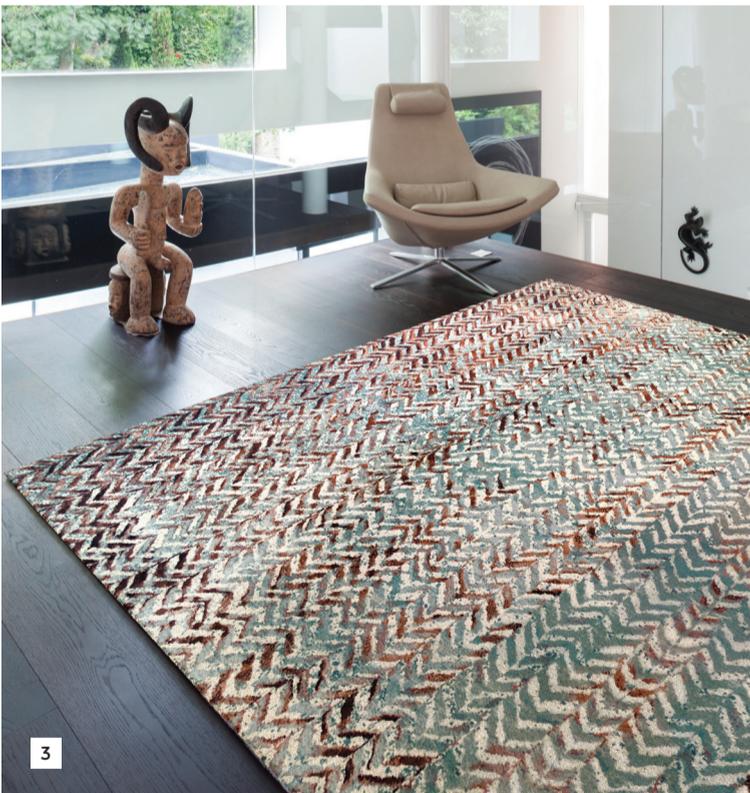


Products



16

2 Silk Avenue

Offering hand-tufted, hand-knotted, shaggy and flat weave carpets, the company prides itself on pushing the boundaries of carpet design and encourages customers to get creative by uploading photos that can be transformed into floor art - from children's artwork to a vintage dress found at a flea market. silk-avenue.co.uk

3 Top Floor

The Muse collection of rugs, designed by Esti Barnes at Top Floor, is based on the artworks of Nicolas Galtier. Barnes



"A beautiful hand-knotted carpet can be a backdrop or the star of an interior design setting. It can work to tie every component of the overall design together for a harmonious result and

appeals to all the senses - a pleasure to look at, soft and comfortable to touch, and it gives a hushed sound."

Lady Deirdre Dyson

trained as a graphic artist in her native Istanbul and founded Top Floor in 1998. Her style continues to evolve beyond her ever-popular trademark use of surface carving and colour shading. Increasingly, she is drawn to themed collections based, for example, on specific design movements or alternative art forms. topfloorrugs.com

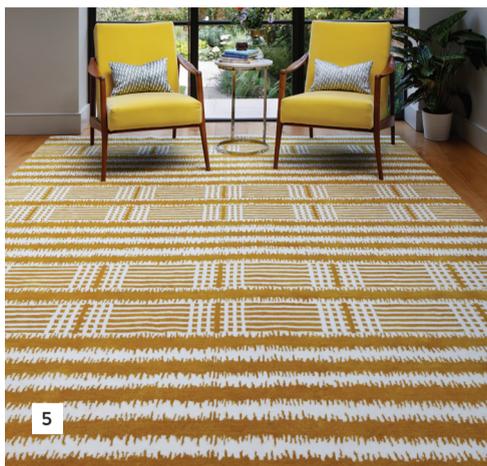
4 Riviere

The new Caledonia Collection of hand-knotted rugs from Riviere is the result of a collaboration with O&A London, inspired by the Scottish landscape. The range

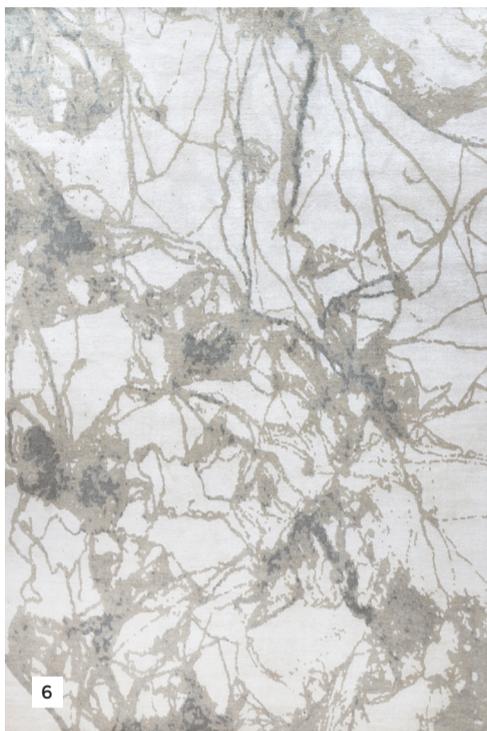
Studio.



Products



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7

Getting creative



Jeff Holtgen, founder of Silk Avenue, outlines the merits of commissioning a bespoke rug

If time is on your side, a bespoke rug is an opportunity to get creative with both design and texture. You can either create something new or tailor an existing design to match the client's taste - for instance adding or removing colours or changing the composition to increase or decrease lustre.

It is unlikely that a standard, stock-size rug would be perfect for what the designer is intending. Size is an important component to the success of a rug, as it has to work beautifully with the furniture placement.

By going bespoke, the client has a one-off product - which I consider the ultimate luxury in our present way of life. Practically everything is available to everyone via the internet, and social media platforms mean that many interiors are copies of each other. In order for designers to create a truly unique space for their client, they need to provide a collection of beautiful custom pieces.

By going custom, our team is able to adjust every element that goes into the production, so the designer and client can achieve exactly what they wish within a price point that they are happy with.

And finally, it is much more fun and creative to design a whole new rug than to simply walk into a showroom and pick one out.

includes five designs - Ocean, Heather, Shells, Celtic and Sound of Fingal's Cave - with each reflecting a deep sense of the beauty the designers experienced on their first visit to Scotland. Manufactured from Tibetan wool and Chinese silk, the rugs can be customised in any colour, size and shape. riviererugs.com

5 Jennifer Manners

The re/Purpose collection from Jennifer Manners is handcrafted by Indian artisans from recycled plastic bottles. The hand-knotted rugs have a plush feel and are hard-wearing and stain resistant. Each piece is

handmade to order. The rugs were awarded Best Sustainable Product at Decorex 2019. jennifermanners.co.uk

6 Tania Johnson Design

Tania Johnson produces custom-made contemporary rugs inspired by the natural world. Scribble is a hand-knotted wool and silk design based on a photo Johnson took of the patterns created by rust. The rug is fully customisable for size and colour. taniajohnsondesign.com

7 Floor Story

For her latest collaboration with East

London rug maker and retailer Floor Story, designer Camille Walala showcased her signature bold lines and powerful colours. The latest collection continues Floor Story's ethos of making good design accessible, with qualities at different price points so Camille's design can bring colour and positivity to a broad audience. The hand-knotted, hand-tufted and hand-woven rugs are all made ethically from wool. floorstory.co.uk

8 Tufenkian

The geometric forms of the Cubiste rug from Tufenkian recall the Art Deco era.

Studio.