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A RUM FELLOW Launches The Jute Rug Collection



Above: Kin, Flatweave Jute Rug in Bluestone, from £480, arumfellow.com

A RUM FELLOW launches its first dedicated **Jute Rug Collection** — a standalone family of handwoven rugs defined by a tranquil, visually rich and refined aesthetic.

Together, the pieces offer calm, artistic reflections on the natural world of jute. Each design draws inspiration from the jute plant's organic form and the graceful movement of its natural surroundings — from the stir of seasonal breezes to flowing water and the soft curves of riverbeds. The presence of these natural forces echoes throughout the collection, manifesting as meandering lines, soft geometry, and tonal shifts. These are highlighted in serene accents of harmonious, grounding colour—chosen to contrast with, and celebrate, jute's soft, varied golden hues. The palette enhances the sense of movement, suggesting reflections on water or shadows cast gently across the earth. Though every rug has its own character, subtle visual relationships emerge across the collection.

"There's a quiet dialogue and kinship between the pieces — their forms connected by elemental rhythms and shapes drawn from nature, united by the natural tactility of jute. Each is distinct in character, yet bound by a common thread," comments Caroline Lindsell, Creative Director, A RUM FELLOW.



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Crafted in India from one of the most sustainable natural fibres, jute is a fast-growing, biodegradable crop often referred to as the “golden fibre” for its lustrous tonal range that responds beautifully to light and touch. Grown with minimal water and no chemical inputs, jute is also carbon-negative and enriches the soil as it thrives – a material of genuine environmental integrity.

The **Jute Rug Collection** comprises of six made-to-order designs, each exploring sophisticated weaving techniques in a dialogue between pattern, texture and nature’s rhythms. **Kin** features a single repeating motif that evokes the serene order of the natural world, brought to life through subtle tonal variations and a dense, elevated flatweave. **Folk** takes a more dispersed yet geometric approach, with ditsy square motifs that echo the gentle rhythm and texture of jute in its natural environment. **Zephyr** flows in a soft, three-tonal palette – an airy, undulating design inspired by wind and water movement across open landscapes.



Above L-R: Echo, Flatweave Jute Rug in Shimmer, from £480; Zephyr Flatweave Jute Rug in Husk, from £480, arumfellow.com

Echo is available in both flatweave and hand-knotted techniques, offering two interpretations of the same flowing wave motif. The flatweave presents crisp graphic definition, while the hand-knotted version delivers a remarkably soft 9mm pile with a rich luxurious depth. **Roam**



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explores jute's darker tonal spectrum, pairing deep blues with earthy grounds for a bold yet organic feel. **Pilotti** reimagines a signature Tekton design in a braided Soumak weave, showcasing the strength and artistry of an ancient brocading technique. Together, the collection captures a quiet refinement, using jute's natural tactility and golden hues to express form, flow and a grounded sense of beauty.

The collection captures A RUM FELLOW's considered approach to weaving: uniting contemporary design with time-honoured craftsmanship. Developed in close collaboration with master weavers, and carrying Label STEP fair trade certification, the collection embraces jute's remarkable versatility and inherent beauty. The fibre's natural hues shift with the light, revealing subtle movement and texture that echo the collection's visual language. This harmony of ecological consideration and aesthetic refinement aligns with A RUM FELLOW's ongoing commitment to responsible, environmentally conscious design.



Above L-R: Folk, Flatweave Jute Rug in Terrain from £480; Roam Handknotted Jute Rug in Foam, from £645, arumfellow.com

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Notes to Editors

Photographer Credit:

Nathalie Dinham

Collection Price List:

All rugs are bespoke and made to order. Lead time from 14 weeks. Prices from £480 per sq m, depending on size and design.

