

FABULA

LIVING



COLLECTION 2027

Design Tradition Craftsmanship

Weaving together Scandinavian simplicity, cutting edge qualities and traditional craftsmanship, Fabula Living creates timeless, contemporary rugs that excel in both style and quality.

The essence in our design lies in the creative process, a delicate dance of selecting premium wool paired with muted, natural colours resembling the Nordic landscape. Passion and patience, the intricate weaving patterns, meticulous details, and rigorous testing, are infused in each design.

Rooted in decades of experience, we are continually refining the balance of aesthetics and functionality, elevating understated elegance for the international design scene.





COLLECTION 2027

Sublime Essence, Softly Refined

Our new collection continues an ongoing dialogue between the sublime and the subtle. Two new rugs, Picea and Eik, a refined edition of one of the first Fabula Living design Harald, and a colour update of one of our most popular classics, Tanne, bring enhanced qualities, richer textures and contemporary nuances. A collection that is timeless, adaptable and comfortable to live with.

With honesty, attention to detail and respect for materials, every new design or refinement elevates both our entire collection and the interiors it becomes part of. Some qualities are difficult to define. They are experienced in the depth of the texture, the softness and the calm atmosphere a rug brings to a space, and in a felt essence. We believe these qualities are rooted in an unwavering dedication to craftsmanship and detail. They begin long before the first sketch and continue through close collaboration with skilled weavers, thoughtful material choices and the final hand-crafted finish.

Every rug carries the imprint of the people who made it. With aesthetic longevity and uncompromising quality, each one is designed to be lived with for years, finding its place as naturally in private homes as in hotels, lounges and other hospitality environments. In a time of constant visual stimulation, the collection offers a quieter perspective that values the tactile, the crafted and the enduring, creating spaces that invite people to slow down, connect and stay a little longer.



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EIK

Eik represents the highest level of craftsmanship. The New Zealand wool is worsted using the longest fibres, spun in pairs for exceptional softness and resilience. The weave is tight, the pile deep, and the rug has a sense of pure, understated and sustainable luxury. With a unique flexible warp system with no glue, the structure moves naturally with use and recovers with an ultimate bounce-back effect. Eik is available in sizes up to 300x400 cm and six nature-inspired colours: two soft and pale tones, a moss green, a deep cinnamon, and two warm, coffee-inspired brown shades.

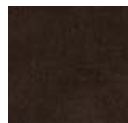
Hand-loom pile rug worsted NZ wool on cotton warp
170x240, 200x300, 250x350, 300x400 cm,
made to measure
Design Jens Landberg Schrøder



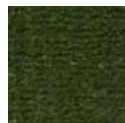
1111
OAT



1212
OYSTER



1313
ESPRESSO



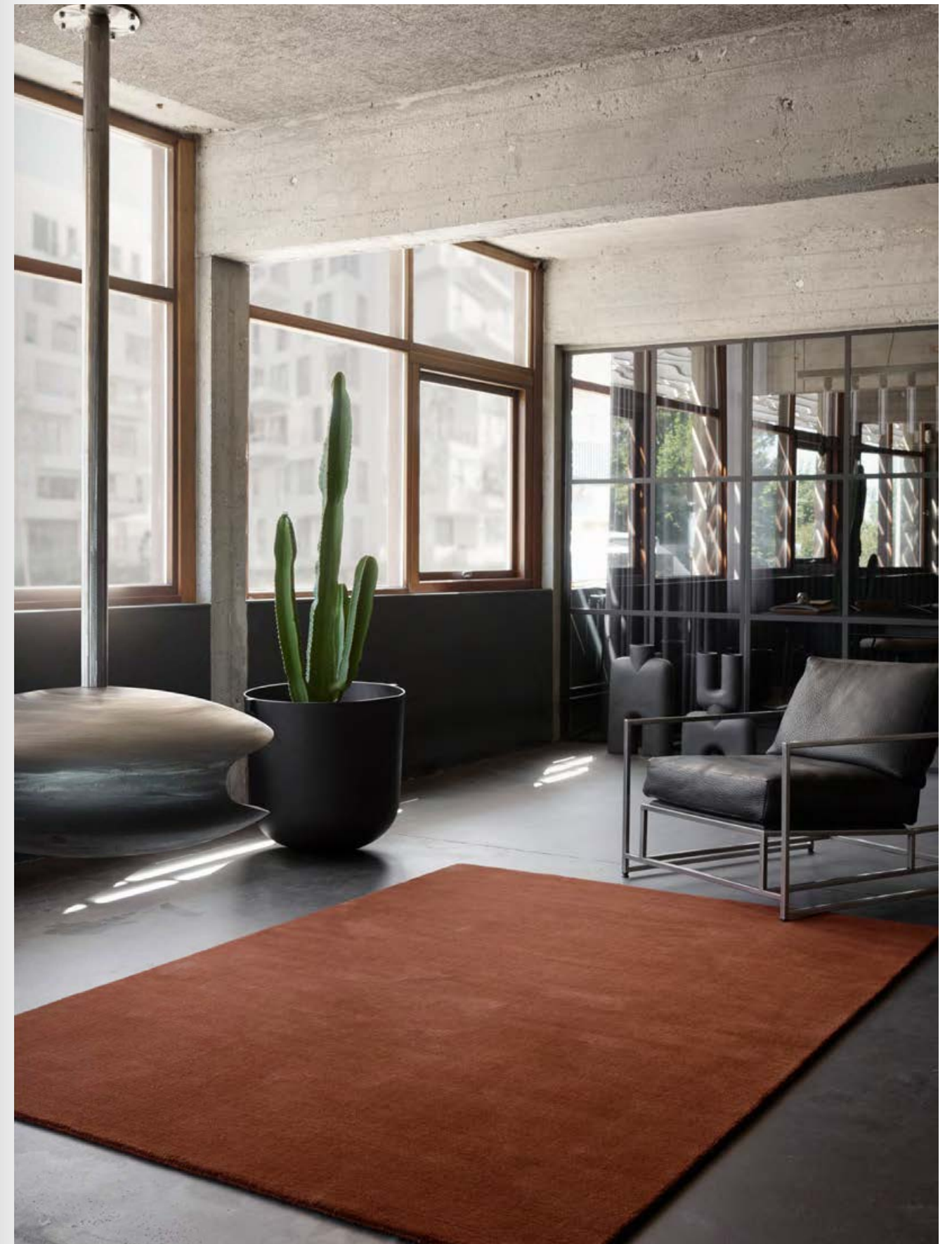
1818
MOSS



2020
CINNAMON



3333
LATTE





PICEA

This design offers a timeless aesthetic and everyday durability with its quiet subtle graphic pattern that emerges through nuanced tones of straw, blush and sage. So soft that the pattern almost dissolves into texture. Hand-woven from high-quality New Zealand wool on a cotton warp, Picea is woven in a durable 4-ply twisted yarn, where the four strands create a strong, resilient design. The carefully blended wool colours give depth and richness to every shade, creating a surface that feels considered and bring a calm, grounded presence complementing a wide range of interiors.

Hand-woven rug in NZ wool on cotton warp, reversible
170x240, 200x300, 250x350 cm, made to measure
Design Lisbet Friis



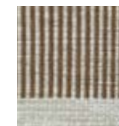
1211
STRAW



1811
SAGE



3011
BLUSH



1113
OFF WHITE/
TOFFEE



1116
OFF WHITE/
GREY



1118
OFF WHITE/
MOSS



1211
BEIGE/
OFF WHITE

HARALD

Originally introduced in 2005, this harmonious and understated design returns in a refined edition. The same distinctive character, elevated in every detail and crafted from high-quality wool. The palette has a contemporary touch, with two soft natural shades, a 70s-inspired toffee brown and a deep moss green. In each colourway, two tones are woven together to create a gentle shimmer. The stripes are woven lengthwise, making it the only design in our collection with this orientation. For larger, more voluminous furniture and expansive seating arrangements, it is a perfect choice, as stripes running the full length of the rug create a natural sense of proportion.

Hand-woven rug in NZ wool on cotton warp, reversible
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



TANNE

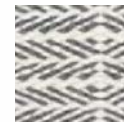
This reversible hand-woven rug in pure New Zealand wool fuses a simple contemporary pattern, soft colours and exquisite quality. A very durable rug available in four different colour combinations, blending natural hues. We have added two timeless tonal combinations in off-white and beige to the existing palette of white and grey, and white and black. Together, they give the design a timeless and current expression that works beautifully in larger spaces and hotels, where the rug, without dominating, can complete, balance and brings warmth into contemporary interiors.

The Tanne design is now available in an additional size 250x350 cm.

