

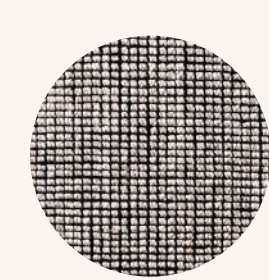


Ellora

Handspun Jute & Felted Wool Boucle Tucked Ends

The Ellora Natural Bouclé Handspun Jute and Wool Rug is crafted from a premium blend of natural wool and hand-spun jute, offering rich organic texture, durability, and natural warmth. Handwoven in India, its rhythmic bouclé loop weave and distinctive felted wool tucked ends create a sculptural contemporary finish, while tonal natural fibres provide subtle shading variation and artisanal depth. Soft underfoot yet highly durable, this textured designer rug brings relaxed sophistication and timeless organic style to contemporary living spaces.

Available colours



Black
AJWR-BK



Natural
AJWR-N



Available Sizes

- 160cm x 230cm
 - 180cm x 270cm
 - 240cm x 330cm
 - 250cm x 350cm
 - 300cm x 400cm
- For custom sizes, contact your consultant for more information.

Colour & Texture Variations
Please note that colours may vary slightly across screens and devices due to individual display settings, lighting conditions, and monitor calibration. As each rug is handcrafted using natural fibres, subtle variations in colour, texture, and finish may occur, enhancing the unique character of every piece.

Specifications

Fibre: Wool & Handspun Jute
Composition: 60% Wool and 40% Handspun Jute
Technique: Handwoven
Height: Approx. 20mm
Origin: India

Suitability

- Best placed in:
- Living areas
 - Dining areas
 - Medium Traffic Spaces
 - Bedrooms
 - Home offices

Care and Maintenance

- Vacuum regularly using low suction without a rotating brush.
- Shedding of natural fibres may occur initially and will reduce over time.
- Spot clean spills immediately with a clean, dry cloth. Do not rub.
- Professional cleaning is recommended for long-term maintenance.
- Avoid prolonged exposure to direct sunlight.
- Use furniture pads under heavy furniture to help preserve the weave and texture.

A Proud Partner of GoodWeave

GOODWEAVE is a global nonprofit organization working to end illegal child labour and offer educational opportunities for children in India, Nepal and Afghanistan. As a proud partner of GOODWEAVE, East India Rug Company adheres to the highest ethical standards for rug production and vows to be 100% child labour free.



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