



NOVA RUDE

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Philosophy

Our philosophy is rooted in the belief that exceptional design is achieved through the harmony of masterful craftsmanship, enduring performance, and timeless contemporary aesthetics. Every rug is thoughtfully created using the finest materials and crafted with meticulous attention to detail. Guided by a deep commitment to sustainability, we partner with manufacturers who uphold the highest standards of quality, integrity, and ethical craftsmanship.

Craftsmanship

Each of our handknotted rugs is individually crafted with exacting attention to detail, resulting in a piece of enduring artistry. The process is highly labor intensive, often involving up to sixty skilled artisans working in concert to complete a single full-size rug. Depending on scale and complexity, production may take an average of six months.

We source only the finest wool from Tibetan sheep raised in the high Himalayas, prized for its natural lanolin content, which imparts a subtle resilience and inherent resistance to staining. The wool is carefully hand-carded, hand-spun, and dyed using premium Swiss dyes, renowned for their precision, consistency, and exceptional colorfastness.

Each design is first translated into a full-scale hand painted sketch, serving as a precise guide for the weaving process. Multiple artisans then work side by side, executing between 40 and 300 knots per square inch, depending on the intricacy of the design.

The rug is then carefully washed, naturally dried, and hand-finished, with the pile meticulously sheared to achieve its final texture. This synthesis of time honored technique and the finest natural materials ensure each rug is not only an expression of artistry, but an enduring piece designed to last for generations.





