



Madison

Hand Braided Jute Rug with Cotton Cloth Backing

The Madison Ivory Hand Braided Natural bleached Jute Rug is crafted from 100% natural jute, featuring a beautifully braided construction that brings organic texture, warmth, and timeless appeal to interior spaces. Handcrafted in India and finished with a cotton cloth backing for added structure and durability, its soft bleached cream tones create a light, natural foundation ideal for contemporary, coastal, and relaxed interiors.

Available colours



Ivory
AJR-MB



Natural
AJR-MN



Available Sizes

- 150x220
- 190x280
- 230x330
- 300x400

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

FibrFibre: Jute
 Composition: 100% Natural Jute
 Technique: Braided
 Backing: Cotton Cloth Backing
 Origin: India

Suitability

Best placed in:

- Living Areas
- Reading nooks
- Dining Area
- Medium Traffic Spaces
- Bedrooms

Care and Maintenance

- Vacuum regularly using suction only.
- Blot spills immediately with a clean, dry cloth.
- Keep dry at all times and avoid excessive moisture.
- Rotate periodically for even wear.
- Use a rug pad for added protection and stability.
- Professional dry cleaning is recommended for deep cleaning.

Natural Fibre Characteristics

As a natural fibre, jute may experience some shedding, sprouting, and loose ends, especially when new. This is a normal characteristic of handcrafted jute rugs. Do not pull loose fibres, as this may damage the weave; simply trim them with sharp scissors or gently tuck them back into the rug.

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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