





The Reserve by Nourison collection transcends traditional floor coverings, offering handwoven masterpieces that blend heritage, artistry, and modern sophistication. Crafted with unwavering precision, each rug tells a story—of skilled artisans, time-honored techniques, and a passion for creating pieces that are as timeless as they are luxurious.

From the richness of texture to the harmony of color and design, these rugs embody the essence of artistry and refinement

Discover the Reserve collection and experience how a single rug can elevate your home.





2025 COLLECTIONS CONTENTS

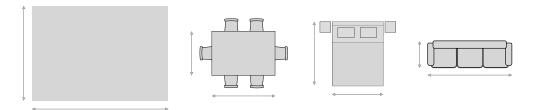
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SIZING TIPS

HOW TO CHOOSE THE RIGHT RUG SIZE

Providing measurements of the room and furniture ensures you get the right rug for the space



LIVING ROOM TIP

Make sure your rug is sized properly for the furniture and seating area. The rug should pull each piece together into a single area.

DINING ROOM TIP

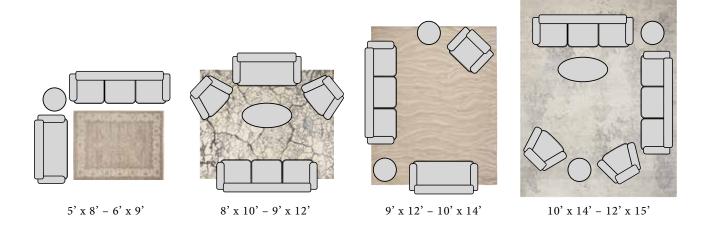
Leave 18-24 inches of rug on all sides, so that chairs stay on the rug when pulled back.

Rug should be sized to fit the room, not the table.

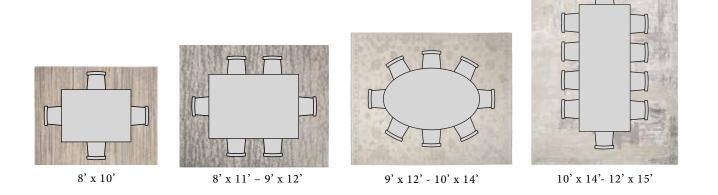
BEDROOM TIP

Leave at least 18 inches of rug on either side of the bed. You should be able to get out of bed and still stand on the rug.

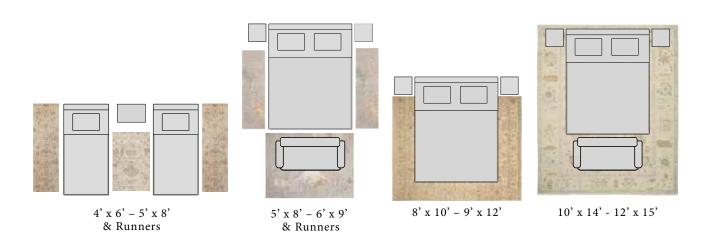
LIVING ROOM



DINING ROOM



BEDROOM



ALANNA

COLLECTION

NOURISON.COM/ALANNA

The Alanna Collection of area rugs brings home the best of two worlds: the cozy look of jute and the durability of wool. These handmade, jute-inspired rugs are woven in a chunky loop style with a wonderfully nubby texture. Choose from four versatile colorways that are great for layering or as the finishing touch in your living room or bedroom.

Contemporary design

100% Wool

Hand woven

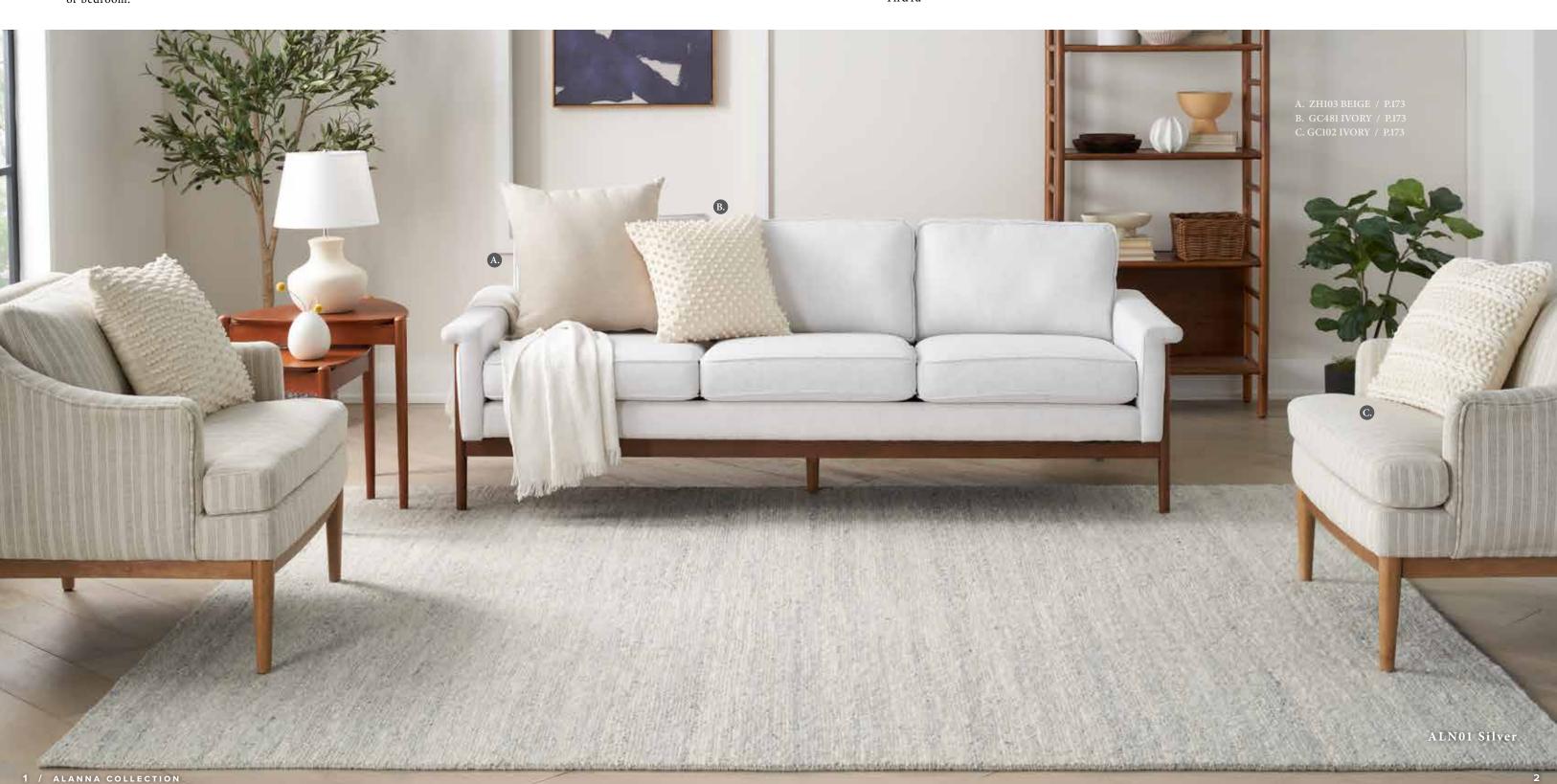
India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m 12 ft x 15 ft / 3.66m x 4.57m







ALN01 Beige



ALN01 Grey



ALN01 Silver



ALN01 Ivory



ALDORA

COLLECTION

NOURISON.COM/ALDORA

Evoking the history and intricacies of traditional Persian designs, this antique-inspired collection is hand knotted from luxurious bamboo extruded silk-like fibers for an extravagant texture and tone that exudes a spectacular sumptuousness. Featuring an array of elegant color palettes in blended rich tones.

Traditional design

Bamboo-extruded silk-like fiber

Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 6 in. x 8 ft / 1.68m x 2.44m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

All sizes approximate/Custom sizes available



ALD15 Silver/Blue 5 M ALDORA COLLECTION AND THE RESIDENCE OF THE PROPERTY OF THE





ALD14 Ivory/Grey



ALD15 Silver/Blue



ALD01 Silver

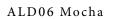


ALD03 Opal/Grey











ALD08 Aubergine



ALD07 Pewter



ALD08 Aubergine DETAIL





ALD12 Opal



ALD13 Royal

ALESSIA COLLECTION

NOURISON.COM/ALESSIA

Experience both comfort and style with the Alessia Collection of modern rugs. These handcrafted, neutral-toned rugs are made from 100% European wool with a medium-thick pile that adds an instant layer of warmth. Perfectly versatile, these rugs infuse functional and sophisticated energy into your living room, bedroom, or home office.

Contemporary design

100% European wool

Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 3 in. x 7 ft 5 in. / 1.60m x 2.26m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m 9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m 12 ft x 15 ft / 3.66m x 4.57m







ALE01 Grey



ALE01 Blue



ALE01 Beige



ALE01 Sage



ALE01 Ivory



BLANCO

COLLECTION

NOURISON.COM/BLANCO

Elevate your space with the comforting texture and style of the Blanco Collection. The tone-on-tone neutral palette has a timeless quality that beautifully ties any space together without overwhelming, while the high-low construction brings lasting style and a soft feel. Hand-knotted with wool and cotton for lasting style and comfort.

