



ESSENTIALS HOME

by Asiatic London



NEW ADDITIONS 2025





Step into a world where impeccable style, craftsmanship, and everyday practicality come together in perfect harmony. The Essentials Home collections combine our signature styles with the quality and craftsmanship for which Asiatic is renowned, specially designed for everyday living at affordable price points.

In addition to our well-established Essentials Home collections, we are excited to introduce ***Anders*** and ***Laurent***, our latest additions in soft, textured neutrals that bring warmth and comfort to any room. Alongside them, we've reimagined some of our most-loved collections - ***Kuza, Muse, Stellar, Nova, and Colores Cloud*** with fresh looks that showcase impeccable definition and breathtaking lustre.

Each rug is designed to meet the demands of everyday life, made with practical yarns and cutting-edge technology to ensure minimal maintenance, durability, and lasting beauty in busy homes.

In this catalogue, you will find over 120 designs constructed in a wide array of captivating colour palettes and textured options to suit various interior aesthetics, whether you prefer a soft neutral palette or a burst of vibrant colours, there is a rug for every home.

EST. 1960



NATURAL MELANGE EFFECT
LUSTROUS HIGH PILE
earthy tones



ANDERS

Gentle raised pile with subtle shimmering shine

A core collection of 15 lustrous high pile designs curated in earthy tones. Perfect to create a space that feels both tranquil and inviting.



Sizes available(cm) 120 x 160 160 x 240 200 x 300 240 x 320*



ANDERS

NEW



AN15

NEW



AN13

NEW



AN14

NEW



AN06 *

NEW



AN05 *

NEW



AN07 *



AN14

ANDERS



NEW



AN01

NEW



AN02



NEW



AN03 *

NEW



AN04 *

ANDERS

NEW



AN10 *

NEW



AN11 *

NEW



AN12

NEW



AN08

NEW



AN09





SUBTLE FRINGE DETAIL

AUTHENTIC NATURAL LOOK

high/low pile



LAURENT

High low pile, curated in a soft organic palette

Our Laurent Collection is created with a fine yarn, densely woven for a soft textured underfoot and finished with a subtle fringe to add to its authentic charm.



Sizes available(cm) 120 x 160 160 x 240 200 x 300 240 x 320



LAURENT

NEW



LA03

NEW



LA04





LA04

LAURENT

NEW



LA07

NEW



LA08

NEW



LA06

NEW



LA05

NEW



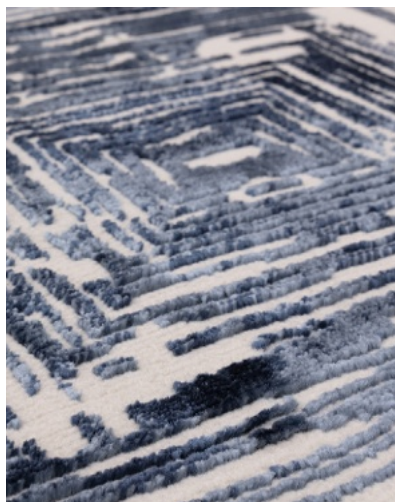
LA01

NEW

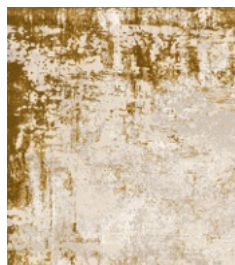


LA02





HIGH & LOW DETAIL
EXTENSIVE CHOICE
velvety texture



KUZA

Subtle lustre with textured detail, across four distinct design styles

Lay a stylish foundation with our Kuza collection. Velvety soft with a textured multi-dimensional pile, Kuza comes in a choice of an all over abstract, a muted border or a subtle stripe design to suit a range of interiors.