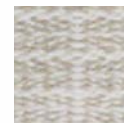
Hand-woven rug in New Zealand wool on cotton warp, reversible
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



1015
WHITE/
BLACK



1016
WHITE/
GREY



1112
OFF WHITE/
BEIGE



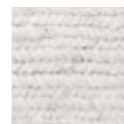
1211
BEIGE/
OFF WHITE



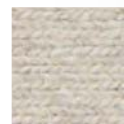
BJÖRK

Björk, the subtle star of our collection, is hand-knotted in New Zealand wool using the Sumak technique, a traditional craft with roots in Persia. This knotting method creates a knit-like texture while preserving the robust qualities of a flat-woven rug. By blending raw, natural fibres with carded yarn, we've crafted a unique interplay of colour, shine, texture, and durability - bringing together the best of both worlds. This perfect balanced design is the result of years of meticulous testing and development. Björk is quiet, and elegantly understated, revealing more of its refined character over time.

Sumak hand-knotted in natural coloured New Zealand wool on cotton warp
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



1127
OFF WHITE/
LIGHT GREY



1212
SAND



2716
LIGHT GREY/
GREY

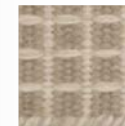




MIST

The Mist design merges a rustic Scandinavian vibe with a touch of Japanese zen. The subtly chequered pattern balances between distinct and discreet, giving the rug the ability to serve as both a centrepiece and a backdrop in the décor. We have maximised the potential of the sublime worsted wool, with longer fibres creating a flat look and ensuring durable quality. Explore different sizes, including a round version.

Hand-woven rug in worsted New Zealand wool on cotton warp
170x240, 200x300, 250x350, circular 240 cm, made to measure
Design Jens Landberg Schrøder



1211
BEIGE/
OFF WHITE



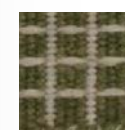
1213
BEIGE/
BROWN



1412
CHARCOAL/
BEIGE



1627
GREY/
LIGHT GREY



1812
GREEN/
BEIGE





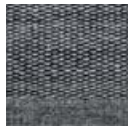
BELLIS

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 white nature to soft nude like a rose quartz gemstone, the different colours share the 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.

Hand-woven rug in Gabbeh-dyed New Zealand wool on cotton warp, reversible
 140x200, 170x240, 200x300 cm, made to measure
 Design Lisbet Friis



1125
OFF WHITE/
NATURE



1427
CHARCOAL/
LIGHT GREY



3011
ROSE/
OFF WHITE



3811
LIGHT BLUE/
OFF WHITE





WOOL

Wool is the foundation for the warmth, comfort, and durability that our rugs bring to any space. We source the finest quality from New Zealand, renowned for its soft yet resilient fibres, offering exceptional quality and longevity.



We carefully balance raw and hand-spun yarns in our weaving process to achieve a layered texture and organic feel in each rug. We blend these with viscose and linen to elevate the natural properties of the wool.

Our ongoing experiments ensure the continuous improvement of wool quality. We are increasingly blending natural and worsted yarns to achieve the perfect balance of strength, softness, shine, and durability - combining the best of both worlds. This process often requires years of refinement and is essential to Fabula Living.

Dyeing strikes the balance of deep richness and natural, earthy colour tones, which is our signature. The wool's natural structure retains dyes well, ensuring that the rugs maintain their beauty over time.



FENRIS

This slightly rustic hand-woven rug, distinguished by its thick, high-quality weave and soft natural colour scheme, is a harmonious design that complements various types of wood and styles within a home. The intentional irregularity in tones and texture is achieved through a combination of a shimmering hand-spun natural wool yarn and pure New Zealand wool. For added versatility, it is also available in a round version, offering a unique and stylish option in any room.

Hand-woven rug in New Zealand wool
and raw wool on cotton warp, reversible
140x200, 170x240, 200x300, 250x350, circular 240 cm, made to measure
Design Jens Landberg Schrøder



1116
OFF WHITE/
GREY



1629
GREY/
MIDNIGHT

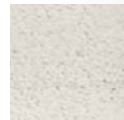


1525
BLACK/
NATURE



1125
OFF WHITE/
NATURE





1111
OFF WHITE



1616
WARM GREY



3535
CASHMERE

EDDA

Thick, soft, and gorgeous, say hello to Edda - an embodiment of pure cosiness. Crafted from the finest New Zealand merino wool, this rug boasts a soft and lustrous surface, ensuring durability that withstands fraying. Invest in enduring comfort with this warm and soothing design in warm grey, cashmere, and off white. A rug that combines contemporary sleekness and thick luxurious quality.

Hand-woven pile rug in wool and merino wool from New Zealand on cotton warp
170x240, 200x300 cm, made to measure
Design Jens Landberg Schrøder

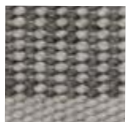




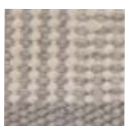
HUMLE

Made entirely in raw natural wool, Humle is a beautiful pure rug with an understated chequered weave. Depending on the light and the angle, the pattern flickers between suggestive and subtle stripes. Like the Rolf design the undyed wool allows for a natural interplay with three different colour combinations exploring shades of grey, nature, and off white. Mixing lighter and darker shades make the design perfect for brightening up a space or bringing some cosy grounding to a room.

Hand-woven rug in natural coloured
New Zealand wool on woolen warp, reversible
170x240, 200x300 cm, made to measure
Design Jens Landberg Schrøder



1614 GREY/
CHARCOAL



2710 LIGHT
GREY/WHITE



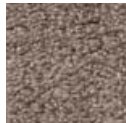
2511
NATURE/
OFF WHITE



HJALTE

Sinking your feet into the Hjalte rug is an unparalleled experience of comfort and softness. Like Ask, it is hand-woven with a blend of wool and linen, and the use of longer piles enhances its lushness. The rug's substantial weight signals its high quality, yet the surface maintains a light and lively feel. The exceptional wool quality not only ensures ease of cleaning but also delivers an excellent bounce-back effect, allowing footprints and pathways to disappear effortlessly with a vacuum cleaner. With a colour palette of grey, off white, latte, and dark beige, the Hjalte rug ticks all the boxes for a cosy and elegant ambience.

Hand-loom pile rug in New Zealand wool and linen on cotton warp
170x240, 200x300, circular 240 cm, made to measure
Design Jens Landberg Schrøder



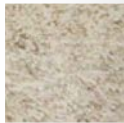
3939
DARK BEIGE



3333
LATTE



1616
GREY



1111
OFF WHITE



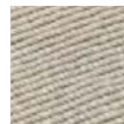


New ways of creating atmosphere emerge through thoughtful textures and refined details, each designed to bring warmth, balance and a sense of home.

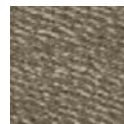
ASTRID

Without being overpowering, the herringbone pattern is crisp enough to add a toned-down luxurious touch to Astrid. Two shades of yarn hand-spun by our skilled team in India and the alternating weaving directions form the subtle pattern in this timeless, contemporary design. The high-quality hand-woven rug comes in two colours, each with enough contrast to add a sophisticated dimension to a room. The colours channel earthy landscape and Scandinavian beaches.

Hand-woven rug in New Zealand wool on cotton warp, reversible
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



1200
SAND



1300
CLAY





VIDAR

With this lush loom pile rug, we have combined a discreet luxurious style with our high-quality. Vidar is made in exquisite wool with fine, long fibres giving the rug an incredible durability and ability to refresh and maintain the soft thickness. A small amount of viscose adds a desired soft shine, which changes slightly in tone depending on the light and infuses any room with cosy elegance. Choose between six timeless colours white, grey, sand, graphite, forest and bronze.

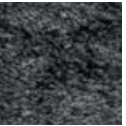
Hand-loom pile rug in New Zealand wool and viscose on cotton warp
170x240, 200x300 cm, made to measure
Design Jens Landberg Schrøder



1010
WHITE



1212
SAND



1414
GRAPHITE



1616
GREY



1818
FOREST



3939
BRONZE



RUBUS

With a light, elegant pattern in subtle, earthy shades of sienna, honey, olive and greys, designer Lisbet Friis brings her signature style to this hand-woven rug.

A combination of hand-spun wool in the finest quality and an intricate weaving technique - known from our popular Daisy rug - gives Rubus an inviting feminine touch with a rustic texture that brings depth and character to any room. Its layered structure, soft look, and the exceptional durability make it ideal for hospitality spaces or busy areas of the home.