Contemporary design

91% Wool, 9% cotton

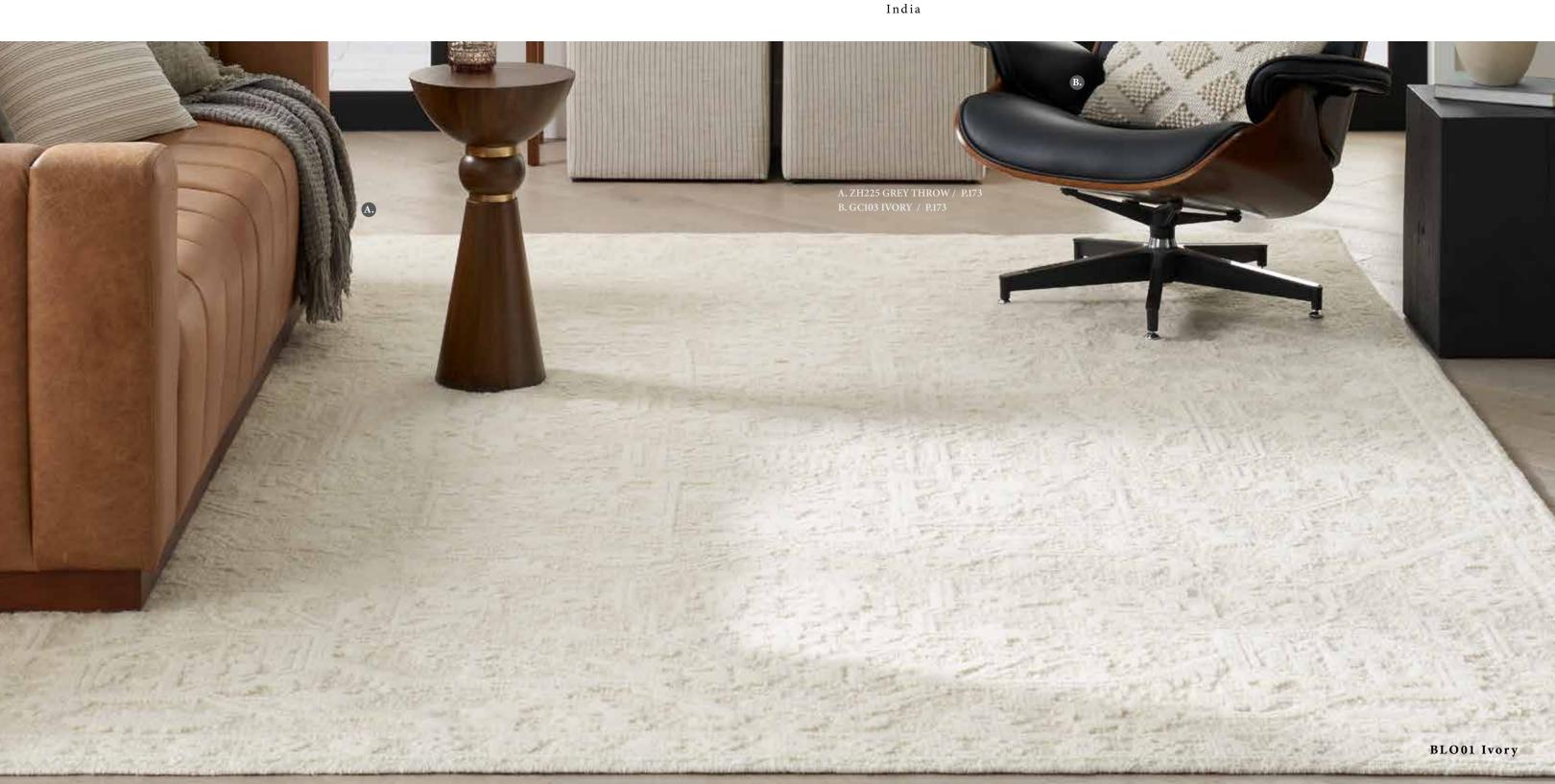
Hand knotted

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 3 in. x 7 ft 5 in. / 1.60m x 2.26m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m







BLO01 Ivory



BLO02 Ivory



DIVINE

COLLECTION

NOURISON.COM/DIVINE

These contemporary designs are each a work of art, with tantalizing patterns suggestive of abstract landscape paintings. The refined and subtle neutral colors work harmoniously to complement sophisticated decor. Textural and visual appeal are enhanced by the high-low construction and the deluxe fiber content of fine wool blended with silk-like Luxcelle™ which adds a sumptuous sheen.

Contemporary design

31% New Zealand wool 69% Luxcelle™

Hand knotted

India

AVAILABLE SIZES

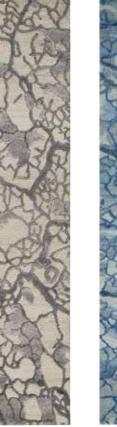
2 ft x 3 ft / 0.61m x 0.91m 5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m 9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

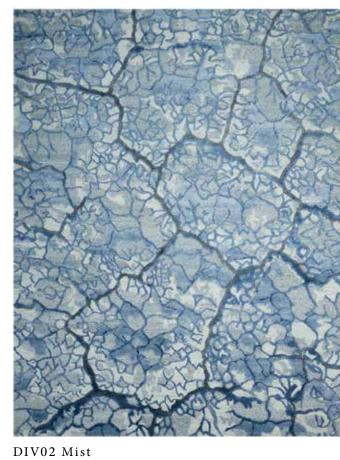












DIV06 Ivory

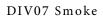


DIV01 Charcoal



DIV01 Charcoal DETAIL







DIV05 Ash



DIV04 Slate



DIV05 Ash DETAIL







DIV08 Sand



DIV09 Sand Storm



DIV11 Aqua



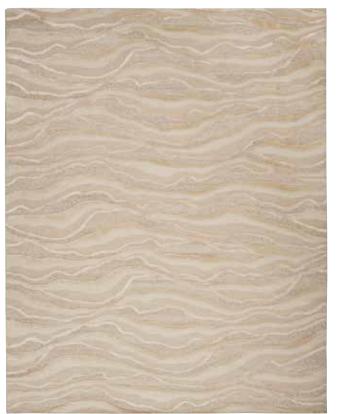
DIV11 Ivory







DIV10 Sand Storm



DIV12 Saddle

ELLORA

COLLECTION

NOURISON.COM/ELLORA

Dress your fashionable room in Ellora, a superb contemporary collection of area rugs exclusively created by Nourison. This signature collection of fine rugs lifts any space to a new level of sophistication. The Ellora palette explores a range of modern neutrals in subtle transitional tones. Hand knotted in a high-performance blend of wool, rayon, and cotton, the soft, thick texture provides the ideal combination of quality, comfort, and elegant modern design.

Contemporary design

55% Rayon, 27% wool, 11% cotton, 6% polyester, 1% other

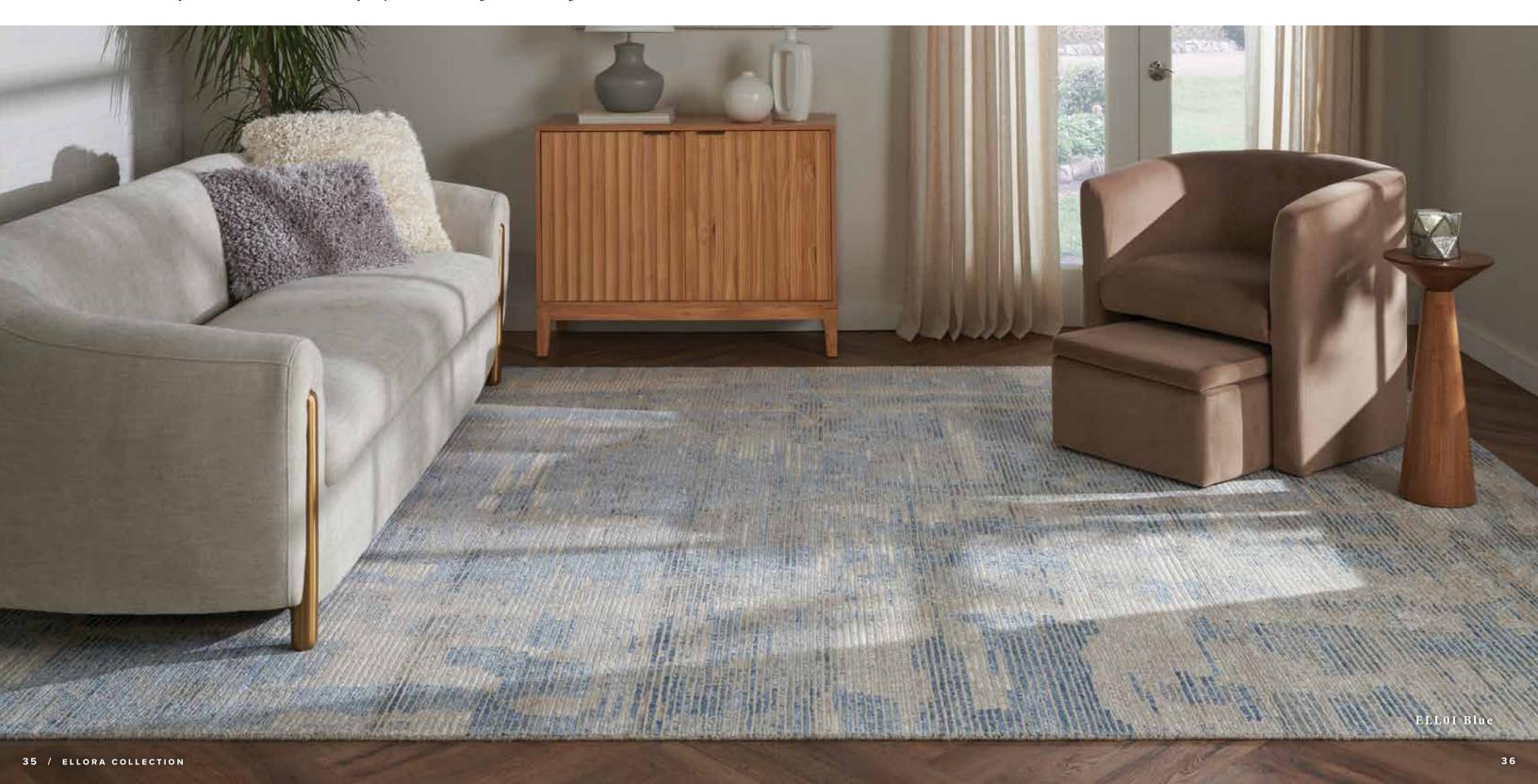
Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m 9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m







