

## Product texts 2019 collection

### **Ea – New 2019**

Design Mogens Koch

Hand-woven loop rug in NZ wool on cotton warp

160x240, 200x280 cm, made to measure

Colours: beige, charcoal, green, ocean

Designed in 1959 by Mogens Koch, one of the iconic Danish architects, and manufactured with Fabula Living's attention to detail and quality, Ea unites the best of timeless design and modern craftsmanship. The charismatic graphic square pattern gives the rug a subtle presence in a room without dominating the rest of the décor. Made of the finest New Zealand wool, the carefully developed top-of-the-line quality of this rug makes possible the perfect balance of contrasts and harmony honouring the beautiful mid-twentieth-century design.

### **Lily – New 2019**

Design Lisbet Friis

Hand-loom pile rug in Gabbeh-dyed New Zealand wool on cotton warp

170x240, 200x300 cm, made to measure

Colours: marble, smoke, oriental red, night sky

Four exclusive vivacious colours bring a sense of lush fairy tale to the Lily rug, which is woven with the same hand-loom pile technique as Loke. Lisbet Friis has added her signature touch and created soft harmony and contrasts with stripes. The wool piles have been cut in a special way creating an effect of changing the shine and texture depending on how the light falls on the rug. The Gabbeh-dye enhances the rich natural colours.

# FABULA

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## **Bellis – New 2019**

Design Lisbet Friis

Hand-woven rug in Gabbeh-dyed New Zealand wool on cotton warp, reversible

140x200, 170x240, 200x300 cm, made to measure

Colours: charcoal/grey, charcoal/light grey, rose/off white, light blue/off white

Bellis is the new generation of Erica; a thicker, reversible rug in gabbeh-dyed New Zealand wool available in four different colours resembling the changes of the sky throughout a day. From soft, beautiful nude like a rose quartz gemstone to a twilight charcoal grey. All very different colours yet they all have the same depth and tone and work harmoniously together in a room or throughout the house. Up close, the weave reveals tiny dots bringing out the beauty in the colours, which from a distance blur together into a more monochrome shade.

## **Ask – New 2019**

Design Jens Landberg Schrøder

Hand-loom pile rug in Gabbeh-dyed New Zealand wool and linen on cotton warp

160x230, 200x300 cm, made to measure

Colours: beige, charcoal, grey

The uniqueness of this hand loom pile rug stems from a determined process of attention to every single detail. The quality of the New Zealand wool is outstanding and the many experiments mixing wool and a little bit of linen for contrast has resulted in a thicker and more exclusive rug. The linen adds a stylish lustre and a gentle Gabbeh-dye brings the soft shimmering in the pile. The choice of nature inspired colours completes the soft and exclusive design, which is versatile and makes an impact in any room.

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## **Rolf – New 2019**

Design Jens Landberg Schrøder

Hand-woven rug in natural coloured New Zealand wool on cotton warp, reversible

140x200, 170x240, 200x300 cm, made to measure

Colours: off white/beige, grey/black, charcoal/black

With a clean and simple design and pure wool in its natural white, grey and charcoal hues, this hand-woven rug is a step back to nature. The wool is undyed and the subdued life in the tones and textures comes from nature's own beautiful imperfection. The Rolf rug meets a strong desire for natural and sustainable design. The thick quality makes it a very durable rug with the added bonus of being reversible, which can double the life span.

## **Veronica – New colours 2019**

Design Lisbet Friis

Hand-woven rug in Gabbeh-dyed New Zealand wool on cotton warp

80x240, 140x200, 170x240, 200x300 cm

Colours: blue, grey, green

An inviting play with patterns guided by a carefully selected palette of strong calming indigo, deep midnight blue and two new shades of moss green and grey with notes of blue and black make this hand-woven rug in New Zealand wool a beautiful design classic. Quietly saluting the Swedish rag rugs, Veronica brings an instant feel of style and comfort to a room. Like the sister designs of Iris and Myrtus, this is a simple, contemporary style with refined pattern and a three-dimensional visual effect thanks to the special Gabbeh-dye technique.

## **Betula**

Design Lisbet Friis

Woven rug in paper yarn with 3mm woolen felt backing

170x240, 200x300 cm

Colours: beige/off white, charcoal/grey, grey/light

Simple and natural. The perfect weave and the understated natural beauty created when weaving with paper yarn is manifested in the Betula design. This durable and natural material, also used in the Ulmus and Fagus lines, make the subtle, natural colours come out very matte, dry and as close to nature's as possible.

