

# VILLA NOVA

by Louis De Poortere



Rug Collection  
Press Information





"We have carefully designed and coloured each rug in the collection to coordinate with our fabrics, wallcoverings and cushions making it even easier to create a Villa Nova scheme from floor to ceiling."

Hayley McAfee, Villa Nova Brand Manager



Marka Cushion, Basket  
Forest Cushion, Carbon  
Marka Cushion, Flint  
Tobi Cushion, Flint

# VILLA NOVA

**Villa Nova brings original, creative design to a collection of nine flat weave and hand tufted rugs, collaborating with renowned rug maker Louis De Poortere.**

An exciting addition to the Villa Nova brand their first collection of rugs has been created collaboratively, working closely with master rug manufacturer Louis De Poortere. A selection of recent designs have been adapted to create a diverse collection featuring bright botanicals, bold geometrics and abstract patterns, translating the unique style of Villa Nova onto flat, jacquard weave and textural hand tufted rugs.

Louis de Poortere has generations of experience in crafting designer rugs and are world renowned for their quality, creativity and the need to explore innovation and technology.

Villa Nova is a British brand with a philosophy of creating stylish fabrics, wallcoverings and accessories for modern living. Combining innovative design, contemporary prints and versatile weaves, Villa Nova offers an eclectic range of appealing designs in a trend focused palette.

The collections will be available worldwide through selected retailers and interior designers from early 2018.

**To view and download our full range of images please visit: [romo.com/rugs2018](http://romo.com/rugs2018)**



FLAT WEAVE 4-9

HAND TUFTED 10-13



Marka, Dew  
Forest Cushion, Indigo

## Flat Weave Rugs

Woven with soft chenille, Villa Nova's range of flat weave rugs incorporate subtle variations of colour and interesting textures. Using intricate woven details, these stunning flat weave rugs perfectly capture the essence of the original Villa Nova fabric.



## AKINA

Featuring a stunning, oversized floral design with linear detailing, the Akina rug has a beautiful wash of colour that echoes the style of a batik fabric. Subtle variations in tone give this statement rug a casual, time-worn appearance.



Carbon  
RG8755



Indigo  
RG8756

Composition:  
100% Cotton

Available Sizes:  
140 x 200 / 4' 7" x 6' 7"  
170 x 240 / 5' 7" x 7' 10"  
200 x 280 / 6' 7" x 9' 2"

## MARKA

A richly textured design blending shades of soft chenille and subtle metallic highlights, this flat weave rug has a gentle variation in texture and tone that creates a charming distressed look.



Cognac  
RG8770



Verdigris  
RG8773



Teal  
RG8769



Dove  
RG8772

Composition:  
85% Cotton  
15% Polyester

Available Sizes:  
140 x 200 / 4' 7" x 6' 7"  
170 x 240 / 5' 7" x 7' 10"  
200 x 280 / 6' 7" x 9' 2"



# FREYR

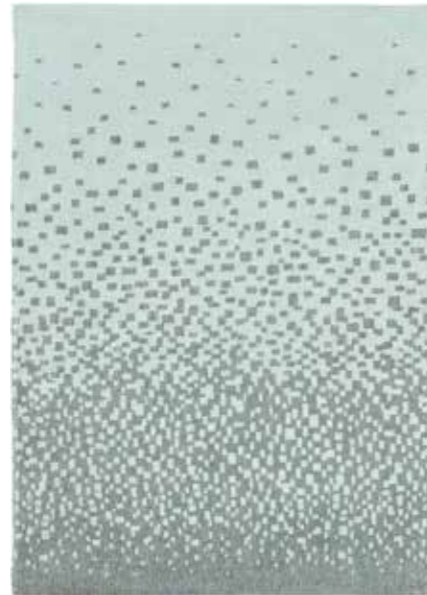
Woven with an appealing textured effect, the Freyr rug incorporates a contemporary geometric design that graduates along the rug.