ELL01 Blue



ELL01 Ivory/Grey







ELL02 Sand



ELL02 Sky



ELL02 Stone



ELL03 Slate



ELL04 Graphite



HARMONY

COLLECTION

NOURISON.COM/HARMONY

The Harmony Collection of abstract rugs brings ultra-modern flair to your home. Handwoven with meticulous attention to detail, these rugs are finished with high-low textured accents that add unique character and dimension. The luxurious blend of rayon and wool creates a comforting atmosphere, highlighted by a silky sheen that beautifully reflects changes in light.

Contemporary design

44% Wool, 44% rayon, 12% polyester

Hand woven

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m 9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

All sizes approximate







HAY01 Ivory/Charcoal



HAY01 Ivory/Gold







HAY02 Ivory/Aqua



HAY03 Slate/Beige



HAY04 Ivory/Grey



HAY05 Grey/Gold







HAY06 Silver/Grey



HAY07 Ivory

HERITAGE VINE

COLLECTION

NOURISON.COM/HERITAGE-VINE

Timeless elegance meets artisanal craftsmanship with the Heritage Vine Collection. These vintage-inspired rugs embody the spirit of a treasured heirloom through the combination of classic Persian motifs, short fringe, and natural vegetable dyes that impart an antique look. Heritage Vine is hand-knotted with a subtly dimensional pattern for lasting style and comfort.

Traditional design

89% Wool, 7% Cotton, 4% Other

Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m

8 ft x 10 ft / 2.44m x 3.05m

9 ft x 12 ft / 2.74m x 3.66m

10 ft x 14 ft / 3.05m x 4.27m

12 ft x 15 ft / 3.66m x 4.57m







HTV01 Beige



HTV02 Light Blue







HTV03 Light Blue



HTV04 Charcoal



HTV05 Charcoal



HTV06 Rust



LUNA

COLLECTION

NOURISON.COM/LUNA

Express your modern sensibility with the sleek, sophisticated appeal of our Luna area rug collection. Each of these handmade, knotted rugs reflects its maker's unique touch in slight variations of color and size. The abstract designs illuminate any room - living room, bedroom, family room, or home office - with a wash of contemporary color. The soft and textured low pile is finished with silk-like fibers to enhance the minimalist appeal.

Contemporary design

60% Wool, 40% rayon

Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m All sizes approximate/Custom sizes available









LUN02 Blue/Silver



LUN02 Grey/Silver



LUN02 Mocha/Ivory



LUN02 Ivory/Grey



LUN01 Ivory/Silver/Blue



LUN01 Blue/Mocha



LUN01 Grey/Silver



LUN01 Dark Blue/Mocha



OCEAN

COLLECTION

NOURISON.COM/OCEAN

With their soft and luminous hand-knotted pile, the area rugs of the Ocean Collection invite you to dip in your toes. Offered in a range of shore and surf neutrals, these irresistible rugs are an easy choice for home comfort and style. The marvelous chenille-like texture creates a natural striped effect of shadow and light. Choose from a selection of solid designs, or rugs with a subtle pattern of slender crosshatch lines for an added dash of interest.

Contemporary design

37% Wool, 33% rayon, 30% linen

Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m 9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m







OCS01 Onyx



OCS01 Pebble



OCS01 Mist



OCS01 Shell



OCS01 Sand







OCP02 Indigo



OCP02 Ash



OCP02 Stone



OCP02 Saddle



OCP02 Surf



OCP02 Pearl







OCP03 Cream/Charcoal



OCP03 Ivory/Slate

ODESSA

COLLECTION

NOURISON.COM/ODESSA

Refresh the look of your living room, bedroom, or home office with the Odessa Collection. Traditional Persian floral and geometric motifs in classic colorways bring an air of refinement to contemporary and eclectic settings. Each Odessa rug is masterfully hand knotted from New Zealand wool for lasting beauty, and is finished with a space-dyed effect that channels the look of a treasured heirloom.

Traditional design

100% Wool

Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 6 in. x 8 ft / 1.68m x 2.44m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m 10 ft x 14 ft / 3.05m x 4.27m







ODS04 Brick Multicolor



ODS06 Ivory Multicolor







ODS01 Grey Multicolor



ODS07 Ivory Multicolor



ODS01 Ivory/Mocha



ODS02 Dark Grey Multicolor







ODS03 Blue Multicolor



ODS05 Sage

PLATEAU

COLLECTION

NOURISON.COM/PLATEAU

Home style reaches new heights with the Plateau collection of area rugs. These hand-knotted, Tibetan-style rugs combine exciting texture with rich, nuanced color in all-over, borderless rug designs. Their all-natural, low-shed fiber blends and simple serged-edge finish make them a pleasure to live with and perfect for high-traffic areas of the home.

Contemporary design

47% Wool, 38% rayon, 11% cotton, 4% other

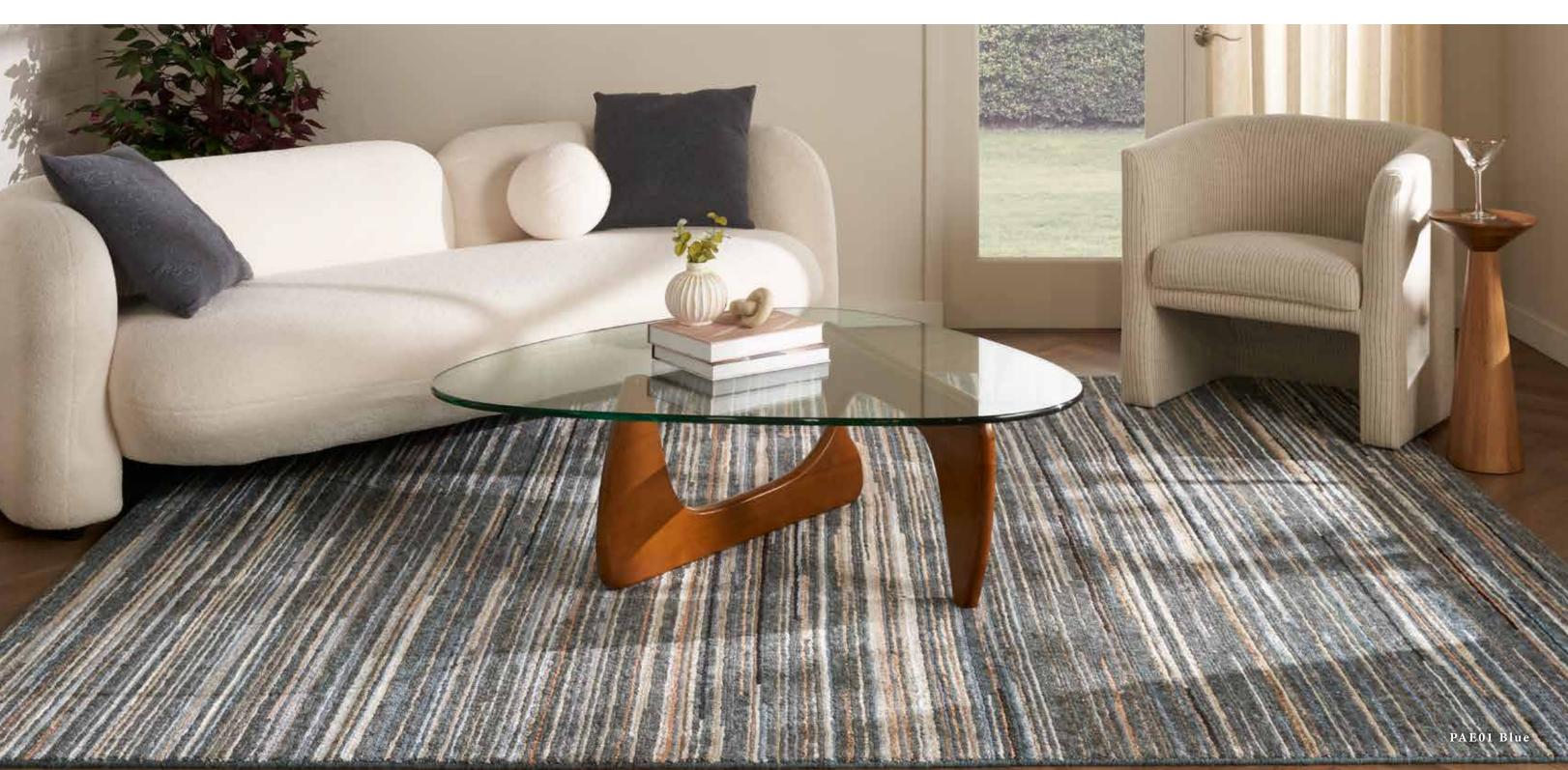
Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m 9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m









PAE01 Blue



PAE01 Grey/Green



PAE01 Ivory



PAE01 Grey/Flame



PLUSH CLOUD

COLLECTION

NOURISON.COM/PLUSH-CLOUD

Sink into a cloud of comfort with the Plush Cloud Collection. These luxurious rugs are made of Cashmere and the finest New Zealand wool for an irresistibly soft yet thick texture that feels like a spa for bare feet. And with a neutral palette in solid colors, you can easily coordinate Plush Cloud with virtually any style of décor. Place in your living room or bedroom for an instant uplift of welcoming style.

