

FABULA

LIVING



COLLECTION 2025

Design Tradition Craftsmanship

FABULA LIVING

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 2025

Soft Honesty

With a focus on honest, natural, and sublime simplicity, we are excited to present the 2025 collection, which speaks to the essence of Fabula Living.

The new designs, Rubus and Björk, embody the quiet beauty of nature with muted shades, layered textures, and the finest New Zealand wool. Together with classic designs added in new earthy shades of grey, off white and sand the new designs enrich our range with dedication to quality and contemporary, timeless style.

Björk, our first sumak-knotted rug, is a testament to our steady, gentle approach to innovation. With meticulous craftsmanship, we’ve created a rug that combines a unique, knit-like look with excellent structure and durability.

This gradual renewal ensures an ongoing refinement across the entire collection building upon its own heritage. Committed to craftsmanship and inspired by nature, we continue to refine and renew to create soft, warm textures and tactile comfort as calming, versatile, and harmonious additions to any space.



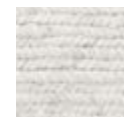
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BJÖRK

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



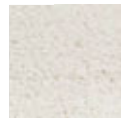


RUBUS

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

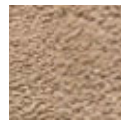




1111
OFF WHITE



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





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

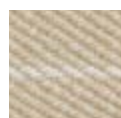




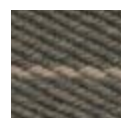
SVALIN

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 decor. 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.

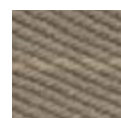
Hand-woven rug in New Zealand wool on linen warp, reversible
 170x240, 200x300, 250x350 cm, made to measure
 Design Jens Landberg Schrøder



1211
SAND/
OFF WHITE



1416
CHARCOAL/
GREY



1627
GREY/
LIGHT GREY



1812
GREEN/
BEIGE





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 carded 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.

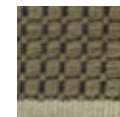
Dyeing strikes the balance of deep richness and natural, earthy colour tones, which is our signature. The wool's natural structure holds onto dyes well, ensuring that the rugs maintain their beauty over time.



