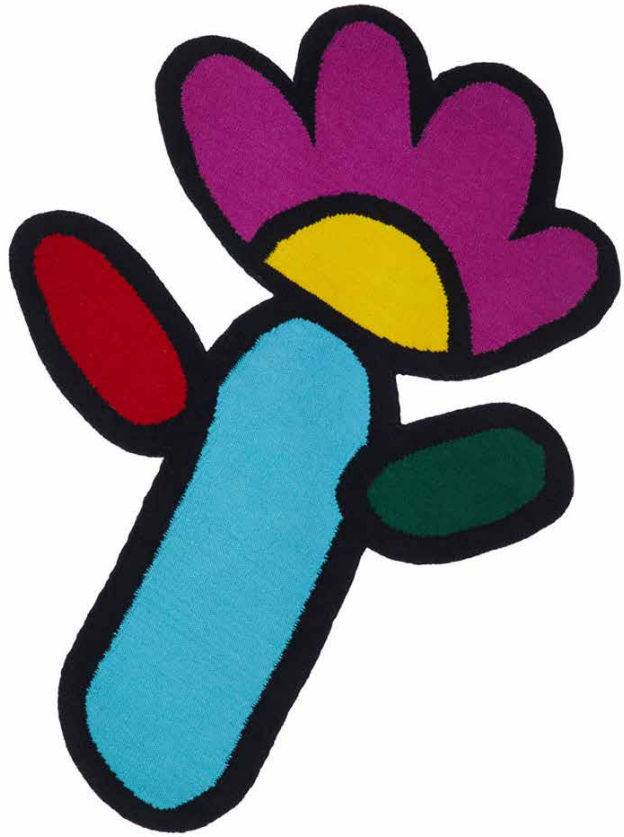
Illustrator, ceramicist and artist John Booth is a polymath of creativity, whose bold use of colour and cartoonish style infuses his pieces with a sense of joy. A former intern at John Galliano, Booth has created textiles for Zandra Rhodes and collaborated with Fendi, adding bursts of painterly colour to backpacks, t-shirts and holdalls. Currently working with House of Voltaire, an art and interiors collective, John is all about making sure there's something for everyone and with that we can't argue.

The joy of creative expression

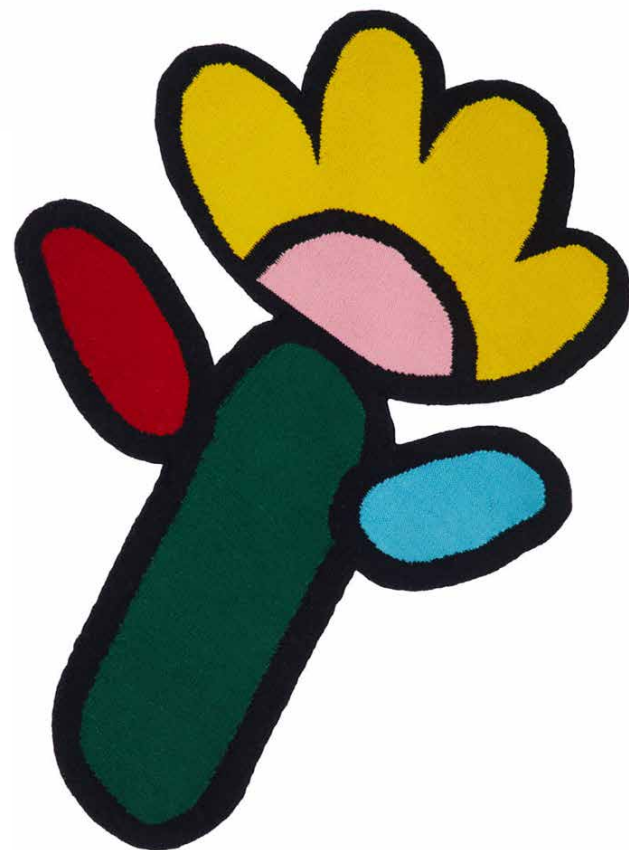
John's stunning Giovanni, Technique and Flower rugs, produced exclusively for FLOOR_STORY, expertly recreate his trademark quirky designs and vibrant hues in wool and silk. They are sure to create an uplifting atmosphere anywhere they're laid.

JOHN BOOTH

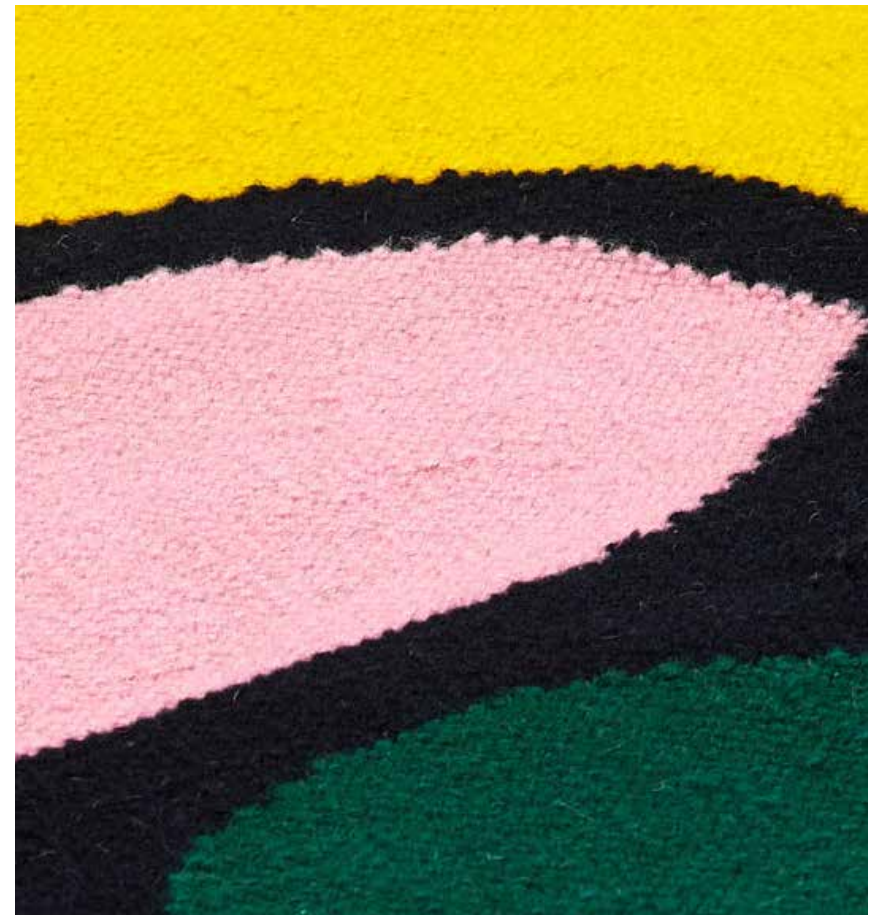
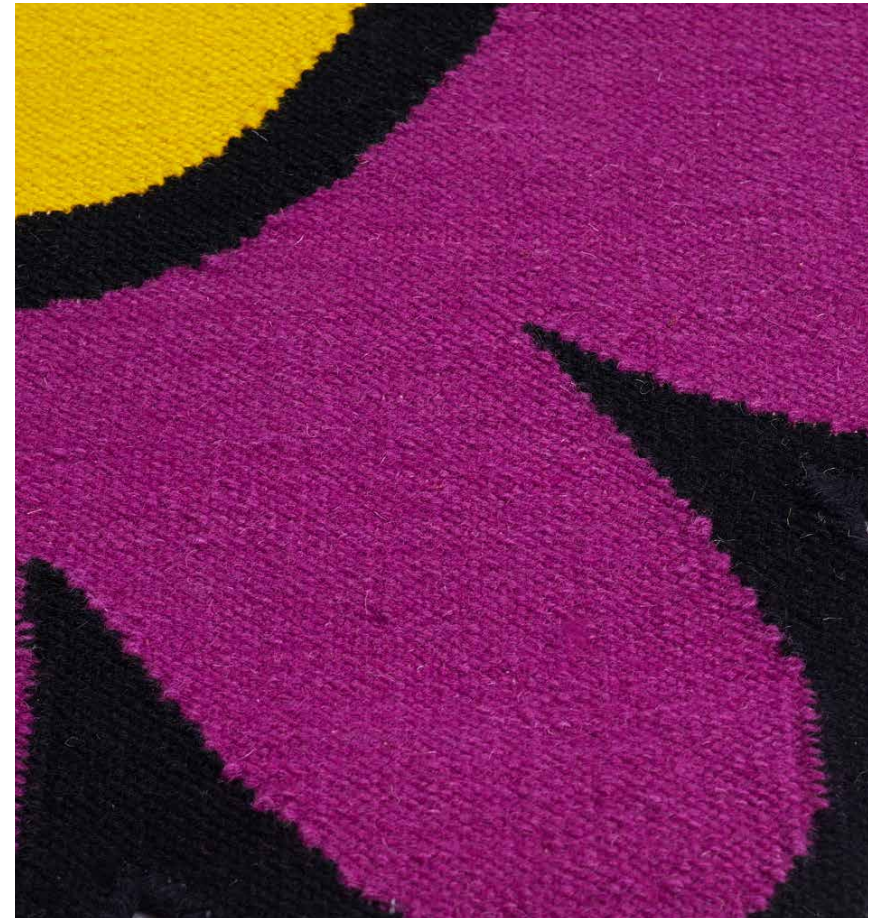
Construction: Kilim
Material: Wool
Limited To An Edition Of 50
Standard Sizes: 83x120 cm