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## **Ulmus**

Design Lisbet Friis

Woven rug in paper yarn with 3mm woolen felt backing

170x240, 200x300, 250x350 cm

Colours: charcoal, grey, light grey

With shades of grey and very subtle patterns, the Ulmus design offers a calm, stylish and natural look for any modern home. Just like Fagus and Betula in the same line, this rug is woven with the exquisite paper yarn on felt back. This is as natural as it gets, making this a strong, easy to care for and beautiful rug.

## **Fagus**

Design Lisbet Friis

Woven rug in paper yarn with 3mm woolen felt backing

170x240, 200x300, 250x350 cm

Colours: grey/beige, charcoal/grey, charcoal/nature

With exquisite simplicity and natural material, the Fagus design brings a breeze of nature into the home. The fine natural feel has been amplified by using only neutral hues as grey, charcoal, nature and beige. Woven with paper yarn on a felt back, this rug has a very refined and flat surface with a lively shadow effect in the weave. Being able to weave with one strong thread, makes this rug extremely strong and practical.

## **Gorm**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool and linen on cotton warp

140x200, 170x240, 200x300 cm, made to measure

Colours: charcoal, grey

With a pattern inspired by a maths matrix this rug suits the clean-lined and cubistic design favoured in many modern homes. The wool has a flaming expression thanks to the special Gabbeh dye, which only partly colours the wool. Pure linen has been woven into the mix making it a tight and extremely durable rug, which comes in beautiful classic charcoal and light grey.

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## **Iris**

Design Lisbet Friis

Hand-woven rug in New Zealand wool on cotton warp

140x200, 170x240, 200x300 cm, made to measure

Colours: charcoal/black, black/blue, grey/light grey

Warm and dark or light and bright stripes. This hand-woven contemporary, classic rug comes in three colour combinations capturing the essence of nature's darkness and lightness. Just like the sister designs of Myrtus and Veronica, the pattern creates its own simple rhythm. The Gabbeh-dyeing technique and the colours bring a vibrant lively touch to a very subtle and elegant style.

## **Myrtus**

Design Lisbet Friis

Hand-woven rug in New Zealand wool on cotton warp

140x200, 170x240, 200x300, 250x350 cm, made to measure

Colours: black/charcoal, black/midnight blue, black/grey

This clean, definitive yet exciting square pattern in this hand-woven New Zealand rug is the result of a careful visual balancing act. Precise play with colours, pattern and the special Gabbeh-dye bring the tiny little squares alive – changing in appearance from textural shimmering to a solid shade. Just like the sister designs of Iris and Veronica, this rug is a very simple, classic style with a vibrant lively touch.

## **Loke**

Design Jens Landberg Schrøder

Hand-loom pile rug in New Zealand wool on cotton warp

170x240, 200x300, 250x350 cm, made to measure

Colours: beige, light grey, dusty green, terracotta, petrol, grey, charcoal

A modern piled rug, made in the finest New Zealand wool, which has a shiny and intense two-toned shimmer despite being uni-coloured. After weaving, the loops have been partly cut using a shaving technique, which has softened the surface and created the enhanced expression of colours. Comes in classic charcoal, beige, light grey, warm terracotta and dusty petrol green.

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## **Gjall**

Hand-woven highpile rug in viscose on cotton warp

160x230, 200x300 cm, made to measure

Colours: white, beige, brown, charcoal, grey, dark beige, petrol, pearl, topaz, amber, ruby.

This very thick, pure viscose high-pile rug is the essence of cosy. The three-dimensional shading effect enhances the softness and the expression of colours, which range from subtle neutrals off white, grey, charcoal, petrol green to beautiful shades like pearl, topaz, amber and ruby inspired by nature's precious stones.

## **Angelica**

Design Lisbet Friis

Hand-loom pile rug in New Zealand wool and viscose

170x240, 200x300 cm, made to measure

Colours: charcoal/off white, grey/black, light grey/off white

The combination of viscose mixed with the wool and the beautiful colours created by the special hand dye technique 'Gabbeh-dye' creates a soft shimmer that looks almost like velvet. The Angelica hand-made rugs comes in the same shades of off white, grey and black as Erica and Viola.