Hand-woven in New Zealand wool on cotton warp
 170x240, 200x300, 250x350 cm, made to measure
 Design Lisbet Friis



1220
 BEIGE/
 SIENNA



1247
 BEIGE/
 OLIVE



2716
 LIGHT GREY/
 GREY



2723
 LIGHT GREY/
 HONEY



DAISY

The hand-woven Daisy rug in the high-quality New Zealand wool is the perfect choice for adding bold and sophisticated colours to the home. This design displays the delicate balancing act which is the epitome of designer Lisbet Friis' style and skills. The colours ranging from warm black to burnt orange sienna and hay green are subdued with a depth of clarity, and the stripes are classic with a distinct sense of something new and refreshing. The edges have a playful finish with a chequer effect.

Hand-woven rug in New Zealand wool on linen warp
 80x240, 140x200, 170x240, 200x300 cm, made to measure
 Design Lisbet Friis



1512
 BLACK/
 BEIGE



2011
 SIENNA/
 OFF WHITE



4711
 OLIVE/
 OFF WHITE



2311
 HAY/
 OFF WHITE





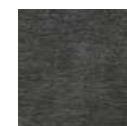
ASK

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 have resulted in a thicker and more exclusive rug. The linen adds a stylish lustre and a gentle Gabbah dye brings a soft shimmer to the pile. The choice of nature-inspired colours completes the soft and exclusive design, which is versatile and makes an impact in any room.

Hand-loom pile rug in Gabbah-dyed New Zealand wool
and linen on cotton warp
160x230, 200x300 cm, made to measure
Design Jens Landberg Schrøder



1616
GREY



1414
CHARCOAL



1212
BEIGE





1115
OFF WHITE/
BLACK



1615
GREY/
BLACK



4715
OLIVE/
BLACK

HOLGER

Among its many qualities, this hand-woven rug has an appealing tight texture, a multidimensional depth created by the cotton thread, that makes you want to glide a hand over the surface. Visually, the muted and lighter tones balance the darker shades and soften the pattern, resulting in a less graphic and more organic expression finished with an elegant border.

Hand-woven rug in New Zealand wool on cotton warp
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder





DESIGN

Our design philosophy celebrates the quiet strength of timeless design. What looks easy on the eye - our simple, contemporary Nordic design - is the result of a complex process, where we continue to embrace different ancient weaving techniques to create the best of the best.

The unique, organic look and feel of each rug is built on designer Jens Landberg Schrøder's decades of experience and dedication to refining every detail. From selecting the right cotton for the warp to combining wool and designing the weaving structure, this meticulous approach lays the foundation for the high-quality craftsmanship that defines all our rugs.

FABULA
LIVING

BRINGING SPACES TO LIFE

How a space makes us feel is an essential part of modern design. Hotels, offices, and commercial environments are designed around emotional comfort, where acoustics, tactility and visual expression come together to create meaningful experiences. Through natural materials, exceptional durability and timeless craftsmanship, we provide architects and designers with the foundation to bring their visions to life, creating hospitality spaces that look beautiful, stand the test of time, and invite people to feel comfortable.



HOSPITALITY

MADE TO MEASURE COMPLEMENTING EVERY SPACE

Every space has its own character and proportions, and the right rug can transform a space. Whether creating a welcoming hotel lounge, defining zones in a workplace or adding warmth to a private interior, our designs are available in bespoke sizes to complement each setting.

Most rugs can be adapted in size, from smaller formats to larger dimensions up to 4.5 metres wide and 10 metres in length. Selected designs are also available as circular rugs, offering further flexibility in creating balanced interiors.

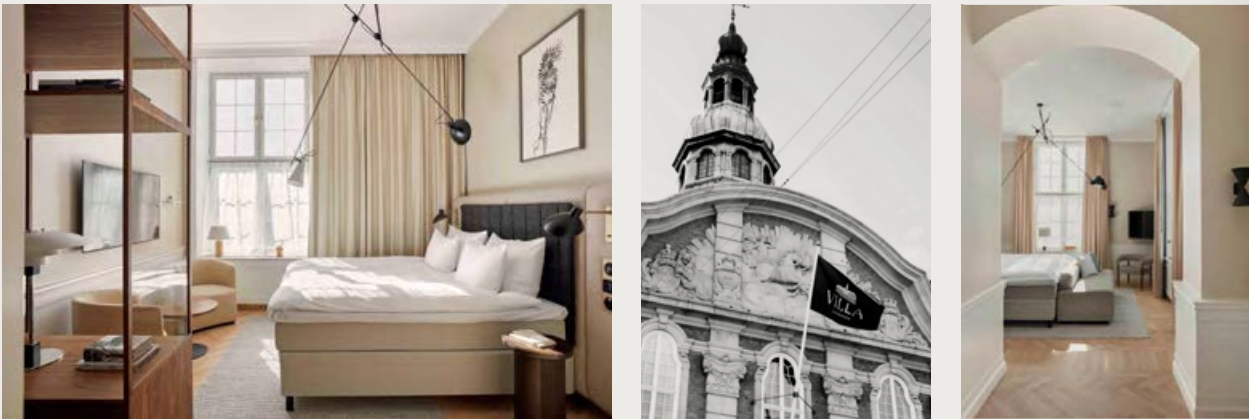
As each rug is unique and hand-made, slight variations in size, colour and weaving are natural characteristics that add to their individual expression. All standard rugs are available from stock, while bespoke rugs can be delivered within four to five months, with express options available.



Made to measure rugs are designed to complement each interior, creating a natural sense of balance through scale, texture and atmosphere.

SOFT SUITES

In modern hotel rooms, beauty and luxury are expressed through atmosphere, where texture, tone and time reveal a calmer, softer and more tactile sense of comfort. Across luxury hotels, airport environments and destination retreats, our rugs complement interiors defined by natural materials and thoughtful details, creating spaces that invite guests to slow down, unwind and feel at home.



VILLA COPENHAGEN
COPENHAGEN

Hand-woven Fenris rugs complement the understated Scandinavian interiors by Pronova Interiors, enhancing the hotel's conscious approach to luxury.



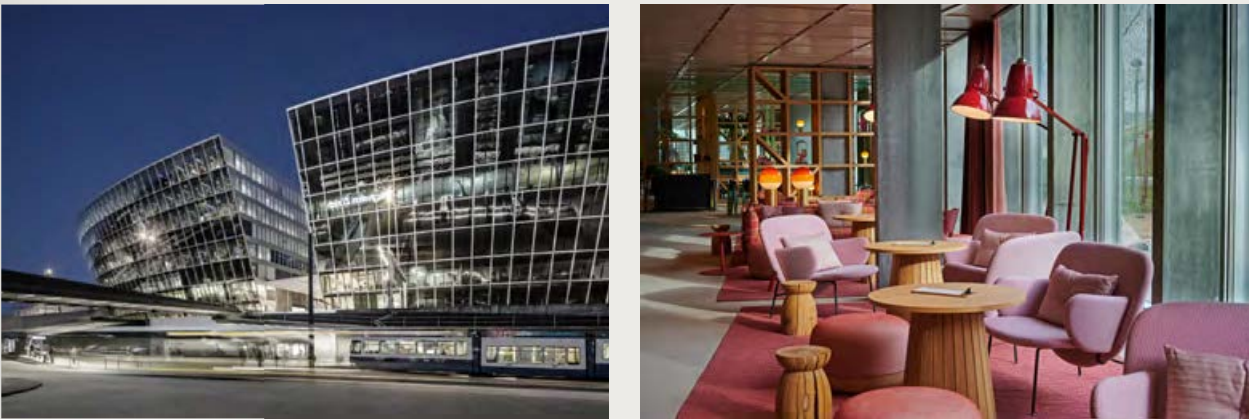
HOTEL STAMMERSHALLE
BORNHOLM

Nordic simplicity at its best, designed by architect Peter Wedell-Wedellsborg from Reform. Nanna hand-loomed rugs add sophisticated softness.



HOTEL RIVIERA
MOSS

Reflecting Riviera Hotel Group's thoughtful approach, the interiors by Anemone Studio combine natural materials and considered details using New Freja wool rugs.



HYATT PLACE ZURICH AIRPORT THE CIRCLE
ZURICH

The custom red Tanne rug adds warmth and texture to the lounge area, enhancing the refined hotel setting.

CREATING SPACES FOR PEOPLE/ SHAPING CONNECTIONS

From branded headquarters and airport lounges to schools and other commercial environments, our designs support architects and designers in creating interiors that respond to the needs of the people using them. Some are created to inspire focus, others to encourage connection, offer reassurance or provide moments of calm.



WK Works supplied Valhal rugs large sizes for the lounge areas in a private airport in England.



Gimle, Fenris, Loke and Rune rugs are part of the lounge area in a women's refuge. Design The Sweet Spot.



Mixed selections used throughout a boarding school in Denmark, interior to make pupils feel at home. Design The Sweet Spot.