Cosmos Flower



Daisy Flower

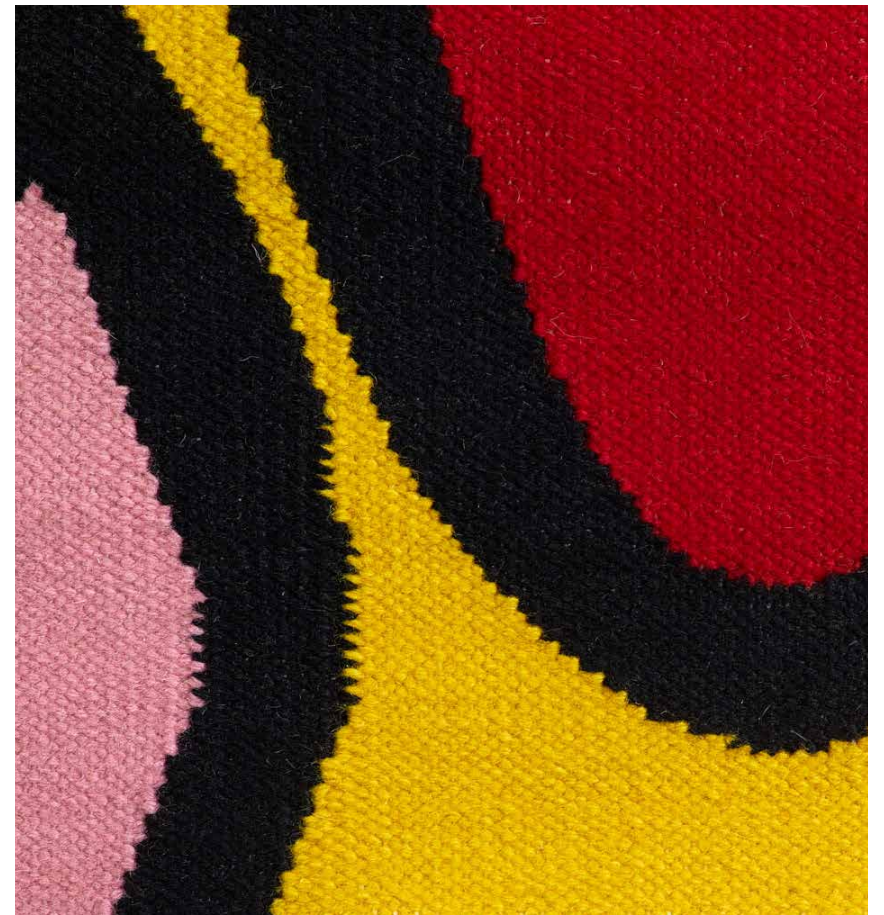
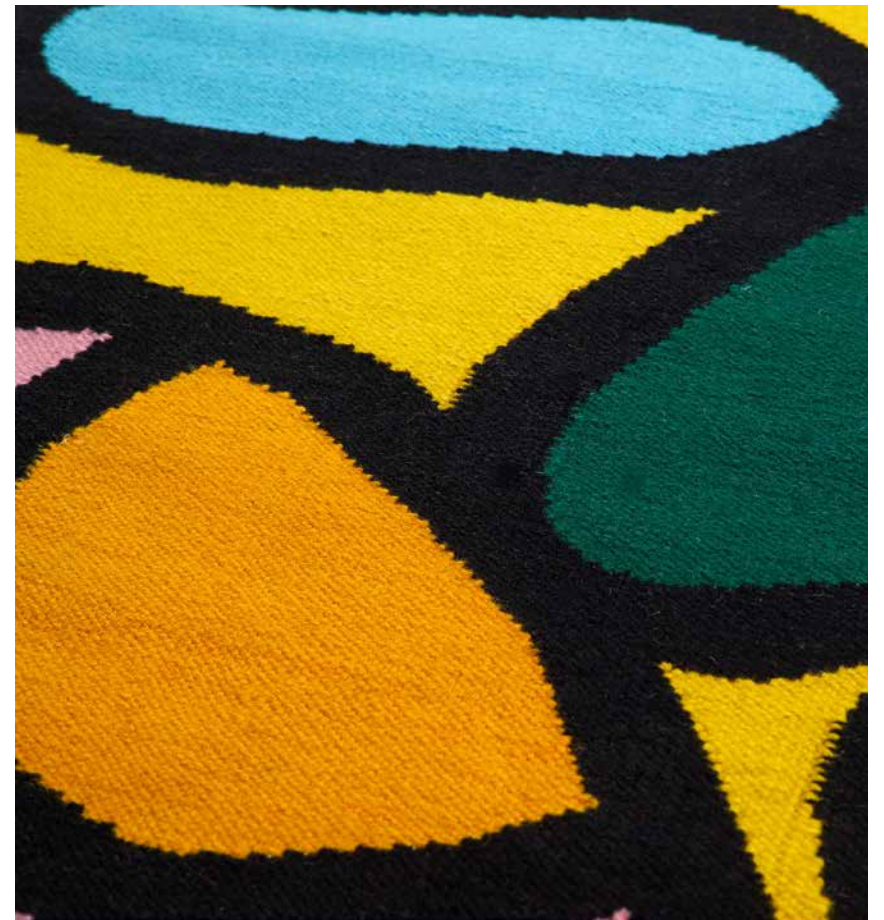


JOHN BOOTH

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 95x135 cm



Marigold Flower

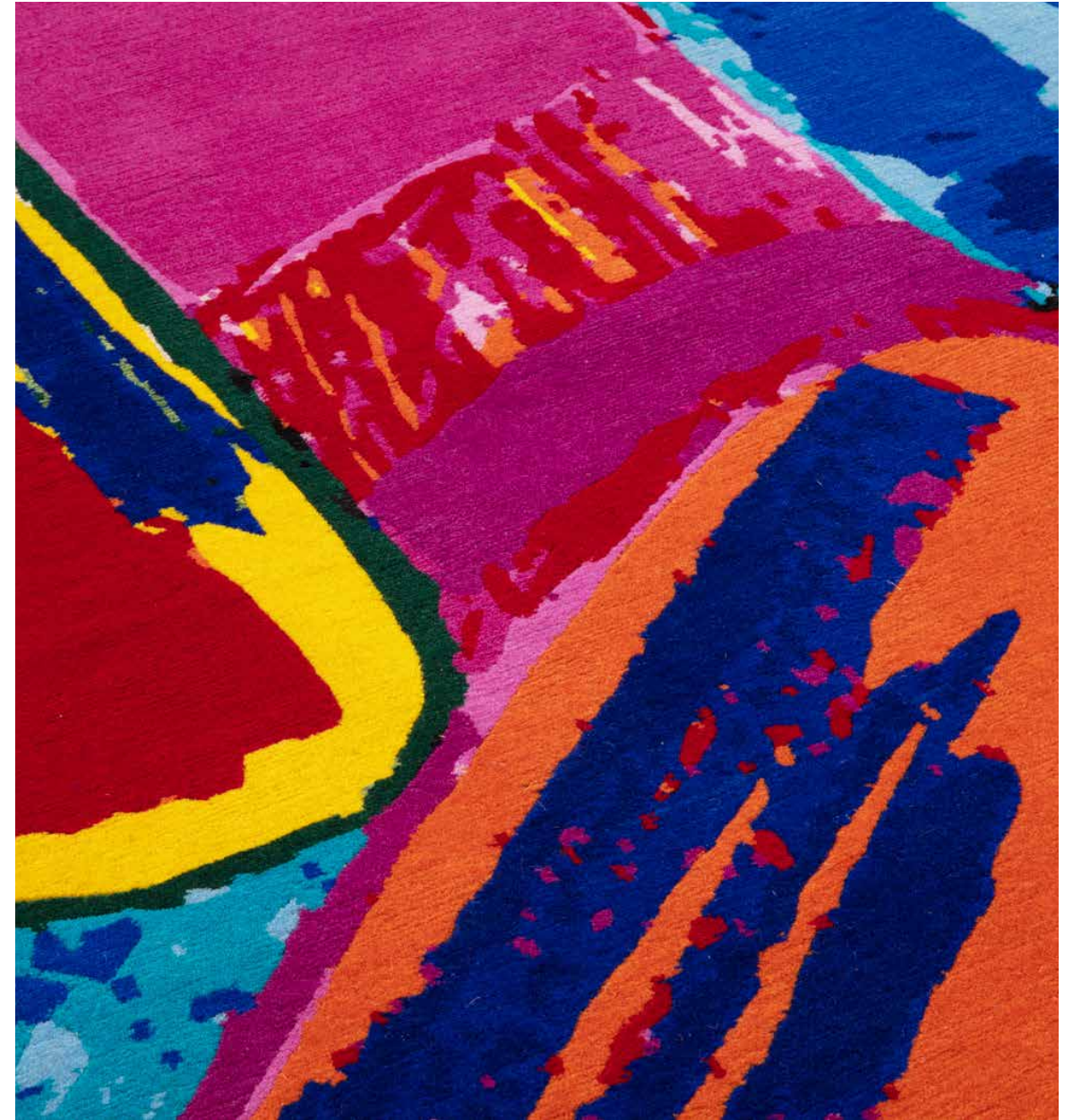


JOHN BOOTH

Construction: 100 Hand Knot
Material: Wool & Viscose
Bespoke Sizes Available
Standard Sizes: 160x230 cm



Technique



JOHN BOOTH

Construction: 100 Hand Knot
Material: Wool & Viscose
Bespoke Sizes Available
Standard Sizes: 160x216 cm



KITTY JOSEPH



Kitty Joseph is a London-based contemporary women's wear designer, who also consults for international fashion brands on colour and print design. Worn by Lady Gaga, stocked at Colette and with special projects for Absolut UK, MAC Cosmetics, Nokia and Adidas; there is no doubt Kitty is an influential figure in fashion, print and textiles. Kitty has produced four designs for FLOOR_STORY, echoing some of her most recognised fashion pieces.

Shifting colour to fit your mood

Inspired by the accordion pleats that are a thread through the clothing of fashion designer Kitty Joseph, Optick is an exploration of the expressive beauty of a bicolour palette and simultaneous contrast. Combined with subtle geometry and surface carving, Optick appears to shift in design and colour as you move around it. Simply by rotating the rugs in your space, you can shift the colour to fit your mood. What a wonderful way to let people know how your feeling!