Composition:  
100% Cotton

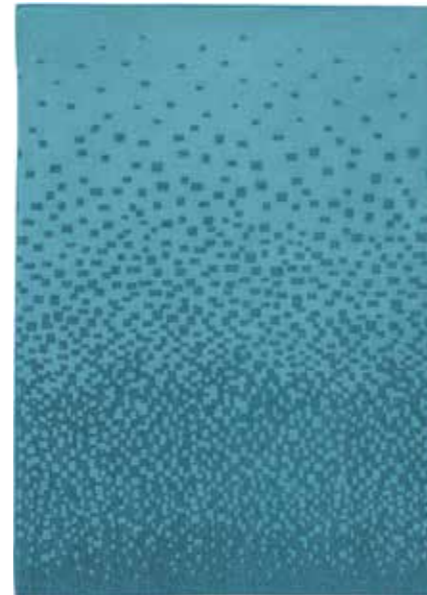
Available Sizes:  
170 x 240 / 5' 7" x 7' 10"  
200 x 280 / 6' 7" x 9' 2"



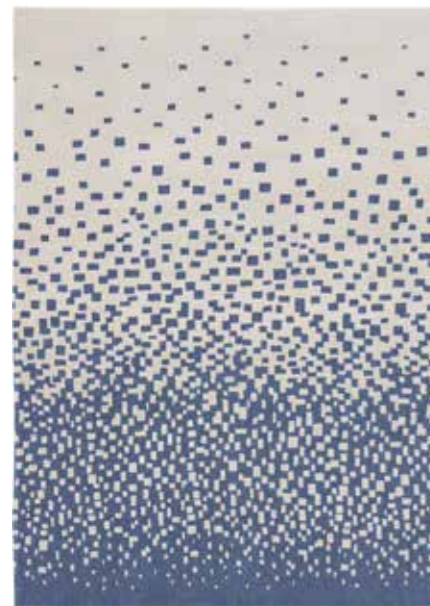
Linen  
RG8776



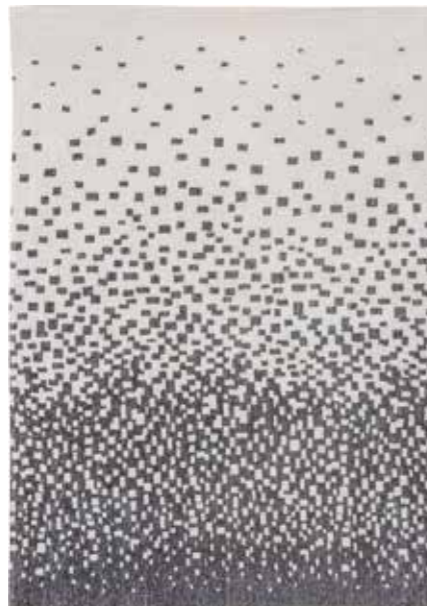
Verdigris  
RG8778



Teal  
RG8780



Indigo  
RG8777



Carbon  
RG8779

# MARIT

A folk art inspired pattern with a modern twist, the Marit design was originally created using irregular hand painted marks. Intricately woven with a subtle texture the Marit rug perfectly captures the handcrafted aesthetic of the original artwork.

Composition:  
100% Cotton

Available Sizes:  
140 x 200 / 4' 7" x 6' 7"  
170 x 240 / 5' 7" x 7' 10"  
200 x 280 / 6' 7" x 9' 2"



Cognac  
RG8757



Indigo  
RG8762



Linen  
RG8758



Rice  
RG8759



Bramble  
RG8760



Ochre  
RG8761





Indigo / Tabasco  
RG8767

## TOBI

A characterful flat weave rug combining cotton chenille and wool yarns, featuring a contemporary geometric pattern that takes influence from traditional folk textiles.

Available Sizes:      Composition:  
 140 x 200 / 4' 7" x 6' 7"      85% Cotton  
 170 x 240 / 5' 7" x 7' 10"      15% Wool  
 200 x 280 / 6' 7" x 9' 2"



