



THE RUG STORY
BY STÉPHANIE BOUQUET



COLLECTION 2023

WWW.THERUGSTORY.CO.UK

WELCOME

Ideas are brought together by the possibility of choice. The Rug Story Collection starts simple, but the possibilities are endless. It allows the mind to wander.

Our creative designs of cut & loop textures are available in five luxurious yarn compositions and 292 sumptuous colour options. We start with one colour but now the adventure begins.

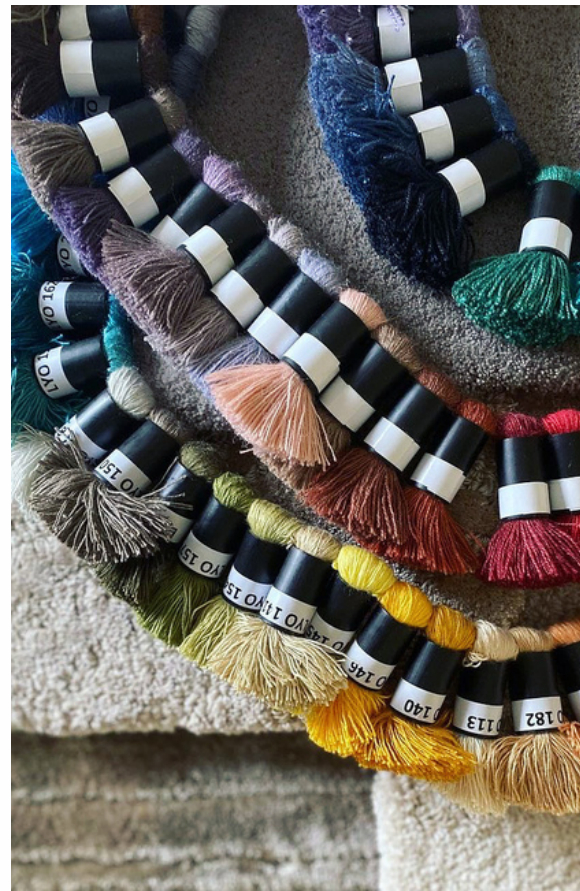
Why not add three or even seven? How about mixing the yarns or removing the loop? Now you have a design completely bespoke for you.

And so the story continues... a pile of discovery, a cut above, a loop around, a tuft of life.

Alastair Sporne

Director, The Rug Story by Stéphanie Bouquet

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I. CARTIER



PRODUCT

Type: Hand Tufting
Construction: Tufting Frame
Made in Portugal

COMPOSITION

Pile: 100% Bamboo (Viscose)
Primary backing: 100% Polyester Latex
Backing: 100% Polyester

WEIGHTS & THICKNESS

Maximum yarn pile height: 45mm
Total thickness including backing: 47mm
Pile weight: 4.5kg/m²
Total weight: 5.5kg/m²

SIZES

Width: Max. 10m, any length, any shape.

APPLICATION

Rugs with high resistance to wear. The Cartier design is appropriate for the residential market or private areas in the hotel sector.

INSTALLATION

Plain, dry, and clean surface. Overall adhesion or stretched.

OTHER CHARACTERISTICS

Capacity of resistance to light: 5 or above
Colour fastness: 4 or above
Treatment anti-moth: Incorporated upon request
Resistance to traffic: High

MAINTENANCE

Vacuum regularly. Blot stains immediately with an absorbing white paper towel until dry.
Do not scrub.
We recommend the services of a professional carpet cleaner.

WASHING INSTRUCTIONS

Do not: use bleach, wash in the washing machine, iron, or dry-clean. We recommend contacting specialised cleaning companies.

CERTIFICATION

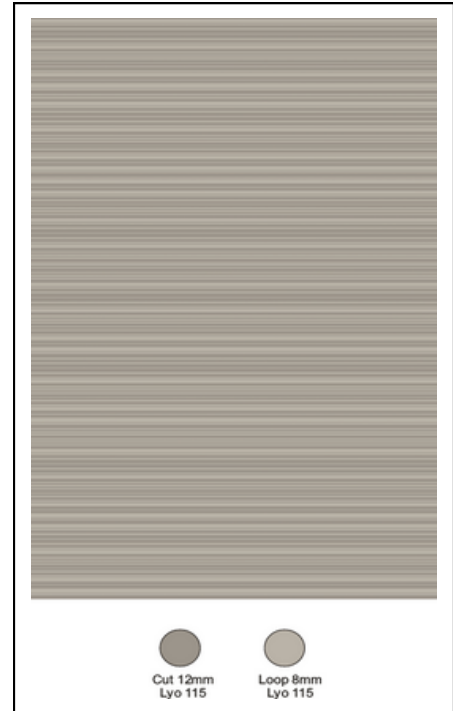
Fire Classification - EN 13501-1:2010-Cfl-s1 certified by LNEC.

