



# Selected

Our Selected collection is representative of our relentless insistence on excellence and unsurpassed quality from start to finish. Be fascinated by fine nuances in structure and subtle interplays of texture and colour creating artistic designs. Be amazed at the number of skilled artisan hands and hundreds of hours involved in creating each work of art. Be seduced by the authentic and luxurious yarns, all carefully sourced for their softness and durability.



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## DESIGN

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# Craftsmanship

Few specialist designers possess the necessary skill and expertise to create rugs for the Selected collection. To replicate the complex designs, the handwork involved requires precise and meticulous work using traditional weaving and knotting techniques. It can take several craftspeople months to construct a rug with 120,000 knots per square metre. Row upon row of tiny knots that result in a dense and luxurious pile with brilliant colours and a lustrous sheen.









# CULTURE AND CRAFT WOVEN IN A CONTEMPORARY CONTEXT

















# UNIQUE DESIGNS IN HARMONY WITH THEIR SURROUNDINGS















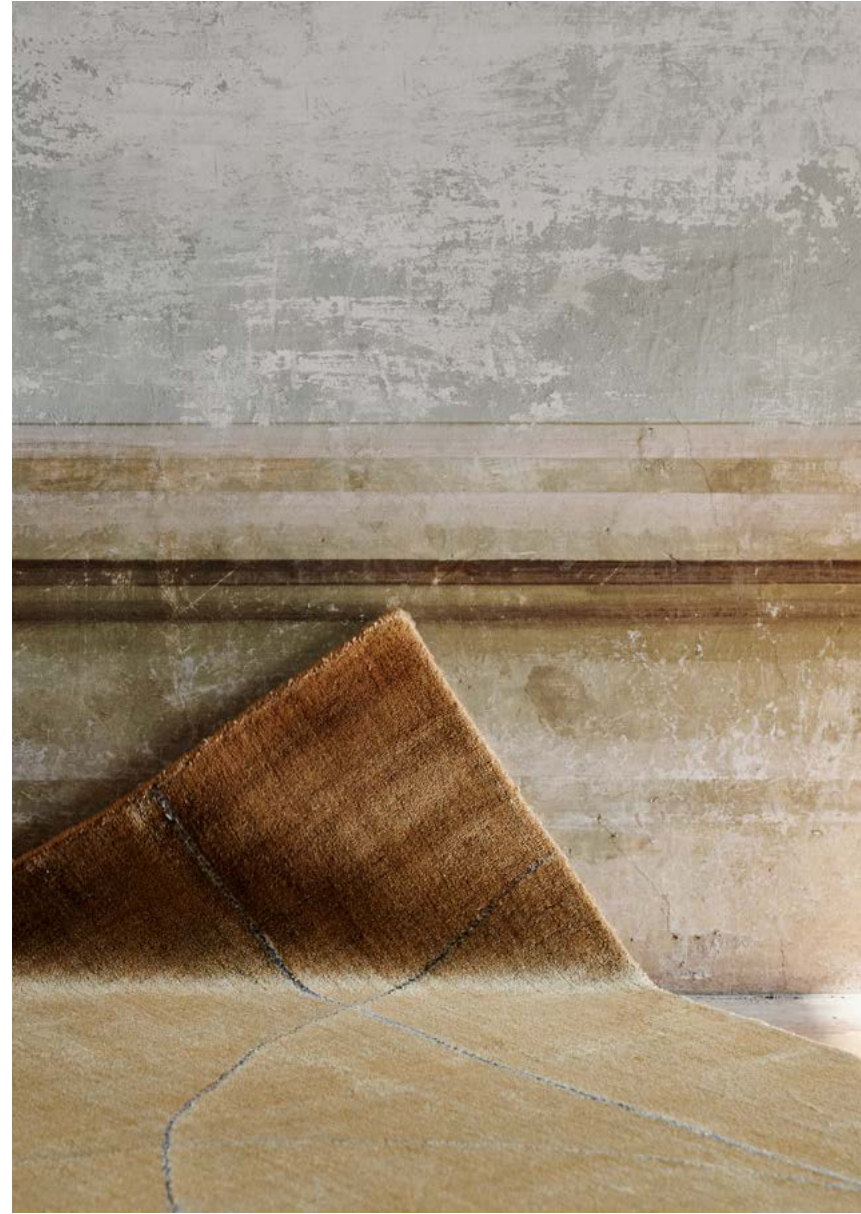
# Heritage

Simplicity and elegance are the essence of our Danish heritage. Our talented designers combine this innate sense of aesthetics with sublime craftsmanship to create timeless works of art for the floor. Graphic or symmetrical patterns, random and scattered strokes, every detail has been carefully considered down to the last thread to elevate the collection to a new level of artistic expression. Delicate, douce colours that evoke emotions and appeal to the senses. Tactile, textural rugs that invite touch.

