A warm, inviting lounge in a private Copenhagen office, where a rug adds a sense of comfort, creating a more residential feel in the workplace.

PERFORMANCE PROVEN AT THE HIGHEST LEVEL

Our rugs undergo rigorous independent testing for durability and fire safety to ensure reliable performance in high-traffic and hospitality environments, where beautiful design must withstand everyday life without compromising on quality, safety or appearance.

The independent results confirm performance at the highest industry standards:

Durability
Most tested rugs achieve the highest classification for loose-laid textile floor coverings. The same rigorous test previously classified the rugs as Class 23 (Heavy Domestic Use) and, under the updated classification system, corresponds to Class 32 General Commercial Use.

These results are a testament to our rugs' high durability and resilience in spaces with intensive daily use, maintaining both their appearance and material integrity over time.

Fire safety
All tested designs achieve the highest fire classification for textile floor coverings, Class B_{fl}-s1. This ensures strong resistance to flame spread and minimal smoke emission, providing maximum safety in public and hospitality spaces. Testing is carried out in accordance with EN 13501-1, using internationally recognised methods including EN ISO 9239-1 and EN ISO 11925-2.

Only a small number of rugs are not included in this testing programme, as they are designed for private homes rather than hospitality use.



BS EN 13501-1 B_{fl}-s1



BS EN 14215
CLASS 22 GENERAL
DOMESTIC USE



BS EN 14215
CLASS 23 HEAVY
DOMESTIC USE



BS EN 14215
CLASS 32 GENERAL
COMMERCIAL USE



BS EN 14215
CLASS 33 HEAVY
COMMERCIAL USE

A SENSE OF HOME

The most memorable spaces are ultimately those that make us feel at ease. Through acoustic comfort, texture, tone and tactility, thoughtful materials shape environments that feel balanced and welcoming. As hospitality and workplace design continue to evolve, rugs play an important role in creating spaces that invite people to pause, connect and stay longer.

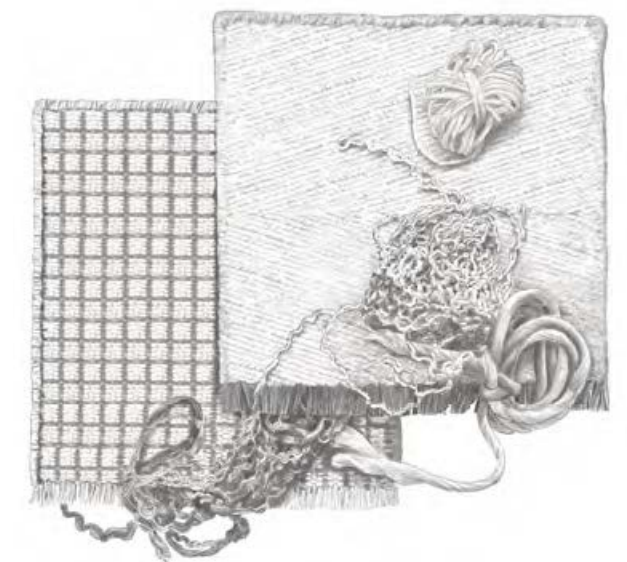
Fabula Living

Hand-woven and hand-loomed using traditional techniques, each rug carries the subtle character and depth that come from skilled craftsmanship. A cohesive collection where colours, patterns, sizes and shapes work naturally together. Designed for everyday use in high-traffic areas, the rugs maintain their character and quality over time.



The essence in our design lies in the creative process, a delicate dance of selecting premium wool paired with muted, natural colours resembling the Nordic landscape. Passion and patience, the intricate weaving patterns, meticulous details, and rigorous testing, are infused in each design.

The finishing touch is the sublime colour and shade, developed in collaboration with renowned colour expert and designer Lisbet Friis. Whether we create pattern or mono-coloured design, our rugs always display intricate details, layers of structure, and muted, natural hues.

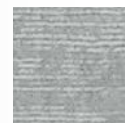




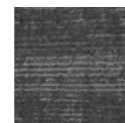
LOKE

A modern pile 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.

Hand-loom pile rug in New Zealand wool on cotton warp
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



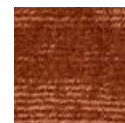
2727
LIGHT
GREY



1616
GREY



1212
BEIGE



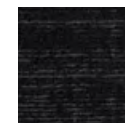
2020
TERRACOTTA



4848
PETROL



3737
DUSTY
GREEN



1414
CHARCOAL



ROLF

With a clean, minimalist design and pure wool in natural hues of white, grey, and charcoal, this hand-woven rug brings us back to nature. The undyed wool, with its subdued tones and natural textures, evokes a look and feel that pays homage to 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 bonus of being reversible, potentially doubling its lifespan.

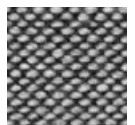
Hand-woven rug in natural coloured
New Zealand wool on cotton warp, reversible
140x200, 170x240, 200x300 cm, made to measure
Design Jens Landberg Schrøder



1114
OFF WHITE/
CHARCOAL



1112
OFF WHITE/
BEIGE



1615
GREY/
BLACK



1415
CHARCOAL/
BLACK



UNA

A mixture of the best quality New Zealand wool and linen on dyed cotton warp gives this hand-woven rug a harmonious three-dimensional surface and adds durability to the list of its many qualities. The elegant design is sharpened by a border complementing the selection of colours - deep glowing amber, lingonberry and two soft natural light colours.

Hand-woven rug in New Zealand wool and linen on cotton warp, reversible
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



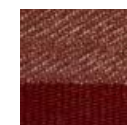
1116
OFF WHITE/
GREY



2716
LIGHT GREY/
GREY



5252
AMBER



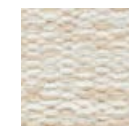
3053
LINGON-
BERRY



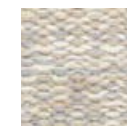
GIMLE

A shimmering look brings out the two shades creating a stunning visual effect in this popular, classic design Gimle, which is the thickest flat pile rug in the collection. The colour palette draws from Autumnal shades and the Scandinavian natural tones. Soft leaf green, willow, and golden burnt cork harmoniously cover the range of a leaf's natural defoliation. Each shade complements the thick flat pile quality and the stunning two shade mottling effect on the hand-woven rug in New Zealand wool. With four different colour combinations, Gimle is extremely versatile when decorating a home.

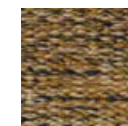
Hand-woven rug in New Zealand wool on cotton warp, reversible
140x200, 170x240, 200x300 cm, made to measure
Design Jens Landberg Schrøder



