



New York

Hand Loom Knotted Wool and Viscose Textured Rug

The New York Ivory Hand Loom Knotted Wool and Viscose Rug is crafted from a premium blend of New Zealand wool and viscose, offering luxurious softness, durability, and subtle sheen. Hand loom knotted in India, its refined textured surface and calming monochrome ivory palette create a sophisticated contemporary finish with timeless appeal, while the woven double back construction provides enhanced structure, stability, and durability for everyday living. This versatile designer rug brings warmth, depth, and understated elegance to both modern and classic interiors.

Available colours



Beige
ASWR-B



Ivory
ASWR-IV



Silver
ASWR-S



Available Sizes

150cm x 230cm
200cm x 290cm
240cm x 330cm
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
Backing: Woven Double Back
Technique: Hand Loom Knotted
Height: Approx. 8mm
Origin: India

Suitability

- Best placed in:
- Living Areas
 - Home Offices
 - Bedrooms
 - Formal Sitting Areas
 - 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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For further details and information, please visit the website and scan the QR code

