



EST. 1960





About Us

At Asiatic, over half a century of experience is woven into every rug and every partnership.

Founded in 1960, we are a leader in the design, sourcing and distribution of premium lifestyle rug solutions for retailers, trade and interior designers across the world.

Based in London, our in-house product development team create exclusive designs using high quality materials that showcase the very best manufacturing techniques from India, Turkey and China.

We are proud to remain a family-owned business and value our deep working relationships with our global partners.



Rug Information / Icons Explained

We believe in the power of simplicity. As we guide you through our collections, we have incorporated symbols to highlight the key features. These serve as a visual guide, making it easier for you to navigate and understand the unique attributes of our products.



HIGH LOW PILE

Featuring variation of pile height, created by either cut, loop, hand carving or shrink yarns.



HIGH SHINE

Featuring a high shine metallic look and are often shinier than the photographic process allows.



LOW PILE

Flatweaves and low pile rugs are suited to all and are generally easy to maintain.



GREAT VALUE

Our entry price point ranges, offering great value for money in the latest designs



HAND MADE

Crafted by skilled artisans in a range different techniques, including braiding, tufting and knotting.



DURABLE

Suitable for heavier traffic areas of the home, constructed of durable fibres.



CARVED

Hand carved to give greater definition of design and depth of pile.



EASY CLEAN

These rugs tend to be very hard wearing and non-shed, perfect for busy homes.



WOOL

These rugs are made from 100% wool.



SUSTAINABLE

Woven from yarns derived from recycled materials, our sustainable rugs are sourced from certified suppliers.



SOFT TOUCH

The yarn used to construct these rugs have a very soft touch.

Ascot 10



Avalon 12



Blade 14



Matrix 16



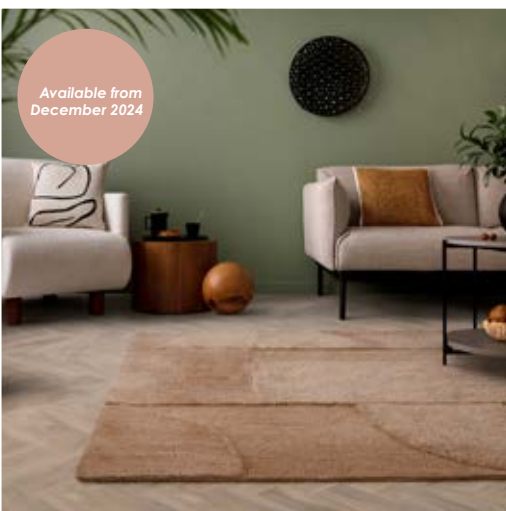
Reef 20



Romy 22



Tova 26



York 28



Aurora 32



Kuza 36



Nova 40



Orion 42



Seville 44



Valley 46



CONTEMPORARY HOME

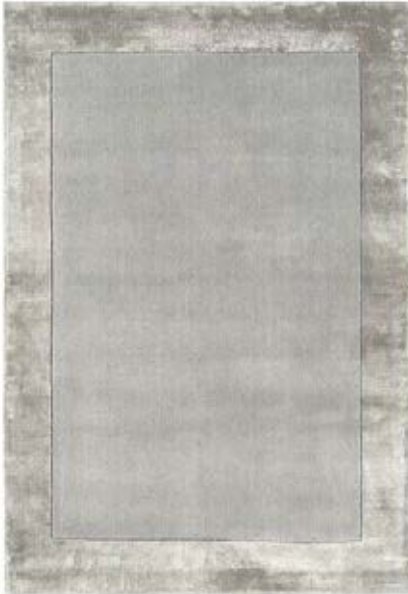
- 10. ASCOT
- 12. AVALON
- 14. BLADE
- 16. MATRIX
- 20. REEF
- 22. ROMY
- 26. TOVA
- 28. YORK

Ascot

“Our wool-centred rug collection with a shiny viscose border”

Add an opulent layer to your flooring with these velvety soft rugs. Ascot is executed in 10 colourways with choices for neutrals and jewel tones with chunky viscose borders.