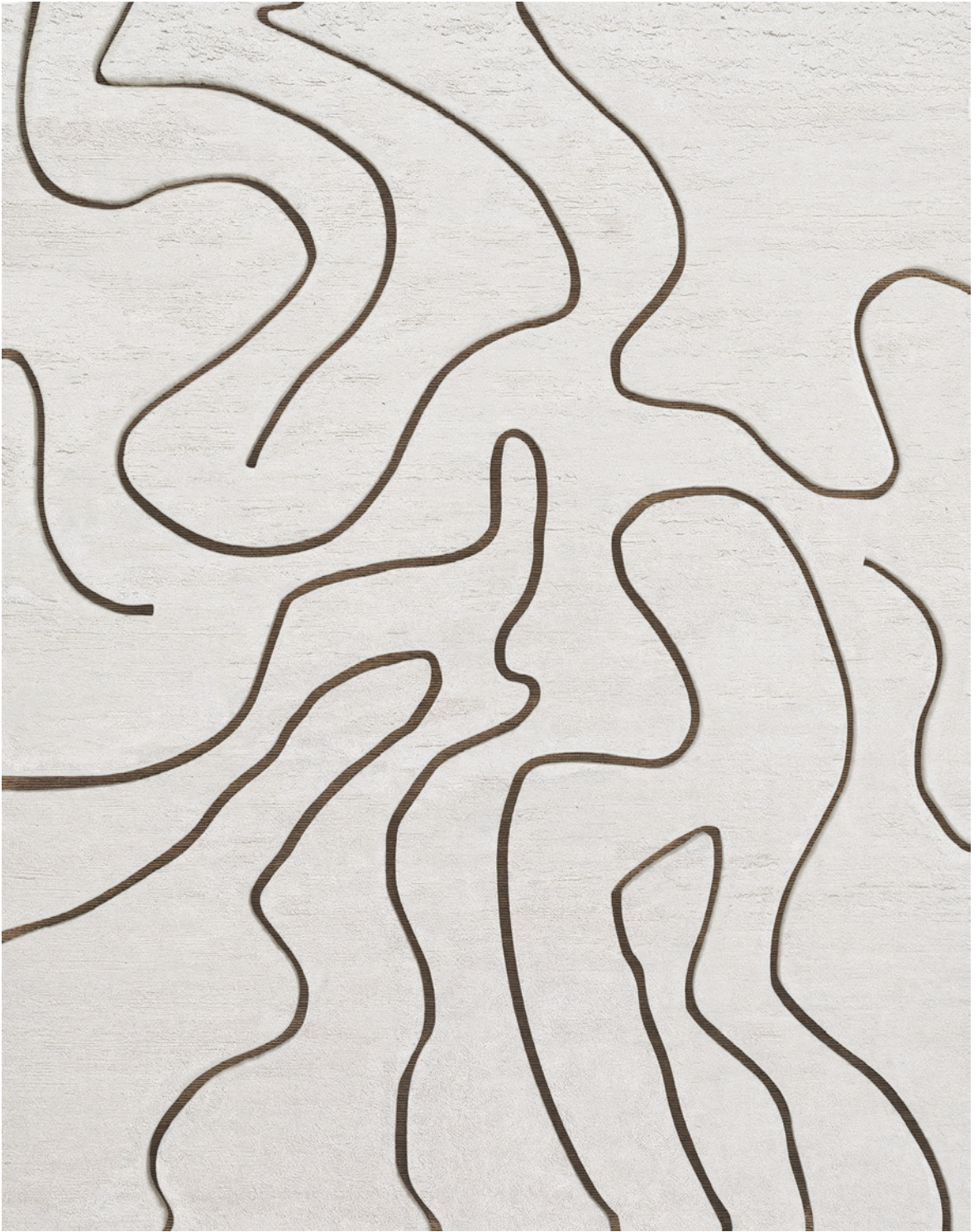
Range





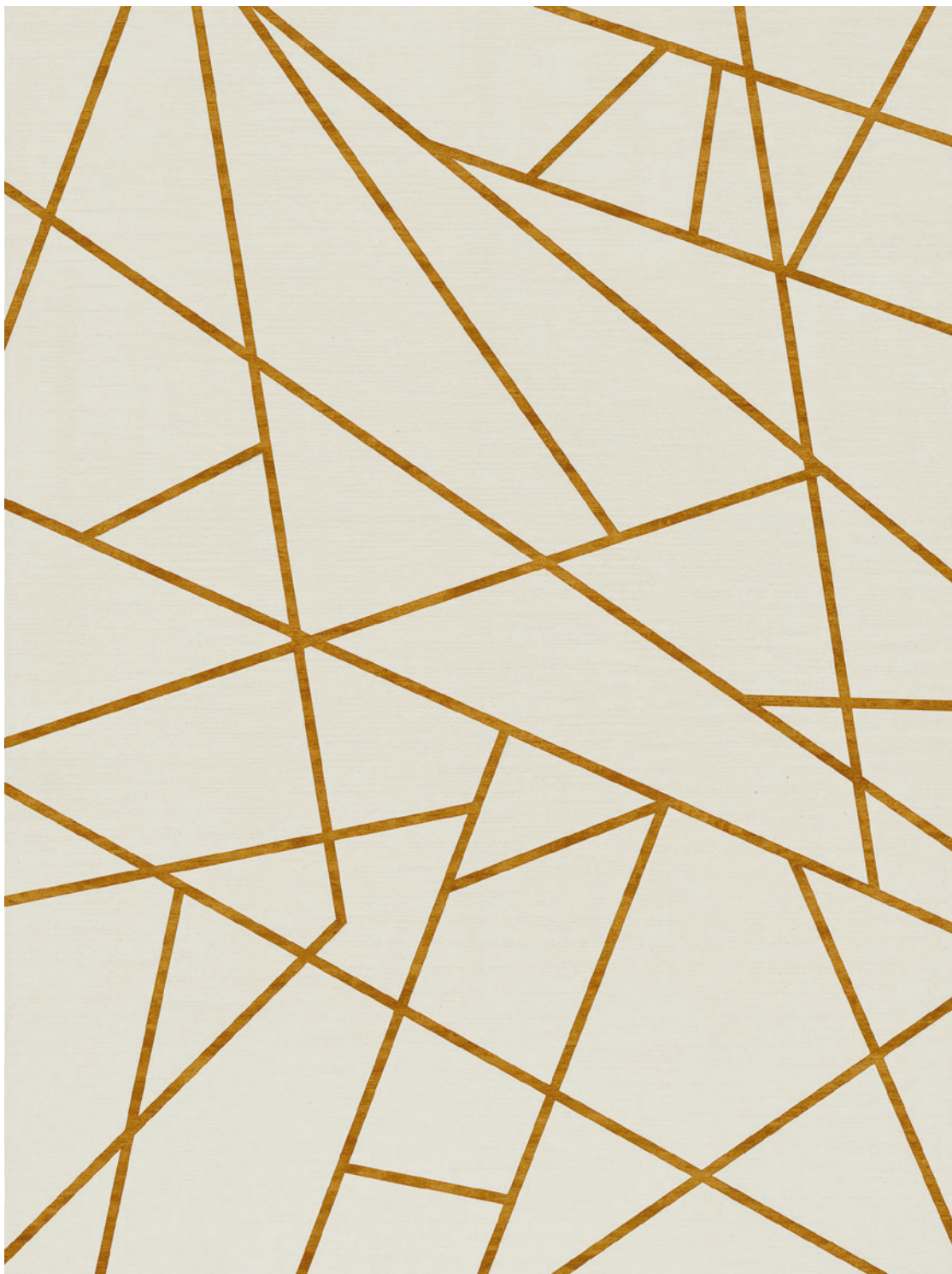
Amphibian





Sulcate





Transverse