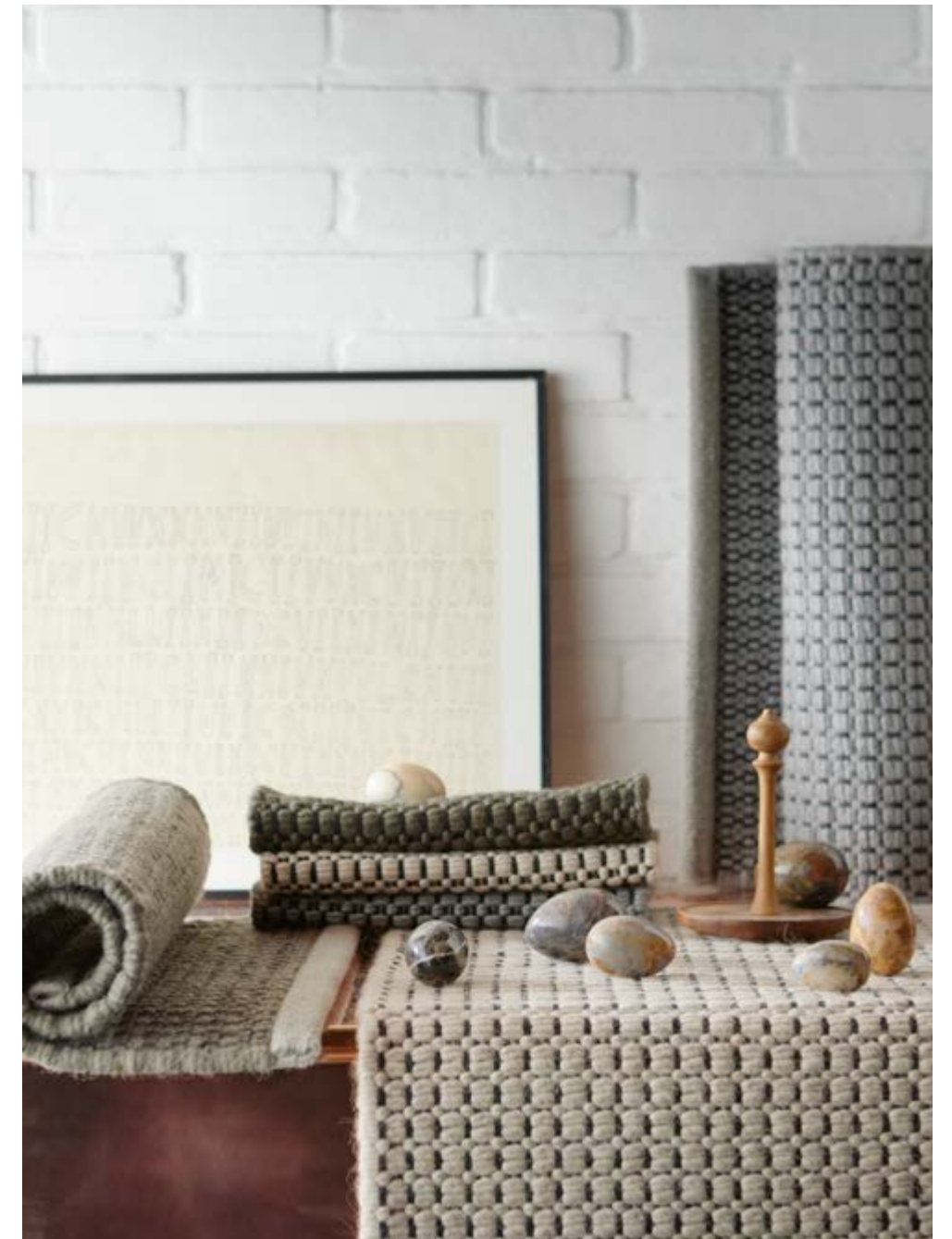
1115
OFF WHITE/
BLACK



1615
GREY/
BLACK



4715
OLIVE/
BLACK



HOLGER

Among a lot of 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

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 maximized 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

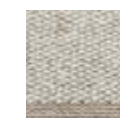




BELLIS

Bellis is the new generation of Erica; a thicker, reversible rug in Gabbah-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 Gabbah-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



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.

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 Schröder's decades of experience and dedication to getting stuck into 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.



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 inspired by the Nordic landscape.



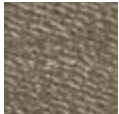
ASTRID

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 land and Scandinavian beaches.

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



1200
SAND



1300
CLAY

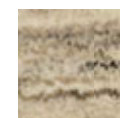




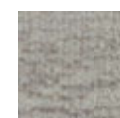
1200
SAND



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



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 seven beautiful colours: white, grey, sand, graphite, forest, midnight blue, and bronze.

Hand-loom pile rug in New Zealand wool and viscose on cotton warp
170x240 cm, 200x300 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. This very durable rug comes in four different colour combinations, blending natural hues.

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



1015
WHITE/
BLACK



1016
WHITE/
GREY



1510
BLACK/
WHITE



1610
GREY/
WHITE

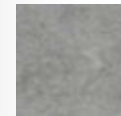




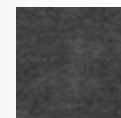
ASK

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 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.

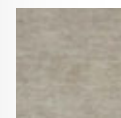
Hand-loom pile rug in Gabbeh-dyed New Zealand wool and linen on cotton warp. 160x230, 200x300 cm, made to measure
Design Jens Landberg Schrøder



1616
GREY



1414
CHARCOAL



1212
BEIGE



With earthy, muted tones and a stylish softness, our designs add timeless, personal touches, transforming homes into inviting sanctuaries that blend warmth, tactility, and tranquillity.

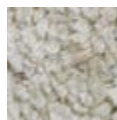




GJALL

Indulge in ultimate cosiness with our luxuriously thick high-pile rug Gjall.
Hand-woven in pure viscose on a cotton warp, this three-dimensional rug enhances softness with grey and beige shades inspired by nature's precious stones.

Hand-woven high-pile rug in viscose on cotton warp
160x230, 200x300 cm, made to measure
Design Jens Landberg Schrøder



1212
BEIGE



1616
GREY





1616 GREY



1212 BEIGE

FRIDA

The beauty is in the fine details of this high-quality hand-loom pile rug. Combining wool in the best quality, a discreet colour palette of beige and grey and a neutral style, Frida is pure simplicity at its best.

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

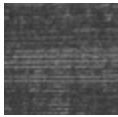


LOKE

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 TERRA- COTTA	4848 PETROL	3737 DUSTY GREEN	1414 CHARCOAL

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 Schröder



1614 GREY/
CHARCOAL



2710 LIGHT
GREY/WHITE



2511
NATURE/
OFF WHITE

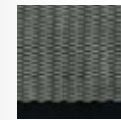




GRO

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.

