

MONA & CO.
Zürich

All About Our Rugs.

Premium Natural Materials.
Handmade. Made to Order.

About Our Rugs

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Our Ethos

We honour the traditions of master rug-making,
preserving techniques that lend each piece its
quiet, enduring beauty.

Sustainability is woven into every decision, every
material, every hand that shapes our work.

In India, our partner ateliers bring together
artisans whose mastery of hand-weaving and
hand-knotting is unparalleled, ensuring integrity
in every detail.

Our pricing reflects a simple principle: *the true*
value of exceptional craft, offered with respect
for our craftspeople and fairness to our clients.

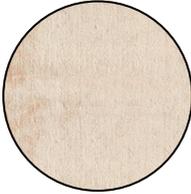
About Our Rugs

- Our rugs are handmade through a slow, environmentally friendly process that prioritises quality and sustainability.
- Each piece is carefully crafted and **fully customised** to meet the specific needs of our clients.
- **We do not mass-produce.** By crafting only to order, we ensure zero excess, zero waste, and pieces that hold true value.
- **We can operate as a B2B brand,** partnering with leading home and interior companies to supply bespoke, custom-made rugs.
- **We collaborate closely with architects and interior designers** to create bespoke pieces for projects of any scale and ambition.
- **We also work directly with private clients online,** offering **personalised guidance** to help them choose or design the perfect rug.
- **Our capabilities are as broad as your imagination** - from private homes and boutique hotels to offices, yachts, and even custom automotive interiors. If you can imagine it, we can craft it.



Materials We Use

*Pure natural
silk*



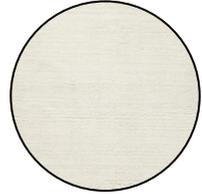
*Pure New
Zealand wool*



Alpaca



Mohair



- We use fine natural materials for rugs
- We also make silk and wool mixed rugs, which are especially attractive for some patterns
- We can use other materials on request

Different Types of Knots and Weaves

The soul of a hand-knotted rug lies in its construction. The type of knot used is a fundamental signature of its origin, influencing its texture, detail, and durability. Understanding these knots is like learning to read the handwriting of the weaver. Among the most sought after are the Tibetan knots and the Persian (Senneh).

Tibetan or Indo Nepali Knot



In this Tibetan weaving technique, yarn is wrapped around two warp threads and a rod. Once the rod is covered with yarn loops, it is cut to form the pile and then removed

- The Indo Nepali knot as we like to call it, creates a beautiful texture and has a thick resilient pile.
- The cut-pile is typically thicker than many other Persian rugs.
- We use this style of hand knotting for our Plain, Stripes and Checks rug patterns in both silk and wool.

Persian Knot



This technique involves wrapping the yarn once around a warp thread and then passing it underneath the adjacent warp strand, resulting in a delicate weave.

- The asymmetrical knot allows for a higher knot count per square inch, enabling weavers to execute intricate designs, including delicate florals, vines, and detailed pictorial scenes with remarkable precision.
- Ideal for complex patterns and subtle colour gradations.

Both these knots create a strong resilient pile. These weaving styles are highly labour-intensive and therefore among the most exclusive weaving techniques. These are also slow to weave, with weavers typically producing just a few inches per day. The number of Knots Per Square Inch (KPSI) affects the cost. These rugs are among the most durable. .

Different Types of Knots and Weaves Contd.

Tufted Weave

- Wool is injected into the backing of the rug with a tufting gun
- This is a versatile technique, while remaining suitable for larger designs and patterns.
- Tufted rugs are more accessible in price whilst still being hand-made
- Tufted rugs are of medium durability

Handloom

- Entirely handmade on a traditional loom, rather than being individually knotted
- Handloom rugs are created using a traditional shuttle process by hand, on a loom
- Handloom rugs are lower in cost compared to hand-knotted rugs
- Handloom rugs are durable

Both these types of weaves are popular and create some beautiful rugs at a more accessible price range while retaining the beauty of hand-made.

Choice of weave and knot is also based on the use of the rug and space it will be placed in. Some patterns are also better in specific knot styles.

Persian knot



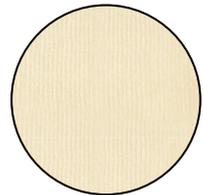
Indo-Nepali knot



Tufted



Handloom



Types of Finish

**Flat
weave**



**Low pile
(6-8mm)**



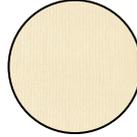
**High pile
(25mm)**



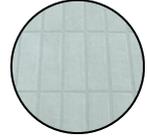
**Thick high
pile
(30-35mm)**



**Cut &
Loop**



Carving



Our exquisite finishes are created by hand with the utmost precision. Choose from a variety of elegant textures, each meticulously crafted to meet the highest standards of craftsmanship.

- **Flat weave:** Minimalist & modern. Popular choice for stair runners and contemporary interiors.
- **Low pile:** Sleek and refined, this finish offers a sophisticated texture, ideal for luxurious silk or wool creations.
- **High pile:** Soft, fluffy texture; especially popular in pure wool.
- **Thick high pile:** Made with denser wool for an extra plush feel.
- **Cut & Loop:** This is a beautifully structured looking hand-knotted rug.
- **Carving:** This creates a beautifully textured rug that has patterns sheared at different heights, creating visual interest.

Patterns and Styles

Our rugs are meticulously crafted to offer a sophisticated aesthetic. Whether you are drawn to minimalist tones or bold statements, these transcend fleeting trends.

- **Signature Style:** Our plain and striped rugs offer a timeless, elegant aesthetic and allow for an effortless layered look.
- **Colour range:** We offer a carefully selected palette of 18 exclusive colours.
- **Design Innovation:** We are experimenting with bold new patterns in response to customer feedback.
- **Custom Design:** We create exclusive patterns for each designer, and these are kept solely for their use. Each design is rendered in CAD for approval before production.