Sizes available(cm) 80 x 150 120 x 170 160 x 230 200 x 290 240 x 340* 66 x 240 RUNNER*



KUZA

NEW



PORTRAIT BEIGE

NEW



PORTRAIT GREY

NEW



PORTRAIT GOLD

NEW



PORTRAIT NAVY

NEW



PORTRAIT KHAKI

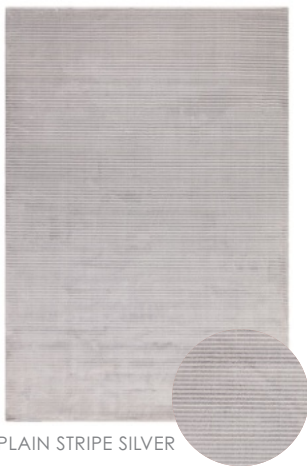


PORTRAIT KHAKI

KUZA



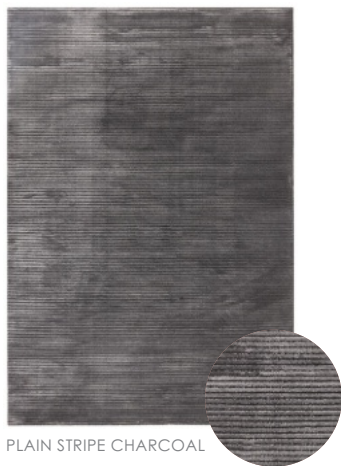
PLAIN STRIPE BEIGE



PLAIN STRIPE SILVER



PLAIN STRIPE TERRACOTTA



PLAIN STRIPE CHARCOAL



PLAIN STRIPE KHAKI

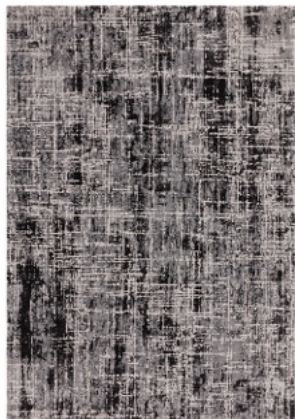


PLAIN STRIPE NAVY



PLAIN STRIPE KHAKI

KUZA



ABSTRACT BLACK *



ABSTRACT GREY *



ABSTRACT BEIGE *



ABSTRACT NAVY *



ABSTRACT GOLD *



ABSTRACT GREEN *



ABSTRACT BLACK

KUZA



BORDER GREY *



BORDER TERRACOTTA *



BORDER NAVY *



BORDER GOLD *



BORDER BEIGE *



BORDER GREEN *



BORDER TERRACOTTA

KUZA



LINES BEIGE



LINES GOLD



LINES BLUE



LINES TERRACOTTA



LINES GOLD



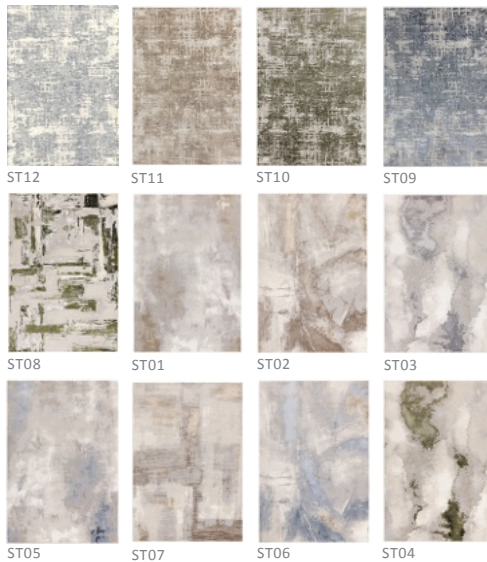
HIGH SHINE
ABSTRACT DESIGNS
great value



STELLAR

A fusion of painterly and abstract designs with gorgeous lustre

Showcasing impeccable definition and a breathtaking lustre, our Stellar collection is easy to clean and perfect for creating a glamorous look.



Sizes available(cm) 80 x 150 120 x 170 160 x 230 200 x 290



STELLAR

NEW



ST09

NEW



ST10

NEW



ST11

NEW



ST12



ST11

STELLAR

NEW



ST08



ST06



ST02



ST01



ST05





HIGH LOW PILE
SOFT & COSY
great value



MIRAGE

Marble-inspired beauty reinterpreted across 11 designs.

Step onto comfort with Mirage, featuring a beautiful mottled effect and a soft high-low pile made with easy clean yarns, offering a stylish yet practical foundation for any space.