Hand Woven
65% Wool, 35% Viscose
Sizes(cm):
120 x 170
160 x 230
200 x 290



SILVER



GREEN



SAND



Avalon

“Monochromatic weaves, finished with tight selvedge hems for added durability”

The stylish Avalon collection delivers the ultimate modern improvement to a home. Ensuring simplicity while delivering on style, the rug is hand-woven and features a basket-weave pattern.

Hand Woven

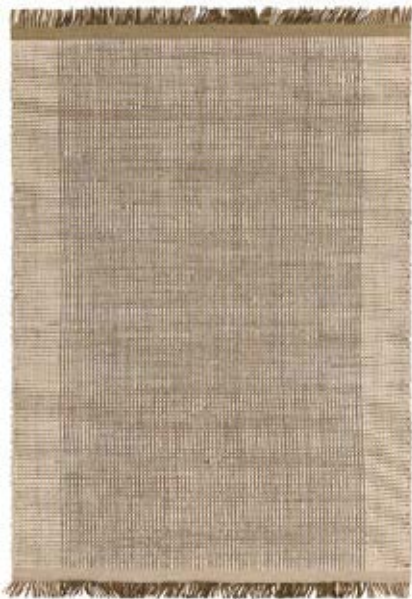
Wool

Sizes(cm):

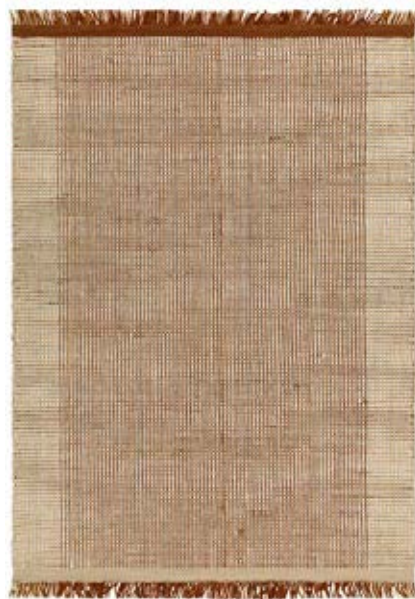
120 x 170

160 x 230

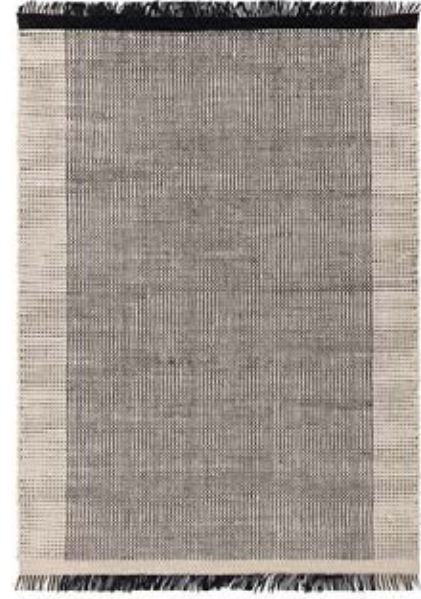
200 x 290



FOREST



RUST



MONOCHROME

RUST





MONOCHROME

Blade

“Experience luxury with our best-selling viscose collection, with a tip-sheared vintage effect”

Our best-selling, hand-woven viscose collection. Blade is presented in 17 colourways with choices for jewel and neutral tones. Each rug is hand woven and finished with tip sheared detail giving a vintage look.

Hand Woven
100% Viscose
Sizes(cm):
120 x 170
160 x 230
200 x 290



SMOKE



PUTTY



SILVER



PUTTY

Matrix

Signature

"Hand-carved in a web of graphic patterns that instantly uplifts the mood of a room"

This signature abstract design dresses up any floor with a thick multi-dimensional pile. The irregular carved shapes gives this collection endless style points.