Contemporary design

Cashmere, New Zealand wool

Hand woven

India

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m 5 ft 3 in. x 7 ft 3 in. / 1.60m x 2.21m 7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m 8 ft 6 in. x 11 ft 6 in. / 2.59 m x 3.51 m 9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m







PLC01 Taupe



PLC01 Camel



PLC01 Ivory



SILK SHADOWS

COLLECTION

NOURISON.COM/SILK-SHADOWS

Redefine opulence with this luxurious collection of stunningly elegant rugs. Hand woven from premium wool and silk-like bamboo fibers, each velvety soft rug possesses a subtle yet luminous sheen. Designs feature contemporary and transitional motifs with tasteful colors and tone-on-tone contrasts.

Contemporary design

25% New Zealand wool

75% Bamboo-extruded silk-like fiber

Hand knotted

India

AVAILABLE SIZES

2 ft x 3 ft* / 0.61m x 0.91m* 2 ft 3 in. x 8 ft runner / 0.69m x 2.44m

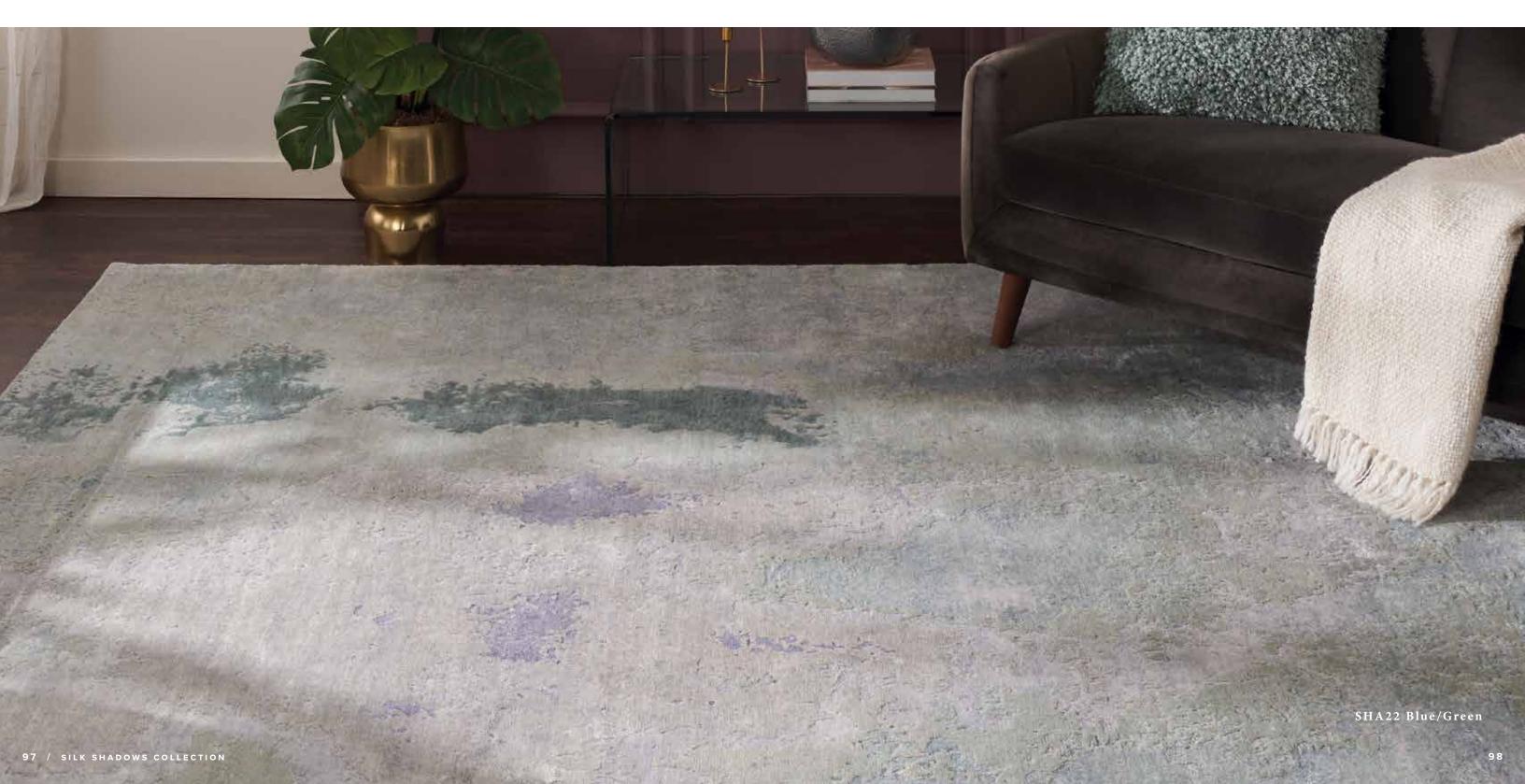
3 ft 9 in. x 5 ft 9 in./ 1.14m x 1.75m 5 ft 6 in. x 7 ft 5 in./ 1.68m x 2.26m

7 ft 9 in. x 9 ft 9 in./ 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in./ 2.59m x 3.51m 9 ft 9 in. x 13 ft 9 in./ 2.97m x 4.19m

All sizes approximate/Custom sizes available
*Select designs only







SHA02 Silver*



SHA03 Light Gold







SHA10 Sterling*



SHA17 Sand*



SHA14 Graphite*



SHA14 Ivory/Silver*







SHA16 Silver/Grey*



SHA19 Ivory/Grey*



SHA15 Blue/Stone



SHA18 Grey/Blue*







SHA20 Silver*



SHA21 Blue/Sky*



SHA22 Blue/Green*



SHA25 Blue/Pink*







SHA23 Beige/Blue*



SHA24 Beige/Silver*

WHISPERS

COLLECTION

NOURISON.COM/WHISPERS

Time honored style takes a modern step forward through the Whispers Collection. Classic Persian motifs in contemporary neutrals create a welcoming environment, encouraging you to forge new memories with friends and loved ones. Place this rug in your living room or bedroom and watch your space take on a new personality. Hand-knotted with subtly raised accents and fringe edges for added textural appeal.