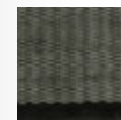
Hand-loom pile rug in New Zealand wool on cotton warp
170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



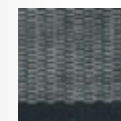
1511
BLACK/
OFF WHITE



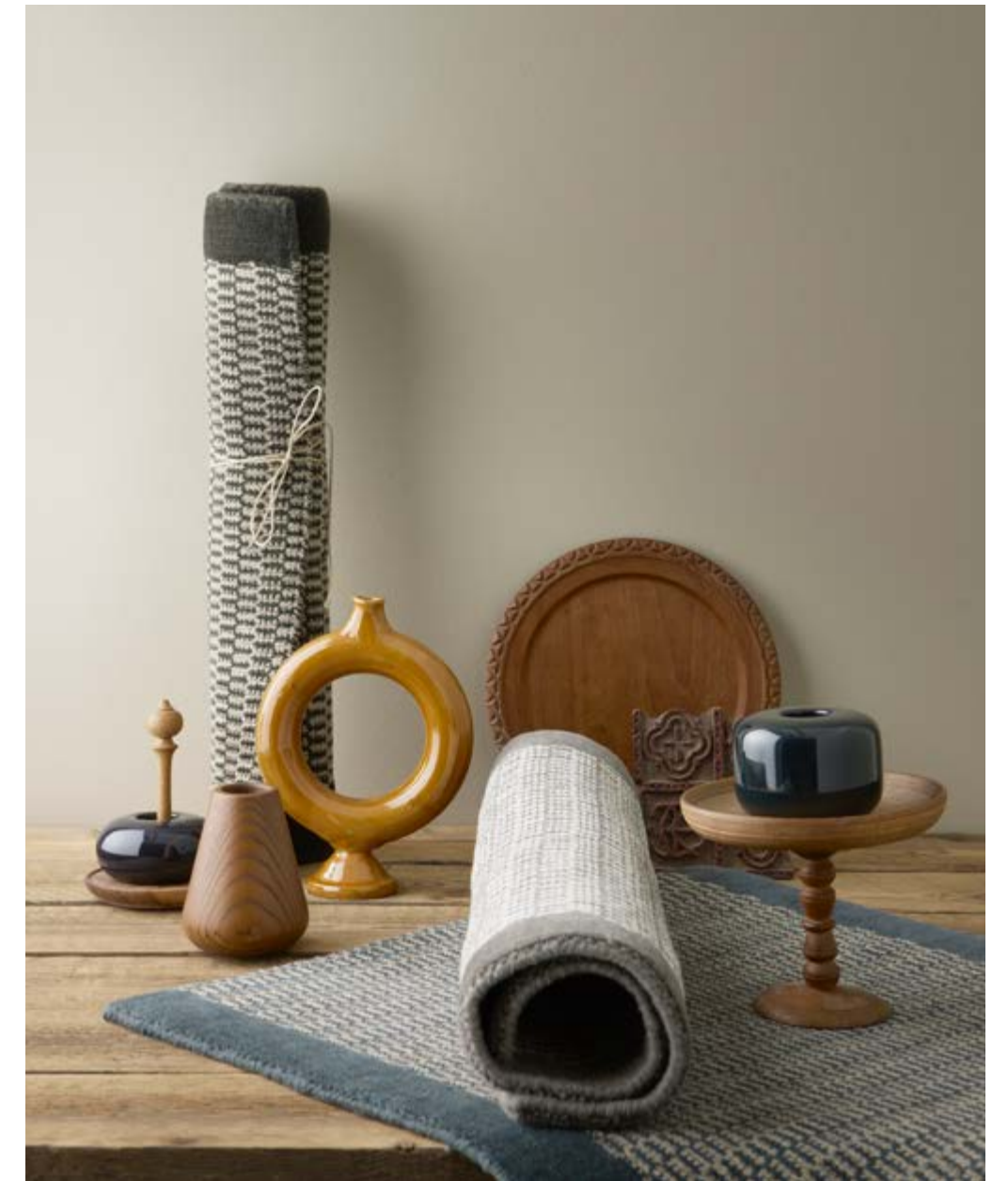
1611
GREY/
OFF WHITE



4712
OLIVE/
BEIGE



4812
PETROL/
BEIGE

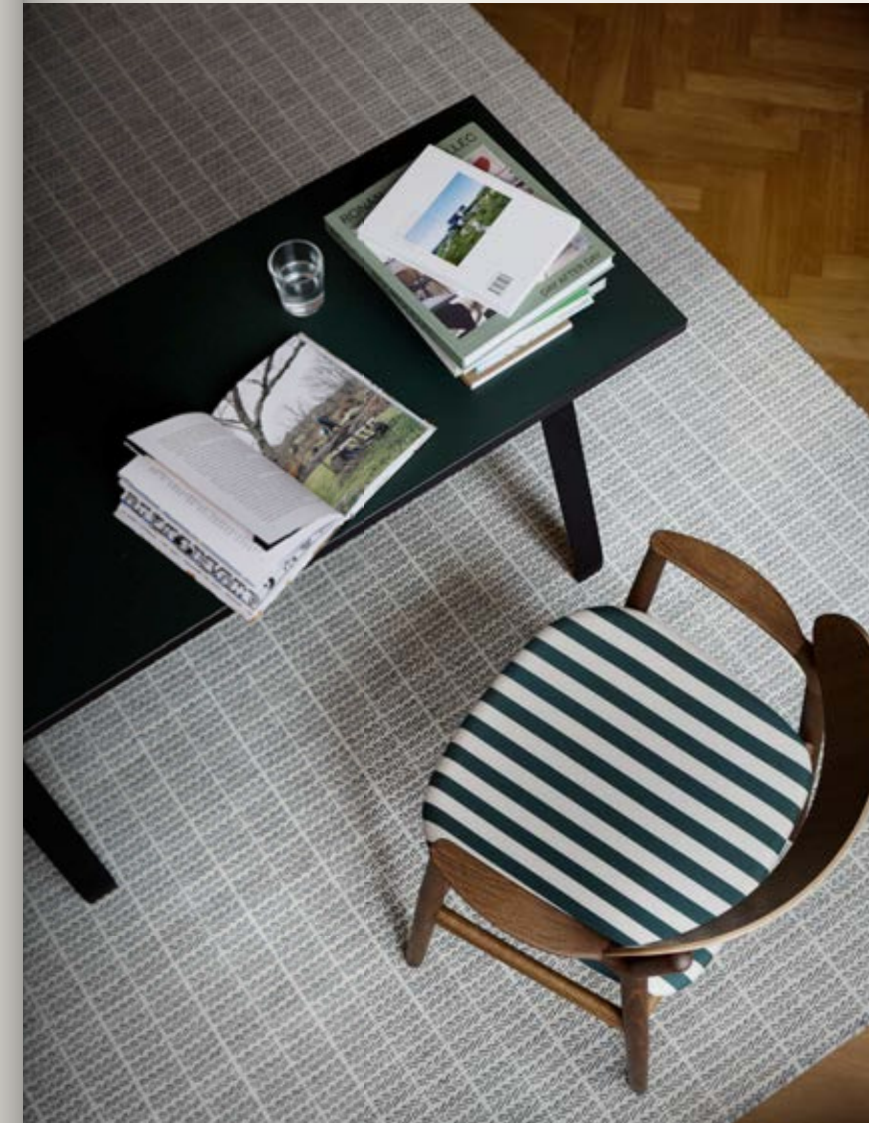


CRAFTSMANSHIP

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.

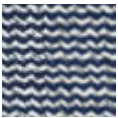
FENRIS

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

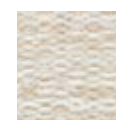




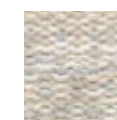
GIMLE

A shimmering look brings out the two shades creating a stunning visual effect in this popular, classic design Gimle, which is the thickest flat-woven 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 quality and the stunning two shade mottling effect on the hand-woven rug in New Zealand wool. With six different colour combinations, Gimle is extremely versatile when decorating a home.

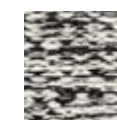
Hand-woven rug in New Zealand wool
on cotton warp, reversible
140x200, 170x240, 200x300 cm, made to measure
Design Jens Landberg Schrøder



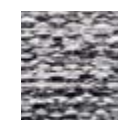
1011
WHITE/
OFF WHITE



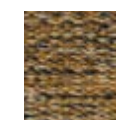
1211
BEIGE/
GREY



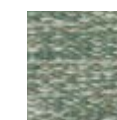
1215
OFF WHITE/
BLACK



1511
BLACK/
OFF WHITE



5252
CORK



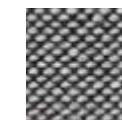
1818
WILLOW



1114
OFF WHITE/
CHARCOAL



1112
OFF WHITE/
BEIGE



1615
GREY/
BLACK



1415
CHARCOAL/
BLACK

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



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.