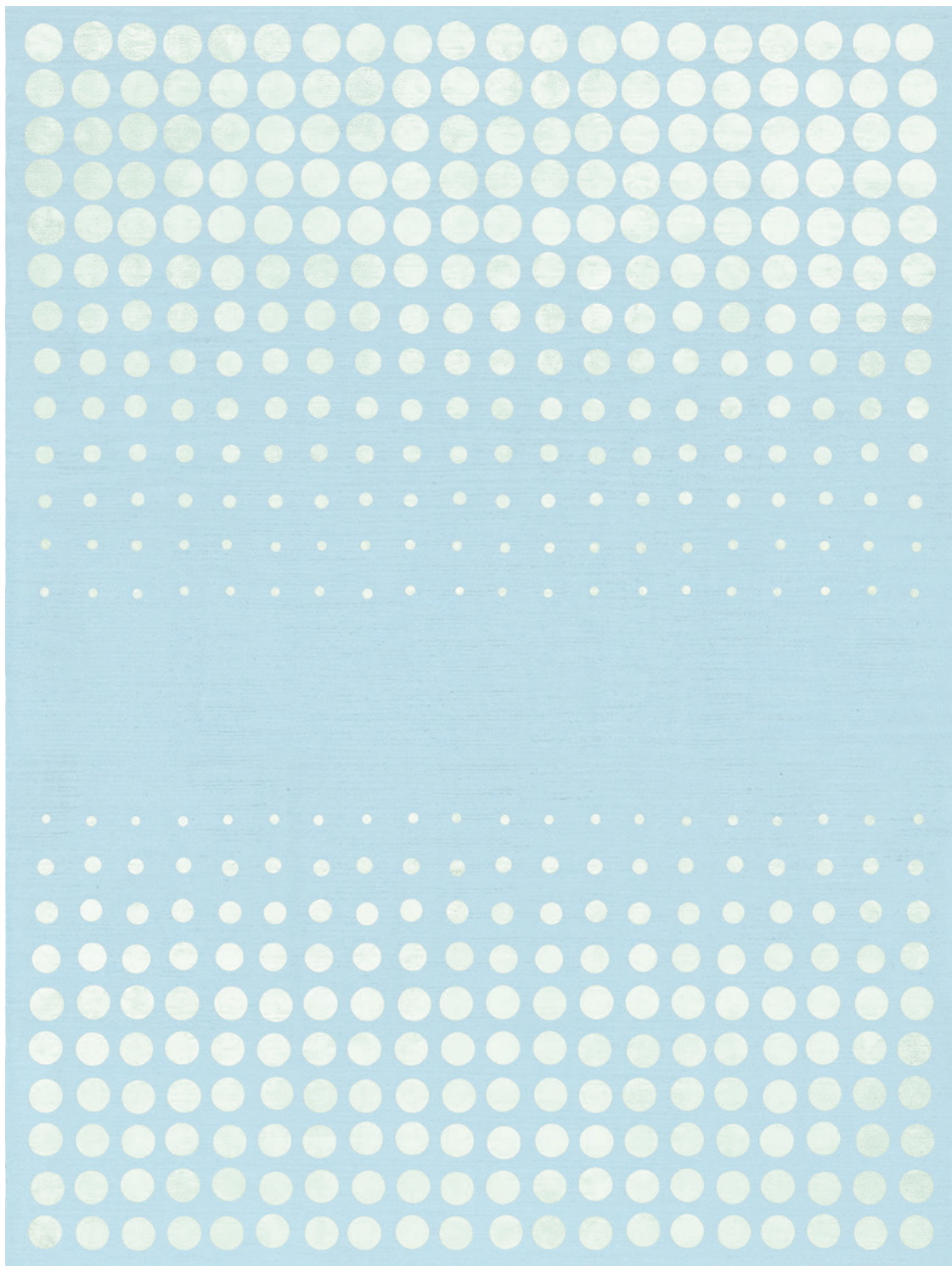
Groundswell





Abloom





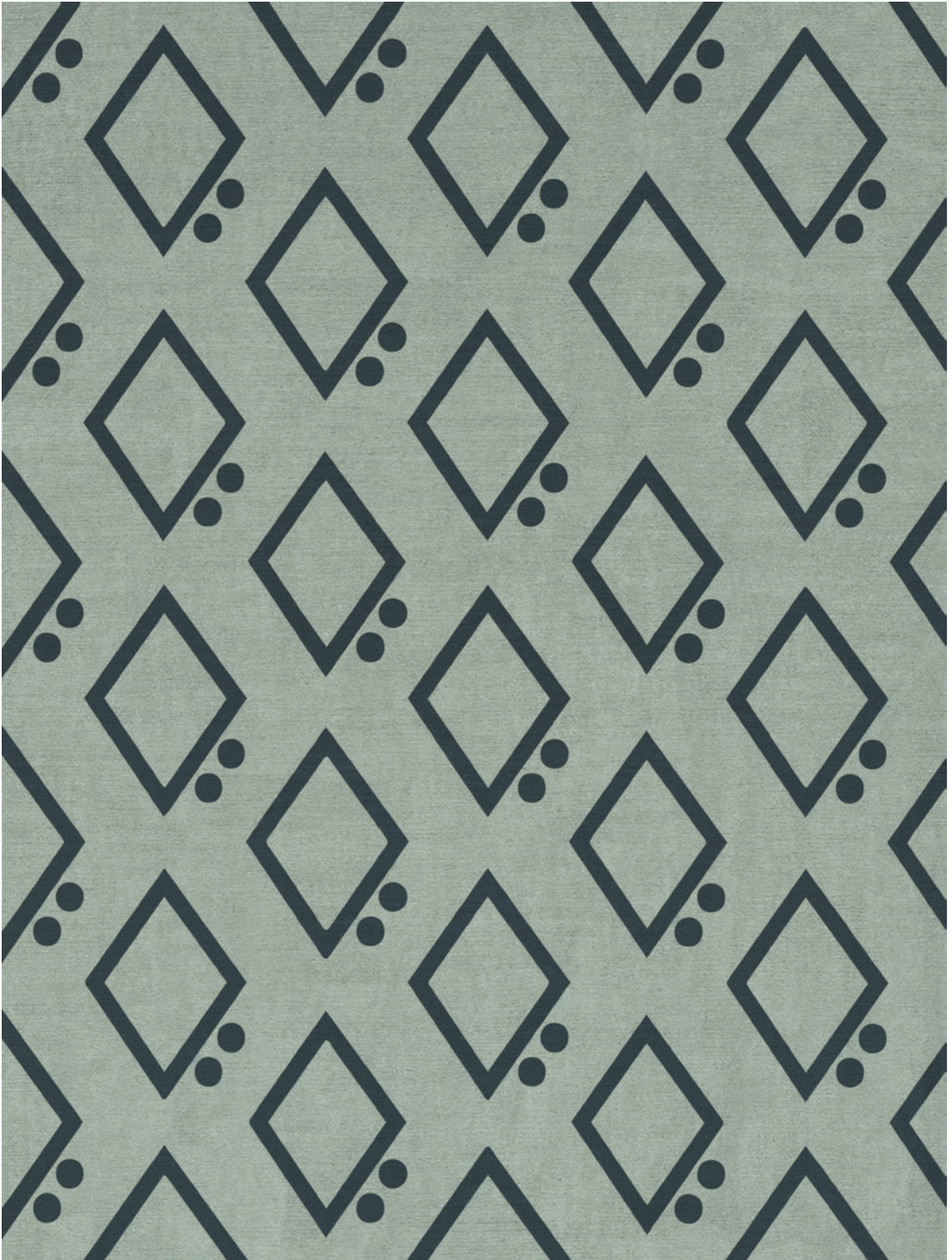
Willa





Labyrinth