Traditional design

89% Wool, 8% Cotton, 3% Other

Hand knotted

India

AVAILABLE SIZES

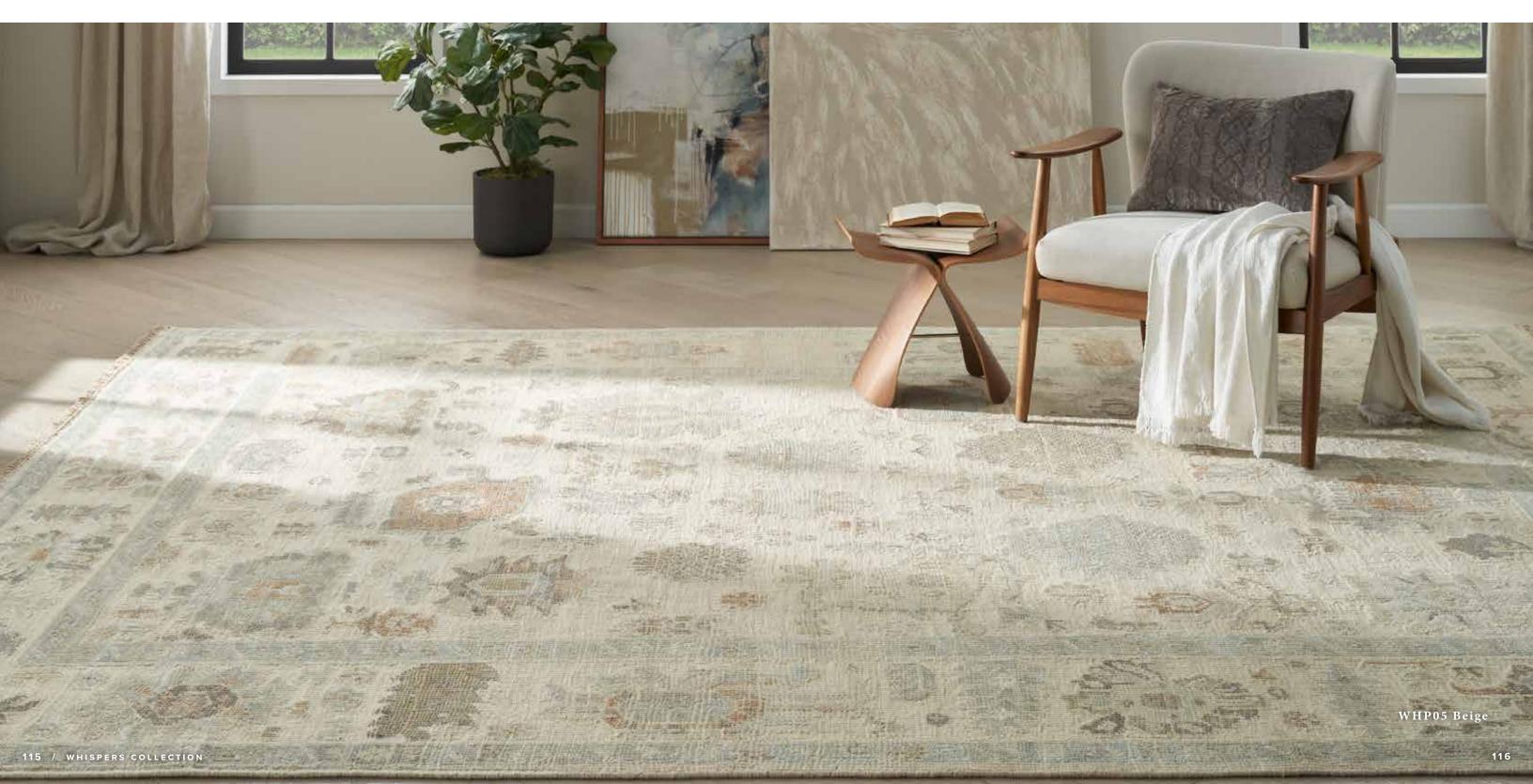
2 ft x 3 ft / 0.61m x 0.91m

8 ft x 10 ft / 2.44m x 3.05m

9 ft x 12 ft / 2.74m x 3.66m

10 ft x 14 ft / 3.05m x 4.27m







WHP01 Taupe



WHP02 Cream







WHP03 Light Blue



WHP04 Ivory



WHP05 Beige



WHP06 Dusty Mauve



Calvin Klein rugs present a fresh, clean, and understated style that is authentically Calvin Klein. Simple transitional patterns combine tonal contrast and unexpected color combinations with surface texture, using wool, bamboo, and other natural fibers to provide wonderfully modern rugs that make a statement - strong or subtle. The timeless designs, fine raw materials, and craftsmanship reflect the luxurious and high standards of Calvin Klein.

NOURISON.COM/CALVIN-KLEIN





Architectura Collection

NOURISON.COM/CK041-ARCHITECTURA

Inspired by the intricacies of schematic design, the Calvin Klein Architectura Collection brings a balanced look to the modern home. Each style is handmade from natural wool with a multi-textured finish that adds a delightful layer of comfort to hard floors. Available in sophisticated neutrals that have been space-dyed for a visually appealing color effect.



Style

Contemporary design

Fiber

Blend of Wool and Rayon

Construction

Hand woven

Origin

India

Available Sizes







Billows Collection

NOURISON.COM/CK042-BILLOWS

Create a dramatic focal point for your décor with the Calvin Klein Billows Collection. The richly textured surface and visually appealing, space-dyed tonal effect grounds any space in understated elegance and comfort. Billows is made using the finest quality New Zealand wool.



Style

Contemporary design

Fiber

100% New Zealand Wool

Construction

Hand knotted

Origin

India

Available Sizes







Spun Collection

NOURISON.COM/CK043-SPUN

Luxury meets sustainability with the Calvin Klein Spun Collection. These ultra-modern designs are hand knotted from naturally biodegradable New Zealand wool yarns, space-dyed to create rhythmic tonal variations. Choose from a range of simple yet refined neutrals that complement a variety of décor styles.



Style

Contemporary design

Fiber

100% New Zealand Wool

Construction

Hand knotted

Origin

India

Available Sizes



Spun Collection SPN01 IVORY

Calvin Klein



Calvin Klein

Wander Collection

NOURISON.COM/CK044-WANDER

Invite textural appeal with a touch of nature home with the Calvin Klein Wander Collection. Each design is handmade from space-dyed New Zealand wool with silky viscose accents, creating a visually stunning tonal effect. Available in simple yet refined neutrals that beautifully complement virtually any style.



Style

Contemporary design

Fiber

Blend of Wool and Rayon

Construction

Hand woven

Origin

India

Available Sizes

All sizes approximate/Custom sizes available





Calvin Klein

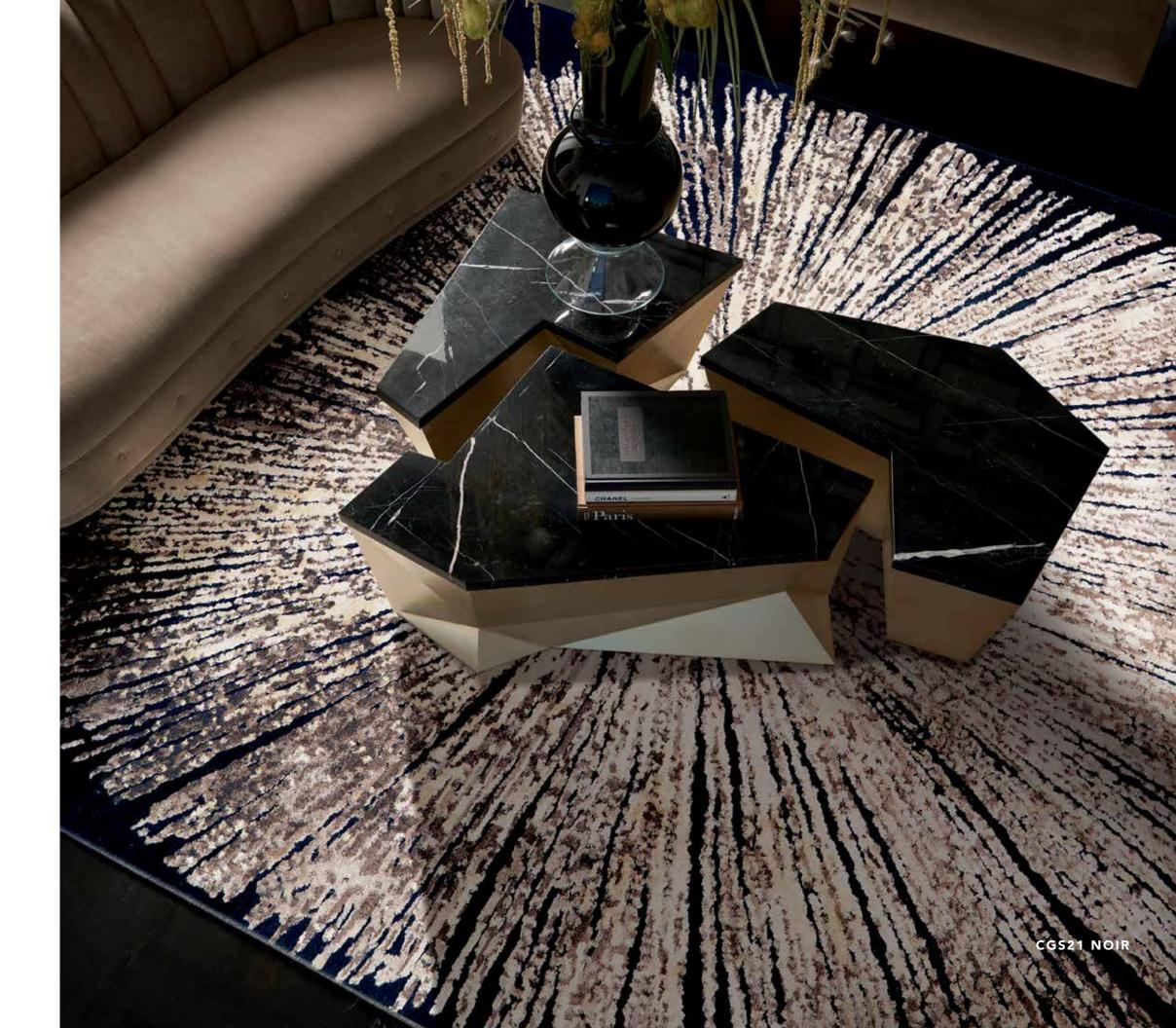


CCC CHRISTOPHER GUY

From the beginning, Nourison has built its reputation on creating beautiful, handcrafted rugs from the finest materials, and has partnered with numerous designers through the years who share that passion. Translating Christopher Guy's timelessly elegant designs into area rugs fits perfectly into that vision. In the Christopher Guy collection, his reputation for clean designs with an artistic flair shines through in each of these contemporary rugs, ranging from abstracts to floral and geometric patterns to simple, classic pieces that focus attention on beautifully textured natural materials.

NOURISON.COM/CHRISTOPHER-GUY







NOURISON.COM/CHRISTOPHER-GUY

In the Christopher Guy collection, his reputation for clean designs with an artistic flair shines through in each of these contemporary rugs, ranging from abstracts to floral and geometric patterns to simple, classic pieces that focus attention on beautifully textured natural materials.

