



SHIIR

WHERE INNOVATION MEETS TRADITION

BAHTIA

ISLA

SEN

TABI

SHARRA

CARIFF

KADA

LYRA

JERRAN

BAHTIA

Bordered by primitively rendered organic elements, including rosettes, that balance its medallion-free, geometric field, Bahtia's boundless versatility adapts easily to both traditional and more contemporary interiors.

ISLA

Inspired by the steeply rugged topography of the Kazak mountains, Isla's angled design aspects in both border and field – including twin medallions – are at once typical and revolutionary, thanks to fresh new colorway choices.

SEN

Intricate in design yet fuss-free in approach, Sen personifies juxtaposition. Consider its crisply elongated vertical orientation – and the geometry of its alternating horizontal stripes. Or its ages-old Persian pedigree – and its simultaneous suitability to contemporary interiors. The result? An interplay of aesthetic energy and movement.

TABI

Along the Silk Road, canopies of royal Narvan trees. Branched and twigged, they stand tall. Tangled. And magnificent. A celebration of Persia's arboreal bounty, they inspired Tabi's tree-like design – an organically harmonious balance between border and field.

SHARRA

Like the elevations that soar and stretch between the peaks and valleys of the Caucasus mountains, Noa's energy, too, is derived from visual movement. From the trinity of serpentine bands that winds and wends through its deeply dimensional field, to the staccato-like punctuations within its border, Noa traverses foreground and background with ease.

CARIFF

Woven centuries ago by tribal Kurds who revered living forms yet dared not presume to replicate their perfection, Cariff's forbearers were at once stylized and abstract - like the exotic animals depicted in Cariff itself. Likely originally commissioned for the most royal of residences, Cariff today is at home in almost any design scheme imaginable.

KADA

An intricately detailed, playful balance of medallion-like shields and plentiful geometric figures, Kada's design roots can be traced to a small Persian village famed for producing artistically distinguished rugs. At ease in both traditional and contemporary design schemes, Kada is faithful to history - and forward-thinking in expression.

LYRA

Perhaps the most influential muse of all time, Mother Nature's floral wonders are represented here, like so many art forms, in uniquely European fashion: overall in design, stylized and angular in interpretation, and becoming of castle, palace, folly - or their edgier, modern-day equivalents.

JERRAN

Jerran is bold, yes - but more so, balanced. A fusion of border and field that reads, at first glance, as one. Delve more deeply, however, and geometric tension becomes apparent: prominent medallions seem to recede; vertical caning is subtly revealed. Or is it the opposite? Like mysterious lands themselves, the answer is achingly indeterminate.