# Quality

Quality pervades all aspects of our rugs' journey from start to finish. Premium yarns are sourced to give our rugs superior durability, brilliance and texture. Experience the natural beauty of New Zealand wool that feels luxuriously warm and soft underfoot, or the properties of silk-like viscose with its rich sheen and unique lustrous finish. All Selected rugs are skilfully handcrafted in India before being meticulously sheared to enhance the colours and patterns, and finally checked for any imperfections.

DURABLE AND  
TIMELESS RUGS  
THAT ARE BUILT  
TO LAST

























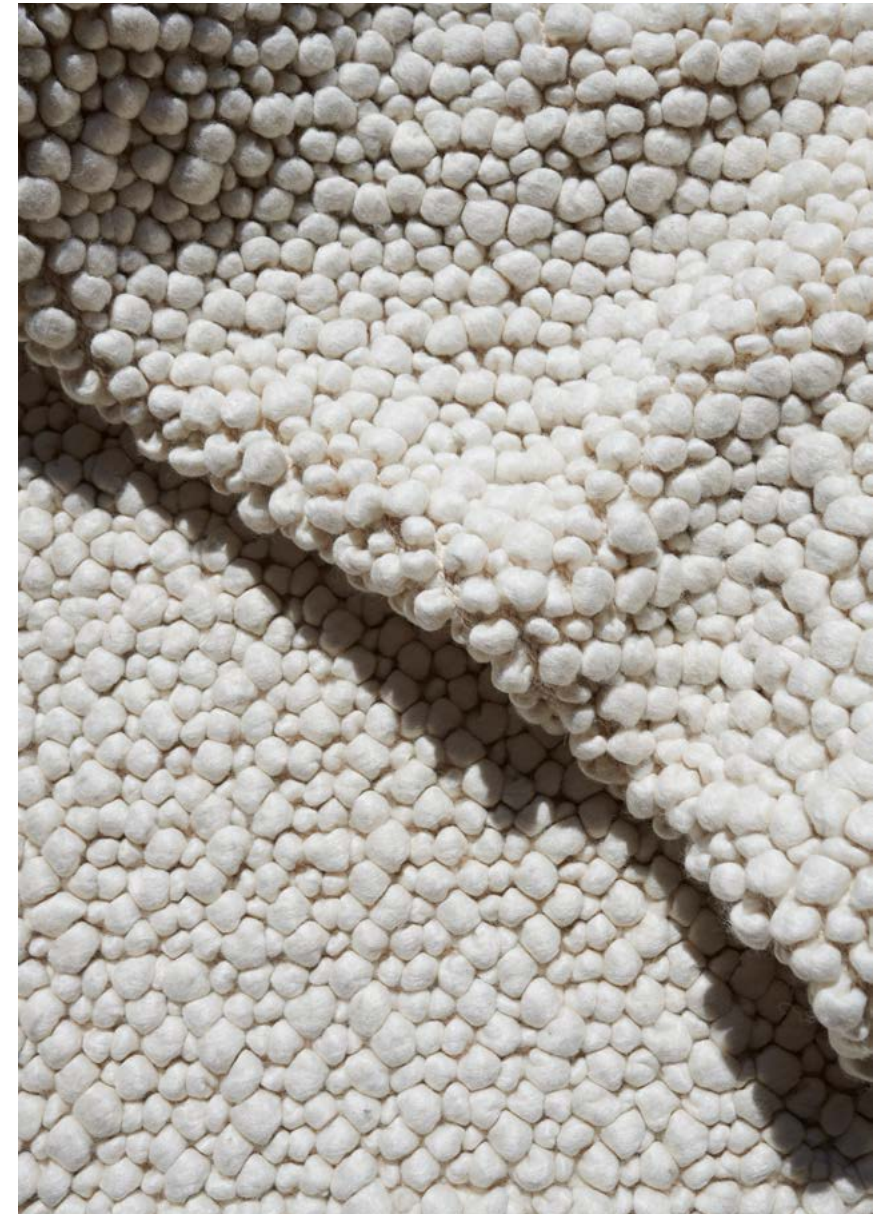
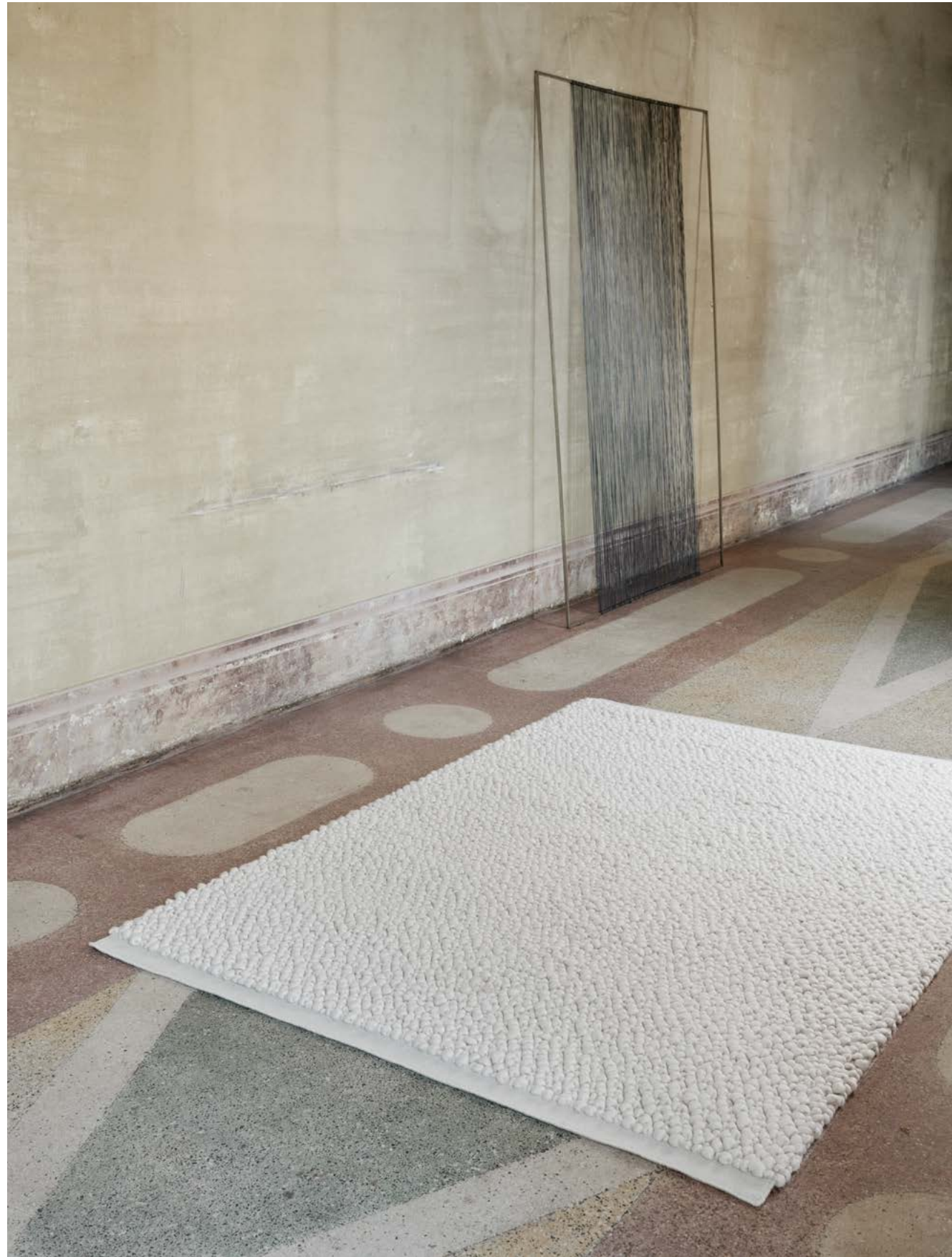
SUBTLE  
VARIATIONS IN  
COLOUR AND  
TEXTURE CREATE  
BALANCE AND  
HARMONY