All our rugs are made to order. Each one is different and unique.

Our rugs are manufactured by hand and will show irregularities. The irregularities could be due to yarn and colour variations and a combination of the cut & loop pile or carving technique used. Colours can vary from dye batch to dye batch and will appear differently in certain lights. Samples of the chosen design, yarn, and colours are recommended as the yarn used is then recorded for the order.

Care & cleaning instructions can be found on our website.

II. GRIMALDI



PRODUCT

Type: Hand Tufting
Construction: Tufting Frame
Made in Portugal

COMPOSITION

Pile: 100% Lyocell
Primary backing: 100% Polyester Latex
Backing: 100% Polyester

WEIGHTS & THICKNESS

Maximum yarn pile height: 18mm
Total thickness including backing: 20mm
Pile weight: 4.5kg/m²
Total weight: 5.5kg/m²

SIZES

Width: Max. 10m, any length, any shape.

APPLICATION

Rugs with high resistance to wear. The Grimaldi design is appropriate for the residential market or private areas in the hotel sector.

INSTALLATION

Plain, dry, and clean surface. Overall adhesion or stretched.

OTHER CHARACTERISTICS

Capacity of resistance to light: 5 or above
Colour fastness: 4 or above
Treatment anti-moth: Incorporated upon request
Resistance to traffic: High

MAINTENANCE

Vacuum regularly. Blot stains immediately with an absorbing white paper towel until dry.
Do not scrub.
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WASHING INSTRUCTIONS

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CERTIFICATION

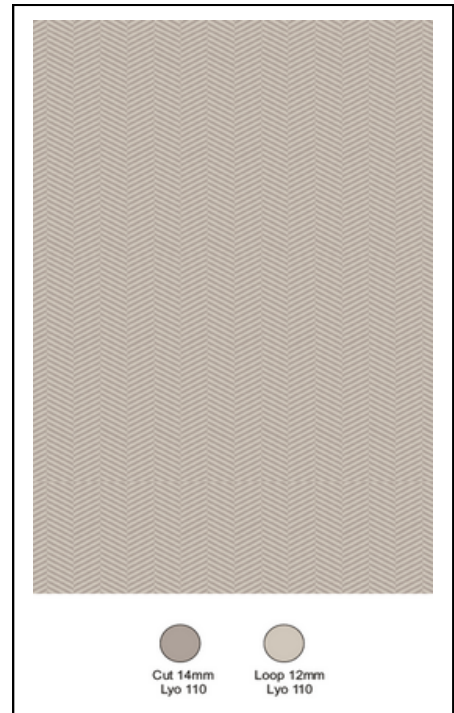
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III. MATISSE



DESIGN CHANGES

This design is only available as one colour in cut & loop. For two colour options please contact the office.

PRODUCT

Type: Hand Tufting
Construction: Tufting Frame
Made in Portugal

COMPOSITION

Pile: 100% Lyocell
Primary backing: 100% Polyester Latex
Backing: 100% Polyester

WEIGHTS & THICKNESS

Maximum yarn pile height: 18mm
Total thickness including backing: 20mm
Pile weight: 4.5kg/m²
Total weight: 5.5kg/m²

SIZES

Width: Max. 10m, any length, any shape.

APPLICATION

Rugs with high resistance to wear. The Matisse design is appropriate for the residential market or private areas in the hotel sector.

INSTALLATION

Plain, dry, and clean surface. Overall adhesion or stretched.

OTHER CHARACTERISTICS

Capacity of resistance to light: 5 or above
Colour fastness: 4 or above
Treatment anti-moth: Incorporated upon request
Resistance to traffic: High

MAINTENANCE

Vacuum regularly. Blot stains immediately with an absorbing white paper towel until dry.
Do not scrub.
We recommend the services of a professional carpet cleaner.

WASHING INSTRUCTIONS

Do not: use bleach, wash in the washing machine, iron, or dry-clean. We recommend contacting specialised cleaning companies.

CERTIFICATION

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Care & cleaning instructions can be found on our website.

IV. MONET



PRODUCT

Type: Hand Tufting
Construction: Tufting Frame
Made in Portugal

COMPOSITION

Pile: 100% Lyocell
Primary backing: 100% Polyester Latex
Backing: 100% Polyester

WEIGHTS & THICKNESS

Maximum yarn pile height: 18mm
Total thickness including backing: 20mm
Pile weight: 3.9kg/m²
Total weight: 5.5kg/m²

SIZES

Width: Max. 10m, any length, any shape.