Rug Making Process



1.

Hand-spinning

Wool or silk fibres are skilfully hand-spun into the finest yarn, creating a base of unparalleled quality.



2.

Washing

The freshly spun yarn is carefully washed to remove impurities, ensuring a pristine foundation for the next stages of creation.



3.

Hand-dyeing

The clean yarn is hand-dyed using expert techniques to achieve rich, vibrant hues that are tailored to the client's specific design.



4.

Air-drying

The dyed yarn is naturally air-dried, allowing the fibres to settle into their true form, ready for weaving.



5.

Weaving

Skilled artisans delicately hand-weave each rug, following the unique design to bring the creation to life with precision and care.



6.

Clipping

The pile is meticulously trimmed to the exact height required for the final texture, ensuring a smooth and luxurious finish.



7.

Washing

The rug is gently washed and expertly stretched. Cleaning the wool, setting its colours, and softening the fibres to create an enduring rich texture.



8.

Binding & Finishing

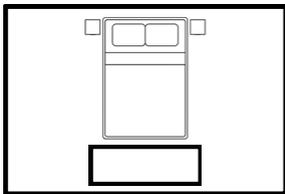
The edges are hand-bound, where the rug undergoes a final finishing process to perfect its texture and appearance.

Measuring The Right Size Of Rug

The size of your rug is more important than you might think. It defines a space, creates comfort, and ensures your furniture layout feels intentional.

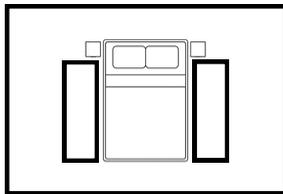
This guide will walk you through the standard rug dimensions and how to use them in every room of your home—from small accent rugs to large statement pieces—to help you make a confident decision.

Bedroom



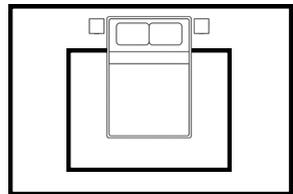
Bedroom 1

You can position the rug perpendicular to the bed frame at the foot of the bed. This layout is an excellent solution for a smaller rug, creating a defined accent space.



Bedroom 2

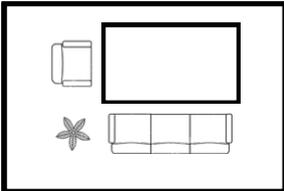
Bedside runners offer another stylish option. If you use a pair, ensure each rug is at least as wide as the bedside table and runs the length of the bed.



Bedroom 3

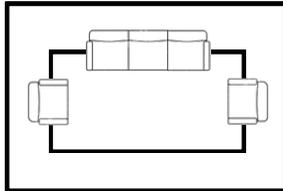
To create a soft, welcoming landing space, centre the rug under the bed so it reaches in front of your bed side tables. Aim for an equal amount of rug to show at the foot of the bed for visual balance.

Living Room



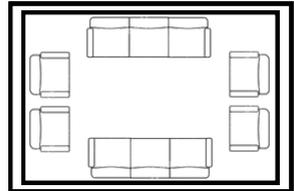
Living Room 1

To have your rug be a standout piece of decor, have the rug slightly overextend the dimensions of your furniture, as this will create an inviting and open space.



Living Room 2

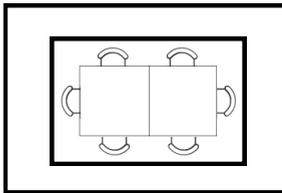
A small room can be visually expanded with a rug placed halfway under surrounding furniture. Contemporary rugs with no border greatly benefit from this technique.



Living Room 3

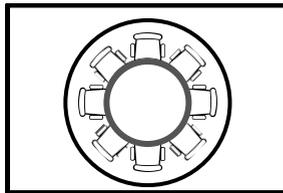
If your furniture can sit comfortably within the perimeter of a rug, it will give your room a cohesive look.

Dining Room



Dining Room 1

Your dining rug should extend well beyond the table. You should be able to pull your chair out fully without it leaving the rug.



Dining Room 2

Round rugs complement round tables. To comfortably accommodate chairs, ensure that the rug covers enough space for the chairs to be pulled out, with leftover space.

Caring For Your Rug

Your handmade rug is more than a furnishing; it is a piece of art that carries the legacy of the weaver's hand. With the proper care, it will retain its beauty and you can enjoy it for years to come.

For Silk rugs

- We advise wiping the rug weekly or when needed with a soft cloth in the direction of the weave
- Vacuum occasionally on the tapestry/curtain setting, with a brushless setting.
- Do not brush or scrub the rug

For Wool rugs

- Vacuum occasionally on the tapestry/curtain setting, with a brushless setting
- Do not brush or scrub the rug

For All Rugs

- If spills occur, blot with a white paper towel/cloth immediately; do not wipe or wash. For a stubborn stain, get it spot cleaned by a carpet cleaning specialist

Deep Cleaning

Even with impeccable daily care, a professional clean is essential every 2-5 years depending on the extent of use, or immediately after a significant spill or flooding.

- Use a reputable cleaner who specialises in handmade and antique rugs. They understand the delicate structures, natural dyes, and appropriate cleaning methods that will preserve, not damage, your rug's integrity.

Preventative Measures

- A high-quality, natural-fibre or felt rug pad is recommended to prolong the life of your rug. It prevents slipping, cushions footsteps to reduce wear, It also allows air to circulate, preventing mildew.
- Prolonged, direct sunlight will fade even the most colourfast natural dyes over time. Use blinds or curtains during peak sun hours, or ensure regular rotation to mitigate this effect.