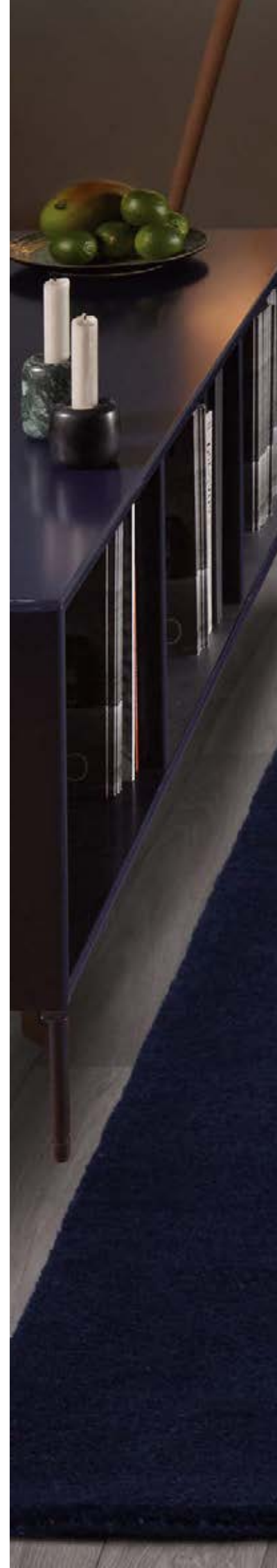
Hand Tufted
Wool & Viscose
Sizes(cm):
 120 x 170
 160 x 230
 200 x 300



102 SIGNATURE INDIGO



104 SIGNATURE OCHRE





102 SIGNATURE INDIGO

Matrix

Statement

“Hand carved floor art meets mid-century charm”

A true statement piece. This collection is reminiscent of mid-century modern geometric designs, featuring artfully hand carved interlocking shapes that form at its core.

Hand Tufted
Wool
Sizes(cm):
120 x 170
160 x 230
200 x 300



92 STATEMENT LIGHT GREY



92 STATEMENT LIGHT GREY



91 STATEMENT NAVY



85 ARCHES AMBER

91 STATEMENT NAVY

Reef

Mid Century / Linear / Horizon

"Dynamic patterns in hand carved statement tones"

Elegantly designed with irregular shapes for added floor depth. Skillfully hand-tufted from sumptuous wool, the color contrast in this collection makes a bold statement.

Hand Tufted
Wool
Sizes(cm):
120 x 170
160 x 230
200 x 290



RF22 LINEAR MULTI



RF24 MID CENTURY GREY



RF31 HORIZON





RF24 MID CENTURY GREY

Romy

Jive

“Unveiling our environmentally conscious collection, where sustainability meets style”

Introducing our first-hand tufted rug made entirely from recycled materials. Romy is constructed with PET yarns which gives the look and texture of viscose.

Hand Tufted
PET
Sizes(cm):
120 x 170
160 x 230
200 x 290



14 JIVE RED



15 JIVE GREEN

15 JIVE GREEN



14 JIVE RED

Romy

Kite

"Contemporary rugs designed with uniquely carved elements"

In this range you can find a mix of eccentric shapes hand tufted with bold yarns and carefully hand carved to accentuate each shape.

Hand Tufted
PET
Sizes(cm):
120 x 170
160 x 230
200 x 290



03 KITE BLUE



04 KITE SAGE



04 KITE SAGE





03 KITE BLUE

Tova

“Soft cosy collection carved into smooth curves across 3 varying heights”

Tova brings a subtle refined appeal to any setting. Woven with polyester yarns, its monotone palette is complemented with intricately carved geometric patterns, creating a beautifully textured look and feel.