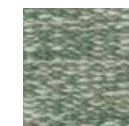
1011
WHITE/
OFF WHITE



1211
BEIGE/
GREY

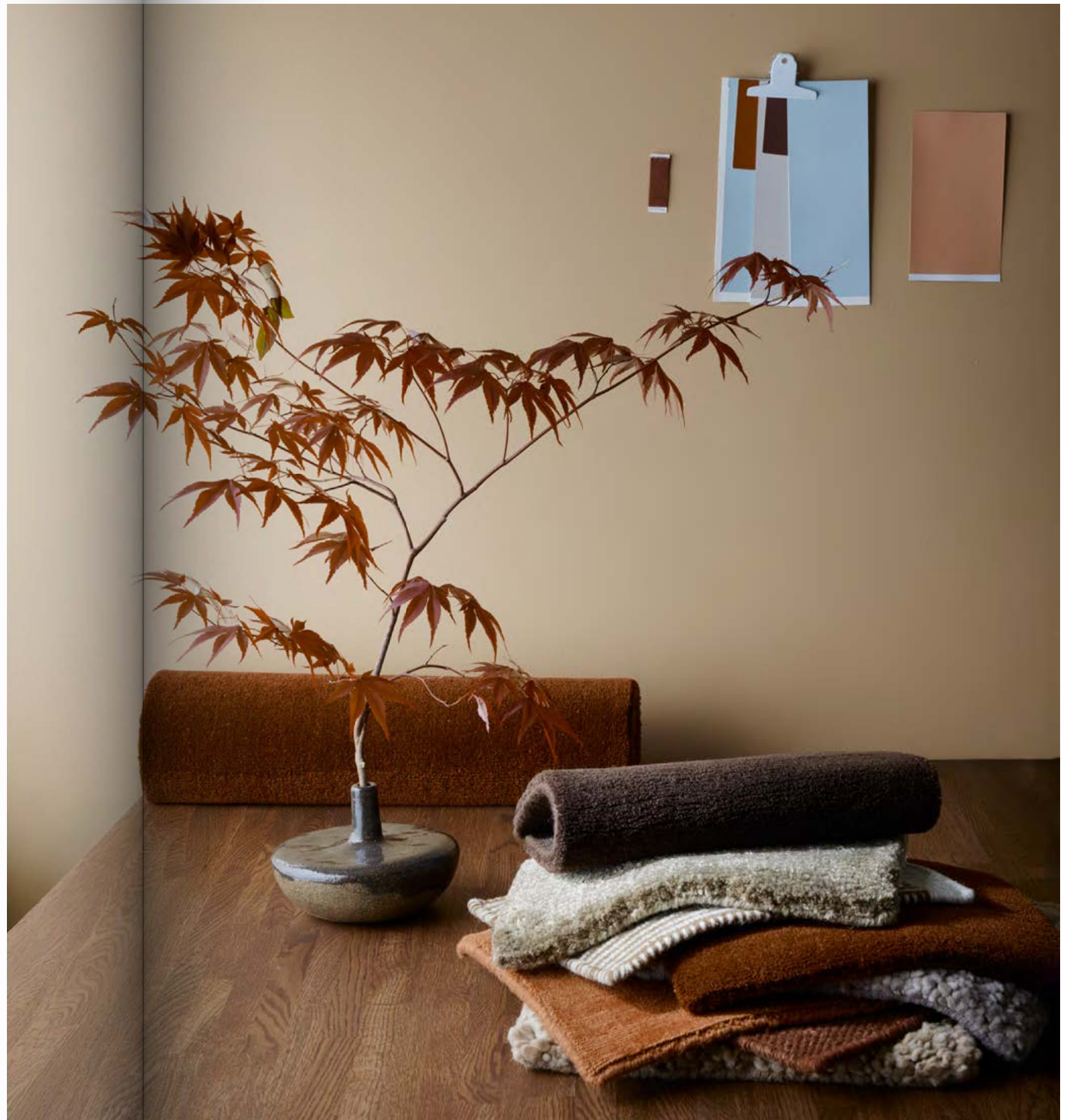


5252
CORK



1818
WILLOW

In a time of constant visual stimulation,
the collection offers a quieter perspective
that values the tactile, the crafted and
the enduring, creating spaces that invite
people to slow down, connect and
stay a little longer.

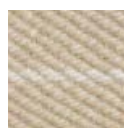




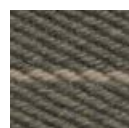
SVALIN

Just as the colours maintain natural and muted tones, the stripes in this design exhibit a vibrant yet softened look. This understated balance allows the Svalin rug to either assert itself or blend seamlessly into any décor. Hand-woven with New Zealand wool, the rug features a distinctive twisting technique that imparts both volume and resilience. The linen warp creates the slightly blurred stripes in the twill weave, while blends of soothing greys, beige, and sand hues subtly transform with the play of light and surrounding ambience.

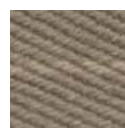
Hand-woven rug in New Zealand wool on linen warp, reversible
 170x240, 200x300, 250x350 cm, made to measure
 Design Jens Landberg Schrøder



1211
SAND/
OFF WHITE



1416
CHARCOAL/
GREY



1627
GREY/
LIGHT GREY



1812
GREEN/
BEIGE

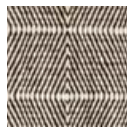




NEW FREJA

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.

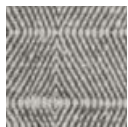
Hand-woven rug in New Zealand wool on cotton warp, reversible
 140x200, 170x240, 200x300 cm, made to measure
 Design Jens Landberg Schrøder



1013
WHITE/
BROWN



1025
WHITE/
NATURE



1616
GREY





1200
SAND



1300
CLAY



2512
MARBLE



2700
SILVER



VALHAL

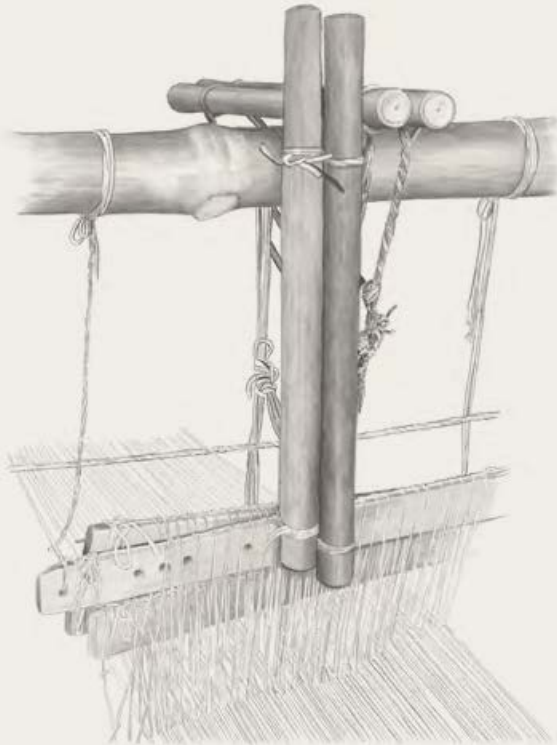
Valhal is a natural Nordic beauty. A subtle shimmering texture gives this hand-loom pile rug a distinct luxurious quality. Depending on the light and the pile direction, the look shifts from one tone to another, from soft shiny to matte. Like carved out of a rock, the colours of sand, clay, marble and silver take on the changing and surprising depths of nature's colour play. As with the Vidar design, the understated wow-factor comes from the exquisite mix of high-quality wool and viscose. The darker viscose softens the bright shine and create a harmonious interplay.

Hand-loom pile rug in New Zealand wool and viscose on cotton warp
170x240, 200x300, 250x350, circular 240 cm, made to measure
Design Jens Landberg Schrøder

CRAFTSMANSHIP

Our rugs are designed in Denmark and hand-made in India with attention to detail from the drawing board to the weave. We work with a trusted team of highly skilled artisan men and women in India.

With their unparalleled crafts and skills building on ancient dyeing, spinning and weaving techniques passed down through generations, they bring to life our often challenging commitment to consistently perfecting the quality.



Through the lens of our modern Scandinavian aesthetics, we are always exploring how we can use various ancient weaving techniques from India and Persia, to update, renew and improve quality, design and production.

By combining this ancient craftsmanship with a modern approach, we create pieces that bring warmth, personality, and a distinct sense of character to every space. All our rugs are hand-woven with slight imperfections, which make each one unique.

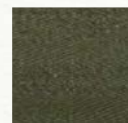




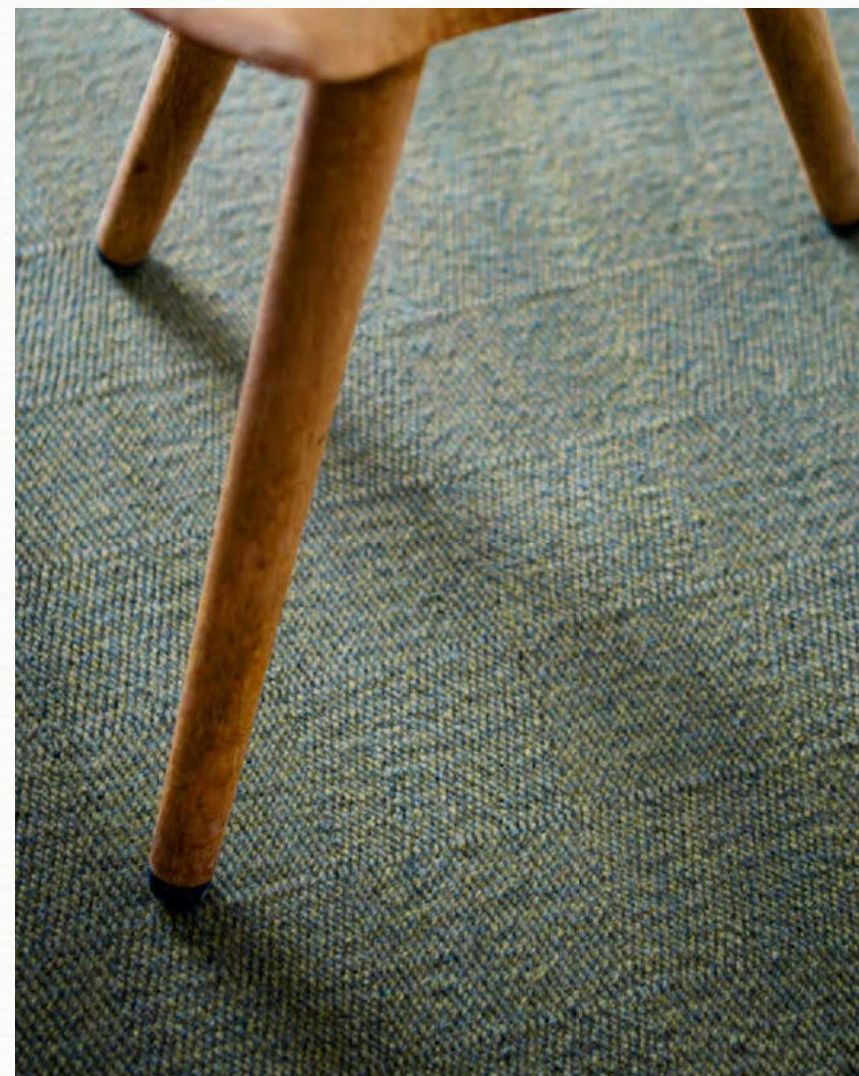
1616
GREY



1717
INDIGO



1818
FOREST



RUNE

There is an understated luxury in this hand-woven rug made from high-quality wool in beautiful indigo, grey and forest green with a slight golden tone. Up close the tight weave reveals a discreet diamond pattern as a result of a complicated weaving technique and a meticulous process, where the wool has been hand-spun with several threads.

