

MATERIAL MATTERS:

*selection shapes
performance, luxury, and
long-term beauty*

WOOL: THE ICON

Naturally stain-resistant, soft, elegant, and durable. Best for high-use living spaces.

NYLON: THE OVERACHIEVER

Engineered for heavy traffic; colorfast and nearly indestructible.

JUTE: THE LAID-BACK MINIMALIST

Organic warmth and texture; avoid in high-moisture or spill-prone areas.

SILK: THE SCENE-STEALER

Sheen, depth, and softness; best as an accent in formal spaces.

PET YARN: THE MODERN PROBLEM-SOLVER

Fade-resistant, spill-proof, and kid/pet-friendly; ideal for indoor-outdoor use.

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STORY
THAT
LASTS.

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