Robot Tufted
Polyester
Sizes(cm):
 120 x 170
 160 x 230
 200 x 290



CLAY



GREEN



IVORY





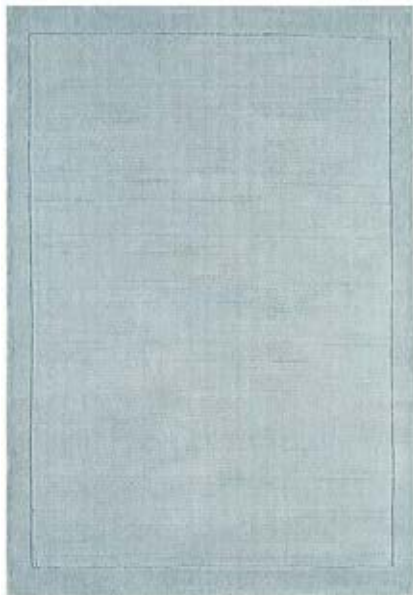
CLAY

York

“Great value wool collection, in a wide variety of colours”

Modern wool collection featuring a border frame with a ribbed effect that creates subtle visual interest. York is handmade in a variety of colours for a full range of choice.

**Hand Woven
Wool
Sizes(cm):
120 x 170
160 x 230
200 x 290**



TEAL



DUCK EGG



TERRACOTTA



BLUE

ESSENTIALS HOME

32. AURORA

36. KUZA

40. NOVA

42. ORION

44. SEVILLE

46. VALLEY

Aurora

“Elevate your space with our best selling Aurora rug, with captivating shine”

Presented in a choice of abstract metallic designs, the Aurora rugs are machine-woven from high density, durable fibres. The result is a collection that's both sophisticated and functional.

Machine Woven
65% Polyester 35% Polypropylene
Sizes(cm):
120 x 170
160 x 230
200 x 290



AU24 CLIFF



AU23 ETCH



AU17 LINEA



AU01 DUNE



AU04 GALAXY



AU24 CLIFF

Aurora

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AU10 GLACIER



AU02 CLOUD



AU10 GLACIER



AU02 CLOUD

Kuza

"Subtle lustre with textured detail"

Lay a stylish foundation with our Kuza collection. Velvety soft with a textured multi-dimensional pile, Kuza comes in a choice of an all over abstract, a muted border or a subtle stripe design.

Machine Woven

70% Polypropylene 30% Polyester

Sizes(cm):

120 x 170

160 x 230

200 x 290



ABSTRACT GOLD



ABSTRACT NAVY



LINES BLUE



LINES TERRACOTTA



LINES TERRACOTTA



ABSTRACT NAVY

Kuza

"Subtle lustre with textured detail"

Lay a stylish foundation with our Kuza collection. Velvety soft with a textured multi-dimensional pile, Kuza comes in a choice of an all over abstract, a muted border or a subtle stripe design.

Machine Woven
70% Polypropylene 30% Polyester
Sizes(cm):
120 x 170
160 x 230
200 x 290



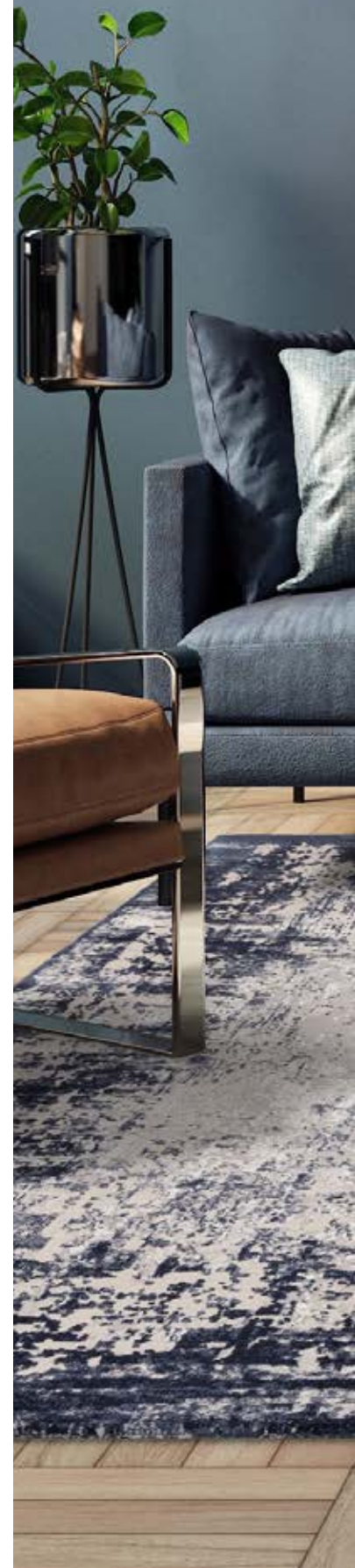
BORDER GOLD



BORDER NAVY



BORDER TERRACOTTA





BORDER NAVY

Nova

"Best-selling Nova collection in a spectrum of designs and colours"