Onyx  
RG8764



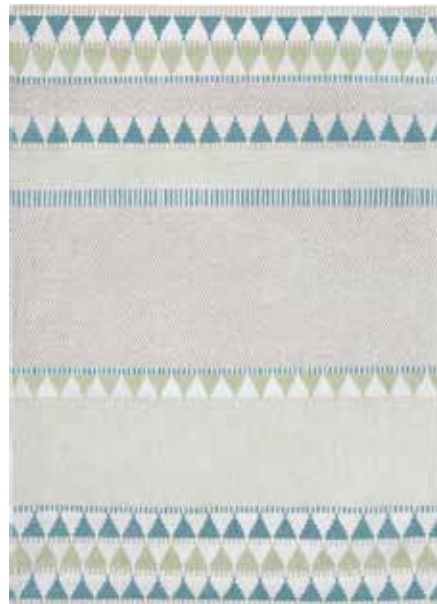
Carbon  
RG8753

## SUDARE

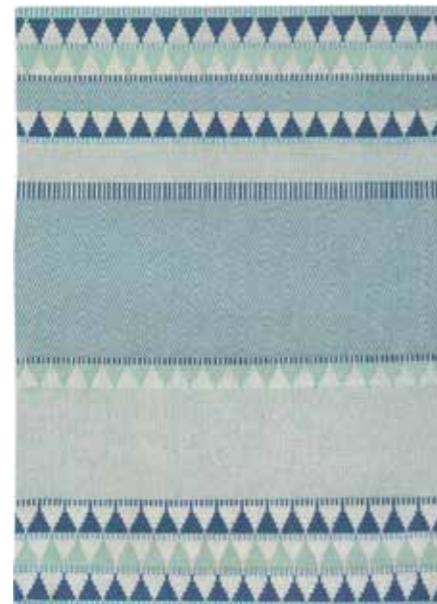
Inspired by Japanese artisan lattice work, this distressed geometric pattern is woven with soft chenille creating interesting textural details.

Composition:  
100% Cotton

Available Sizes:  
 140 x 200 / 4' 7" x 6' 7"  
 170 x 240 / 5' 7" x 7' 10"  
 200 x 280 / 6' 7" x 9' 2"



Pine  
RG8768



Teal  
RG8766



Carbon  
RG8765



Indigo  
RG8750



Jewel  
RG8752





## Hand Tufted Rugs

Introduce warmth, luxury and statement design; Villa Nova's hand tufted rugs have a rich, deep, luxurious pile that is comfortable and sumptuous underfoot.

Tobi Cushion, Agate



## HANA

A sumptuous hand tufted rug adorned with trailing wisteria with bursts of blossoming flowers, the Hana rug blends soft and rich tones creating an eye-catching focal point to a room.

Pile Composition:  
100% Wool

Available Sizes:  
170 x 240 / 5' 7" x 7' 10"  
200 x 280 / 6' 7" x 9' 2"

Jewel  
RG2023



Indigo  
RG2022



Carbon  
RG2024





## HALDON

A bold, geometric, hand tufted rug that has a luxurious texture and feel, incorporating subtly contrasting lush viscose and wool yarns.

Pile Composition:  
80% Wool  
20% Viscose

Available Sizes:  
170 x 240 / 5' 7" x 7' 10"  
200 x 280 / 6' 7" x 9' 2"

Indigo  
RG2015



## SAMI

Sami is a striking folk art inspired geometric design beautifully recreated as a luxurious hand tufted rug.

Pile Composition:  
100% Wool

Available Sizes:  
170 x 240 / 5' 7" x 7' 10"  
200 x 280 / 6' 7" x 9' 2"

Carbon  
RG2020



Ochre  
RG2016



Slate  
RG2017



Chrome  
RG2018



Linen  
RG2019



Teal  
RG2021

# VILLA NOVA

by Louis De Poortere

## ABOUT VILLA NOVA

Villa Nova design and produce an eclectic range of furnishing and upholstery fabrics and wallcoverings based on the philosophy of creating modern and versatile collections that offer affordable style.

Villa Nova is part of The Romo Group and the range is available worldwide through an extensive network of selected interior designers and retail outlets.

## ABOUT LOUIS DE POORTERE

Based in Belgium, Louis de Poortere are renowned rug makers with a long established history creating rugs and carpets of the highest quality, founded on a dedication to quality and craftsmanship with a strong focus on innovation.

## CONTACT US

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## Technical Specifications:

QUALITY	FLAT WEAWE						HAND TUFTED		
	TOBI	FREYR*	SUDARE	AKINA	MARIT	MARKA	HALDON	SAMI	HANA
COMPOSITION	85% CO 15% WO	100% CO	100% CO	100% CO	100% CO	85% CO 15% PES	80% WO 20% VI	100% WO	100% WO
BACKING	Natural Anti-Slip Latex						100% Cotton Canvas		
SIZES AVAILABLE	S - 140 x 200 / 4' 7" x 6' 7" M - 170 x 240 / 5' 7" x 7' 10" L - 200 x 280 / 6' 7" x 9' 2" * Freyr only available in medium and large						M - 170 x 240 / 5' 7" x 7' 10" L - 200 x 280 / 6' 7" x 9' 2"		
FLAMMABILITY	Flammability according to BS 4790 Flammability according to CFR1630-FF 1-70 Flame resistance according to CAN CGSB 4.2-27.6 Determination of formaldehyde according to ISO 14184-1 Prohibit azo dyes free according to EN 14362-1						Flammability according to BS 4790 Determination of formaldehyde according to ISO 14184-1 Prohibit azo dyes free according to EN 14362-1 ISO 9001-2008		