Hand-woven rug in New Zealand wool on cotton warp, reversible
140x200, 170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



GRO

Graphic shapes paired with off white and beige and natural contrast colours form a stunning pattern framed with a simple border. The fairly complicated pattern on this hand-loom pile rug has required next level craftsmanship. The top-quality New Zealand wool has been woven and cut to create a shimmering look changing with the light.

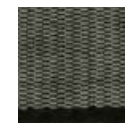
Hand-loom pile rug in New Zealand wool on cotton warp
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



1511
BLACK/
OFF WHITE



1611
GREY/
OFF WHITE



4712
OLIVE/
BEIGE



4812
PETROL/
BEIGE

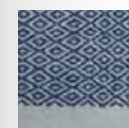
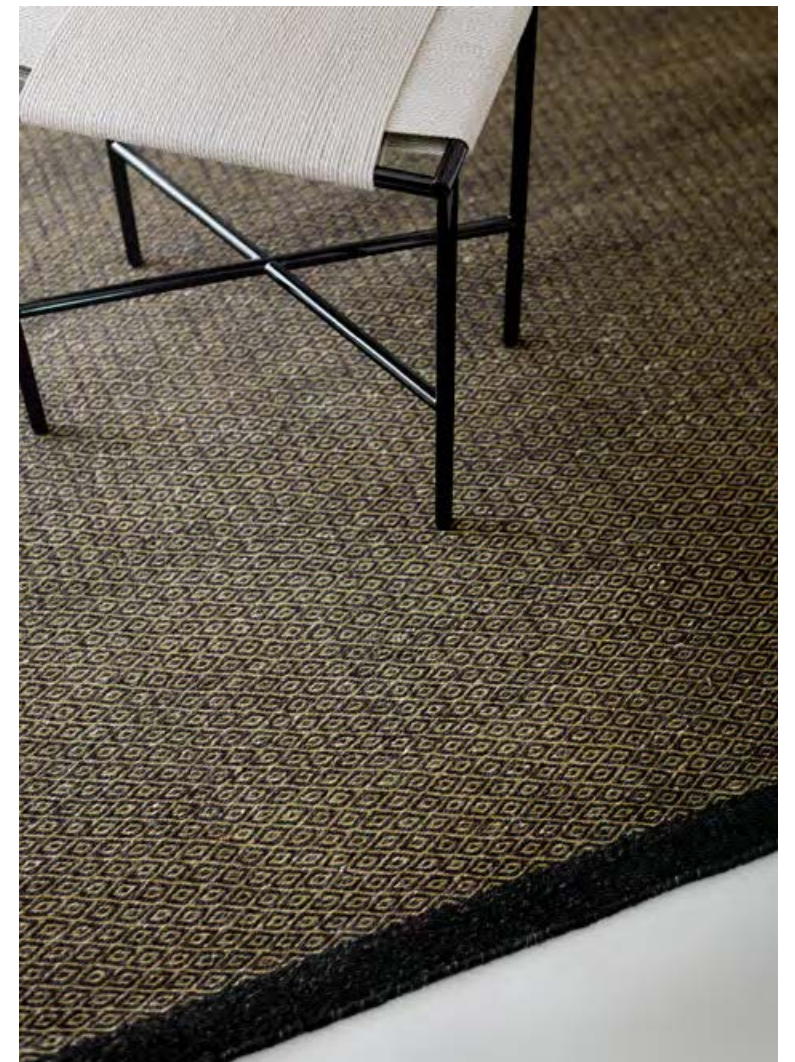




BALDER

An abundance of beautiful hues inspired by nature add depth to the classic goose eye pattern on this simple and sophisticated, hand-spun rug. Whether choosing the golden honey toned umbra, forest green inspired by crisp beech leaves, classic grey, black and midnight blue, the colours are strong enough to stand out, and soft enough to blend into a natural colour scheme and suit any wooden floor. Mixing high-quality wool and linen in a very tight weave deliberately creates a slightly worn surface suggesting that this rug will only become more beautiful with time.

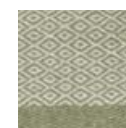
Hand-woven rug in New Zealand wool and linen on cotton warp, reversible
140x200, 170x240, 200x300 cm, made to measure
Design Jens Landberg Schrøder



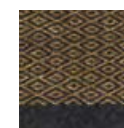
1629
GREY/
MIDNIGHT
BLUE



1516
BLACK/
GREY



1818
FOREST



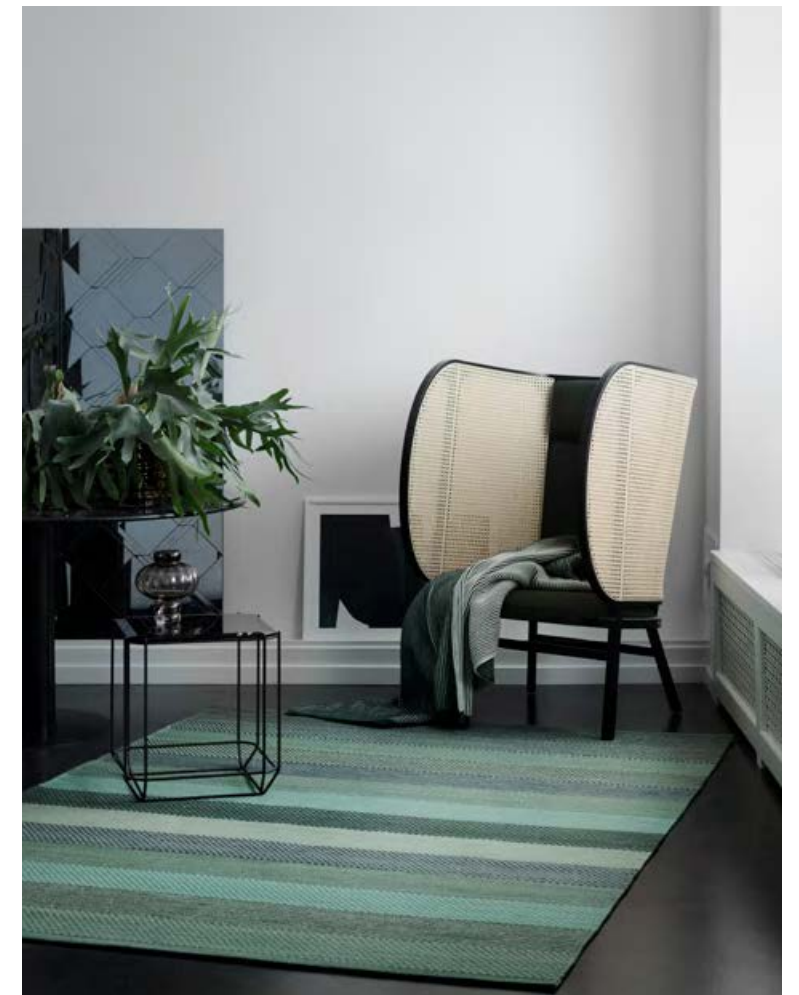
5252
UMBRA



1627
GREY/
LIGHT GREY



81



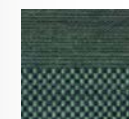
VERONICA

An inviting play with patterns guided by a carefully selected palette of strong calming indigo, deep midnight blue and two 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. This is a simple, contemporary style with refined pattern and a three-dimensional visual effect thanks to the special Gabbeh-dye technique.

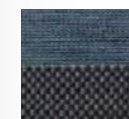
Hand-woven rug in Gabbeh-dyed
New Zealand wool on cotton warp, reversible
80x240, 140x200, 170x240, 200x300 cm, made to measure
Design Lisbet Friis



1616
GREY



1818
GREEN



1717
BLUE



2312 YELLOW/BEIGE



POPPY

Fresh colour splashes of yellow 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 both colour variations makes sure it's not too delicate and easy to look after.