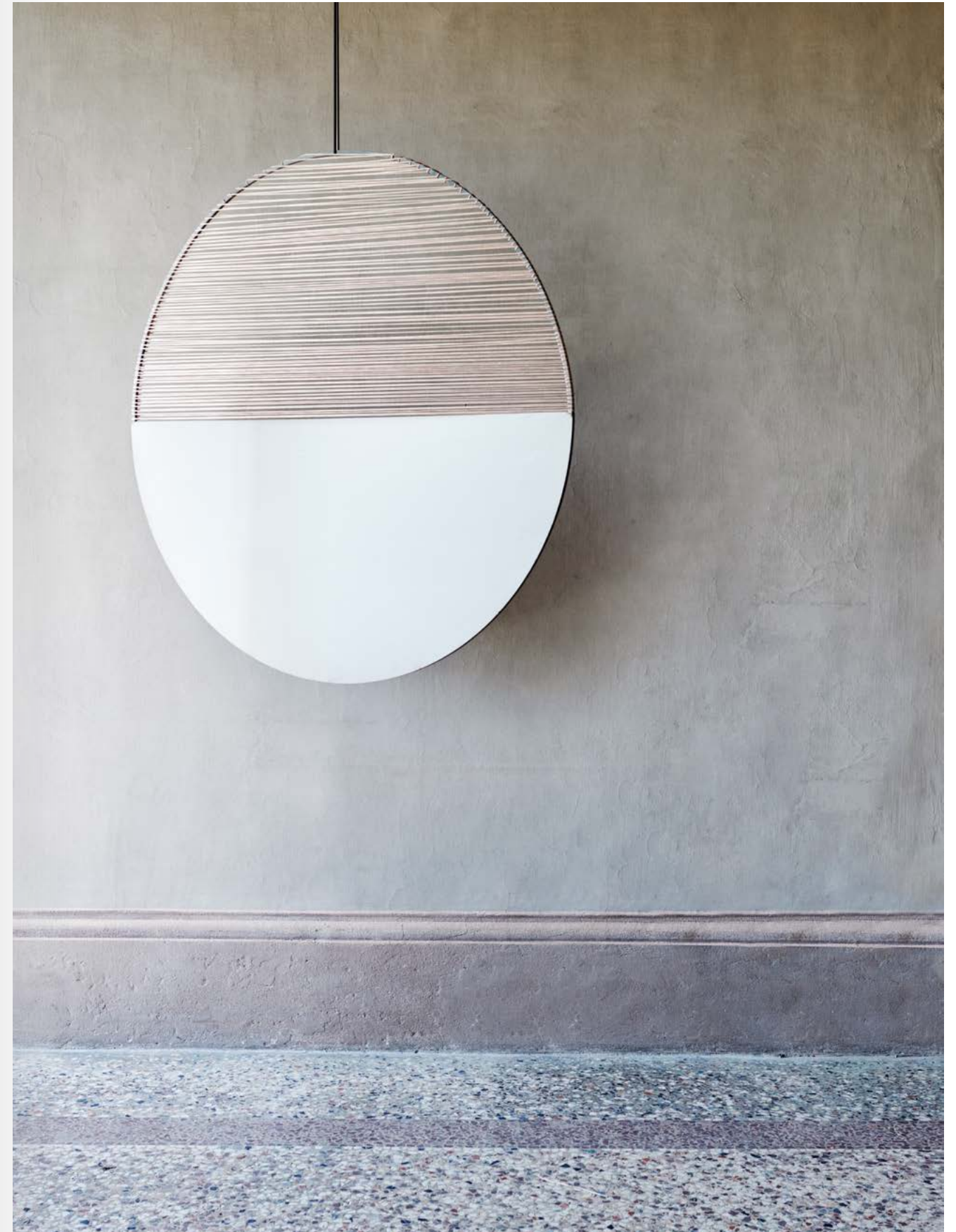






# Expression

In a quest to reflect the richness of the colours, shapes, patterns and materials that we are constantly exploring and reinventing, designer Urd Moll Gundermann has created a series of abstract mobiles as an artistic expression of the interplay of threads. Graceful and elegant, the magnified shapes reinforce the graphic compositions and uncluttered simplicity associated with our rugs. The taut warp threads symbolise the rug's bare origins, representing the authentic and labour intensive handwork involved from single thread to finished product.