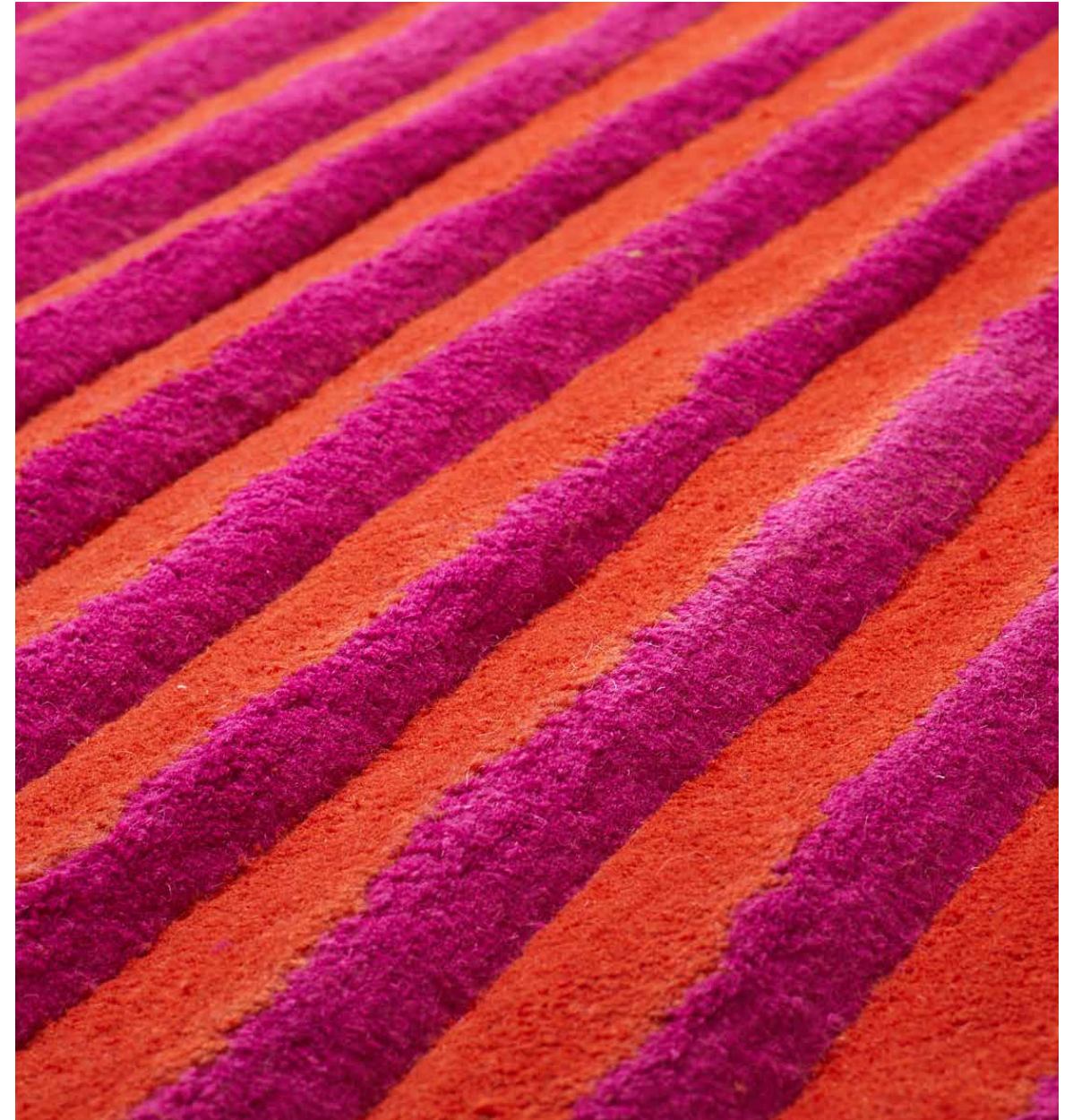
KITTY JOSEPH

Construction: Hand Tufted & Carved

Material: Wool

Bespoke Sizes / Colours Available

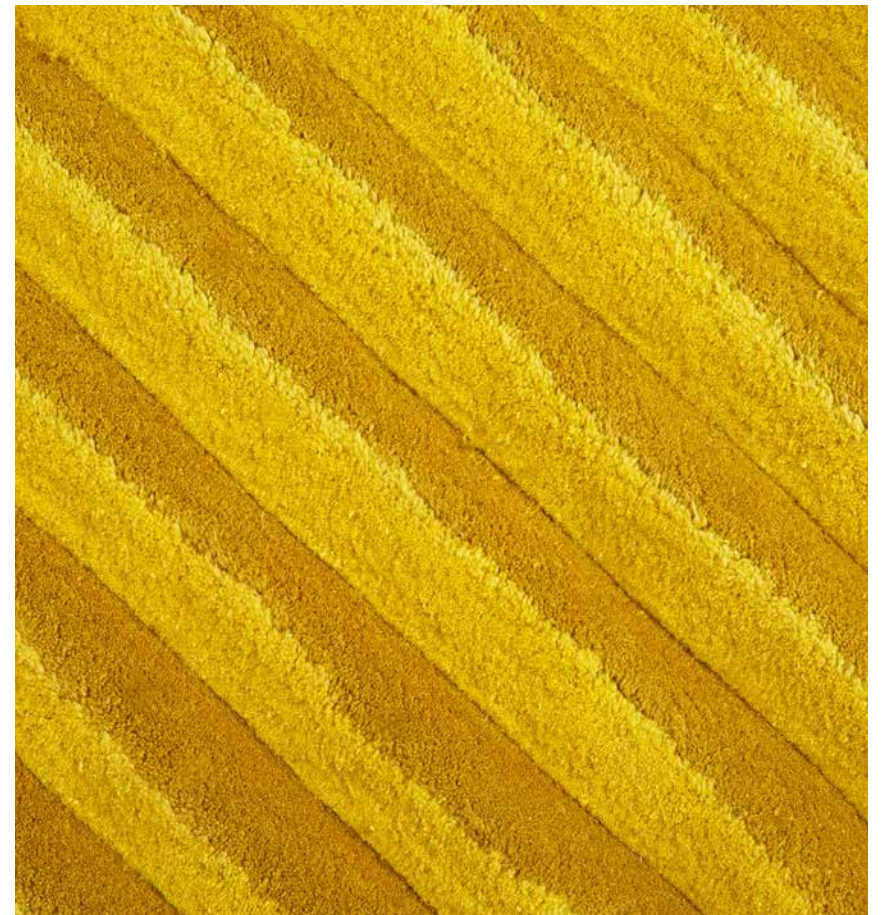
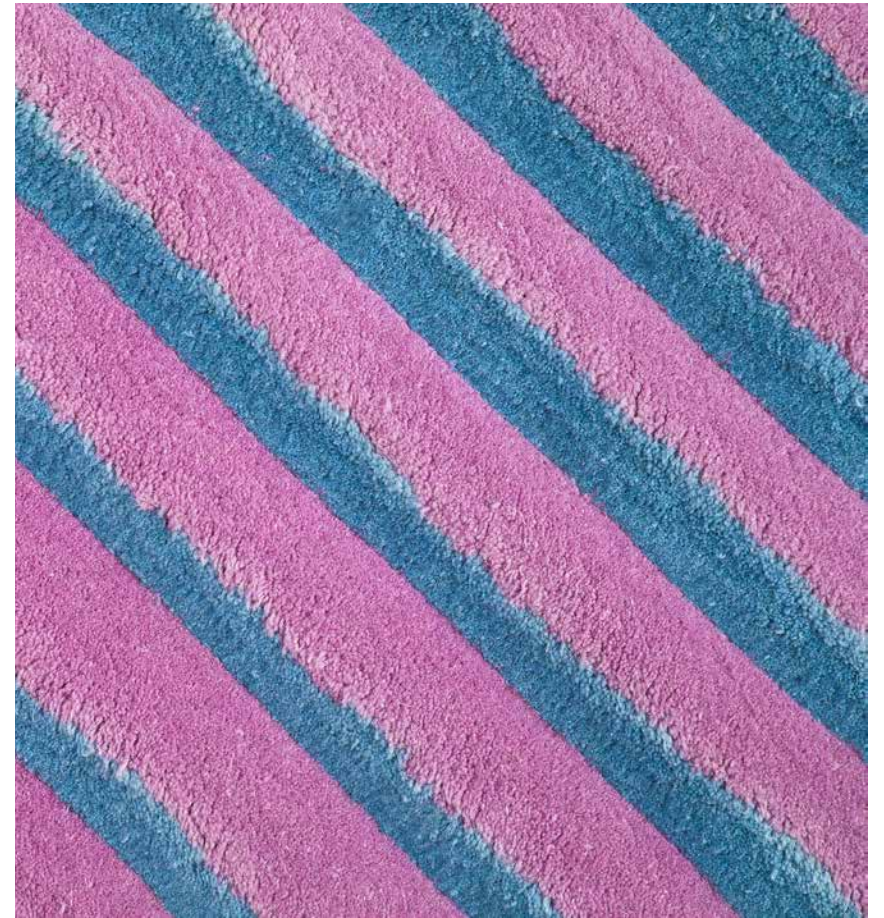
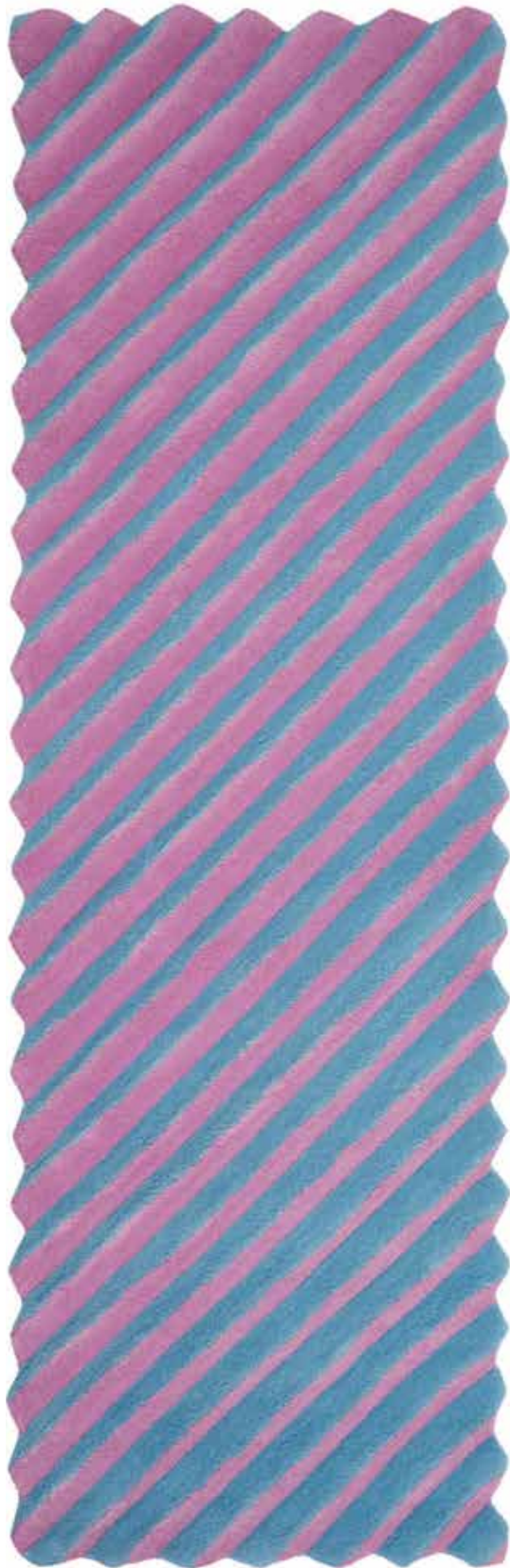
Standard Sizes: 70x230, 120x180, 160x230 cm