Hand-woven rug in New Zealand wool and linen on cotton warp, reversible
80x240, 140x200, 170x240, 200x300 cm, made to measure
Design Lisbet Friis



3812 LIGHT BLUE/BEIGE

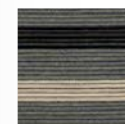


1627 GREY/LIGHT GREY

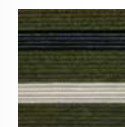
ROSEMARY

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.

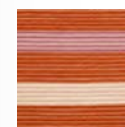
Hand-woven rug in New Zealand wool on cotton warp, reversible
90x250, 140x200, 170x240, 200x300 cm, made to measure
Design Lisbet Friis



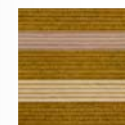
1615
ASH/
BLACK



1815
MOSS/
BLACK



2021
SIENNA/
PURPLE



2312
GOLD/
LATTE



FLEUR

With Fleur, hand-woven in the best quality New Zealand wool, we are introducing a design where stripes set the tone in a new way. The harmoniously ordered stripes with a cheerful twist lift the mood in the home. The colours are adjusted to perfection, making even the more vibrant mix of orange and pink strikes a balance of matte and bright. Each colour combination offers this balanced luminousness making them compatible with all sorts of woods and materials, capable of amplifying, defining, or transforming the ambience, and creating both calming and vibrant areas within a room.

Hand-woven rug in New Zealand wool on cotton warp, reversible
80x240, 140x200, 170x240, 200x300 cm, made to measure
Design Lisbet Friis



TRADITION

From the careful sourcing of top-quality wool to the hands-on craftsmanship, our daily approach is rooted in transparency and genuine care for both the environment and people. Each rug reflects our belief in honest design, quality, and natural simplicity.



Whenever possible, our pieces are made with natural materials, authentic techniques, and sustainable solutions, never compromising on durability, beauty, and the integrity of the design and production process.

The uniqueness of our hand-crafted rugs, from high-pile pieces to kilims with their intentionally imperfect details, goes beyond aesthetics.

Each rug carries the stories of cultures from around the world, offering a deep connection to old traditions and our Scandinavian roots.

Our rugs are more than just design - they are pieces of history, embodying timeless qualities. We strive to build on tradition, creating lasting designs that not only honour the past but also carry it forward, becoming classics along the way.



MADE TO MEASURE

The perfect rug is a combination of beautiful texture and distinctive pattern with rich colours or earthy natural tones that accentuate and complement the style in your home.

We have found that the right fit makes all the difference and knowing that a rug has the power to transform a room, we offer all of our designs in bespoke sizes.

When you are looking to link together your sofas, need a little elegant square in a particular place or would like to fit your dining table and chairs on a rug without it looking cramped, you can order all of our rugs in your desired size.

Our designs can be varied in measurement, from a small 2 m² rug, to larger rugs up to 4.5 m wide and 10 m in length. If the space needs a soft contrast, we can also make selected lines as circular rugs, which can make a room seem more spacious. We are dedicated to perfecting, refining and adding on to our selection of classic, contemporary designs and when it comes to size, we offer even more choices and flexibility.

As all our rugs are unique and hand-made, the size can vary slightly from the ordered size (+/-4%). A bespoke rug can be delivered in approximately four to five months. For a surcharge it's possible to get delivery in just 10 weeks.

Please note, that you will be invoiced for a minimum of two m² if you order a smaller rug. For circular rugs and rugs larger than 20 m² an additional 15% will be added to the fee.

Some of our designs are unavailable as circular rugs or in the largest sizes (4.5x10 m), however please contact us with any requests.





UNDERLAY

Structure: PES/Glass fibre yarn coated on both sides with a special anti-slip PVC-foam.

High-quality underlay avoids rugs from slipping on smooth floors. The underlay is comfortable to walk on, offers impact sound insulation and protects your rug from premature wear. If flooring is treated with water-based lacquers, allow at least 3 months full drying time before using this product. Only suitable on floorings treated with solvent-free sealants. No adhesion when wet. Thickness app. 2.5 mm.

90x240, 130x190, 165x240, 190x290, 240x240, 240x340 cm



HOW TO CARE

We always recommend that you use an underlay to extend the life of your rug.

Underlay ensures that the rug remains in a fixed position. It also reduces the risk of any staining. Some of our kilim rugs are reversible. We recommend that you turn your rug over every six months. Do not place your rug in direct sunlight.

Daily cleaning:
Never use the vacuum cleaner with the brushes on the nozzle in the extended position.

You can also give your rug a gentle shake outside. Do not beat your rug.

Spot cleaning:
Please find detailed information at fabulaliving.dk



PERFORMANCE PROVEN AT THE HIGHEST LEVEL

Our rugs undergo rigorous independent testing for durability and fire safety to ensure reliable performance in high-traffic and hospitality environments, where beautiful design must withstand everyday life without compromising on quality, safety or appearance.

The independent results confirm performance at the highest industry standards:

Durability
Most tested rugs achieve the highest classification for loose-laid textile floor coverings. The same extensive test previously classified the rugs as Class 23 (Heavy Domestic Use) and, under the updated classification system, corresponds to Class 32 General Commercial Use.

These results are a testament to our rugs' high durability and resilience in spaces with intensive daily use, maintaining both their appearance and material integrity over time.

Fire safety
All tested designs achieve the highest fire classification for textile floor coverings, Class Bfl-s1. This ensures strong resistance to flame spread and minimal smoke emission, providing maximum safety in public and hospitality spaces. Testing is carried out in accordance with EN 13501-1, using internationally recognised methods including EN ISO 9239-1 and EN ISO 11925-2.

Only a small number of rugs are not included in this testing programme, as they are designed for private homes rather than hospitality use.

CERTIFICATION

BS EN 13501-1 Bfl-s1	BS EN 14215 CLASS 22 GENERAL DOMESTIC USE	BS EN 14215 CLASS 23 HEAVY DOMESTIC USE	BS EN 14215 CLASS 32 GENERAL COMMERCIAL USE	BS EN 14215 CLASS 33 HEAVY COMMERCIAL USE
ASTRID	GRO	ASTRID	ASTRID	EIK
BALDER	ROLF	BALDER	BALDER	
BELLIS	VALHAL	BELLIS	BELLIS	
BJÖRK		BJÖRK	BJÖRK	
DAISY		DAISY	DAISY	
EIK		FENRIS	FENRIS	
FENRIS		FLEUR	FLEUR	
FLEUR		GIMLE	GIMLE	
GIMLE		HARALD	HARALD	
GRO		MIST	MIST	
HARALD		NEW FREJA	NEW FREJA	
LOKE		PICEA	PICEA	
MIST		ROSEMARY	ROSEMARY	
NEW FREJA		RUBUS	RUBUS	
PICEA		RUNE	RUNE	
ROSEMARY		SVALIN	SVALIN	
RUBUS		TANNE	TANNE	
RUNE		VERONICA	VERONICA	
SVALIN		UNA	UNA	
TANNE				
VERONICA				
UNA				



THANKS

to all of you

&SHUFL

&Tradition

A hint of neon

Andersen Furniture

Anne Black

Atelier Kamilla Rosado

Brands CPH

Brdr. Krüger

Christian Bruun

Eberhardt Furniture

FirePaperRun

FLOS Scandinavia

Fredericia Furniture

Friends & Founders

Garde Hvalsøe

Gubi

HAY

HÆMP X Camilla Roll-Lund

Josefine Winding

Klay Copenhagen

Louise Roe

LYFA

Mazo

Minminoph

Mogens Koch

New Works

Norr11

Nuura

One Collection

Peter Nikolaisen

Petersen Tegl

Planora

Please Wait to Be Seated

Sheworks Atelier

Sibast

Stine Regild

Studio Arhoj

Tina Borum

Wendelbo

PHOTOGRAPHER - Bjørni B. Jacobsen

STYLING - Laura Scheuer Trøstrup / thesweetspot.dk

GRAPHIC PRODUCTION - Graphic Unit

ART DIRECTOR - Anders Henriksen / Wrap Unlimited

Fabula Living ApS, Gotfred Rodes Vej 18, 2920 Charlottenlund
+45 2233 3966, info@fabulaliving.dk, www.fabulaliving.dk

THE COMPLETE COLLECTION

Thank you for spending time with our new designs and the collection.
We hope these pages have inspired new ways of bringing texture,
warmth and lasting comfort to the spaces where we live and gather.
The following pages present the complete Fabula Living collection,
offering a practical overview of every design, colour and size.