Sizes available(cm) 80 x 150 120 x 170 160 x 230 200 x 290



MIRAGE

NEW



OASIS GREY

NEW



BLUR TERRA

NEW



QUARTZ TERRA



QUARTZ TERRA



BLUR TERRA

MIRAGE

NEW



MINERAL GREEN

NEW



QUARTZ GREEN

NEW



OASIS GREEN



OASIS GREEN

MIRAGE

NEW



OASIS BLUE

NEW



ILLUSION BLUE

NEW



WAVE BLUE



ILLUSION BLUE



WAVE BLUE

MIRAGE

NEW



HAZE BEIGE

NEW



QUARTZ BEIGE

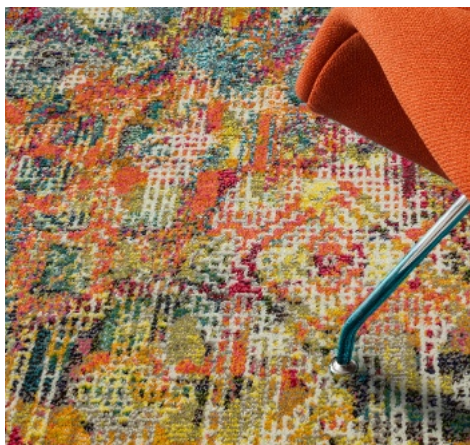




QUARTZ BEIGE



VIBRANT COLOURS
BOLD DESIGNS
easy clean



COLORES CLOUD

Vibrant colours meets practicality for minimal maintenance

Machine made from a durable, easy clean fibre, the playful Colores Cloud collection is characterised by bold abstract designs and a bright colour palette.



Sizes available(cm) 80 x 150 120 x 170 160 x 230 200 x 300



COLORES CLOUD

NEW



C012 MAGMA

NEW



C010 SUNSET

NEW



C011 EVEREST

NEW



C009 JUNGLE



CO09 JUNGLE

COLORES CLOUD



CO08 MAGENTA



CO06 SPLASH



CO07 PIXEL



CO04 GALACTIC



CO03 ETHEREAL



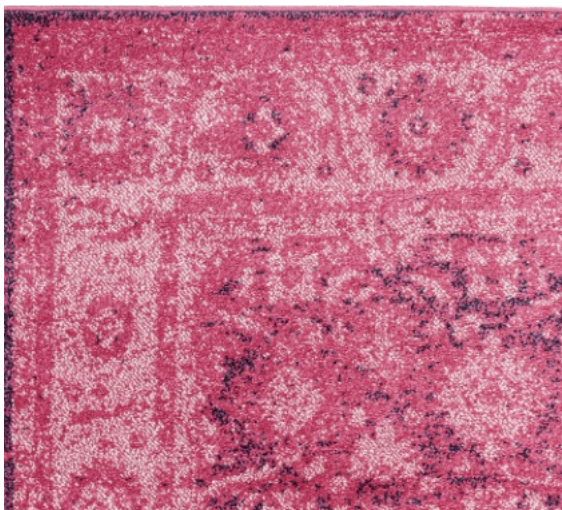
CO02 ARABESQUE



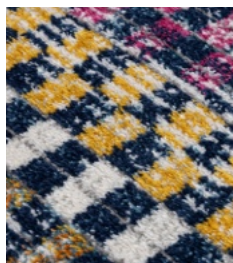
CO01 GARDENIA



CO05 DIGITAL



EASY CLEAN
PLAYFUL DESIGNS
bright colours



MUSE

Our entry price point collection, where affordability meets playful design

Big on personality and boasting bright colours and bold designs, Muse is a collection of durable, eye-catching rugs that act as a focal point for your interior spaces.