Geranium Optick

KITTY JOSEPH

Construction: Hand Tufted & Carved
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 70x230, 120x180, 160x230 cm



Sky Optick

Sun Optick

SEBASTIAN WRONG



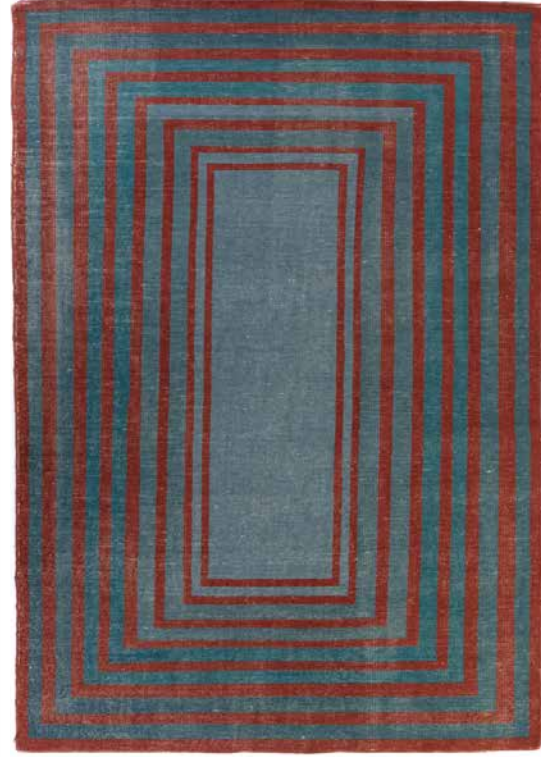
With a portfolio of work spanning furniture, lighting, accessories and gallery projects, Sebastian Wrong is a designer, creative director and specialist in modern manufacturing. Having worked with some of the most pre-eminent designers and companies of the era, his portfolio of work includes critically acclaimed and award-winning products. A founding member of the Established & Sons brand, where he remained creative director until 2012, Sebastian is now head of the progressive London-based lighting design company, Wrong.London.

Endless configurations to be aligned or layered

Wrong Angle is the realisation of a project that Sebastian first developed some years ago. The design is about colour tones, scale and lines; the rug design frames a floor space allowing endless configurations to be aligned or layered, which in turn allows loose furniture or objects to be placed and connected into a grid pattern. The idea works as an independent rug or as a community of rugs, with or without furniture.

SEBASTIAN WRONG

Construction: 20 Hand Knot
Material: Wool
Standard Sizes: 120x180, 160x230, 200x300,
300x400 cm



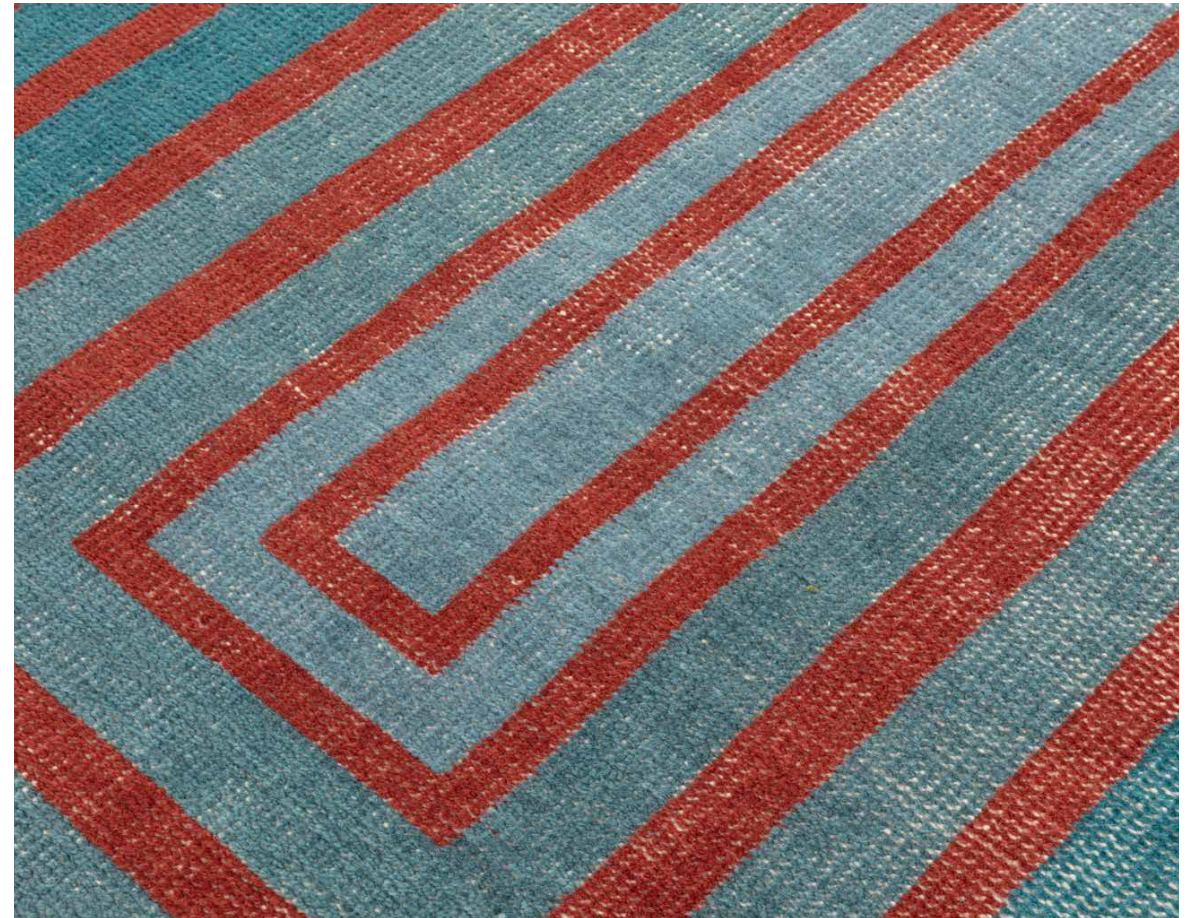
Wrong Angle A

Wrong Angle B



Wrong Angle C

Wrong Angle D



FLOOR STORY DESIGNER COLLECTION

2LG

CAMILLE WALALA

CATHERINE MACGRUER

DARKROOM

ELEY KISHIMOTO

EMDAL STUDIO

ETOILE HOME

EVE SPENCER

FLOCK

JOSIE FORD

KANGAN ARORA

KENT & LONDON

KITTY JOSEPH

LAURA SPRING

MIMI FORREST

ROB PYBUS

SUNNY TODD PRINTS

TRIFLE*

ZANDRA RHODES

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2LG

Construction: Hand Tufted
Material: NZ Wool & Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Embossed Emerald



Embossed Jade

2LG

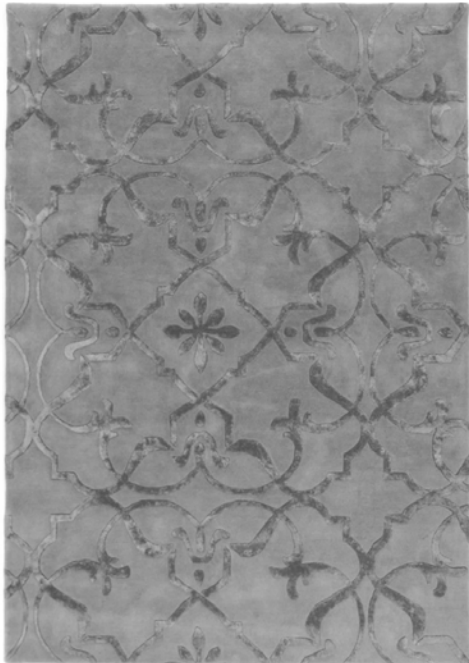
Construction: Hand Tufted
Material: NZ Wool & Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Moire Blush



Moire Gold



Embossed Silver



Moire Indigo

2LG

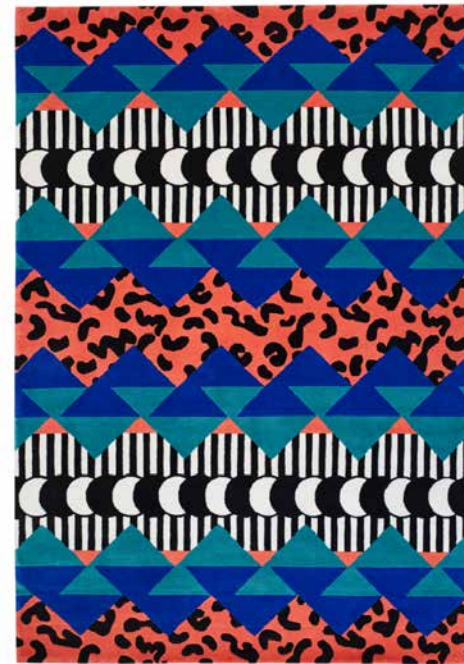
Construction: 150 Hand Knot
Material: NZ Wool & Chinese Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Roses