## **Viola**

Design Lisbet Friis

Hand-woven rug in New Zealand wool on cotton warp

140x200, 170x240, 200x300 cm, made to measure

Colours: charcoal/off white, light grey/off white, light blue/off white

Shades of soft grey and pale blue make the Viola design stand out. The dip dye technique 'Gabbeh-dye' has given the wool extraordinary shimmering colours. Viola comes in the same colours as Erica and Angelica, making the three styles suitable for mixing and matching in the same room or throughout your home.

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## **Erica**

Design Lisbet Friis

Hand-woven rug in New Zealand wool on cotton warp

140x200, 170x240, 200x300, 250x350 cm, made to measure

Colours: charcoal/off white, black/grey, light grey/off white, light blue/off white

The thin stripes and the elegant shimmering created by the special dip dye technique 'Gabbeh-dye' distinguish this subtle playful rug. As part of the same family as Viola and Angelica this style works well if you want different hand-made rugs in a matching colour scheme of shades of grey and light blue tones.

## **Fennis**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool and raw wool on cotton warp, reversible

140x200, 170x240, 200x300, 250x350 cm, made to measure

Colours: off white/grey, grey/midnight blue, black/nature, off white/nature

This slightly rustic hand-woven rug in a thick quality with a soft natural colour scheme is a very harmonic design, complimenting different types of wood and styles in a home. The tones and texture come out intentionally irregular thanks to the combination of a shimmering hand-spun natural wool yarn and pure New Zealand wool.

## **Balder**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool and linen on cotton warp, reversible

140x200, 170x240, 200x300 cm, made to measure

Colours: grey/midnight blue, black/grey, grey/light grey

A simple and sophisticated rug using hand-spun high quality yarn. Mixing wool and linen in a very tight weave gives the classic goose eye pattern deliberately a slightly worn surface suggesting that this rug will only become more beautiful with time.

# FABULA

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## **Elli**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool and linen on cotton warp, reversible

140x200, 170x240, 200x300 cm, made to measure

Colours: black/grey, grey/light grey

This high-quality rug using hand-spun yarn is made by the same method as Balder. Wool and linen are mixed in a very tight weave giving deliberately a slightly worn surface suggesting that this rug will only become more beautiful with time. The classic goose eye pattern has been broken and the design defined by crossing stripes.

## **Tanne**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool on cotton warp, reversible

140x200, 170x240, 200x300 cm, made to measure

Colours: white/black, black/white, off white/brown, grey/white, white/grey

This reversible hand-woven rug in pure New Zealand wool fuses a simple contemporary pattern, soft colours and exquisite quality. This very durable rug comes in five different colour combinations, blending natural hues.

## **Gimle**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool on cotton warp, reversible

140x200, 170x240, 200x300 cm, made to measure

Colours: white/off white, beige/grey, off white/black, black/off white

A shimmering look brings out the two shades creating a stunning visual. This is the thickest flat pile rug in the collection and is extremely versatile when decorating a home.

# FABULA

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## **New Freja**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool on cotton warp, reversible

140x200, 170x240, 200x300 cm, made to measure

Colours: white/brown, grey, white/nature

One of the pure New Zealand wool rugs, hand-woven and made in a classic simple pattern that stands out and also blends in a modern home. The colours are a classic, natural mix of brown, grey and soft natural beige and off white.

## **Odin**

Design Jens Landberg Schrøder

Hand-knotted pile rug in New Zealand wool and linen on cotton warp

170x240, 200x300 cm, made to measure

Colours: beige/charcoal, grey/black

Using old Nepalese techniques this thick pile and loop rug has been hand-knotted in New Zealand wool and linen and some of the loops have then been cut creating the unique surface. The signature blend of quality yarn makes Odin a classic in our collection and the gentle two-toned shimmering softens the graphic look.

## **Thor**

Design Jens Landberg Schrøder

Hand-woven high-pile rug in New Zealand wool on cotton warp

160x230, 200x300 cm, made to measure

Colours: off white grey, midnight blue, ochre

This soft, thick quality high-pile rug is made in the best quality New Zealand wool with a carefully selected palette of warm and cool neutrals and bursts of midnight blue and ochre.