APPLICATION

Rugs with high resistance to wear. The Monet design is appropriate for the residential market or private areas in the hotel sector.

INSTALLATION

Plain, dry, and clean surface. Overall adhesion or stretched.

OTHER CHARACTERISTICS

Capacity of resistance to light: 5 or above
Colour fastness: 4 or above
Treatment anti-moth: Incorporated upon request
Resistance to traffic: High

MAINTENANCE

Vacuum regularly. Blot stains immediately with an absorbing white paper towel until dry.
Do not scrub.
We recommend the services of a professional carpet cleaner.

WASHING INSTRUCTIONS

Wash by hand until 40° C. Do not: use bleach, wash in the washing machine, iron, or dry-clean. We recommend contacting specialised cleaning companies.

CERTIFICATION

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Care & cleaning instructions can be found on our website.

V. PISSARO



PRODUCT

Type: Hand Tufting
Construction: Tufting Frame
Made in Portugal

COMPOSITION

Pile: 100% New Zealand Thin Wool (Mood)
Primary backing: 100% Polyester Latex
Backing: 100% Polyester

WEIGHTS & THICKNESS

Maximum yarn pile height: 18mm
Total thickness including backing: 20mm
Pile weight: 4kg/m²
Total weight: 5.5kg/m²

SIZES

Width: Max. 10m, any length, any shape.

APPLICATION

Rugs with high resistance to wear. The Pissaro design is appropriate for the residential market or private areas in the hotel sector.

INSTALLATION

Plain, dry, and clean surface. Overall adhesion or stretched.

OTHER CHARACTERISTICS

Capacity of resistance to light: 5 or above
Colour fastness: 4 or above
Treatment anti-moth: Incorporated upon request
Resistance to traffic: High

MAINTENANCE

Vacuum regularly. Blot stains immediately with an absorbing white paper towel until dry.
Do not scrub.
We recommend the services of a professional carpet cleaner.

WASHING INSTRUCTIONS

Wash by hand until 40° C. Do not: use bleach, wash in the washing machine, iron, or dry-clean. We recommend contacting specialised cleaning companies.

CERTIFICATION

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Care & cleaning instructions can be found on our website.

VI. SISLEY



PRODUCT

Type: Hand Tufting
Construction: Tufting Frame
Made in Portugal

COMPOSITION

Pile: 100% Lyocell
Primary backing: 100% Polyester Latex
Backing: 100% Polyester

WEIGHTS & THICKNESS

Maximum yarn pile height: 18mm
Total thickness including backing: 20mm
Pile weight: 4.5kg/m²
Total weight: 5.5kg/m²

SIZES

Width: Max. 10m, any length, any shape.

APPLICATION

Rugs with high resistance to wear. The Sisley design is appropriate for the residential market or private areas in the hotel sector.

INSTALLATION

Plain, dry, and clean surface. Overall adhesion or stretched.

OTHER CHARACTERISTICS

Capacity of resistance to light: 5 or above
Colour fastness: 4 or above
Treatment anti-moth: Incorporated upon request
Resistance to traffic: High

MAINTENANCE

Vacuum regularly. Blot stains immediately with an absorbing white paper towel until dry.
Do not scrub.
We recommend the services of a professional carpet cleaner.

WASHING INSTRUCTIONS

Do not: use bleach, wash in the washing machine, iron, or dry-clean. We recommend contacting specialised cleaning companies.

CERTIFICATION

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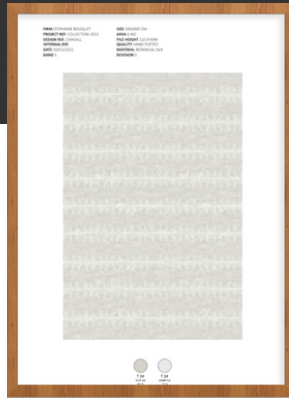
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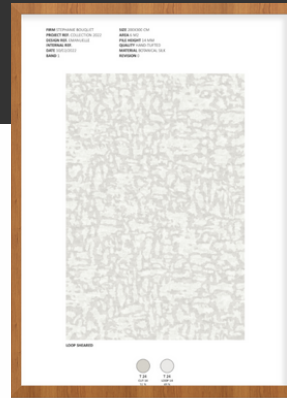
OUR NEW DESIGNS