Murphy





Roundel





Thalassic





Marmalade





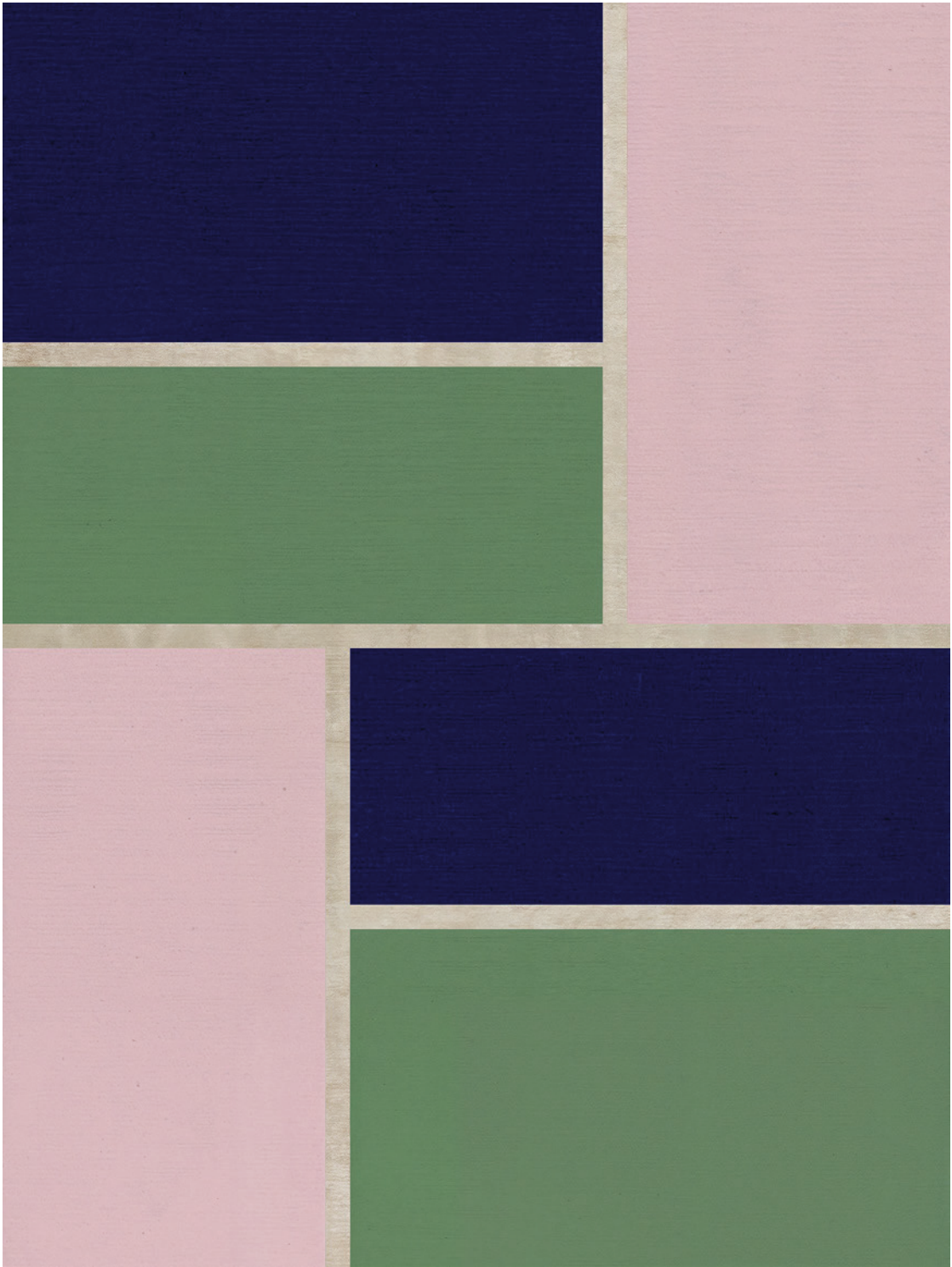
Catalyst





Robusta