# FABULA

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## **Lotus**

Design Lisbet Friis

Twill woven, hand-made rug in New Zealand wool and linen

170x240, 200x300 cm, made to measure

Colours: grey/black, grey/mahogany, blue/black, blue/mahogany

With a well-balanced chequer design in a stunning colour range of dark blue, aqua marine, grey and mahogany, the Lotus design introduces a quality that pushes the boundaries. Advanced craftsmanship, techniques and linen blended with the wool have made it possible to create a high quality rug with a three dimensional shimmering surface.

## **Tilia**

Design Lisbet Friis

Twill woven, hand-made rug in New Zealand wool and linen

170x240, 200x300 cm, made to measure

Colours: blue/white, yellow/white, dark nude/white, dusty green/white

This very clean, simple and light design adds a calm colour touch in any living room or bedroom. The bright yellow, blue, dark nude and dusty green look sharp in an elegant way. Almost pure white New Zealand wool on the surface creates a distinct and elegant shimmering play with the underlining colours and the mixed in linen.

## **Poppy**

Design Lisbet Friis

Hand-woven rug in New Zealand wool and linen on cotton warp, reversible

80x240, 140x200, 170x240, 200x300 cm, made to measure

Colours: yellow/beige, nude/beige, light blue/beige

Fresh colour splashes of yellow, nude and soft blue mixed with beige bring a bit of fun to this thin and tight hand-woven rug in wool and linen. This design is fresh and lights up the room and the neutral base in all three colour variations makes sure it's not too delicate and easy to look after.

# FABULA

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## **Nigella**

Design Lisbet Friis

Hand-woven rug in New Zealand wool on cotton warp, reversible

90x250, 140x200, 170x240, 200x300 cm, made to measure

Colours: charcoal/grey, green/grey, light blue/grey

With a black edge and wider stripes this hand-woven rug in New Zealand wool is a softer version of the statement Rosemary design with the red stripe. The look is a clean-lined understated classic and quiet with muted tones creating a soft transition between the two colours.

## **Rosemary**

Design Lisbet Friis

Hand-woven rug in New Zealand wool on cotton warp, reversible

90x250, 140x200, 170x240, 200x300 cm, made to measure

Colours: black/beige, black/mauve, grey/light grey

Bold yet clean and elegant - the red stripe makes this statement design stand out in any home without compromising on our design core - quality and simplicity. Each stripe is spun out of two threads, and this rug is a prime example of the attention that goes into every part of our process.

## **Daphne**

Design Lisbet Friis

Twill woven, hand-made rug in New Zealand wool and linen

170x240, 200x300 cm, made to measure

Colours: charcoal/white, charcoal/red, black/white, light grey/red

This classic and sophisticated design is made to create a stylish grounded feeling in any room. It's a slightly toned down version of the popular Rosemary rug and gets the extra touch from the special mix of wool and linen. The striking red or white stripe finishes of a quiet and beautiful two-toned rug, which is very durable and will wear with a subtle shine.

# FABULA

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## **Camelia**

Design Lisbet Friis

Twill woven, hand-made rug in New Zealand wool and linen

170x240, 200x300 cm

Stunning on its own and a stylish addition in most settings. With the asymmetrical square pattern, this twill woven rug in New Zealand wool and linen fills a room with a creative graphic pattern and deep stunning colours. These features come from the thick quality of the wool and the refined depth of the linen. Primula rugs come in the same quality.

## **Primula**

Design Lisbet Friis

Twill woven, hand-made rug in New Zealand wool and linen

170x240, 200x300 cm, made to measure

Colours: charcoal/off white, black/off white, midnight blue/off white

Classic, graphic and beautiful - A thick rug in the special twill weave, which together with linen creates a gorgeous matte surface amplifying the simplicity in the definitive design and works well in all modern homes and especially complements classic design furniture.

## **Heimdal**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool on cotton warp, reversible

80x240, 140x200, 170x240, 200x300 cm, made to measure

Colours: black/beige, grey/charcoal

A simple, classic rug made using the purest, hand-spun New Zealand wool. The textural depth and natural hues create a captivating and warm shimmering and make this rug perfect for any modern home cultivating natural simplicity.

# FABULA

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## **Helga**

Design Jens Landberg Schrøder

Hand-woven rug in New Zealand wool on cotton warp, reversible

80x240, 140x200, 170x240, 200x300 cm, made to measure

Colours: charcoal/beige, charcoal/grey

Stripes on stripes – this hand-woven kilim in New Zealand wool has an interesting and simple spin on the classic striped rug. The long lines have been broken by thicker crossing stripes creating a very calm and defined look.