CAMILLE WALALA

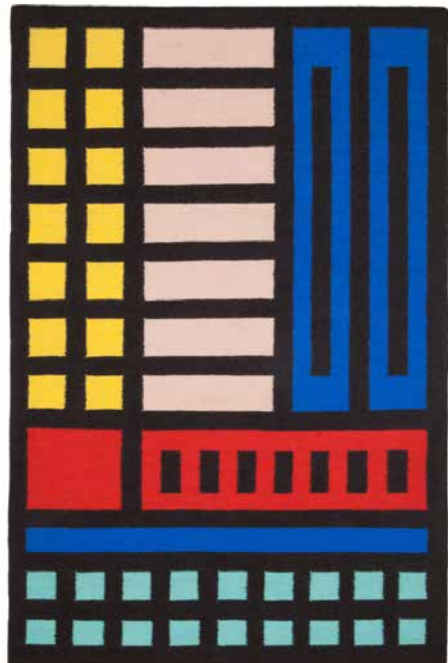
Construction: 80 Hand Knot
Material: NZ Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Congo

CAMILLE WALALA

Construction: Kilim
Material: Heavyweight Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm



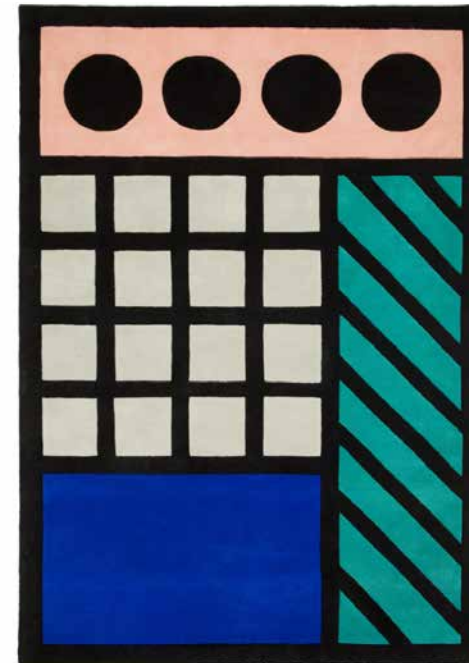
Buildings Come True

CAMILLE WALALA

Construction: Hand Tufted
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Fixed



Aria

CATHERINE
MACGRUER

Construction: Hand Tufted
Material: Wool & Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm

CATHERINE
MACGRUER

Construction: Hand Tufted
Material: Wool & Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Court in Pink



Curve



Path in Olive



Path in Navy



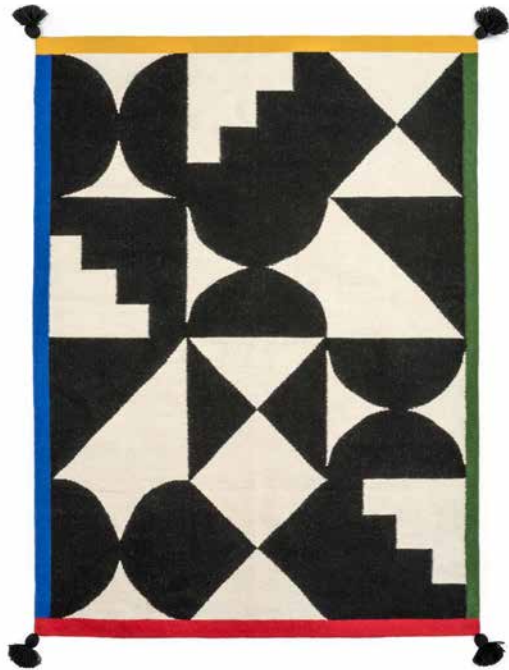
Maze



Tone in Mint

DARKROOM

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x160, 140x190, 160x215 cm



Shapes

ELEY KISHIMOTO

Construction: Kilim / Hand Tufted
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Flash Kilim



Flash Hand Tufted

EMDAL STUDIO

Construction: 100 Hand Knot
Material: NZ Wool & Chinese Silk
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



Signy

ETOILE HOME

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm



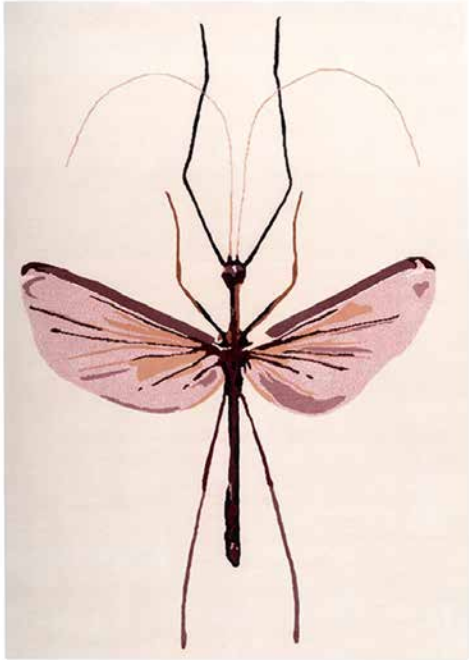
Glassworks Gold



Glassworks Turquoise

EVE SPENCER

Construction: 100 Hand Knot
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 140x200 cm



Damsel



Thawk

FLOCK

Construction: 100 Hand Knot
Material: NZ Wool & Art Silk
Bespoke Sizes
Standard Sizes: 120x180, 160x230, 200x300 cm



Northmore

EVE SPENCER

Construction: Hand Tufted
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 140x200 cm



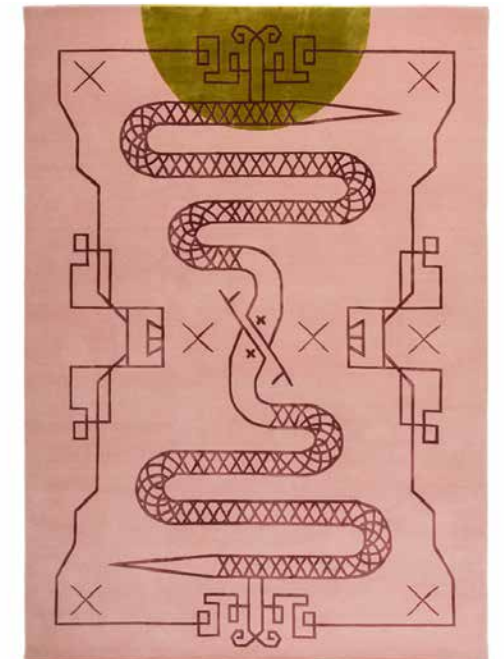
Oilbirds

JOSIE FORD

Construction: 100 Hand Knot
Material: NZ Wool & Chinese Silk
Bespoke Sizes / Colours Available
Standard Sizes: 160x230, 250x300, 200x300 cm



Moth



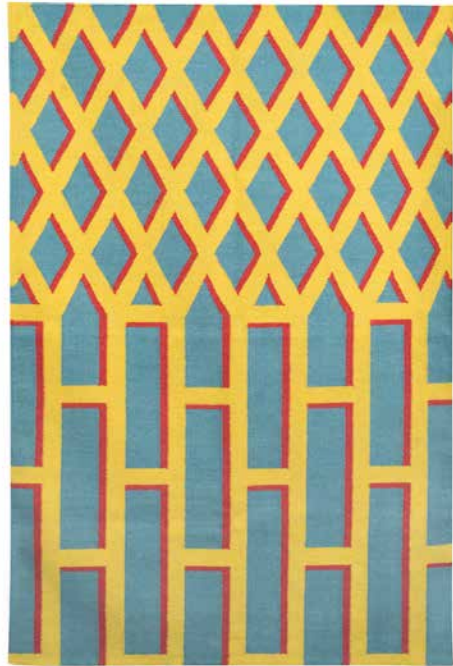
Snake

KANGAN ARORA

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm

KANGAN ARORA

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm



Jali Day



Jali Night



Loha Blue



Loha Grey



Khidki



Loha Mono



Loha Light Blue



Loha Yellow

KANGAN ARORA

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm

KANGAN ARORA

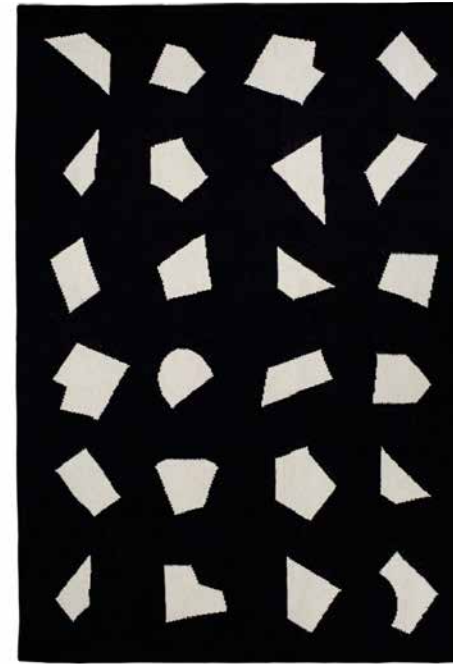
Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm



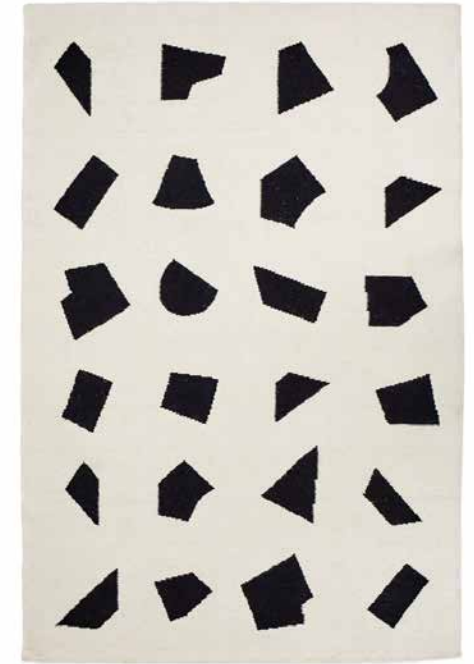
Lucknow Day



Lucknow Night



Radium Mono Black



Radium Mono White



Patang Pink



Patang Yellow

KANGAN ARORA

Construction: 80 Hand Knot
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Circus