CONTEMPORARY DESIGN

NEW ZEALAND WOOL SILK

HAND KNOTTED

INDIA

A V A I L A B L E S I Z E S 2 ft x 3 ft / 0.61m x 0.91m 8 ft x 10 ft / 2.44m x 3.05m 9 ft x 12 ft / 2.74m x 3.66m 10 ft x 14 ft / 3.05m x 4.27m

All sizes approximate Custom sizes available S P E C I A L O R D E R S I Z E S 6 ft x 9 ft / 1.83m x 2.74m 12 ft x 15 ft / 3.66m x 4.57m 12 ft x 18 ft / 3.66m x 5.49m 8 ft Square / 2.44m Square 12 ft Square / 3.66m Square 6 ft Round / 1.83m Round 8 ft Round / 2.44m Round 10 ft Round / 3.05m Round 12 ft Round / 3.66m Round





CGS27 ZINC



CGS01 MEDITERRANEAN SAND







CGW12 MARBLE WHITE



CGW05 NATURAL



CGS22 NOIR



CGS11 SEA SAND







CGW16 SILVER



CGS19 SILVERY MOON

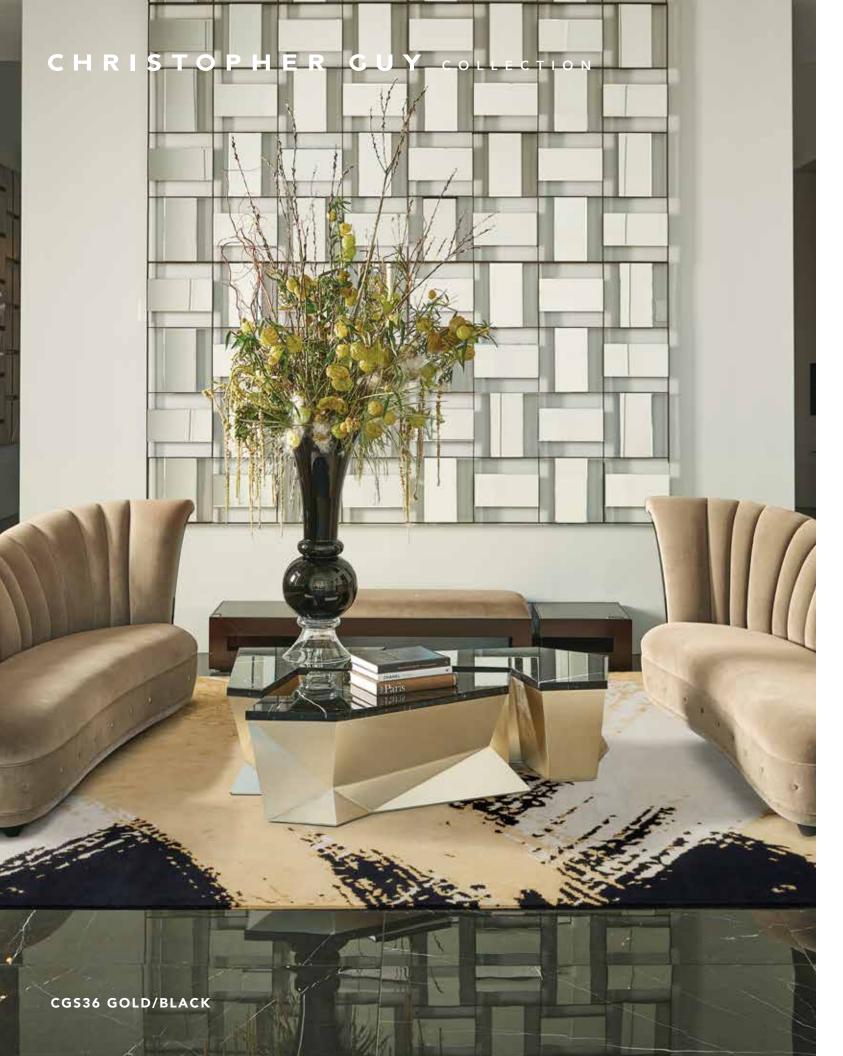


CGS32 GREY



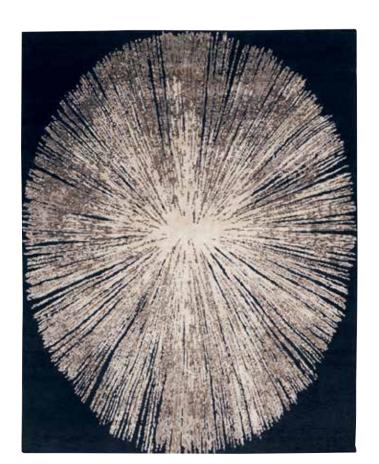
CGS26 CHIC GREY



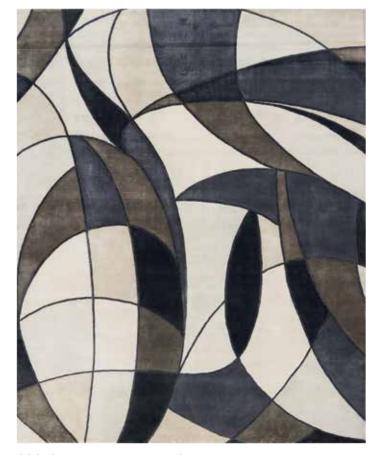




CGS36 GOLD/BLACK



CGS21 NOIR



CGS18 MEDITERRANEAN SAND



CGS21 NOIR DETAIL



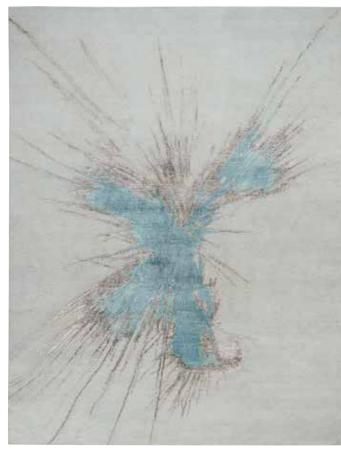
CGS29 ASH



CGS35 STORM







CGS24 PALOMA/GREY



CGS31 BEIGE/SEAFOAM



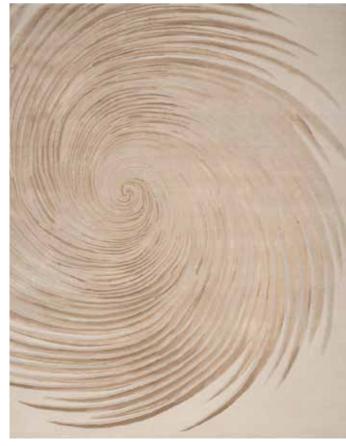
CGS34 SEA SAND MINERALS



CGS06 AJMER







CGS39 IVORY/SAND



CGS30 BEIGE/SEAFOAM



CGS42 IVORY MULTICOLOR



CGS43 GREY/BLACK







CGS38 SAND



CGS37 SAND/SILVER

MINA VICTORY

HOME ACCENTS



PAGE 1 ZH103 BEIGE 20 in. x 20 in.



PAGE 1 GC481 IVORY 18 in. x 18 in.



PAGE 2 GC102 IVORY 18 in. x 18 in.



PAGE 20, 24, 62, 78 GC103 IVORY 12 in. x 20 in.



PAGE 24, 62 GC964 IVORY 18 in. x 18 in.



PAGE 68 GT037 CREAM 14 in. x 20 in.



PAGE 78 ZH225 GREY 18 in. x 18 in.



PAGE 19 ZH225 GREY THROW 50 in. x 60 in.

MINA VICTORY HOME ACCENTS SCANTO SEE MORE STYLES		12 in. x 20 in.	14 in. x 20 in.	14 in. x 24 in.	14 in. x 32 in.	16 in. Round	18 in. x 18 in.	20 in. x 20 in.	22 in. x 22 in.	16 in. x 16 in. x 16 in, Pouf	50 in. x 60 in. Throw	70 in. x 103 in. Throw
	ZH103 Beige							•				
	GC481 Ivory						•			•		
	GC102 Ivory						•					
PILLOWS	GC103 Ivory	•					•					
_	GC964 Ivory						•					
	GT037 Cream		•					•				
	ZH225 Grey						•					
THROWS	ZH225 Grey										•	•
	GT037 Cream										•	

173 / MINA VICTORY HOME ACCENTS



RUG SIZES

		ALANNA	ALDORA	ALESSIA	BLANCO	DIVINE	ELLORA	HARMONY	HERITAGE VINE	LUNA	OCEAN	ODESSA	PLATEAU
NTS	2 ft x 3 ft	•	•	•	•	•	•	•	•	•	•	•	•
& ACCENTS	4 ft x 6 ft 4 ft x 7 ft												
RUGS	5 ft x 7 ft 5 ft x 8 ft			•	•								
AREA	6 ft x 8 ft 6 ft x 9 ft	•	•			•	•				•	•	•
RECTANGLE	8 ft x 10 ft	•	•	•	•	•	•	•	•	•	•	•	•
REC	9 ft x 12 ft	•	•	•	•	•	•	•	•	•	•	•	•
	8 ft Runner												
	6 ft Round												
RUNNERS	8 ft Round												
જ	10 ft Round												
SHAPES	12 ft Round												
	8 ft Square												
	12 ft Square												
E R E D	10 ft x 14 ft	•	•	•	•	•	•	•	•	•	•	•	•
OVER	12 ft x 15 ft 12 ft x 18 ft	•		•					•				
	Custom Sizes	•	•	•	•	•	•		•	•	•	•	•

		PLUSH CLOUD	SILK SHADOWS	WHISPERS	CALVIN KLEIN	CHRISTOPHER GUY
N T S	2 ft x 3 ft	•	•	•	•	•
& ACCENTS	4 ft x 6 ft 4 ft x 7 ft		•			
RUGS	5 ft x 7 ft 5 ft x 8 ft	•			•	
E AREA	6 ft x 8 ft 6 ft x 9 ft		•			•
RECTANGLE	8 ft x 10 ft	•	•	•	•	•
REC	9 ft x 12 ft	•	•	•	•	•
	8 ft Runner		•			
	6 ft Round					•
RUNNERS	8 ft Round					•
⊗ ഗ	10 ft Round					•
SHAPE	12 ft Round					•
	8 ft Square					•
	12 ft Square					•
E R E D	10 ft x 14 ft	•	•	•	•	•
OVER	12 ft x 15 ft 12 ft x 18 ft					•
	Custom Sizes	•	•	•	•	•

CUSTOM RUGS

Nourison offers a variety of custom services for area rugs and broadloom carpet. Our talented design team will work with you to create a unique rug, or you can choose from our extensive library of colors and textures. Nourison can weave your rug from 100% wool, silk, or a combination of both. Various construction techniques are available, including hand knotted and loom woven. Available rug dimensions range from small runners and rounds to oversized mansion rugs, ensuring your dream rug will fit your space perfectly.

