



Loopy

Handwoven Chunky Wool and Viscose Loop Pile Rug

The Loopy Marble Handwoven Wool and Viscose Loop Pile Rug is crafted from a premium blend of New Zealand wool and viscose, offering luxurious softness, warmth, and rich textural depth. Handwoven in India, its deep felted loop pile construction creates a chunky contemporary finish with exceptional underfoot comfort, while refined marble-inspired tones bring natural elegance and visual character to modern interiors. Designed to deliver warmth and refined texture, this plush designer rug adds timeless contemporary style to living spaces.

Available colours



Fossil
ALR05-F



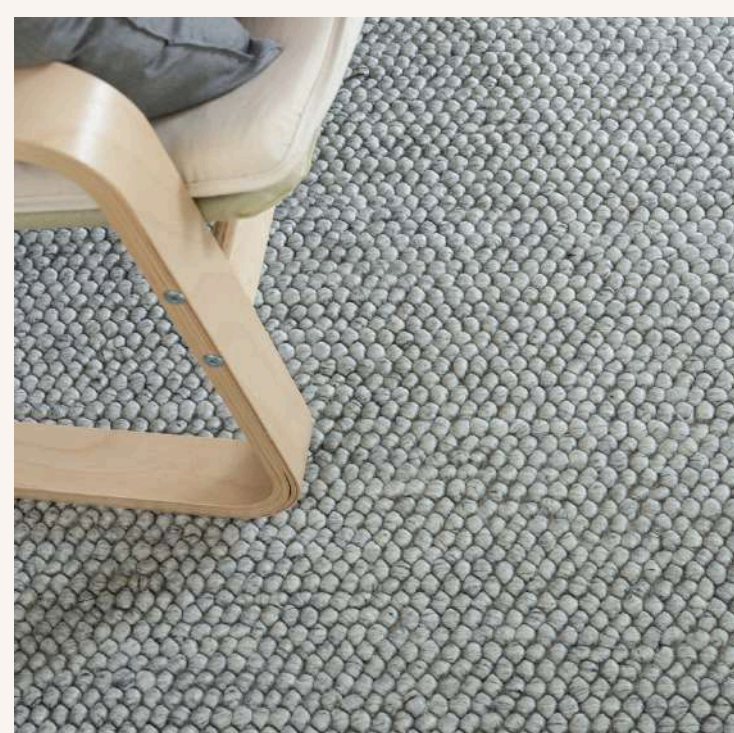
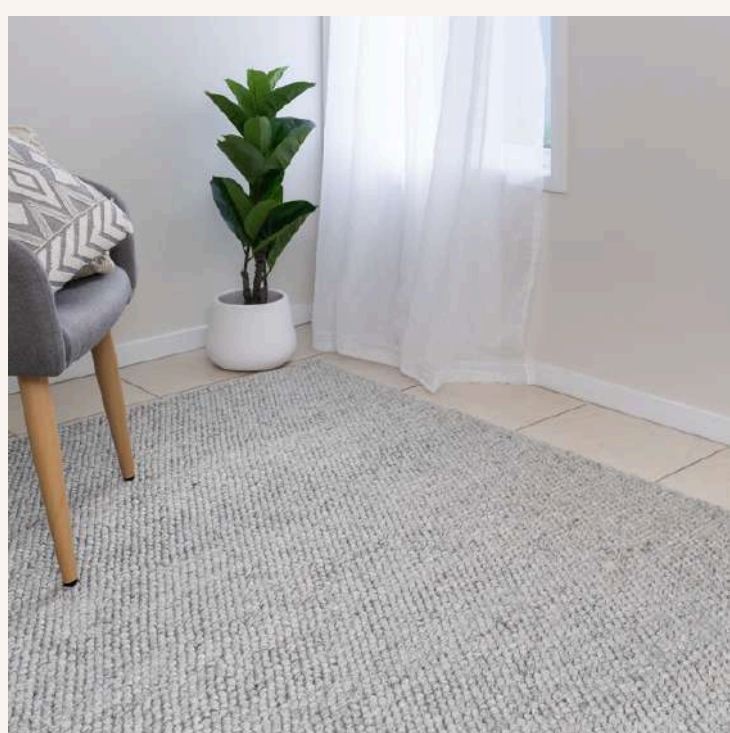
Marble
ALR01-M



Oatmeal
ALR-03-O



Silver
ALR-02-S



Available Sizes

- 160cm x 230cm
 - 200cm x 300cm
 - 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: NZ Wool & Viscose
Composition: 60% New Zealand Wool and 40% Viscose
Technique: Handwoven
Height: Approx. 30mm
Origin: India

Suitability

- Best placed in:
- Living Areas
 - Formal Sitting Areas
 - Bedrooms
 - Low to Medium Traffic Spaces

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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