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



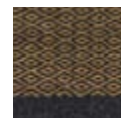
1629
GREY/
MIDNIGHT
BLUE



1516
BLACK/
GREY



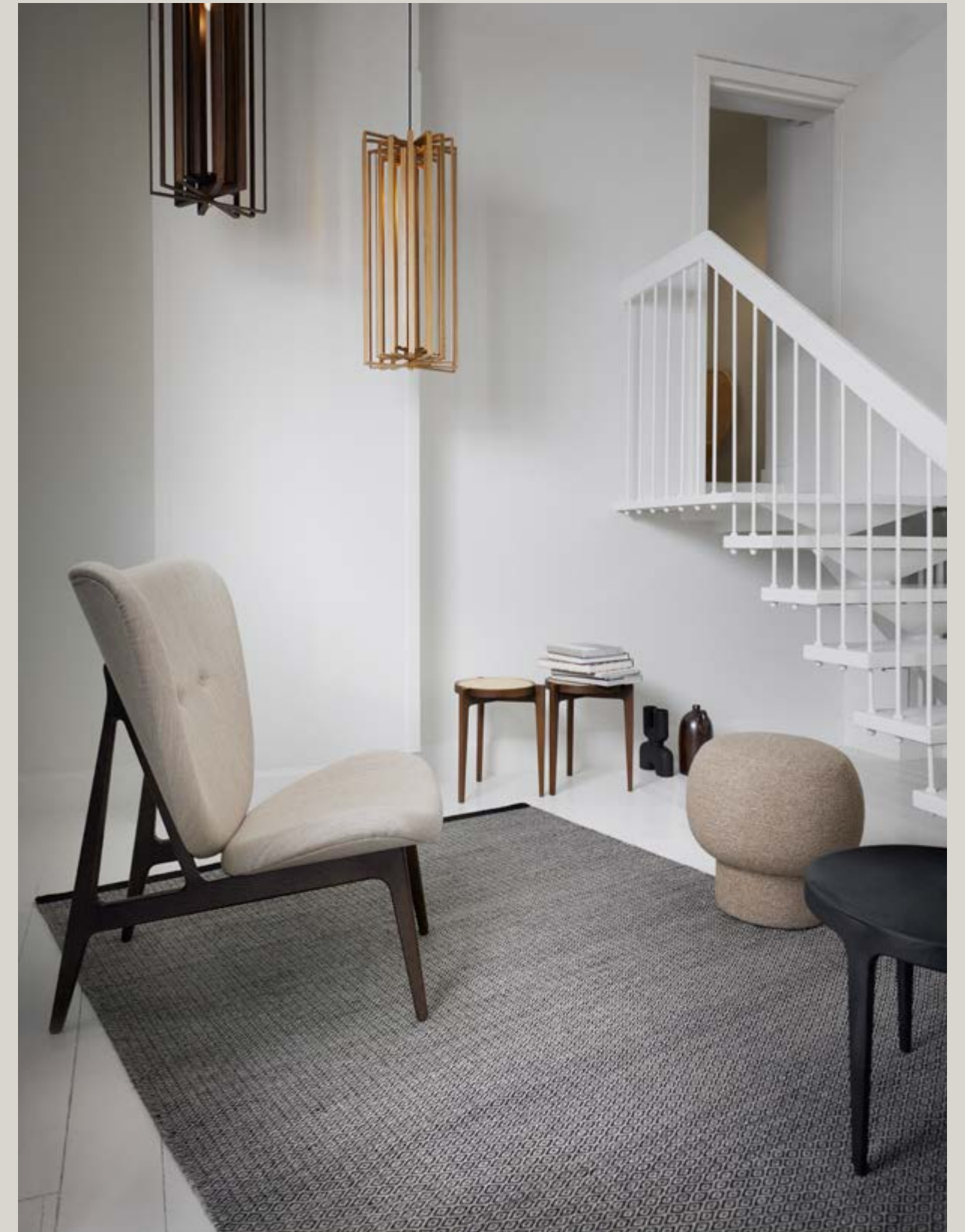
1818
FOREST



5252
UMBRA

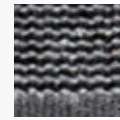


1627
GREY/
LIGHT GREY





1411
CHARCOAL/
OFF WHITE



1516
BLACK/
GREY



2711
LIGHT GREY/
OFF WHITE



ERICA

Erica is a clean Scandinavian design with a subtle playfulness. The thin stripes have an elegant shimmering effect created by the special Gabbeh-dye on the cotton warp. Working with this technique gives a distinctive, velvety shade making this rug a perfect textured addition in a stylish interior.