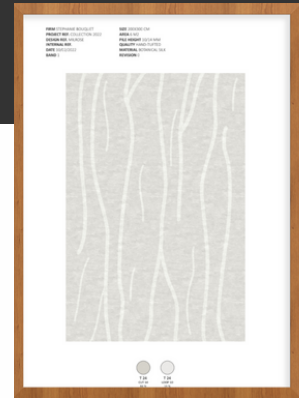
AVIGNON



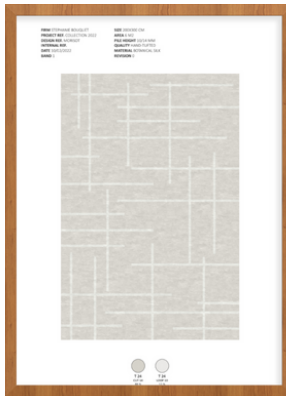
CHAGALL



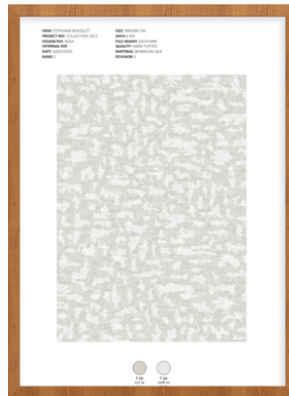
EMMANUELLE



MILROSE



MORISOT



ROSA



VERSAILLES

THE LATEST COLLECTION OF BESPOKE RUGS

Introducing our latest collection of sumptuous bespoke Rugs for 2023. In the collection, we have seven new rug designs. Each one is ready for you to personalise and make a bespoke centrepiece for your client or commercial property.

As with all our rug designs, this collection is simple, elegant, and contemporary, allowing the designs to complement any space.

Each rug design has various options when it comes to combining yarns and colours. Please continue reading to find out more.

THE BESPOKE LAB

All our designs are available in any length, any shape, and up to a maximum of 10mtrs wide, from our standard stock yarns.

Designs in 1 colour (cut & loop the same).
Designs in 2 colours (cut pile in one & loop pile in another). With any design, you can twist 3 colours in any yarn and the price remains the same.

YARN CHANGES

Bamboo (Viscose)

Cannot be used as a loop pile in any of our designs. It can only be used as a cut pile.

Contract Lyocell

Cannot be used for J Weave construction.

Matisse

Is only available as 1 colour in cut and loop, for 2 colours please contact the office.

NEW DESIGNS

The colour options in each design are as follows:

Avignon

J Weave border but can also be cut pile. 1 or 2 colours (the border can be 1 colour, the cut and loop another colour). For 3 colours, the design needs to be rescaled.

Cartier Plain J Weave

1 colour or a mix: 7 Bamboo (Viscose), 6 Lyocell, 3 Contract Lyocell, and 10 New Zealand Wool (Mood). 3 different yarns, 1 colour of each. Cartier Plain, cut pile, as per J Weave.

Chagall

1 colour only. For 2 colours, the design needs to be rescaled.

Emmanuelle

1 colour only. In 2 colours the design will be like Rosa.

Milrose & Morisot

Endless options depending on size.

Rosa

1 or 2 colours.

Versailles J Weave

2 colours. Versailles can also be a plain cut pile.



BESPOKE GALLERY

CASE STUDY: PISSARO RUG



Designs shown here are bespoke rugs for some of our Interior Design clients. They are adaptations of the Pissaro rug and include extra design features from our standard offering. To see more designer images please visit: www.therugstory.co.uk/gallery.



WHY US?

The Rug Story is a simple yet versatile bespoke brand that believes in quality craftsmanship.

Always remembering the inspiration that started our love of textiles, where it came from and ensuring we honour the people and the places that taught us all we know.



The Rug Story is an Accredited Partner of The Society of British Interior Designers (SBID.)

The SBID Accreditation reflects The Rug Story's code of practice and reassures interior designers that the company has demonstrated the high standards required to become accredited.



Beautiful rug and perfect for the space.
- JANE PERFECT INTERIORS

Wonderful... Always delighted with your rugs! We love it.
- VICTORIA WESTON INTERIORS

QUESTIONS?

If you are an interior designer and would like to enquire about our bespoke rug service, order CAD design drawings for your clients, or order samples of our yarns, please don't hesitate to get in touch.

E: sales@therugstory.co.uk

w: www.therugstory.co.uk



LET'S CONNECT!



IMAGE CREDITS

Page 2: Monet rug, Jane Perfect Interiors

Page 5: Matisse rug, The Interior Collection

Page 6: Matisse rug, Ebony & Ivory Interiors

Page 7: Pissaro rug, The Interior Collection

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Page 10: Pissaro rug, Jane Perfect Interiors

Page 11: Pissaro rugs, Jane Perfect Interiors & Jeffrey's Interiors



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