Introducing the Nova range, in an array of saturated colours that stream together. Densely woven, the hard-wearing polypropylene pile makes for a soft warm undefeel.

Machine Woven
100% Polypropylene
Sizes(cm):
120 x 170
160 x 230
200 x 290



NV04 DISTRESS ORANGE



NV22 ABSTRACT MUSTARD



NV10 ANTIQUE GREY



NV11 ANTIQUE NAVY





NV22 ABSTRACT MUSTARD

Orion

“High shine metallics take centre stage with the Orion rug collection”

Showcasing a range of abstract designs embellished with lustrous metallic highlights, the Orion collection offers great value and is power loomed from durable, easy-clean yarn.

Machine Woven
100% Polypropylene
Sizes(cm):
120 x 170
160 x 230
200 x 290



OR04 ABSTRACT BLUE



OR05 ABSTRACT SILVER



OR02 DECOR GREY



OR02 DECOR GREY



OR04 ABSTRACT BLUE

Seville

“Dreamy abstract designs, this high-low texture enhances contemporary style”

This modern rug collection catches the eye with its nuanced tones. Seville is characterised by a fluid abstract design and a high-low effect on space-dyed polyester.

Machine Woven
100% Space Dyed Polyester
Sizes(cm):
120 x 180
160 x 240
200 x 300



01 RIBERA



05 ZAFRA



06 ORO





05 ZAFRA

Valley

"Intricate organic designs with an exaggerated high-low pile"

Sink your feet into the indulgently soft Valley range. These eye-catching rugs make a bold statement on their own, enhanced by artfully machine carved 3D patterns. The high-low pile feels velvety soft underfoot.

Machine Woven
100% Polyester
Sizes(cm):
 120 x 170
 160 x 230
 200 x 290



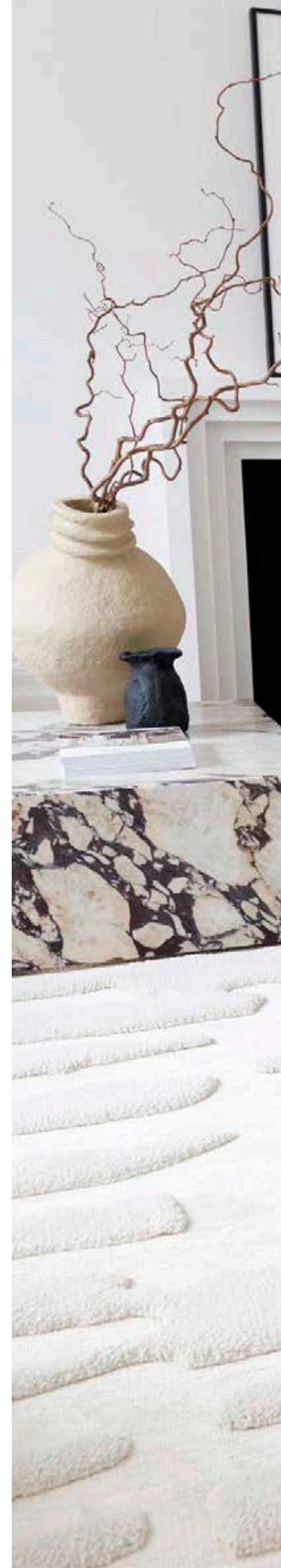
IVORY CONNECTION



IVORY PATH



NATURAL ROUTE





IVORY PATH



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