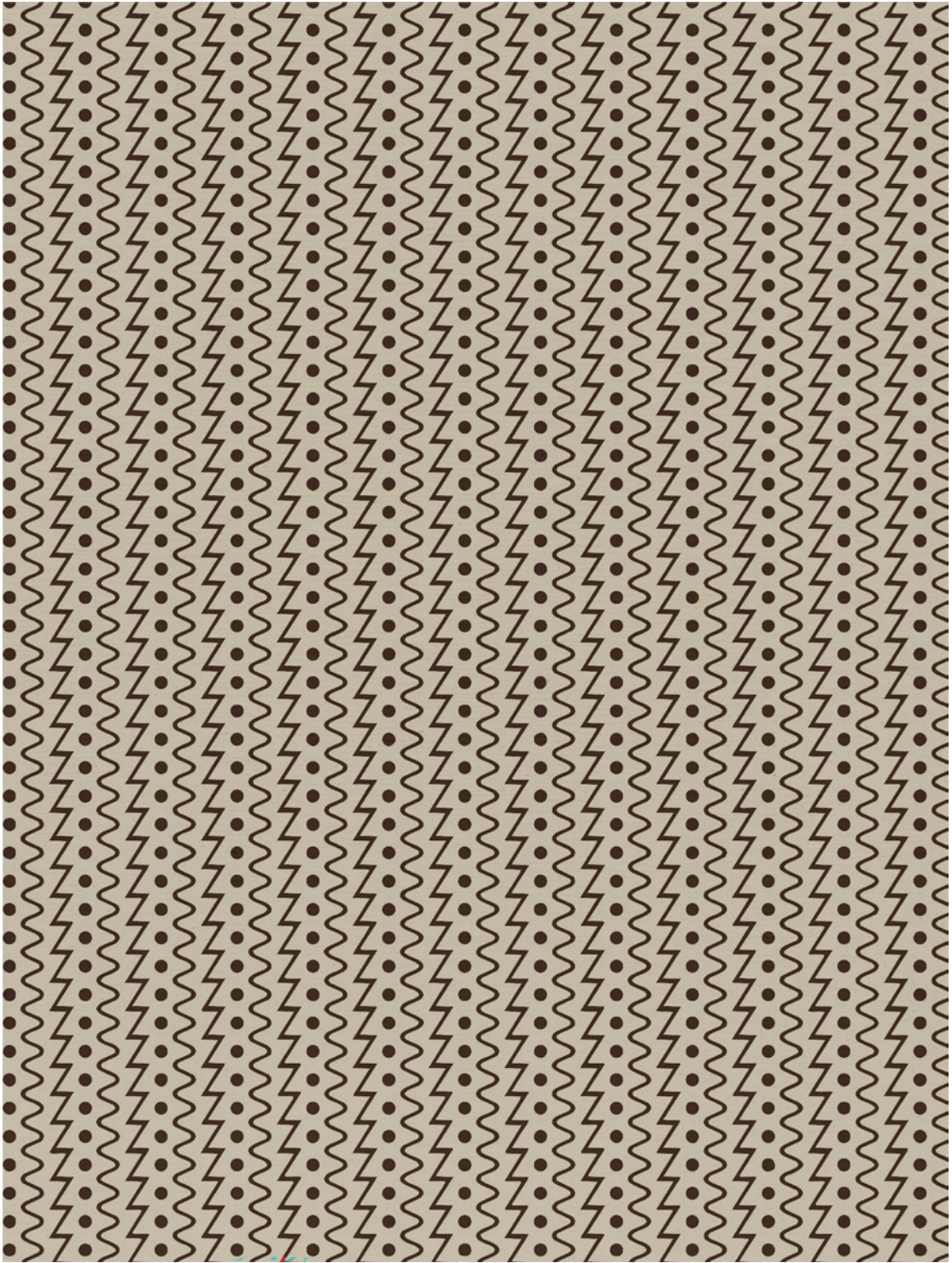
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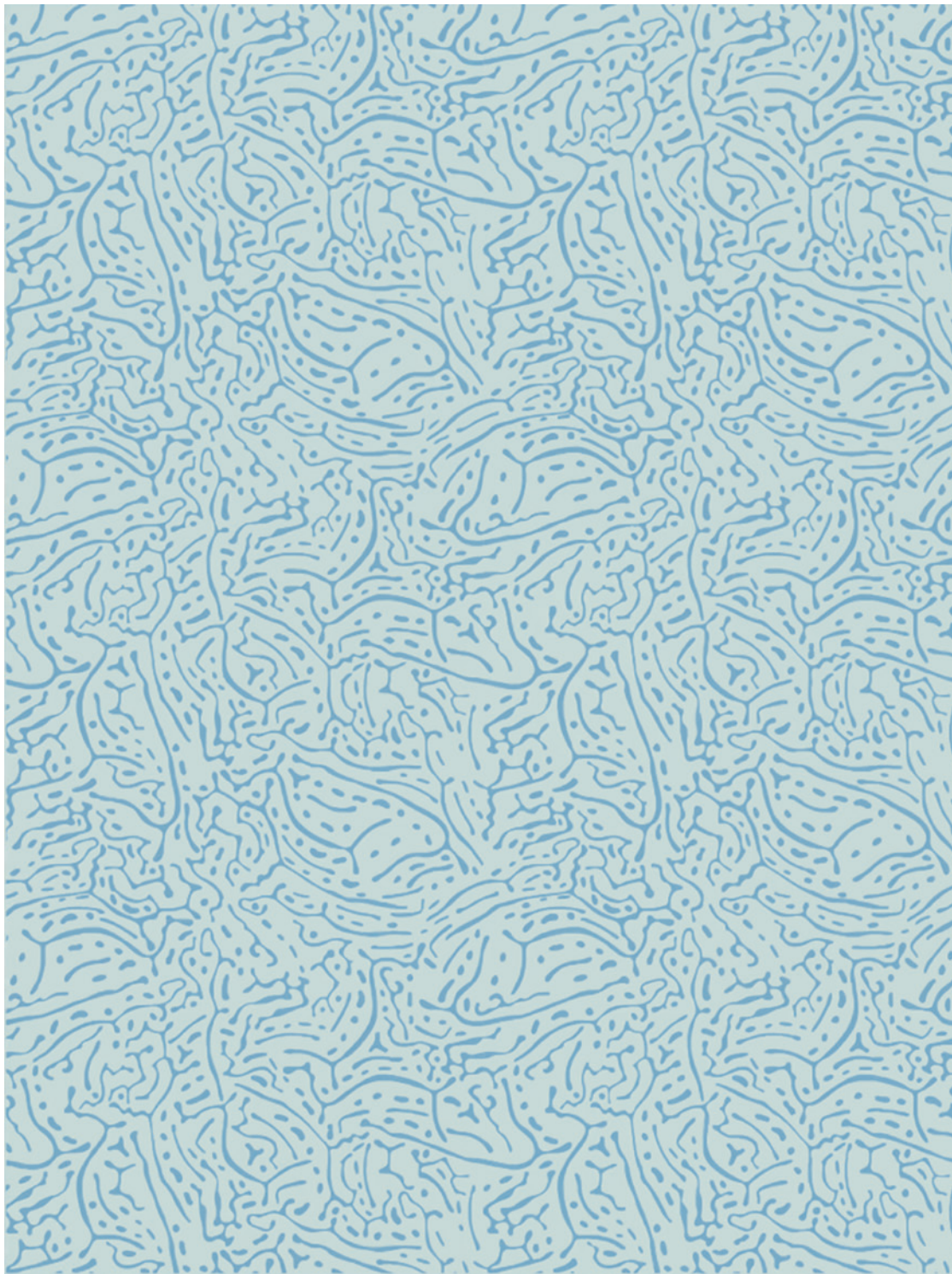
Capricious