Kin - Flatweave Jute Rug, from £480 per sq m

Echo - Flatweave Jute Rug, from £480 per sq m

Folk - Flatweave Jute Rug, from £480 per sq m

Zephyr - Flatweave Jute Rug, from £480 per sq m

Piloti - Soumak Hand-knotted Woven Jute Rug, from £830 per sq m

Echo - Hand Knotted Pile Jute Rug, from £645 per sq m

Roam - Hand Knotted Pile Jute Rug, from £645 per sq m

About the Jute Collection

KIN

A single repeating motif anchors Kin, evoking the serene order of the natural world and giving the rug a meditative presence. Subtle tonal variations in the hand-spun Jute fibres lend quiet depth, while the elevated dense weave reflects the precision of our artisanal handweavers.

Flatweave | Ethically Sourced, Hand-Spun Natural Jute & New Zealand Wool

Available colourways: Bluestone / Sienna

FOLK

Folk celebrates soft, dispersed geometry, its repeated ditsy squares reflecting the gentle rhythm and texture of jute in its natural environment. The understated subtle pattern evokes a sense of organic order.

Flatweave | Ethically sourced, Hand-Spun Natural Jute & NZ wool

Available colourways: Terrain / Root

ZEPHYR

Zephyr flows with a soft, three-tonal palette, featuring an undulating, repeated pattern inspired by the gentle movement of air and water through jute landscapes. A rug that feels at once grounded, airy, and quietly dynamic.

Flatweave | Ethically sourced, Hand-Spun Natural Jute & NZ wool



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Available colourway: Husk

ECHO

Echo draws directly from the rhythms of water and shifting currents in a Jute landscape, its bold wave motif flowing gently across a natural jute ground. Handwoven in both flatweave and hand-knotted versions, each construction offers a distinct expression of the design and the versatility of Jute..

The Hand-Knotted version offers a remarkably soft, 9mm pile with tonal depth provided by sections of dyed natural Jute. The Flatweave version allows the wave design to realise a crisper, more graphic definition against the natural Jute base.

Hand-Knotted - Ethically sourced, Hand-Spun Natural Jute, Woven on a Vertical Loom.
Available colourways: Tide / Nut

Flatweave | Ethically sourced, Hand-Spun Natural Jute & NZ wool
Available colourways: Shimmer / Cove

ROAM

A bold, sophisticated expression of Jute, with deep blues set against a darker jute ground, Roam offers a visually compelling, rich tactility that shifts with the light. This dense hand-knotted 9mm pile captures the fibre's warmth and richness, while the striking pattern evokes the flowing energy of rivers and the shifting play of light on water.

Hand-Knotted | Ethically sourced, Hand-Spun Natural Jute, Woven on a Vertical Loom.
Available colourways: Shoal

PILOTTI

A piece from our Tekton collection, reimagined in Jute and in a unique 'Soumak' handwoven finish. This ancient brocading technique lends a distinctive braided texture and artisanal character to the strength and harmonious balance of the Pilotti.

'Soumak' Hand-Knotted Weave | Ethically sourced, Hand-Spun Natural Jute, Woven on a Vertical Loom.

Available colourway: Acorn

For Press Information

For further press information, samples, images or interview requests, please contact:

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About A RUM FELLOW

A RUM FELLOW is an award-winning British design studio dedicated to creating bespoke handwoven rugs and artisanal textiles. Founded by Caroline Lindsell and Dylan O'Shea, the studio is known for its signature aesthetic, with bold use of colour and layered pattern that balances contemporary design with heritage craftsmanship. From their flagship showroom in Notting Hill and design studio in Somerset, A RUM FELLOW works closely with artisan partners across India, Nepal and Guatemala to produce ethically woven fabrics and rugs of the highest quality.

Each collection is guided by the studio's founding principles of Design, Quality and Integrity, and reflects a deep commitment to fair trade and slow, considered design. The studio is committed to ethical production, collaborating with skilled family-run workshops and women-led weaving cooperatives to create collections that are vibrant, joyful and deeply rooted in story.

For appointments, further information or to explore the full collection, visit A RUM FELLOW at 214 Kensington Park Rd, London W11 1NR

arumfellow.com | [@arumfellow](https://www.instagram.com/arumfellow)