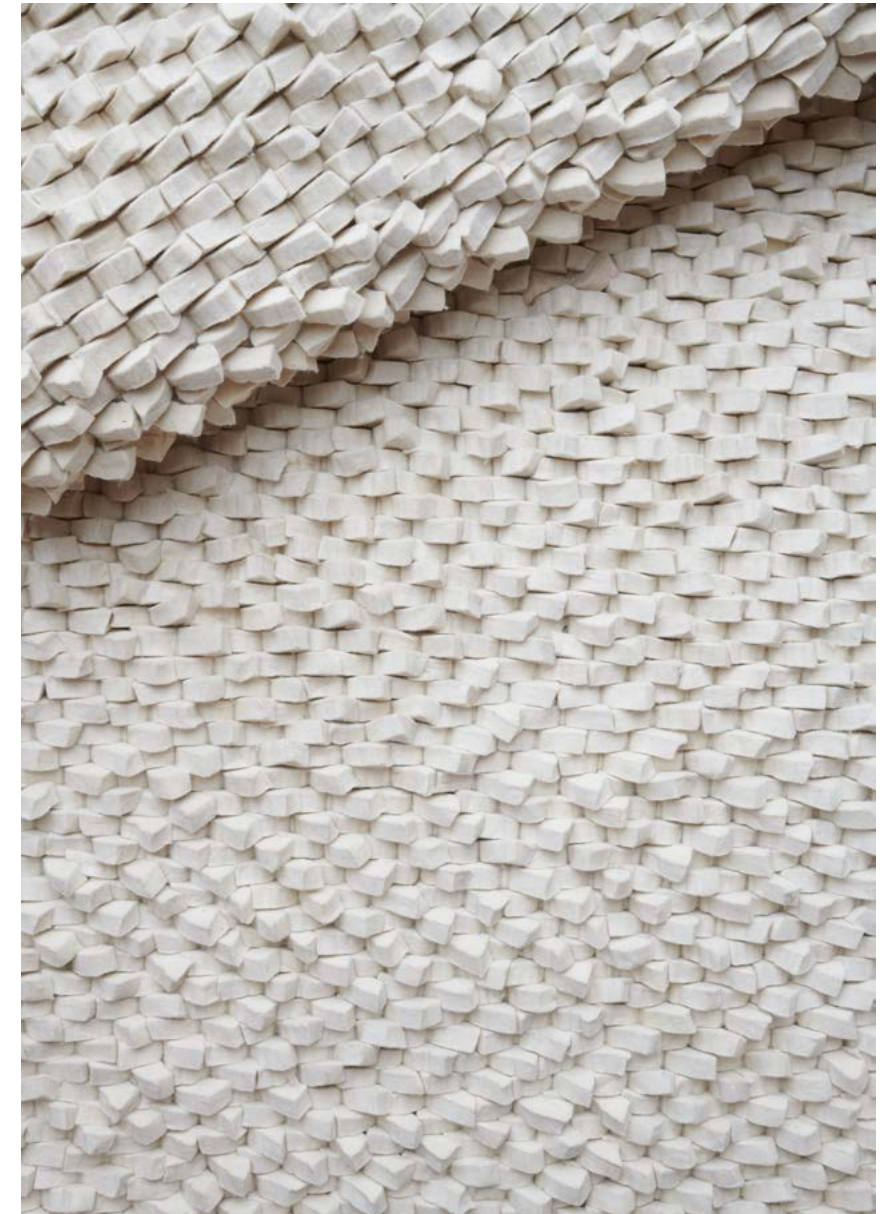














# Overview

The Selected collection was shot in a stunning location in Milan. By contrasting the beauty of raw and extravagant elements with the richness and diversity of materials, colours and structures, we have created an inspirational and artistic medium for showcasing our designs. Let yourself be taken on a poetic journey of subtle nuances of colour and texture. Imagine the hours of skilled handwork dedicated to producing each piece of art. Envisage how each rug can be used as a unique backdrop to accent and enhance a room. Experience Selected.







LEAF



ROSE



SILVER

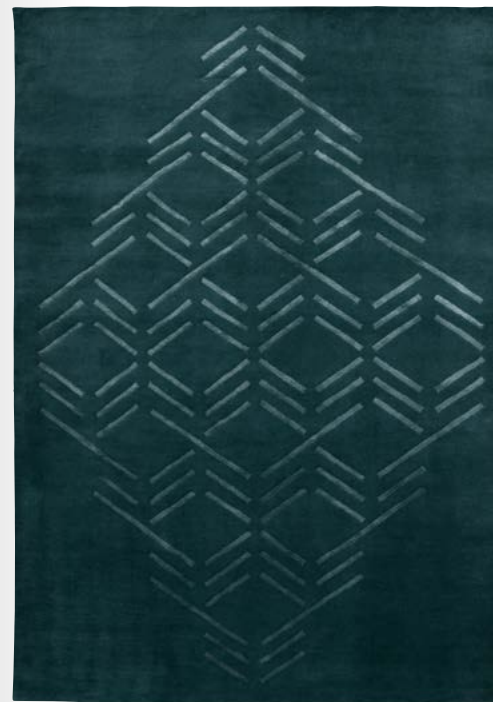
*Model* MONU  
*Quality* HAND-KNOTTED  
*Surface composition* NEW ZEALAND WOOL / VISCOSE  
*Fringes* NO  
*Sizes (cm)* 170/240, 200/300