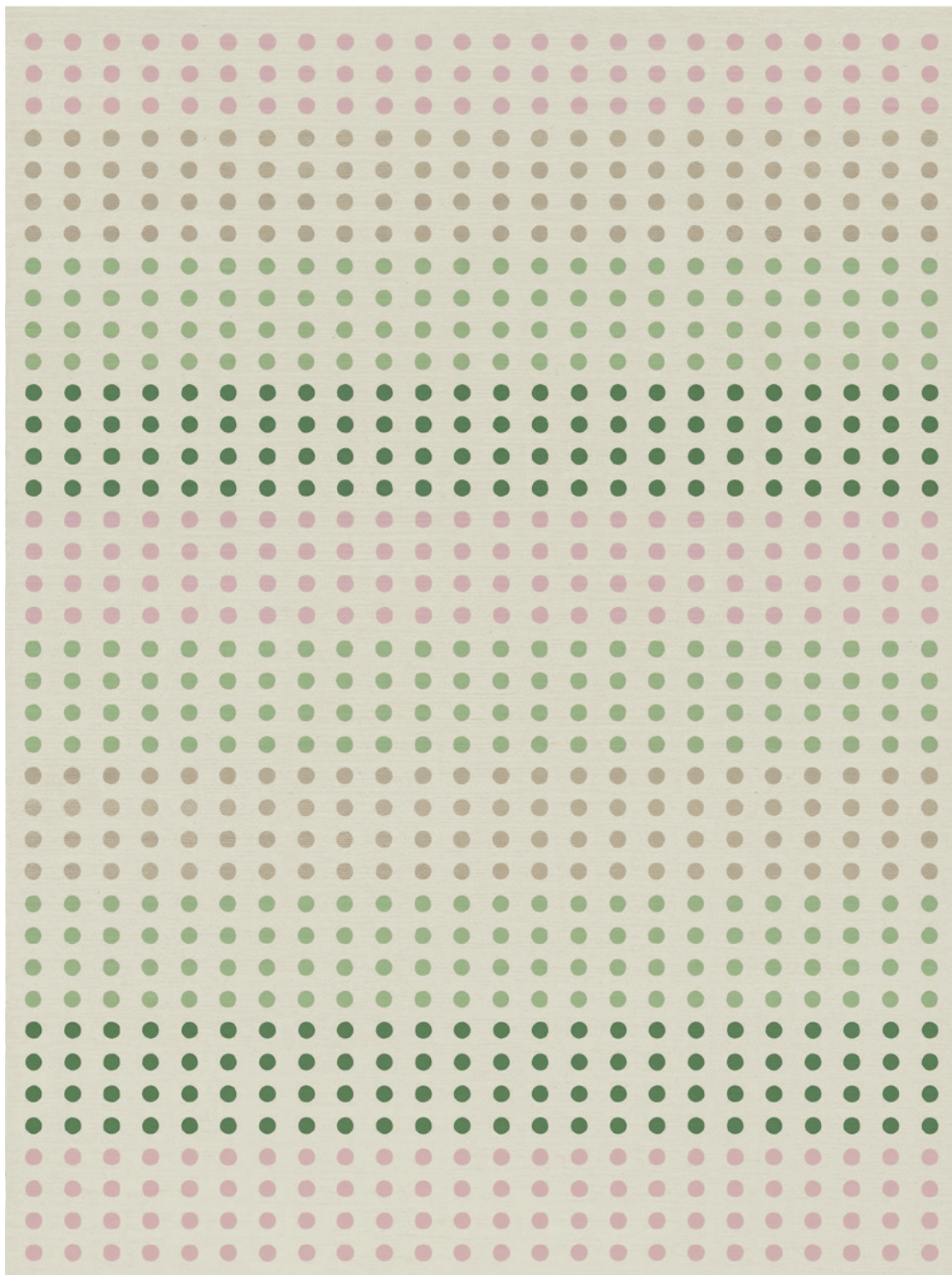
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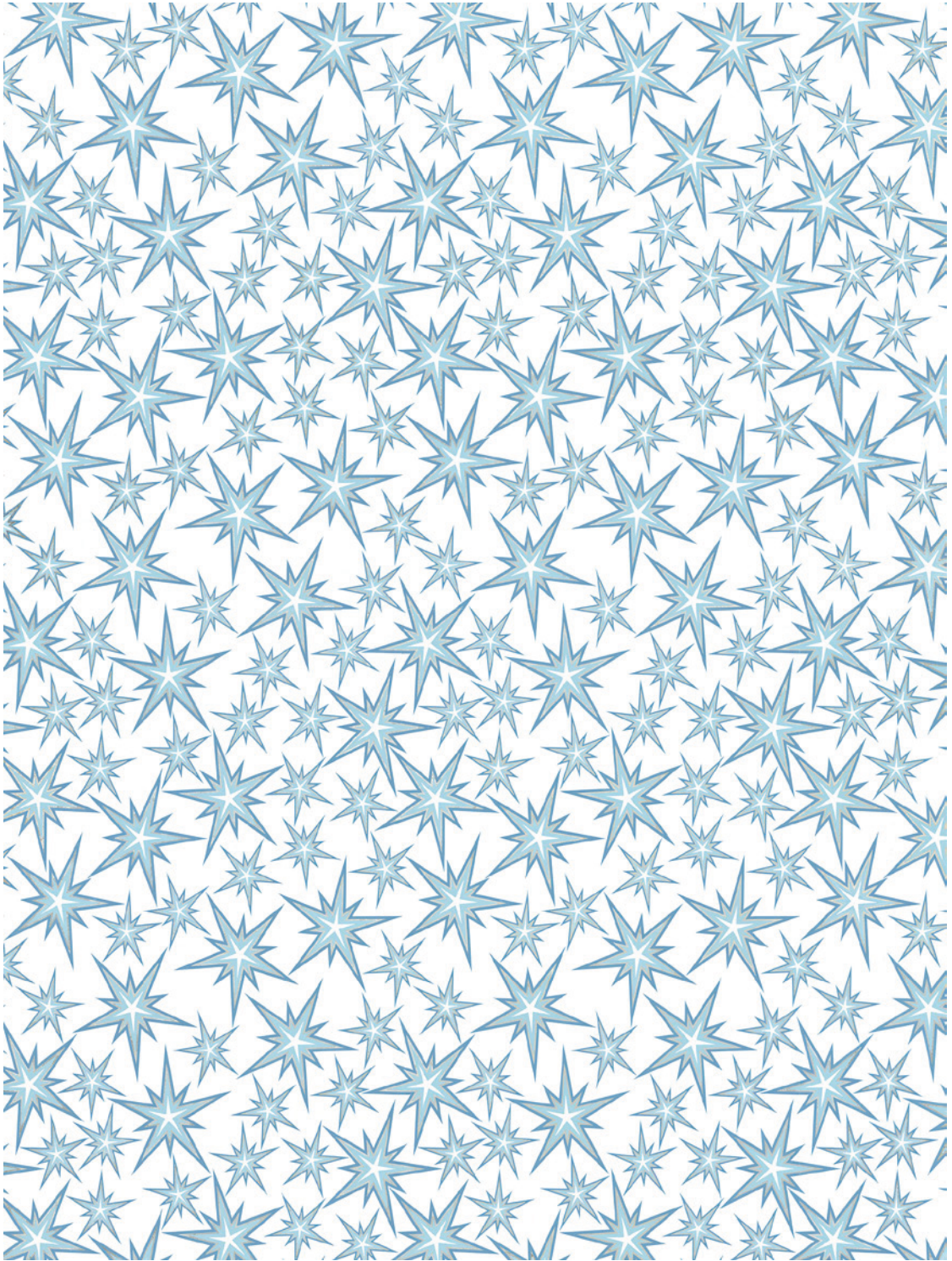
Wrasse