FOR MORE INFORMATION,
PLEASE SPEAK TO AN
AUTHORIZED NOURISON
DEALER OR VISIT
NOURISON.COM/CUSTOM

RUG INFORMATION

TYPES OF RUGS

HAND KNOTTED

Hand knotting is the most labor-intensive of rug constructions. In the hands of master weavers, this technique can produce works of art unparalleled in detail and beauty. In a knotted rug, tiny threads are tied onto the warp, creating the pattern or design. The weft threads anchor and align the rows of knots. When the knots are later cut, they stand away from the warp/weft backing to create the velvety pile of the finished piece. The density of the pile is determined by how tightly the knots are packed together. There are a variety of actual knot styles, among which are Persian, Turkish, and Tibetan knots.

In Tibet, native weavers developed a distinctive method long ago of weaving on a vertical loom. A Tibetan knot is made when a metal rod is inserted into to the cotton foundation (warp and weft threads) during the knotting process. The two warp threads are at different positions around the weaving rod, and the threads are knotted form left to right.

When the row of knotting is completed, the knots are cut off the metal rod. This creates a surface texture in the pile with the signature horizontal striations that identify "Tibetan weave" to connoisseurs all world over. The most common Tibetan knotted rugs are in 60, 80, or 100 knots per square inch. The higher the knot count, the thinner the carpet. This type of weaving is indicative of tribal and modern designs.

HAND TUFTED

Hand-tufted rugs and hand-hooked rugs are produced with a tufting gun. Working much like an oversized sewing needle, the gun pushes and pulls threads of yarn through a scrim — a pre-woven grid foundation. With a hooked rug, the loops of yarn are left intact to form a characteristically "knobby" pile. In a tufted rug, the tops of loops are sheared to expose the thread ends for a softer and plusher pile.

HAND WOVEN

A hand woven, or flat-weave rug, is constructed without a pile. Here, colored weft yarns are woven through the warps to create the pattern. There are numerous varieties of flat weaves: kilims, dhurries, and soumaks, to name a few.

A split-weave kilim is constructed when colored weft yarns are woven through the warps to create the pattern and the thread is pulled through the warp only as far as the pattern and color dictate. Then the thread is turned back on itself to go the direction in which it came, finishing the same side on which it started. Different colored threads meet but do not join, creating the design.

Nourison's patented Nourmak technique uses a warp wrapping process, in which a weft thread is drawn over two to four warps, then back under half of them, repeatedly. The technique produces a herringbone-like effect across the back of the rug. The face of the rug is knotted to replicate a worn, antique Persian rug where there is no pile. These rugs also have a hidden weft inserted after every other row.

LOOM WOVEN

Nourison's loom woven rugs are made on state-of-the-art looms, which have been customized to weave exceptional quality products with a feel and suppleness that rivals handmade rugs. These loom woven pieces are then hand washed and hand finished, utilizing time-honored techniques, to accentuate the beauty of each individual rug. Loom woven rugs from Nourison have the texture, look, and feel of a high-quality handmade piece without the high cost normally associated with handmade rugs.

POWER LOOM

Early power looms enabled rug makers to produce floor coverings at a much faster rate than anything woven by hand. Though these early machine made rugs were by no means as detailed as those done by an artisan's hands, they brought affordability and accessibility to a much larger market. Since the initial development of the power loom, manufacturers have strived to re-create the look of a fine handmade carpet with varying degrees of success. When purchasing a power-loomed rug, remember, it's not just about price!

Most important is that your rug is constructed of quality materials, like wool, natural fibers, or lasting synthetics dense enough to ensure—not only that the product lasts—but that it wears beautifully. Hand finishing or carving, featured in many Nourison power-loomed rugs, are sure signs of quality. A finely power-loomed rug is superior in detail and durability to one that is poorly handmade. Nourison's power-loomed rugs are woven on state-of-the-art Wilton looms, known for their ability to produce incredibly intricate designs and superiorly blended colors. These electronically-driven looms also produce two rugs simultaneously, which are then cut apart, known as face-to-face weaving.

FIBER CONTENT EXPLAINED

TYPES OF RUGS

ACRYLIC

Synthetic fiber with soft texture and excellent color retention.

BAMBOO-EXTRUDED SILK-LIKE FIBERS

Fibers created by processing bamboo into a soft, silky thread similar to rayon, with antibacterial qualities as well as excellent strength and color retention.

COTTON

Natural fibers created from cotton plants, featuring soft texture and used to create strong threads with excellent color retention.

JUTE

Soft, shiny vegetable fiber spun into coarse threads.

LEATHER

Tanned animal hide, typically cowhide.

LUREX

Synthetic yarn with a metallic appearance.

LUXCELLE

A proprietary viscose fiber made from cellulose and purified cotton. Nourison developed the fiber specifically for use as a carpet yarn with superior strength, a fabulous silk-like sheen, and excellent color retention.

NEW ZEALAND WOOL

Generally considered the top quality of wool.

POLYACRYLIC

Synthetic, strong plastic-like fiber.

POLYESTER

Synthetic fiber with excellent durability and color retention.

POLYPROPYLENE

Synthetic, wool like appearance, very strong, excellent color retention.

RAYON

Synthetic fiber with a silk-like feel and excellent color retention.

SILI

Protein fiber, shimmering, strong, soft to the touch.

SISA

Fiber created using sisal plant, often used in ropes as well as woven rugs and mats.

VISCOSE

Synthetic rayon-like fiber with a structure similar to cotton, created by treating cellulose extracted from plants such as soy, bamboo, and sugar cane.

WOOL

Natural hair harvested from the coats of sheep or goats through shearing. Coarse texture with excellent durability and color retention.

CLEANING & CARE

BY STAIN, FIBER & BLENDS

NOURISON.COM/RUG-CARE

	STAIN	SUGGESTED CLEANING AND CARE			
	ACIDS	Detergent or white vinegar			
	ALCOHOLIC BEVERAGES	Detergent, white vinegar, or cleaning fluid			
	AMMONIA OR ALKALI	Detergent or white vinegar			
	BALL-POINT PEN INK	Methylated spirits or turpentine			
	BEER	Detergent or white vinegar			
BLEACH Detergent or white vinegar					
	BLOOD	Detergent, white vinegar, or starch paste			
	BURNING CIGARETTE Brush off with a hard edge				
	BUTTER	Cleaning fluid			
	CANDY	Detergent, white vinegar, or scrape & vacuum			
	CELLULOSE PAINT	Acetone			
	CHEWING GUM	Detergent, white vinegar, or cleaning fluid			
	CHOCOLATE	Detergent, white vinegar, or cleaning fluid			
	COFFEE	Glycerin			
	COSMETICS	Detergent, white vinegar, or cleaning fluid			
	CRAYON	Detergent, white vinegar, or cleaning fluid			
	EGG	Detergent or white vinegar			
	EXCREMENT (HUMAN)	Detergent or white vinegar			
	EXCREMENT (PET)	Call a reputable cleaner			
	FAT AND OIL	Blot with tissue, then use cleaning fluid			

Detergent or white vinegar

Alcohol

Methylated spirits

Detergent, white vinegar, or cleaning fluid

Detergent, white vinegar, or cleaning fluid

Use cleaning fluid, or scrape and vacuum

Detergent, white vinegar, or cleaning fluid*

FRUIT AND JUICES

FURNITURE POLISH

HOUSEHOLD CEMENT

GLUE

GRASS

GRAVY

GREASE

STAIN

SUGGESTED CLEANING AND CARE

ICE CREAM Detergent, white vinegar, or cleaning fluid*

INK Water only
IODINE Alcohol

JAM Lukewarm water

LIPSTICK Detergent, white vinegar, or cleaning fluid*

MEDICINE Call a reputable cleaner

METAL POLISH Detergent, white vinegar, or cleaning fluid*

MILDEW Call a reputable cleaner

MILK Detergent, white vinegar, or cleaning fluid*

MUD Detergent or white vinegar

MUSTARD Detergent or white vinegar

NAIL POLISH Polish remover*

OILS Cleaning fluid

PAINT Detergent, white vinegar, or cleaning fluid*

PERMANENT INK Call a reputable cleaner

RUST Call a reputable cleaner

SALAD DRESSING

Detergent, white vinegar, or cleaning fluid*

SAUCES

Detergent, white vinegar, or cleaning fluid*

SHOE POLISH Detergent, white vinegar, cleaning fluid, or scrape and vacuum

SOOT Vacuum, then use cleaning fluid

TAR Cleaning fluid

TEA Detergent or white vinegar

URINE (HUMAN) Detergent or white vinegar

URINE (PET) Call a reputable cleaner

VOMIT Detergent, white vinegar, or cleaning fluid
WAX Cleaning fluid, or scrape and vacuum
WINE Detergent, white vinegar, or cleaning fluid