We accept no liability for designs, sizes and colours that are no longer available.
We accept no liability for any inaccuracy in terms of colour reproduction in the catalogue and
on our website. All our rugs are hand-made and there is a variation of size of up to +/-4%
Irregularities in colour and weaving are characteristics of hand-made rugs.

ASK

160x230, 200x300 cm
Made to measure
Page 42



1616 GREY



1414 CHARCOAL



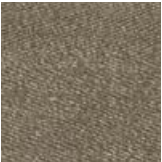
1212 BEIGE

ASTRID

170x240, 200x300,
250x350 cm
Made to measure
Page 34



1200 SAND



1300 CLAY

BALDER

140x200, 170x240,
200x300 cm
Made to measure
Page 78



1629 GREY/MIDNIGHT



1516 BLACK/GREY



1818 FOREST



5252 UMBRA



1627 GREY/LIGHT GREY

BELLIS

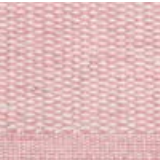
140x200, 170x240,
200x300 cm
Made to measure
Page 20



1125 OW/NATURE



1427 CHARCOAL/L GREY



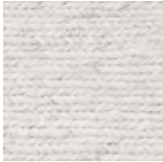
3011 ROSE/OW



3811 LIGHT BLUE/OW

BJÖRK

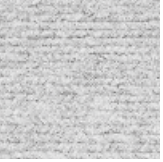
170x240, 200x300,
250x350 cm
Made to measure
Page 16



1127 OW/LIGHT GREY



1212 SAND



2716 LIGHT GREY/GREY

DAISY

80x240, 140x200,
170x240, 200x300 cm
Made to measure
Page 40



1512 BLACK/BEIGE



2011 SIENNA/OW



4711 OLIVE/OW



2311 HAY/OW

EDDA

170x240, 200x300 cm
Made to measure
Page 26



1111 OFF WHITE



1616 WARM GREY



3535 CASHMERE

EIK

170x240, 200x300,
250x350, 300x400 cm
Made to measure
Page 8



1111 OAT



1212 OYSTER



1313 ESPRESSO



1818 MOSS



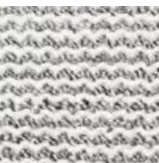
2020 CINNAMON



3333 LATTE

FENRIS

140x200, 170x240,
200x300, 250x350, Ø240 cm
Made to measure
Page 24



1116 OW/GREY



1629 GREY/MIDNIGHT



1525 BLACK/NATURE



1125 OW/NATURE

FLEUR

80x240, 140x200,
170x240, 200x300 cm
Made to measure
Page 88



1615 ASH/BLACK



1815 MOSS/BLACK



2021 SIENNA/PURPLE



2312 GOLD/LATTE

GIMLE

140x200, 170x240,
200x300 cm
Made to measure
Page 62



1011 WHITE/OW



1211 BEIGE/GREY



5252 CORK



1818 WILLOW

GRO

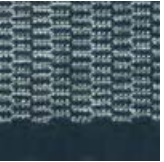
170x240, 200x300,
250x350 cm
Made to measure
Page 76



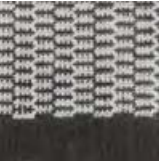
4712 OLIVE/BEIGE



1511 BLACK/OW



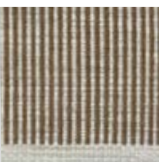
4812 PETROL/BEIGE



1611 GREY/OW

HARALD

170x240, 200x300,
250x350 cm
Made to measure
Page 12



1113 OW/TOFFEE



1116 OW/GREY



1118 OW/MOSS



1211 BEIGE/OW

HJALTE

170x240, 200x300,
Ø240 cm
Made to measure
Page 30



1111 OFF WHITE



1616 GREY



3333 LATTE



3939 DARK BEIGE

HOLGER

170x240, 200x300,
250x350 cm
Page 44



1115 OW/BLACK



1615 GREY/BLACK



4715 OLIVE/BLACK

HUMLE

170x240, 200x300 cm
Made to measure
Page 28



1614 GREY/CHARCOAL



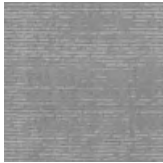
2511 NATURE/OW



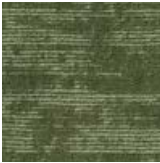
2710 LIGHT GREY/WHITE

LOKE

170x240, 200x300,
250x350 cm
Made to measure
Page 56



2727 LIGHT GREY



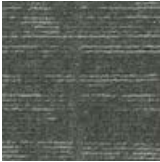
3737 DUSTY GREEN



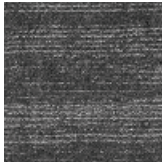
1212 BEIGE



2020 TERRACOTTA



4848 PETROL



1616 GREY



1414 CHARCOAL

MIST

170x240, 200x300,
250x350, Ø240 cm
Made to measure
Page 18



1211 BEIGE/OW



1213 BEIGE/BROWN



1412 CHARCOAL/BEIGE



1627 GREY/LIGHT GREY



1812 GREEN/BEIGE

NEW FREJA

140x200, 170x240,
200x300 cm
Made to measure
Page 68



1013 WHITE/BROWN



1025 WHITE/NATURE



1616 GREY

PICEA

170x240, 200x300,
250x350 cm
Made to measure
Page 10



1211 STRAW



1811 SAGE



3011 BLUSH

POPPY

80x240, 140x200,
170x240, 200x300 cm
Made to measure
Page 84



2312 YELLOW/BEIGE



3812 LIGHT BLUE/BEIGE

ROLF

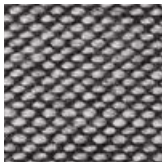
140x200, 170x240,
200x300 cm
Made to measure
Page 58



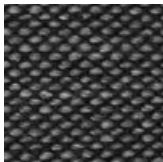
1114 OW/CHARCOAL



1112 OW/BEIGE



1615 GREY/BLACK



1415 CHARCOAL/BLACK

ROSEMARY

90x250, 140x200,
170x240, 200x300 cm
Made to measure
Page 86



1512 BLACK/BEIGE



1627 GREY/LIGHT GREY

RUBUS

170x240, 200x300,
250x350 cm
Made to measure
Page 38



1220 BEIGE/SIENNA



1247 BEIGE/OLIVE



2716 LIGHT GREY/GREY



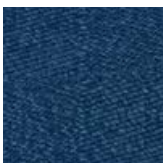
2723 LIGHT GREY/HONEY

RUNE

140x200, 170x240,
200x300, 250x350 cm
Made to measure
Page 74



1616 GREY



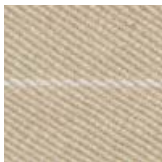
1717 INDIGO



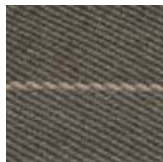
1818 FOREST

SVALIN

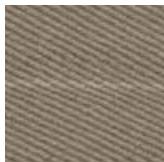
170x240, 200x300,
250x350 cm
Made to measure
Page 66



1211 SAND/OW



1416 CHARCOAL/GREY



1627 GREY/LIGHT GREY



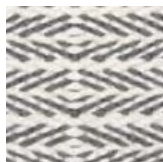
1812 GREEN/BEIGE

TANNE

170x240, 200x300,
250x350 cm
Made to measure
Page 14



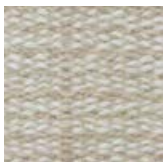
1015 WHITE/BLACK



1016 WHITE/GREY



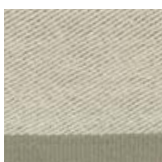
1112 OW/BEIGE



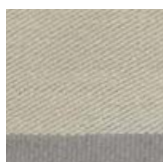
1211 BEIGE/OW

UNA

170x240, 200x300,
250x350 cm
Made to measure
Page 60



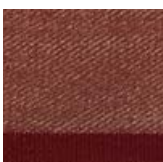
1116 OW/GREY



2716 LIGHT GREY/GREY



5252 AMBER



3053 LINGONBERRY

VALHAL

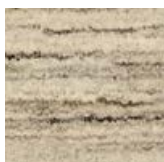
170x240, 200x300,
250x350, Ø240 cm
Made to measure
Page 70



1200 SAND



1300 CLAY



2512 MARBLE



2700 SILVER

VERONICA

80x240, 140x200,
170x240, 200x300 cm
Made to measure
Page 82



1616 GREY



1818 GREEN



1717 BLUE

VIDAR

170x240, 200x300 cm
Made to measure
Page 36



1010 WHITE



1212 SAND



1414 GRAPHITE



1616 GREY



1818 FOREST



3939 BRONZE

UNDERLAY

90x240, 130x190, 165x240,
190x290, 240x240,
240x340 cm
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