BLUE



GREY

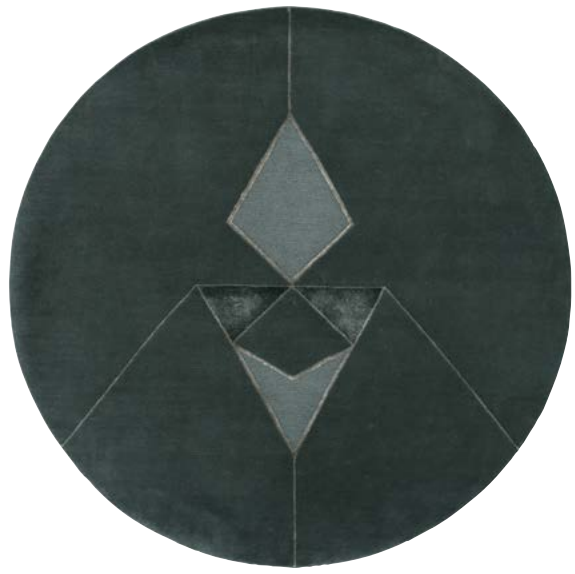


PETROL

*Model* MATCHES  
*Quality* HAND-KNOTTED  
*Surface composition* NEW ZEALAND WOOL / VISCOSE  
*Fringes* NO  
*Sizes (cm)* 170/240, 200/300







GRANITE

*Model* MACHIKO  
*Quality* HAND-KNOTTED  
*Surface composition* NEW ZEALAND WOOL / VISCOSE  
*Fringes* NO  
*Sizes (cm)* Ø170



BLUE

*Model* HITOMI  
*Quality* HAND-KNOTTED  
*Surface composition* NEW ZEALAND WOOL / VISCOSE  
*Fringes* NO  
*Sizes (cm)* 170/240, 200/300



ROSE



YELLOW





BEIGE

BLUE



ROSE

*Model* OTHILIE  
*Quality* LOOM-KNOTTED  
*Surface composition* VISCOSE  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300



GREEN



OCEAN



STONE

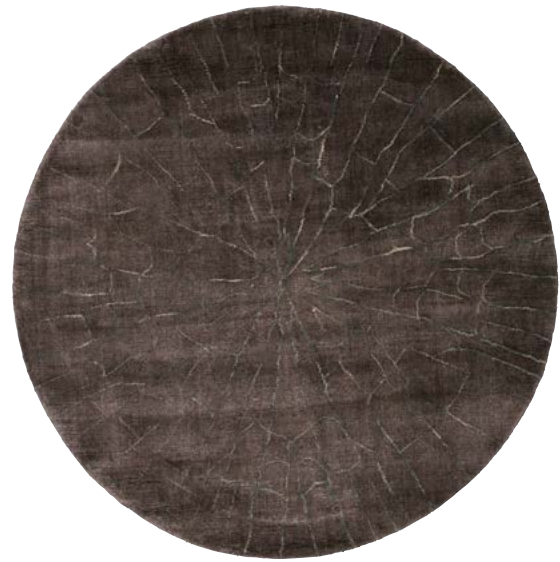
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*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300