CLEANING & CARE

BY STAIN, FIBER & BLENDS

NOURISON.COM/RUG-CARE

FIBER	SUGGESTED CLEANING AND CARE
NEW ZEALAND WOOL WOOL RAYON COTTON NYLON FAUX SILK ACRYLIC POLYACRYLIC MODACRYLIC POLYESTER POLYPROPYLENE SHAG	 Vacuum regularly. Pile shedding is a normal characteristic of quality area rugs. Avoid use of beater-bar type vacuums as they may cause yarns to pull or snag. If this happens, avoid pulling yarn knots out of surface pile. Clean spills immediately by blotting with a clean sponge or cloth. Always use a professional cleaning service. Consumer self-cleaning methods are discouraged. Rug padding is recommended.
HAIR ON HIDE LEATHER COWHIDE SUEDE LEATHER	 Natural skin rugs are not recommended for high-traffic areas. Vacuum regularly on the lowest setting. Vacuums with beater bars are not recommended. Clean spills immediately by wiping smoothly in the direction of the hair with a damp (but not wet) cloth, using mild soap and water. Always use a professional cleaning service. Consumer self-cleaning methods are discouraged Rug Padding is recommended.
JUTE SISAL	 Do not steam clean or wet shampoo your jute rug. Plant fibers are highly absorbent, so they are subject to some shrinking and puckering when exposed to liquids or excessive dampness. Always use a professional cleaning service. Consumer self-cleaning methods are discouraged. Rug Padding is recommended.
VISCOSE LUXCELLE™ BAMBOO-EXTRUDED SILK-LIKE FIBERS	 Vacuum regularly. Vacuums with beater bars are not recommended. Avoid pulling yarn knots out of surface pile. Always use a professional cleaning service. Consumer self-cleaning methods are discouraged. Carpet can easily stain and yellow with improper cleaning. For spills, blot the affected area with white paper towels or a clean white terry cloth towel. Moisture will weaken the fiber, and rubbing could then cause breaking or damage. After blotting stains, groom by combing the face of the rug in the direction of the pile with a soft brush. The pile may look flatter and more reflective afterward. Once dry, re-brush the fiber to regain original texture. Rug padding is recommended.

^{*}If recommended procedure is not effective, call a reputable cleaner, particularly for complex stains. Don't wait for annual cleaning, since it may be too late by then to remove the stain.

STYLE INFORMATION

TRADITIONAL

Traditional designs are modernday representations of time-honored European and Asian patterns. In some cases, a traditional rug's design may be a pattern that has been used for generations.

Traditional rugs are normally considered formal, but they can also be used in casual living spaces.

Traditional rugs normally contain specific elements like floral and other intricate patterns, borders and central medallions.

TRANSITIONAL

This style is a blending of traditional and contemporary styles. Quite often, the blend provides the elegance and timelessness of a traditional pattern with a little less formality.

For example, a transitional rug may feature a classic floral pattern but not a border, or, the rug's design may feature a border and an intricate pattern but with little color contrast between the two elements.

CONTEMPORARY

Contemporary rug designs are generally characterized by stark contrasts, bold uses of color, and geometric or freeform style elements. They are normally architectural and modern in their look. Contemporary rugs can also feature retro patterns.

Typically these designs are inspired by art deco and arts and crafts periods.

ALANNA	Contemporary	1-4	OCEAN	Contemporary	67-76
ALDORA	Traditional	5 -14	ODESSA	Traditional	77-86
ALESSIA	Contemporary	15-18	PLATEAU	Contemporary	87-92
BLANCO	Contemporary	19-22	PLUSH CLOUD	Contemporary	93-96
DIVINE	Contemporary	23-34	SILK SHADOWS	Contemporary	97-114
ELLORA	Contemporary	35-42	WHISPERS	Traditional	115-122
HARMONY	Contemporary	43-52	CALVIN KLEIN	Contemporary	123-144
HERITAGE VINE	Traditional	53-60	CHRISTOPHER	Contemporary	145-172
LUNA	Contemporary	61-66	GUY		

RUG PAD

10 YEAR GUARANTEE

GUARANTEED TO RETAIN ITS NON-SLIP PROPERTIES WITH PROPER CARE

FOR SAFETY

Rug pads hold rugs in place. A rug pad can help prevent bunching and rug shift, which can cause slip and trip hazards. Even when a rug seems "secured" by furniture or on carpet, a rug pad adds an extra layer of protections against mishaps.

FOR DURABILITY

Rug pads protect the rug's weave, which can be worn by the constant pulling and tugging of foot traffic and vacuuming. A rug pad extends the life of the rug, and protects your investment.

FOR COMFORT & AESTHETICS

Rug pads provide extra padding, increasing comfort, insulation, and sound proofing in the home. A rug pad also provides a buffer zone for dirt and dust, keeping them off of your hard surfaces, and making them easier to vacuum away.

IT IS IMPORTANT TO CHOOSE THE RIGHT TYPE OF RUG PAD FOR YOUR FLOORING

Hard surface rug pads can be used on hardwood, stone, tile or vinyl.



SHIFT LOC



FEATURES

- Classic cushioning extending rug's life & provides sound-proofing.
- Hand washable & easily cut to size.
- For use with hard surface flooring. Will not stain or discolor your floors.

AVAILABLE SIZES

1 ft 8 in. x 10 ft 10 in. 1 ft 8 in. x 3 ft 4 in. 1 ft 8 in. x 7 ft 6 in. 2 ft 6 in. x 4 ft 2 in. 3 ft 4 in. x 5 ft 4 ft 8 in. x 7 ft 6 in. 4 ft 8 in. Round 5 ft 5 in. x 7 ft 11 in 7 ft 6 in. x 10 ft 8 in. 7 ft 6 in. x 9 ft 8 in. 7 ft 6 in. Round 8 ft 6 in. x 11 ft 6 in. 9 ft 6 in. x 13 ft 6 in. 11 ft 6 in. x 14 ft 6 in.

GRID LOC



SIZES 1 ft 8 in. x 7 ft 6 in. 2 ft 6 in. x 4 ft 2 in. 3 ft 4 in. x 5 ft 4 ft 8 in. x 7 ft 6 in. 5 ft 8 in. x 8 ft 8 in. 7 ft 6 in. x 9 ft 8 in. 8 ft 6 in. x 11 ft 6 in. 9 ft 6 in. x 13 ft 6 in.

AVAILABLE

FEATURES

- Advanced cushioning extending rug's life & provides sound-proofing.
- Hand washable & easily cut to size.
- For use with hard surface flooring. Will not stain or discolor your floors.

BASIC RUG LOC



FEATURES

- Premier cushioning, extending rug's life & provides sound-proofing.
- Green Label Plus certified. 100% recycled fibers.
- Usable on any floor surface: carpet, hardwood. Also reversible.

SIZES 1 ft 8 in. x 3 ft 4 in. 1 ft 8 in. x 7 ft 6 in. 2 ft x 12 ft 2 ft 6 in. x 4 ft 2 in. 3 ft 4 in. x 5 ft 4 ft 8 in. x 7 ft 6 in. 5 ft Round 5 ft 5 in. x 7 ft 11 in. 7 ft 6 in. x 10 ft 8 in. 7 ft 6 in. x 9 ft 8 in. 7 ft 6 in. Round 8 ft 6 in. x 11 ft 6 in. 9 ft 6 in. x 13 ft 6 in. 11 ft 6 in. x 14 ft 6 in.

AVAILABLE

RUG LOC





FEATURES

- Superior cushioning, superior thickness. Non-stick, non-skid backing. Extending rug's life & provides soundproofing.
- Green Label Plus certified. 100% recycled fibers.
- Usable on any floor surface: carpet, hardwood and even outdoors. Also reversible.

AVAILABLE SIZES

1 ft x 2 ft 2 ft x 6 ft 2 ft x 8 ft 2 ft x 10 ft 2 ft x 12 ft 3 ft x 5 ft 4 ft x 6 ft 5 ft x 8 ft 5 ft Round 6 ft x 9 ft 7 ft 6 in. Round 8 ft x 10 ft 8 ft x 11 ft 9 ft x 12 ft 10 ft x 14 ft

12 ft x 15 ft

LOCATIONS

SHOWROOMS & HEADQUARTERS

NOURISON INDUSTRIES, INC., US HEADQUARTERS

5 Sampson St., Saddle Brook, NJ 07663 (800) 223-1110 / Fax (201) 368-0739

NEW YORK SHOWROOM

230 Fifth Avenue, Suite 1305, New York, NY 10001 (212) 545-1030

LAS VEGAS SHOWROOM

Las Vegas Market Andmore, Building C / 455 S. Grand Central Pkwy., Suite C112, Las Vegas, NV 89106 (702) 454-2600

HIGH POINT SHOWROOM

International Home Furnishings Center (IHFC) / 210 E. Commerce Ave., InterHall IH101 High Point, NC 27260 (336) 841-6900

NOURISON EUROPE

Freilagerstrasse 39, 8047 Zurich, Switzerland (+41) 044 401 45 46/47 / Fax (+41) 044 401 45 48

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Photos and images in this catalog are for reference only; actual colors and textures may vary.

Rugs shown are of specific sizes; design details may vary with size changes.

Nourison Home

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