Hand-woven rug in Gabbeh-dyed New Zealand wool on cotton warp
140x200, 170x240, 200x300, 250x350 cm, made to measure
Design Lisbet Friis



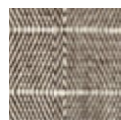
Our versatile rugs are understated statements and staples of modern interiors. With their soft, elegant presence, they connect us to nature and resonate with the growing desire for grounding and simplicity in our living spaces.



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





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.

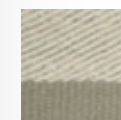
Hand-woven rug in New Zealand wool on cotton warp, reversible
140x200, 170x240, 200x300, 250x350 cm, made to measure
Design Jens Landberg Schrøder



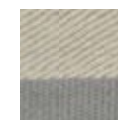
UNA

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



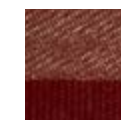
1116
OFF WHITE/
GREY



2716
LIGHT GREY/
GREY



5252
AMBER



3053
LINGON-
BERRY



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 chequer effect.

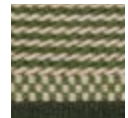
Hand-woven rug in New Zealand wool on linen warp
80x240, 140x200, 170x240, 200x300 cm, made to measure
Design Lisbet Friis



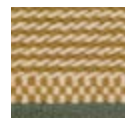
1612
BLACK/
BEIGE



2011
SIENNA/
OFF WHITE



4711
OLIVE/
OFF WHITE



2311
HAY/
OFF WHITE

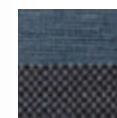




1616
GREY



1818
GREEN



1717
BLUE

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

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.

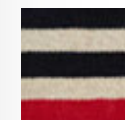
Hand-woven rug in New Zealand wool and linen on cotton warp, reversible. 80x240, 140x200, 170x240, 200x300 cm, made to measure
Design Lisbet Friis



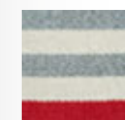
3812 LIGHT BLUE/BEIGE



2312 YELLOW/BEIGE



1512
BLACK/
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



FLEUR

With Fleur, 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 strike a balance of matte and bright. Each colour combination offers this balanced luminousness making them compatible with all sorts of woods and material, 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



1615
ASH/
BLACK

1815
MOSS/
BLACK

2021
SIENNA/
PURPLE

2312
GOLD/
LATTE

A runner is like a breeze of fresh air in the room. Reminding us how the simple things often have power to lift the mood, a runner can sweep through the rooms with tranquillity and serenity, or it can be a bright and bursting pop of colour.





LISELEJE

Runner in hand-woven New Zealand wool on cotton warp reversible. 80x240 cm. Design Lisbet Friis

SVANEKE

Runner in hand-woven New Zealand wool on cotton warp, reversible. 80x240 cm
Design Lisbet Friis





TISVILDE

Runner in hand-woven
New Zealand wool on cotton
warp, reversible. 80x240 cm
Design Lisbet Friis



GUDHJEM

Runner in hand-woven New Zealand wool
on cotton warp, reversible. 80x240 cm
Design Lisbet Friis



SKAGEN

Runner in hand-woven New Zealand wool
on cotton warp, reversible. 80x240 cm
Design Lisbet Friis



BLOKHUS

Runner in hand-woven New Zealand wool on
cotton warp, reversible. 80x240 cm
Design Lisbet Friis



GILLELEJE

Runner in hand-woven New Zealand wool
on cotton warp, reversible. 80x240 cm
Design Lisbet Friis

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 meters 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 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:
Vacuum your rug as needed. Never vacuum your rug with the brushes of your vacuumcleaner 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

Most of 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.



CERTIFICATES



BS EN 13501-1 BFL-S1

ASTRID
BALDER
BELLIS
BJÖRK
DAISY
ERICA
FENRIS
FLEUR
GIMLE
GRO
LOKE
MIST
NEW FREJA
POPPY
ROLF
ROSEMARY
RUNE
RUBUS
SVALIN
TANNE
VERONICA
UNA