KANGAN ARORA

Construction: Hand Tufted
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Jungali



Radium (120, 150, 180 Ø cm)



Kites Colour



Kites Mono



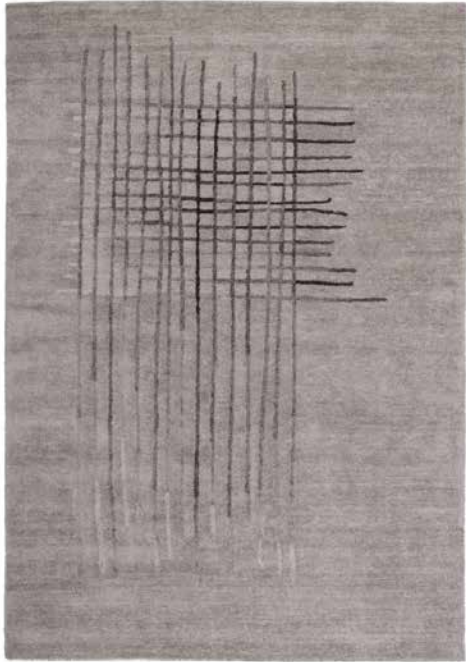
Weft Yellow



Weft Green

KENT & LONDON

Construction: Hand Tufted Cut & Loop Pile
Material: Wool & Silk
Bespoke Sizes / Colours Available
Standard Sizes: 160x230, 200x300 cm



Yasmin

KITTY JOSEPH

Construction: Hand Tufted, Carved & Shaped
Material: Wool
Bespoke Sizes Available
Standard Sizes: 150, 180, 200, 250, 300 Ø cm



Chroma Pastel



Chroma Primary

KITTY JOSEPH

Construction: Hand Tufted, Carved & Shaped
Material: Wool
Bespoke Sizes Available
Standard Sizes: 137x222 cm



Chroma Contour



Chroma Grey

KITTY JOSEPH

Construction: Hand Tufted, Carved & Shaped
Material: Silk
Bespoke Size Available
Standard Sizes: 150, 180, 200, 250, 300 Ø cm



Chroma Pink

LAURA SPRING

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm



Lehariya Yellow



Solstice in Blue & Green

LAURA SPRING

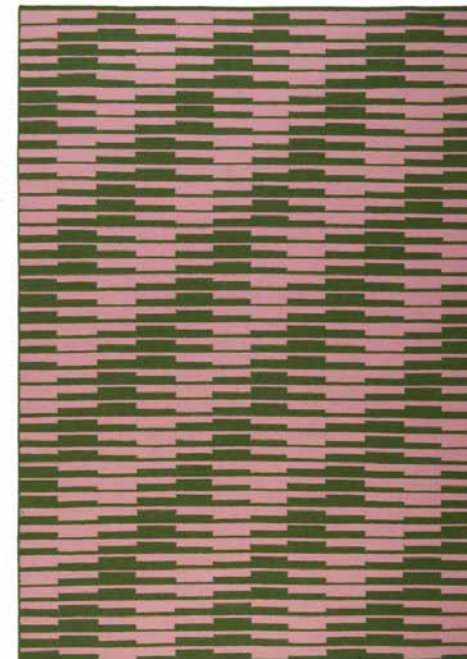
Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm



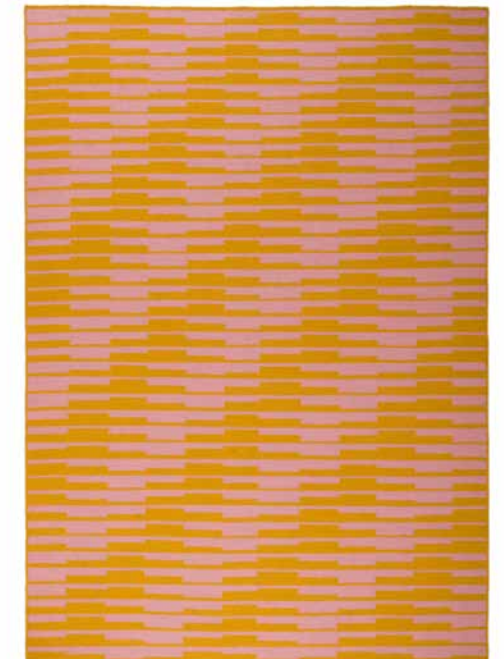
Lehariya Blues



Lehariya Red



Solstice in Pink & Green



Solstice in Pink & Mustard

MIMI FORREST

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



Cut

MIMI FORREST

Construction: Hand Tufted
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 160, 180, 200, 250, 300 Ø cm



Spilt

MIMI FORREST

Construction: 100 Hand Knot (& Soumac in Tear)
Material: NZ Wool & Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Fold



Tear

MIMI FORREST

Construction: Hand Tufted
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 178x255, 208x300, 250x360 cm



Rip

ROB PYBUS

Construction: 80 Hand Knot
Material: Wool & Art Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



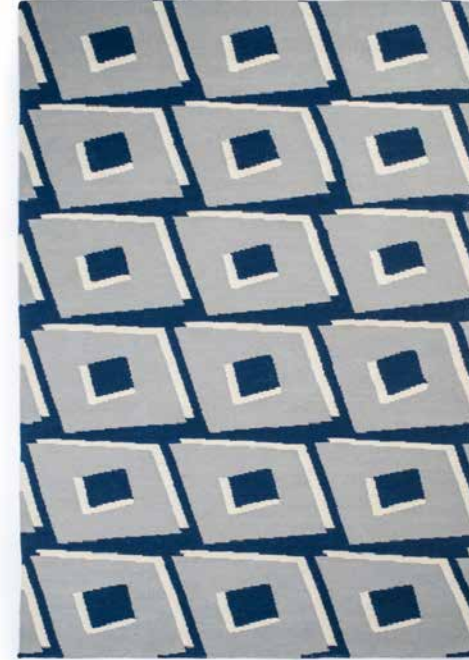
Headdress



Hello Sailor

SUNNY TODD PRINTS

Construction: Kilim
Material: Heavyweight Wool
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230 cm



Diamond



Zig Zag



Lover

TRIFLE*

Construction: Hand Tufted
Material: Wool or Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 60x230, 160x230, 200x300 cm

TRIFLE*

Construction: 60 Hand Knot / 80 Hand Knot
Material: Wool or Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 60x230, 160x230, 200x300 cm



Bethnal Green



Columbia Road



Arnold Circus



London Fields Lido



Towpath in Wool



Towpath in Silk



Walthamstow

ZANDRA RHODES

Construction: Hand Tufted
Material: NZ Wool & Bamboo Silk
Bespoke Sizes
Standard Sizes: 80 Ø cm, 120x150 cm



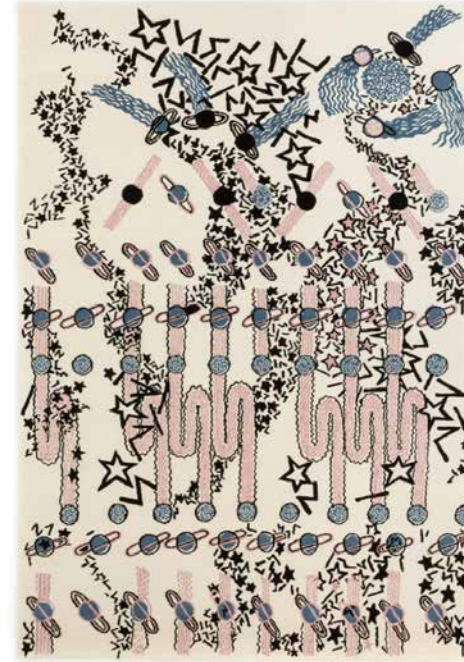
Mexican Star



Tutankhamun's Leopard

ZANDRA RHODES

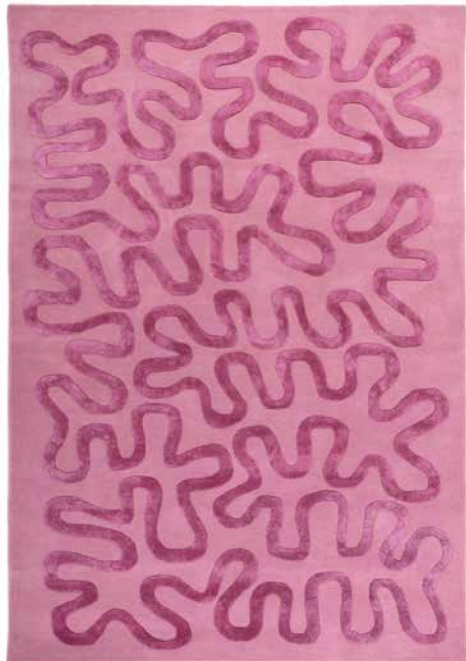
Construction: 150 Hand Knot
Material: NZ Wool
Bespoke Sizes
Standard Sizes: 160x230 cm



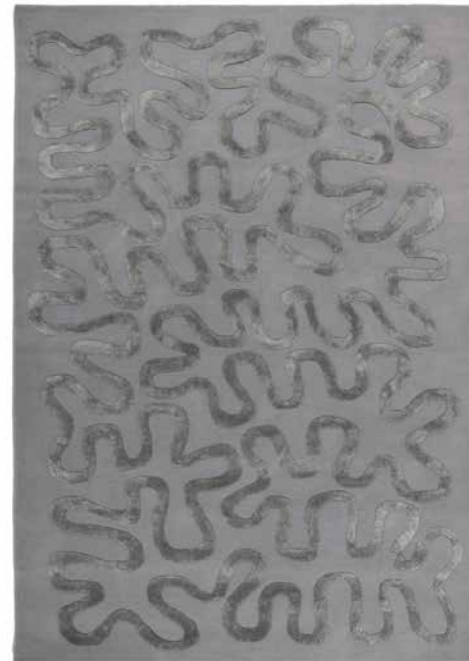
Star Warz

ZANDRA RHODES

Construction: Hand Tufted
Material: NZ Wool & Bamboo Silk
Bespoke Sizes / Colours Available
Standard Sizes: 150x230 cm



Wiggle



Wiggle Silver

FLOOR STORY IN-HOUSE COLLECTION

CONSTRUCTION:

HAND KNOTTED

HAND LOOMED

HAND TUFTED

MATERIAL:

BAMBOO SILK

CHINESE SILK

NEW ZEALAND WOOL

VISCOSE

WOOL

STANDARD SIZES:

120X180 CM

160X230 CM

200X300 CM

250X350 CM

BESPOKE SIZES

/ COLOURS AVAILABLE

The FLOOR STORY in-house collection, bringing your home beautiful rugs designed by us and handmade to the very best quality by the world's finest artisans. We take our making incredibly seriously, working with only the most ethical weaving centres to create rugs of exquisite quality.