BLUE



BORDEAUX



OCHRE

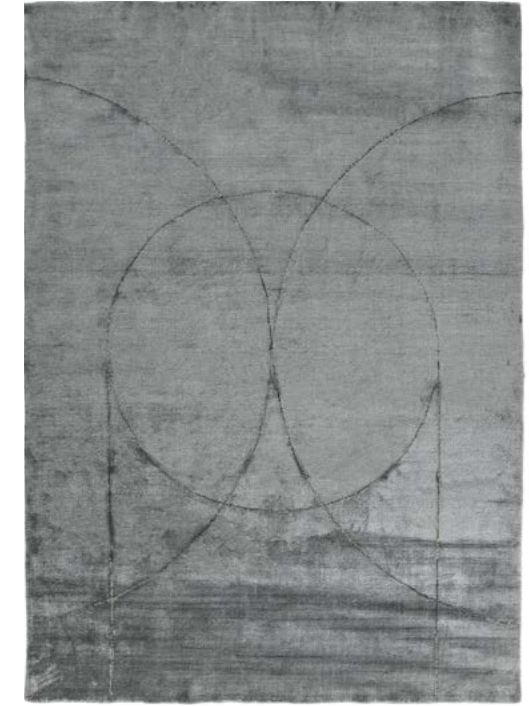


SILVER

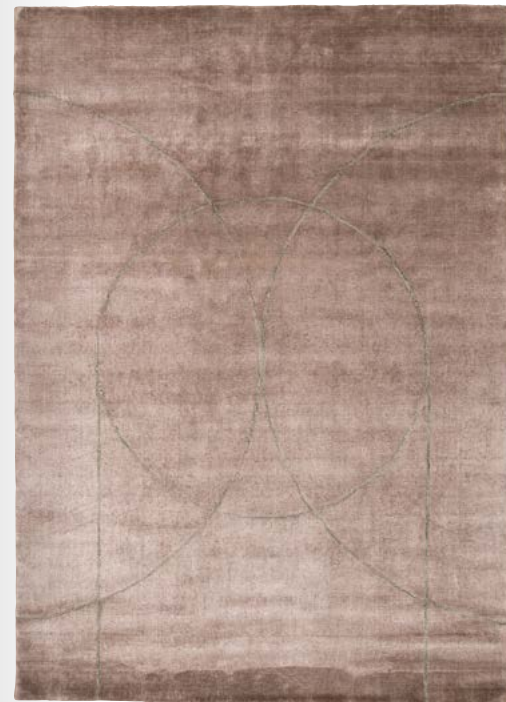
*Model* SAKURA  
*Quality* LOOM-KNOTTED  
*Surface composition* VISCOSE / NEW ZEALAND WOOL  
*Fringes* NO  
*Sizes (cm)* Ø150



OCHRE



GREY



POWDER

*Model* CIRCULUS  
*Quality* LOOM-KNOTTED  
*Surface composition* VISCOSE / NEW ZEALAND WOOL  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300







BLUE

BORDEAUX

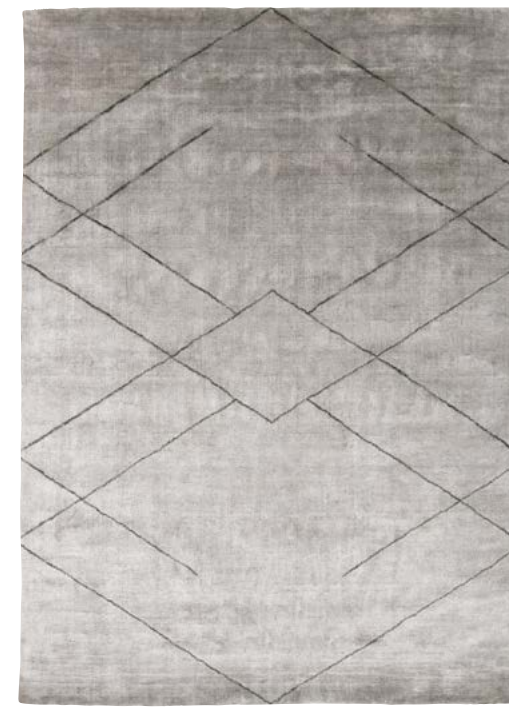


GREY

*Model* FOLIUM  
*Quality* LOOM-KNOTTED  
*Surface composition* VISCOSE / NEW ZEALAND WOOL  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300



DARK BLUE

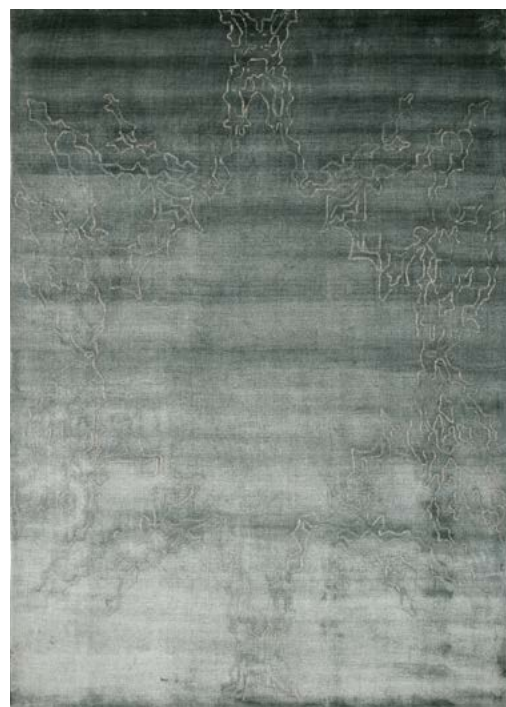


SILVER

*Model* TETSU  
*Quality* LOOM-KNOTTED  
*Surface composition* VISCOSE / NEW ZEALAND WOOL  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300







GREEN

OCEAN



SILVER

*Model* MINKO  
*Quality* LOOM-KNOTTED  
*Surface composition* VISCOSE / NEW ZEALAND WOOL  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300