BS EN 14215
CLASS 22 GENERAL
DOMESTIC USE

FENRIS
GIMLE
GRO
ROLF
VALHAL



BS EN 14215
CLASS 23 HEAVY
DOMESTIC USE

ASTRID
BALDER
BELLIS
BJÖRK
DAISY
ERICA
FLEUR
MIST
NEW FREJA
POPPY
ROSEMARY
RUNE
RUBUS
SVALIN
TANNE
VERONICA
UNA



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



THANKS

to all of you

- &Tradition
&SHUFL
A hint of neon
A Seat in Siena
ALIUM
Anne Black
Anne Branton
Atelier Kamilla Rosado
Bent Hansen
Brdr. Krüger
Christian Bruun
Erik Jørgensen
FindersKeepers
FirePaperRun
FLOS Scandinavia
Flügger
Fora Projects
Foto Factory
Fredericia Furniture
Garde Hvalsøe
Getama
Gubi
HAY
- Josefine Winding
Klay Copenhagen
Louise Roe
LYFA
Mazo
Minmincph
Mogens Koch
New Works
Niko June
Norr11
Nuura
One Collection
Pernille Folcarelli
Pernille Snedker
Petersen Tegl
Please Wait to Be Seated
Sheworks Atelier
Skagerak
Spliid
Stine Regild
STOFF Copenhagen
Studio Arhoj
Wendelbo

ASK

160x230, 200x300 cm
Made to measure
Page 36



1616 GREY



1414 CHARCOAL



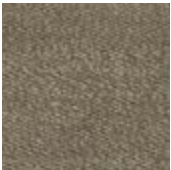
1212 BEIGE

ASTRID

170x240, 200x300,
250x350 cm
Made to measure
Page 28



1200 SAND



1300 CLAY

BALDER

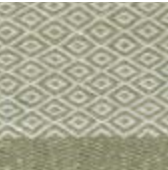
140x200, 170x240,
200x300 cm
Made to measure
Page 60



1629 GREY/MIDNIGHT BLUE



1516 BLACK/GREY



1818 FOREST



5252 UMBRA



1627 GREY/LIGHT GREY

BELLIS

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



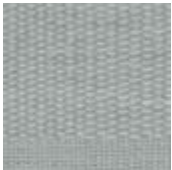
1125 OW/NATURE



1427 CHARCOAL/L.GREY



3011 ROSE/OW



3811 LIGHT BLUE/OW

BJÖRK

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



1127 OW/LIGHT GREY



1212 SAND



2716 LIGHT GREY/GREY

DAISY

80x240, 140x200,
170x240, 200x300 cm
Made to measure
Page 72



1512 BLACK/BEIGE



2011 SIENNA/OW



4711 OLIVE/OW



2911 HAY/OW

EDDA

170x240, 200x300 cm
Made to measure
Page 12



1111 OFF WHITE



1616 WARM GREY



3535 CASHMERE

ERICA

140x200, 170x240,
200x300, 250x350 cm
Made to measure
Page 62



1411 CHARCOAL/OW



1516 BLACK/GREY



2711 LIGHT GREY/OW

FENRIS

140x200, 170x240,
200x300, 250x350, Ø240 cm
Made to measure
Page 52



1116 OW/GREY



1629 GREY/MIDNIGHT BLUE



1625 BLACK/NATURE



1125 OW/NATURE

FLEUR

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



1615 ASH/BLACK



1815 MOSS/BLACK



2021 SIENNA/PURPLE



2312 GOLD/LATTE

FRIDA

170x240, 200x300,
240x240, 250x350 cm
Made to measure
Page 42



1212 BEIGE



1616 GREY

GIMLE

140x200, 170x240,
200x300 cm
Made to measure
Page 54



1011 WHITE/OW



1211 BEIGE/GREY



1215 OW/BLACK



1511 BLACK/OW



5252 CORK



1818 WILLOW

GJALL

160x230, 200x300 cm
Made to measure
Page 40



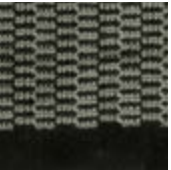
1212 BEIGE



1616 GREY

GRO

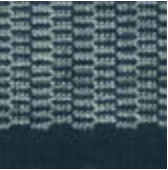
170x240, 200x300,
250x350 cm
Made to measure
Page 48