Your new rug should be the perfect fit, that's why we offer a custom made-to-order programme across all our Designer Collection and in-house styles.



ABSTRACTO

Construction: Hand Tufted
 Material: Wool & Silk
 Bespoke Sizes / Colours Available
 Standard Sizes: 120x180, 160x230, 200x300 cm



Abstracto-1



Abstracto-2



Abstracto-4



Abstracto-6

CASCADE

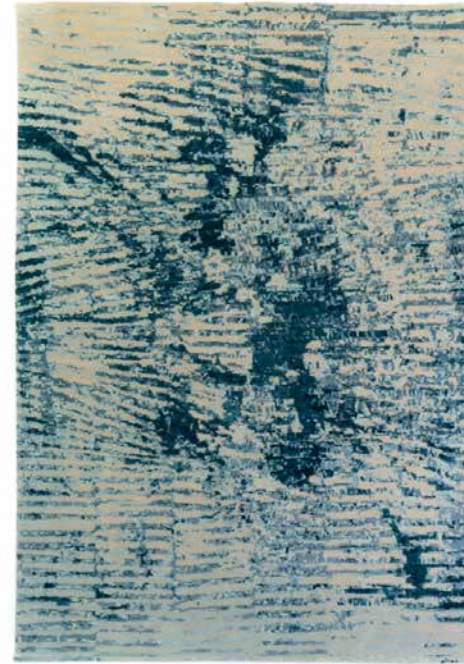
Construction: 80 Hand Knot
Material: Wool & Viscose
Bespoke Sizes / Colours Available
Standard Sizes: 200x300 cm



Cascade

ENIGMA

Construction: 100 Hand Knot
Material: NZ Wool & Art Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Enigma in Blue

CIRCLE & ANGLELINES CIRCLES & LINES

Construction: Kilim
Material: Wool
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



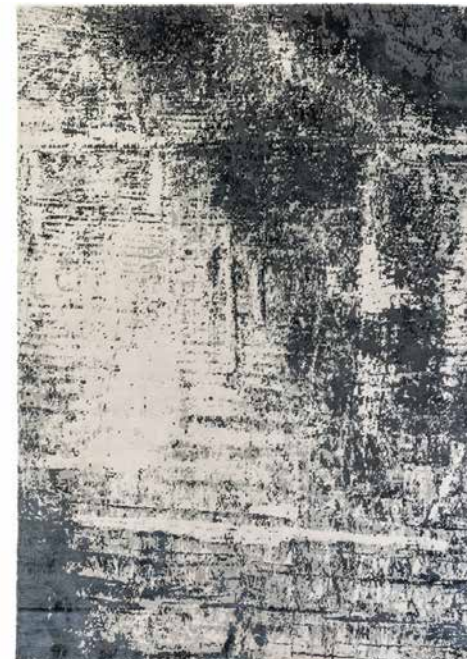
Circle & Anglelines



Circles & Lines

EROSION

Construction: 80 Hand Knot
Material: NZ Wool & Chinese Silk
Bespoke Sizes / Colours Available
Standard Sizes: 160x230, 200x300 cm



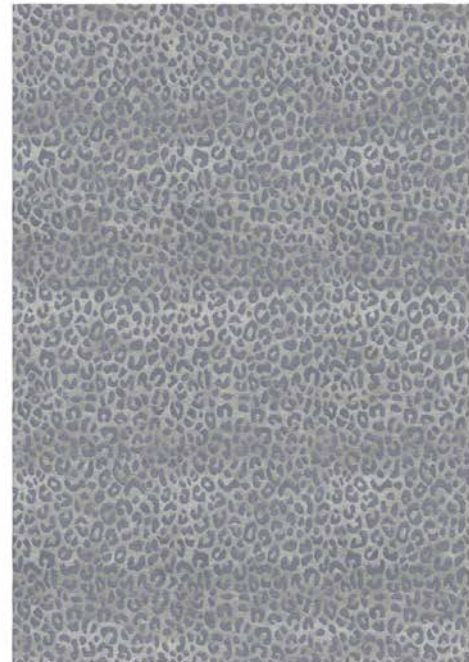
Erosion

LEOPARD

Construction: 80 Hand Knot / Hand Tufted
Material: Wool & Viscose
Bespoke Sizes / Colours Available
Standard Sizes: 160x230, 200x300, 250x350 cm



Leopard in Dmitri



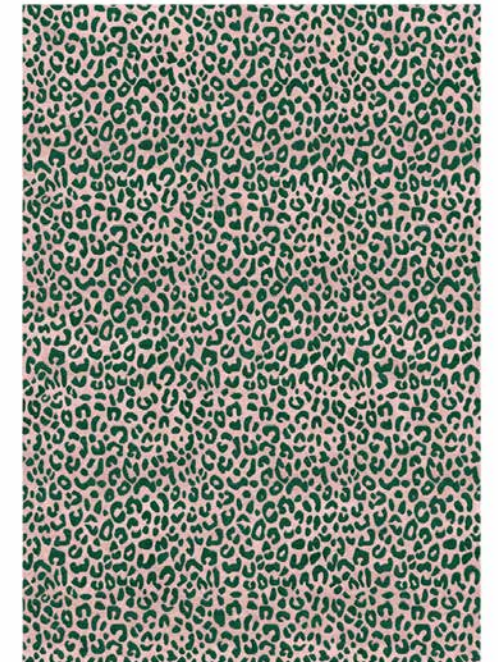
Leopard in Francis

LEOPARD

Construction: 80 Hand Knot / Hand Tufted
Material: Wool & Viscose
Bespoke Sizes / Colours Available
Standard Sizes: 160x230, 200x300, 250x350 cm



Leopard in Sam



Leopard in Suzy



Leopard in Gustave



Leopard in Jopling



Leopard in Zero Mustafa

MEMENTO

Construction: Hand Tufted
Material: Wool & Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Memento

SCRIBBLE

Construction: 100 Hand Knot
Material: Wool & Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Scribble

RIVER

Construction: 100 Hand Knot
Material: Wool & Silk
Bespoke Sizes / Colours Available
Standard Sizes: 160x230, 200x300 cm



River

STARDUST

Construction: Hand Loomed
Material: Viscose
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm

STARDUST

Construction: Hand Loomed
Material: Viscose
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



Stardust in Azure



Stardust in Burgundy



Stardust in Gold



Stardust in Grey



Stardust in Charcoal



Stardust in Deep Blue



Stardust in Olive



Stardust in Pink

STARDUST

Construction: Hand Loomed
Material: Viscose
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



Stardust in Rose



Stardust in Silver

TEXTURA

Construction: 100 Hand Knot
Material: Wool & Silk
Bespoke Sizes / Colours Available
Standard Sizes: 160x230 cm



Textura

TIGER

Construction: 100 Hand Knot
Material: Wool
Bespoke Sizes Available
Standard Sizes: 75x190 cm



Tiger

TOPOGRAPHY

Construction: 100 Hand Knot
Material: Wool & Silk
Bespoke Sizes / Colours Available
Standard Sizes: 120x180, 160x230, 200x300 cm



Topography

TROPICAL

Construction: 100 Hand Knot
Material: Wool & Silk
Bespoke Sizes Available
Standard Sizes: 180 Ø cm