Polka





Supernova





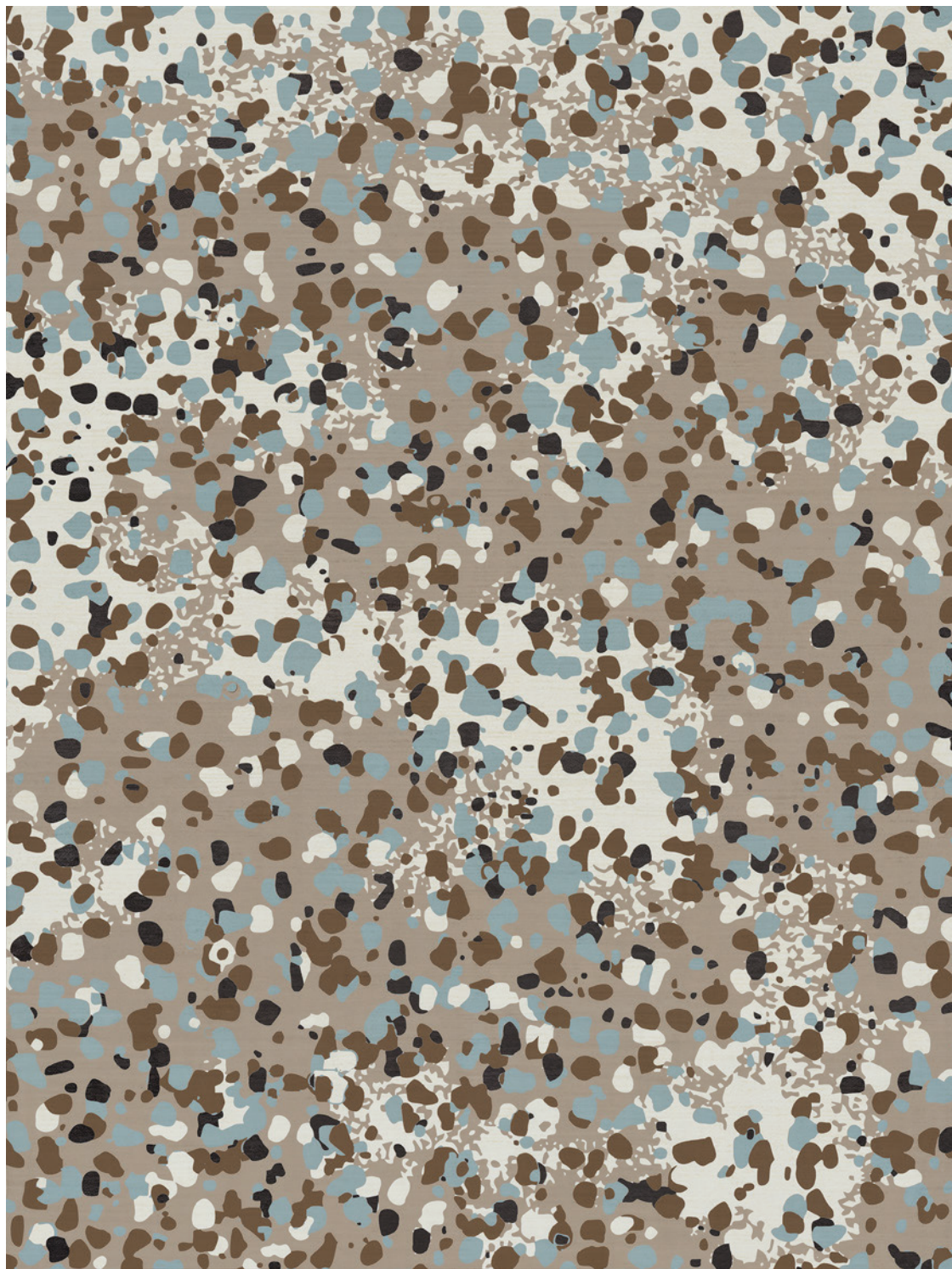
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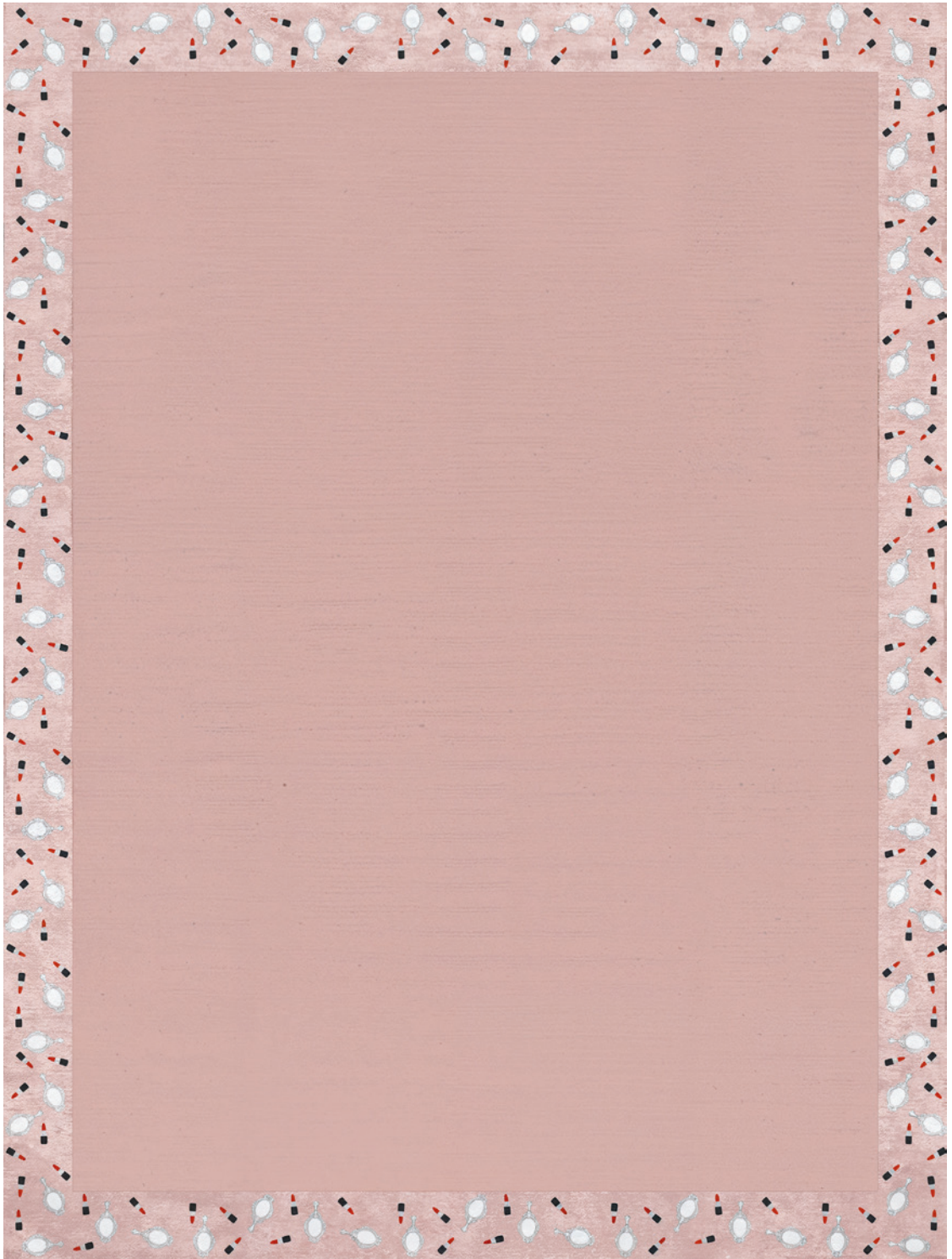
Ethereal