BLUE

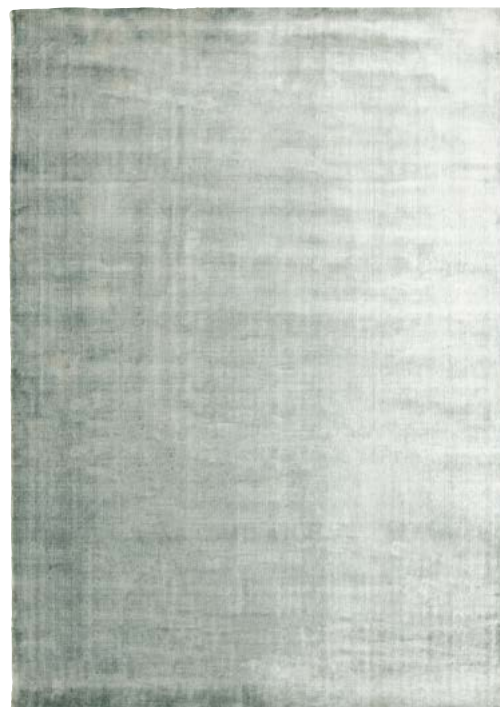


STONE

*Model* ESILA  
*Quality* HAND-KNOTTED  
*Surface composition* VISCOSE  
*Fringes* NO  
*Sizes (cm)* 170/240, 200/300



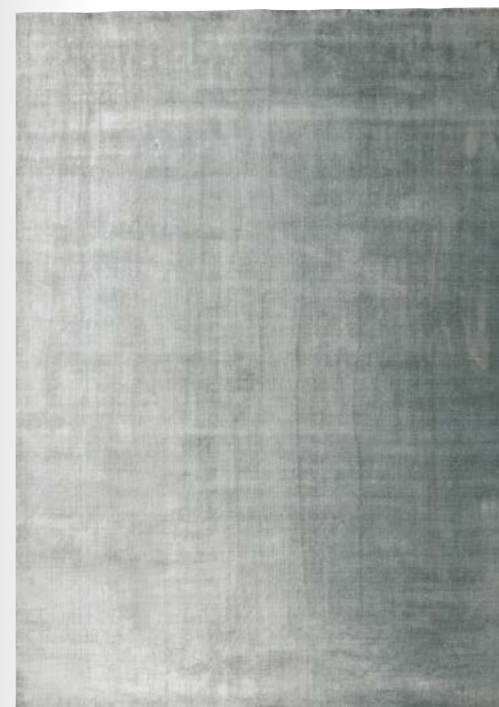




GREY



MUSTARD



SILVER



POWDER



ROSE

*Model* SIMPLICITY  
*Quality* LOOM-KNOTTED  
*Surface composition* VISCOSE  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300







DARK GREY

GREY



WHITE

*Model* ELMO  
*Quality* HAND-WOVEN  
*Surface composition* NEW ZEALAND WOOL  
*Fringes* YES  
*Sizes (cm)* 140/200, 170/240, 200/300



GREY



STONE



WHITE

*Model* SIGGA  
*Quality* HAND-WOVEN  
*Surface composition* NEW ZEALAND WOOL / VISCOSE  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300







PETROL



SILVER



WHITE



BEIGE

*Model* COMFORT  
*Quality* HANDLOOM  
*Surface composition* NEW ZEALAND WOOL  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300



*Model* FLAVIA  
*Quality* HAND-WOVEN  
*Surface composition* NEW ZEALAND WOOL  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300







DARK GREY

LIGHT GREY



GREY

WHITE

*Model* CRUSH  
*Quality* HAND-WOVEN  
*Surface composition* WOOL  
*Fringes* NO  
*Sizes (cm)* 140/200, 170/240, 200/300







# Designers

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## THANK YOU

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RASMUS B. FEX  
SACRE COEUR  
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STUDIO AMANDA LILHOLT  
STUDIO THINKINGHAND  
SOFIE ØSTERBY  
THORUP COPENHAGEN





# LINIE DESIGN

HANDMADE RUGS

Linie Design was established in Denmark in 1980 with the mission of creating beautiful handmade rugs with contemporary designs. Our unique fusion of minimalist Nordic aesthetics, traditional craftsmanship and modern innovation conveys our inherent sense of quality and exclusivity throughout every stage. We are perfectionists in our field – selecting only the very best materials, most visionary designers and expert craftspeople to capture our essence and bring it to the rest of the world.

**LINIE DESIGN**

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