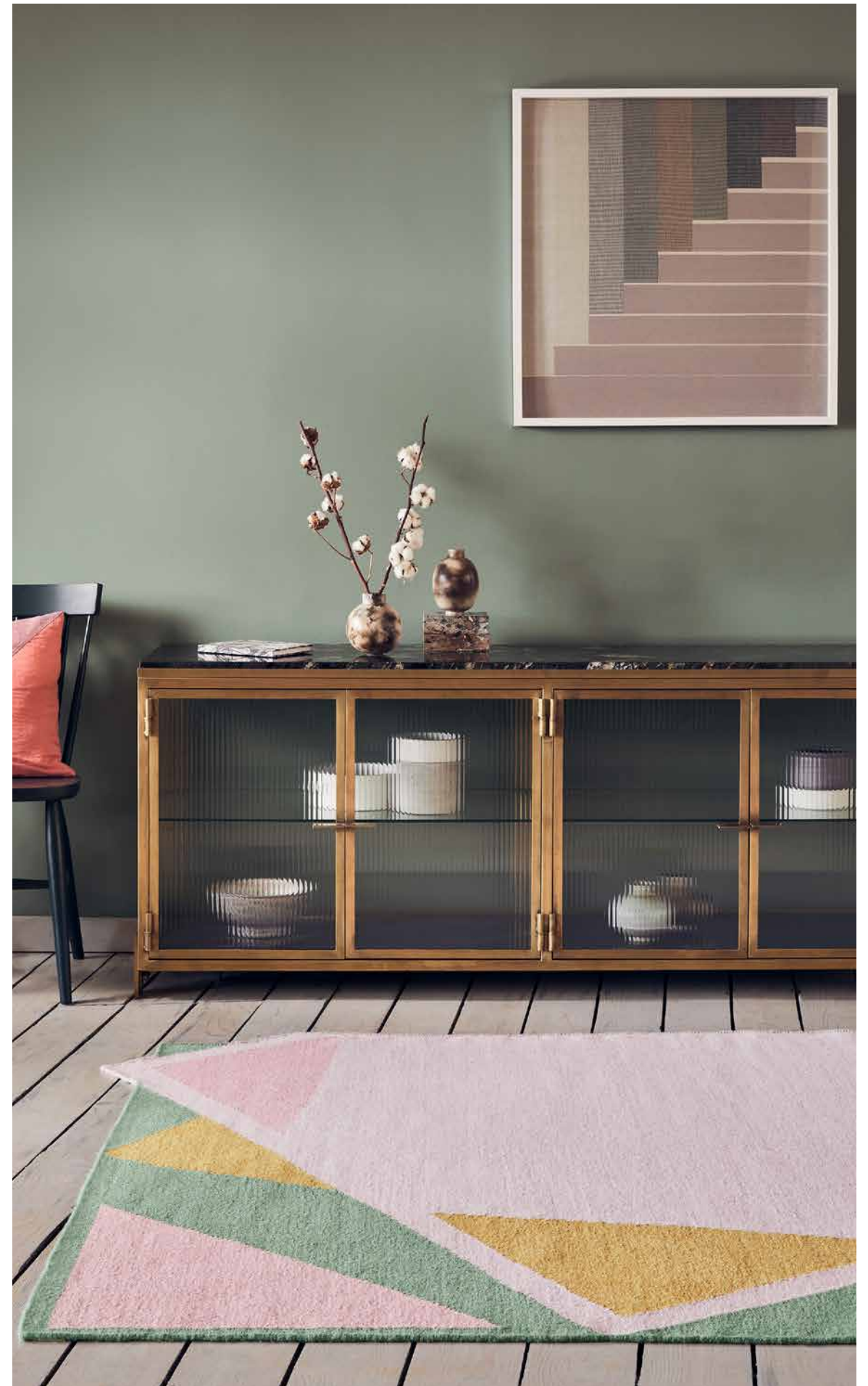
Tropical

WAKAAM

Construction: Kilim
Material: Wool
Bespoke Sizes Available
Standard Sizes: 170x250 cm



Wakaam



CUSTOM RUGS

Here at FLOOR_STORY we understand that sometimes standard just doesn't quite cut it and that's why we love making it easy to create your very own rug. Whether a made-to-order special on any of our Designer and FLOOR_STORY Collection rugs, or a custom work that portrays your unique style, our hand-made approach makes working it all out easy.

While our standard sizes are great for most homes, the made-to-order service lets you tweak, shrink or expand most of our Designer and FLOOR_STORY Collection rugs to the perfect fit. You can find out more about how to get the right size for your home with our Custom Rug Buying Guide.

That's the beauty of making by hand, it allows us freedom. You can even make subtle changes to the colours and scale of rugs to bring just the right perspective to your fabulous new creation. Each of our made-to-order rugs will be hand crafted from the finest wool, viscose and silk yarns by some of the world's best makers, so you can be confident your new rug will be just as exquisite as you first imagined.

From original designs and a small hand-trial sample, your custom rug can be created in unique shapes and in an astonishing number of colours. In fact, with more than 1,600 wool poms alone, we think you'd be hard pushed to find a shade we can't produce. You can even add touches in texture through hand-carving and lustre with the addition of silk.

Once you're happy with your design and have signed-off on the sample, your FLOOR_STORY Custom rug will be made from the finest quality yarns by skilled artisans. The hand-making process can be as quick as eight-weeks, with more intricate designs taking up to twelve-weeks, the hand-made nature cannot be rushed. You can be sure that your FLOOR_STORY Custom rug will be truly extraordinary, a unique work that celebrates your individual sense of style.

We love being involved in such expressive work, so get in touch.

RUG BUYING GUIDE

01_BUDGET

Always start by knowing what you want to spend. How much you've got to splash out on your rug will determine the yarns, techniques and qualities that are open to you. These can impact things like design, colours and texture, so it's important to get this right at the beginning.

02_DESIGN

Once the budget and size are decided, you can start on the fun process of designing your rug. Here at FLOOR_STORY we love seeing just what inspires our customers. Everything from a favourite picture, a colour palette, even textures and everyday objects; our designers will work with you to translate this feeling into a beautiful design. There's just one rule: we will not copy another design under any circumstances.

03_CONSTRUCTION

All our custom rugs are made by the skilled hands of artisans in India and Nepal, so you can be sure of great quality and the care of craftspeople, no matter what the technique.

HAND TUFTED

Crafted by punching strands of yarn onto a stretched canvas frame, hand tufting brings a deep and luxurious texture. The feel of a hand tufted rug is hard to beat and the technique is ideal for a myriad of shapes, painterly lines and bright, contrasting colours.

HAND KNOTTED

Labour intensive and painstaking, hand knotting is the most traditional way of making and creates rugs of exceptional quality and longevity. Perfect for fine work and intricate patterns, a hand-knotted rug really is the don. Our hand-knotted styles range in density from 60-knots per inch right up to 150-knots for incredibly fine, velvet-like softness.

HAND WOVEN

Often called flatweaves or kilims, hand-woven rugs are made using a loom weaving process that creates a neat alignment of yarn. A great technique for reproducing geometric pattern and also makes a good choice if budget is tight.

04_COLOUR

A crucial part of the process, colours can make or break a rug, so we'll work really closely with you to make sure the ones you choose are just so. With 2,600 wool colour poms and 1,600 different silk poms housed at our East London design studio, there's plenty to choose from. A shade here, a shade there, a little bit of pop; getting your hands on the poms and exploring the potential really does start bringing your design to life.

CARE GUIDELINES

DAY TO DAY CARE

For short-pile rugs, regular vacuuming is key. Unless it's removed, dirt can work its way down deep into the rug pile, causing wear and tear and eventual breakage. If you've opted for a longer-pile rug, though, you'll need to take a gentler approach. With these rugs, excessive vacuuming can be damaging and result in increased shedding, so we recommend you shake or beat your rug the old-fashioned way to dislodge the majority of dirt and grit, then run over it lightly with a vacuum cleaner using the appropriate attachment.

DEALING WITH SPILLS

If the worst happens and you spill something on your rug, you need to act fast to prevent the stain spreading. First, remove any solid matter then use a clean white cloth or paper towel to carefully soak up any excess liquid – blot, don't rub. Next, using the appropriate carpet cleaner – the WoolSafe Organisation has some good recommendations - and a fresh, clean cloth, work from the outside of the stain inwards, taking care not to over-wet the rug. Pat off any excess moisture with a paper towel and allow to air dry.

DAMAGE LIMITATION

Any coloured rug positioned in strong direct sunlight will be susceptible to fading, but you can reduce the risk by turning your rug end-to-end on a regular basis. Likewise, regularly changing the position of any furniture that sits on your rug will protect the carpet fibres from being crushed. As an extra precaution, cushion sharp chair and table legs with castor cups.

FLUFF AND LOOSE THREADS

During the rug manufacturing process, occasional loose threads can sometimes occur. Rest assured this isn't a sign of damage to your rug and is easily solved by simply snipping the thread to the desired height with a pair of scissors. Likewise, don't be alarmed if you spot fluff or pilling on the surface of your rug; this is a natural result of yarn compression during the making of your rug. Vacuum regularly to remove it, and the problem should settle over time.

SAFETY FIRST

Some of our rugs come with built-in anti-slip backing but for those that don't - namely our hand-knotted and hand-tufted styles - it's worthwhile investing in anti-slip matting or underlay. This is even more important if your rug is going to be laid directly on a smooth surface such as wood or tiles.

PETS AND PESTS

If you share your home with a dog or a cat, we'd recommend you purchase an all-wool rug rather than one of our mixed-fibre designs. That's because wool, as a purely organic material, contains natural oils that prevent the absorption of odours. Unwelcome guests such as moths, on the other hand, are attracted to natural fibres, so discourage them by vacuuming often, concentrating on dark crevices and skirting boards where they are likely to lurk. Lifting and turning your rug on a regular basis will also help.

Abide by these simple rules and your FLOOR_STORY rug will stay looking amazing and just the way we made it. Don't forget though, that wool rugs need time to settle. In the early days you may notice a few loose yarns coming off your rug, but this is totally natural and nothing to worry about. Likewise, shaggy or deep pile rugs may not lie completely flat at first but will settle after a few weeks.

CARE GUIDELINES

CLEANING

Vacuum the rug regularly, brushless attachment is recommended. Additionally, air the rug from time to time and rotate it occasionally in order to ensure that it wears evenly, protect it from strong direct sunlight, be careful when using detergents and chemicals to clean the floor as they may permanently discolour or dissolve carpet fibres, remove stains immediately. Occasionally, fibres miss the final shearing process and will peek up or sprout after vacuuming. Do not pull the fibres as this may cause permanent damage to the rug, simply clip these even with the rug using a pair of scissors.

STAIN REMOVAL

Remove liquid spill by absorbing with a paper towel or a clean white cloth. Remove solid spills by using a spoon to scoop up as much of it as possible and then dilute the remaining stain with some water. Blot up whatever you can, starting from the edge and working your way towards the centre. Do not rub. For stubborn stains, use stain removal suitable for rug cleaning. Always test the intended cleaning solution for colour fastness on a less visible spot of the carpet. Apply cleaning solution directly onto the stain. Allow to stand for ten seconds and then blot gently with an absorbent clean white cloth, do not wipe or rub. Avoid getting the rug too wet. When dry, gently brush to restore the pile. For hard-to-remove stains, professional rug cleaning is recommended.

Look after your rug the right way, & it will last a lifetime

TYPES OF STAINS

Grease, oil, shoe polish,
ink, wax, make-up, tar etc.

Coffee, chocolate, tea, milk,
cacao, wine, sweets, fruit,
urine, blood, egg, sauce,
vomit, excrement etc.

Mud, dirt etc.

Nail varnish, acetone, chewing
gum, lipstick, paint etc.

CLEANING

Dry Cleaning solvent -
Alcohol, Petrol etc.

Warm water with vinegar and
neutral detergent. Apply with
a damp sponge, clean with
a cloth and leave to dry.

Leave to dry, brush and apply
warm water with ammonia in
a proportion of 3:1

First apply dry cleaning
solvent. Afterwards warm
water with vinegar and neutral
detergent and finally dry
cleaning solvent again.

FLOOR STORY

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