Freckle



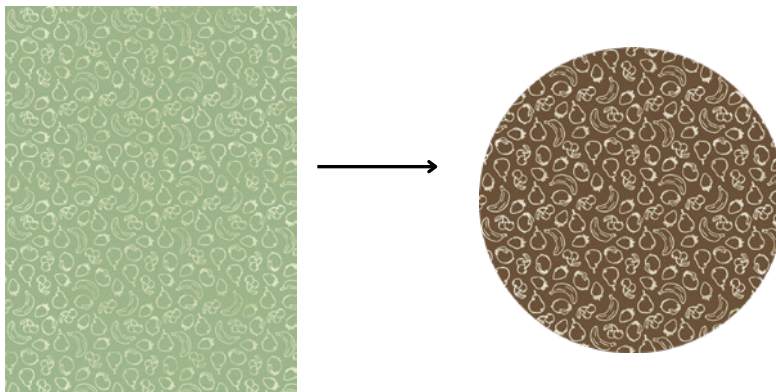


Vanity



Custom Capabilities

Personalize any standard rug design by customizing its size, color, or construction for an additional fee.



Every staircase deserves a signature design. We craft bespoke stair runners tailored to your vision.



Expertly crafted wall-to-wall carpeting for yachts, aviation, hospitality, workplace, and residential spaces.



FAQ

What is the difference between handknotted and handtufted rugs?

Handknotted rugs are defined by a time honored process in which each knot is individually tied by hand around warp threads, achieving densities of 40 to 300 knots per square inch. This highly skilled technique requires approximately five to six months of dedicated craftsmanship and results in a piece designed to last for generations, entirely free of backing or adhesives.

Handtufted rugs are created using a handheld tufting tool that inserts yarn into a stretched canvas base, which is then secured with a latex backing. With appropriate care and low traffic use, these rugs offer a refined yet durable lifespan of over a decade.

What are all the fibers available in the handtufted collection?

Our handtufted collection is crafted from a refined selection of materials, including real silk, dull silk, delicate silk, shiny nylon, silky nylon, wool, semi worsted wool, and bamboo silk.

What are the lead-times?

Handknotted rugs typically require a production lead time of approximately five to six months. Handtufted rugs are generally completed within eight to twelve weeks. Custom 1'x1' strike-offs are produced within four to eight weeks. Oversized rugs, including stair designs, may require additional lead time.

What is the difference between real silk and bamboo silk?

Real silk and bamboo silk share a soft, luminous sheen but differ in origin and performance. Real silk is a natural protein fiber derived from the silkworm cocoons in China, prized for its strength, elasticity, and enduring luxury. Bamboo silk is a regenerated cellulose fiber derived from bamboo, offering a similar softness and sheen, though with reduced durability and best suited for low traffic settings.

What is the difference between wool and merino wool?

Both are natural animal fibers distinguished by their unique characteristics and texture. Tibetan wool is sourced from sheep raised at high altitudes in the Himalayan region, producing long, resilient fibers naturally rich in lanolin. Merino wool, derived from Merino sheep, is finer and softer in structure, valued for its softness and elevated comfort.

What are the care and cleaning instructions?

In the event of a spill, attend to it immediately. Do not scrub, as this may drive the stain deeper into the fibers. Gently blot excess moisture using dry paper towels, then lightly dab with a damp cloth to help lift any remaining residue. Avoid excessive water and use a pH-neutral liquid soap diluted in water if needed, ensuring the cloth is frequently rinsed to prevent re-depositing soap into the pile.

Regular vacuuming is recommended to remove dust and debris that can abrade fibers over time. Avoid high powered vacuums with beaters bars, as these may disrupt the surface of the rug.

For real silk, use cold water only; for wool, lukewarm water is appropriate. Wool should never be exposed to bleach or alkaline based cleaners. Silk should not be treated with chemical cleaning agents. Professional care is advised for bamboo silk and deep stains.

What is the best contact method?

Email contact@novarude.com or visit our website at novarude.com to learn more.