4712 OLIVE/BEIGE



1511 BLACK/OW



4812 PETROL/BEIGE



1611 GREY/OW

HJALTE

170x240, 200x300,
Ø240 cm
Made to measure
Page 14



1111 OFF WHITE



1616 GREY



3333 LATTE



3939 DARK BEIGE

HOLGER

170x240, 200x300,
250x350 cm
Page 20



1115 OW/BLACK



1615 GREY/BLACK



4715 OLIVE/BLACK

HUMLE

170x240, 200x300 cm
Made to measure
Page 46



1614 GREY/CHARCOAL



2511 NATURE/OW



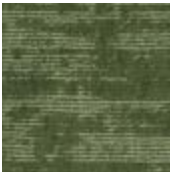
2710 LIGHT GREY/WHITE

LOKE

170x240, 200x300,
250x350 cm
Made to measure
Page 44



2727 LIGHT GREY



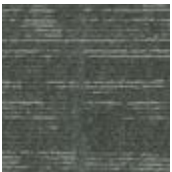
3737 DUSTY GREEN



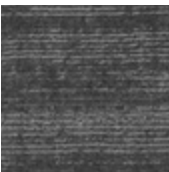
1212 BEIGE



2020 TERRACOTTA



4848 PETROL



1616 GREY



1414 CHARCOAL

MIST

170x240, 200x300,
250x350, Ø240 cm
Made to measure
Page 22



1211 BEIGE/OW



1213 BEIGE/BROWN



1412 CHARCOAL/BEIGE



1627 GREY/LIGHT GREY



1812 GREEN/BEIGE

NEW FREJA

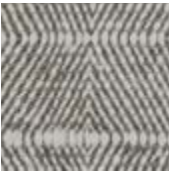
140x200, 170x240,
200x300 cm
Made to measure
Page 66



1013 WHITE/BROWN



1025 WHITE/NATURE



1616 GREY

POPPY

80x240, 140x200,
170x240, 200x300 cm
Made to measure
Page 76



2312 YELLOW/BEIGE



3812 LIGHT BLUE/BEIGE

ROLF

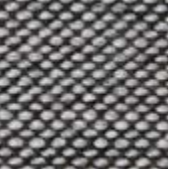
140x200, 170x240,
200x300 cm
Made to measure
Page 56



1114 OW/CHARCOAL



1112 OW/BEIGE



1615 GREY/BLACK



1415 CHARCOAL/BLACK

ROSEMARY

90x250, 140x200,
170x240, 200x300 cm
Made to measure
Page 78



1612 BLACK/BEIGE



1627 GREY/LIGHT GREY

RUBUS

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



1220 BEIGE/SIENNA



1247 BEIGE/OLIVE



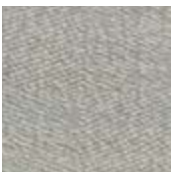
2716 LIGHT GREY/GREY



2723 LIGHT GREY/HONEY

RUNE

140x200, 170x240,
200x300, 250x350 cm
Made to measure
Page 68



1616 GREY



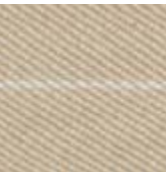
1717 INDIGO



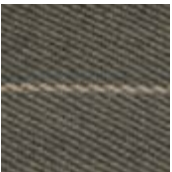
1818 FOREST

SVALIN

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



1211 SAND/OW



1416 CHARCOAL/GREY



1627 GREY/LIGHT GREY



1812 GREEN/BEIGE

TANNE

140x200, 170x240,
200x300 cm
Made to measure
Page 34



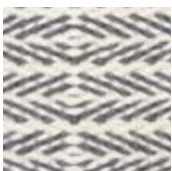
1015 WHITE/BLACK



1510 BLACK/WHITE



1610 GREY/WHITE



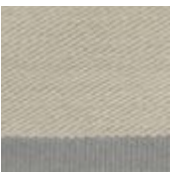
1016 WHITE/GREY

UNA

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



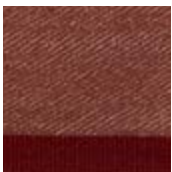
1116 OW/GREY



2716 LIGHT GREY/GREY



5252 AMBER



3053 LINGONBERRY

VALHAL

170x240, 200x300,
250x350, Ø240 cm
Made to measure
Page 30



1200 SAND



1300 CLAY



2512 MARBLE



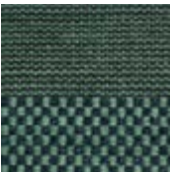
2700 SILVER

VERONICA

80x240, 140x200,
170x240, 200x300 cm
Made to measure
Page 74



1616 GREY



1818 GREEN



1717 BLUE

VIDAR

170x240, 200x300 cm
Made to measure
Page 32



1010 WHITE



1212 SAND



1616 GREY



1414 GRAPHITE



1818 FOREST



2929 MIDNIGHT



3939 BRONZE

UNDERLAY

90x240, 130x190, 165x240,
190x290, 240x240,
240x340 cm
Page 94





PHOTOGRAPHER - Bjarni B. Jacobsen
 STYLING - Laura Scheuer Trøstrup / thesweetspot.dk
 GRAPHIC PRODUCTION - Graphic Unit
 ART DIRECTOR - Anders Henriksen

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