Sizes available(cm) 80 x 150 120 x 170 160 x 230 200 x 290 66 x 240 RUNNER*



MUSE

NEW



MU24 HARLEQUIN PINK

NEW



MU25 HARLEQUIN BLUE

NEW



MU26 TRIBAL BRIGHT

NEW



MU30 CHECK BRIGHT



MU29 MEDALLION BRIGHT

NEW



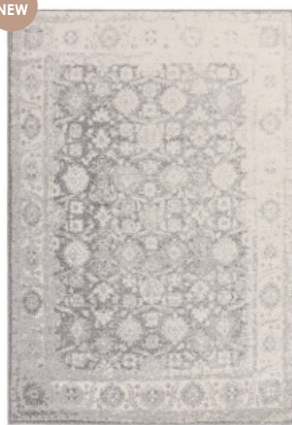
MU29 MEDALLION BRIGHT

NEW



MU28 HERITAGE PINK

NEW



MU27 HERITAGE GREY

MUSE



MU13 ORANGE RETRO



MU14 GREY RETRO



MU15 BLUE RETRO



MU20 GREY ART DECO



MU16 CREAM ARCH



MU19 BLUE CROSS



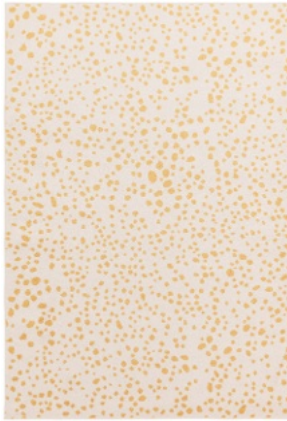
MU15 BLUE RETRO

MUSE



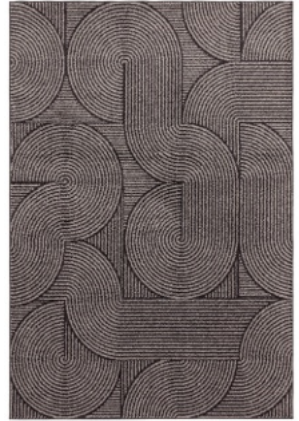
MU11 BLACK SPOTTY*

RUNNER AVAILABLE



MU12 YELLOW SPOTTY*

RUNNER AVAILABLE



MU01 CHARCOAL SWIRL



MU18 YELLOW GEOMETRIC



MU17 PINK GEOMETRIC



MU02 BLUE SWIRL



MU01 CHARCOAL SWIRL

MUSE



MU09 GREY LINEAR* RUNNER AVAILABLE



MU05 BLUE STRIPE* RUNNER AVAILABLE



MU06 MULTI-COLOURED STRIPE* RUNNER AVAILABLE



MU10 BLACK LINEAR* RUNNER AVAILABLE



MU03 BLUE SHAPES* RUNNER AVAILABLE



MU08 YELLOW CHEVRON* RUNNER AVAILABLE



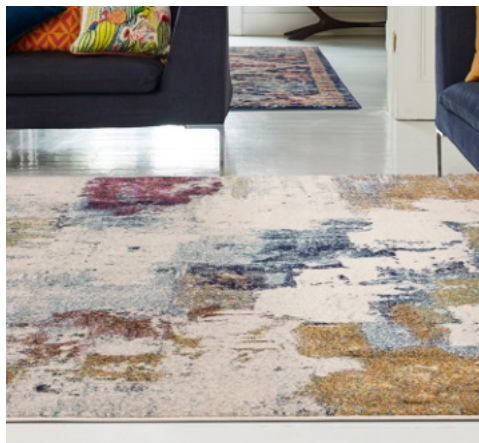
MU07 GREY CHEVRON* RUNNER AVAILABLE



MU08 YELLOW CHEVRON



GREAT VALUE
EXTENSIVE CHOICE
durable



NOVA

Best-selling Nova collection: with over 33 design styles in a spectrum of colours

Densely woven, the hard-wearing polypropylene pile makes for a soft warm feel underfoot. The Nova collection is made to complete classic and modern interior designs.



NV41



NV42



NV40



NV39



NV37



NV36



NV38



NV35



NV34



NV33



NV32



NV31



NV30



NV29



NV27



NV26



NV25



NV24



NV23



NV22



NV21



NV18



NV15



NV12



NV11



NV10



NV09



NV08



NV07



NV05



NV04



NV03



NV02

Sizes available(cm) 80 x 150 120 x 170 160 x 230 200 x 290 240 x 340*



NOVA

NEW



NV42 VISTA

NEW



NV41 SONIC



NV38 PALETTE MULTI



NV40 ILLUSION BLUE



NV39 ILLUSION OCHRE



NOVA



NV22 ABSTRACT MUSTARD*



NV23 ABSTRACT NAVY



NV04 DISTRESS ORANGE*



NV15 PAINTERLY DUCK EGG



NV18 PAINTERLY YELLOW



NV03 DISTRESS GREY



NV22 ABSTRACT MUSTARD

NOVA



NV34 NOMADIC DARK GREY



NV35 AZTEC GREY



NV31 GRID GREY



NV29 RETRO GREY



NV30 RETRO BLUE



NV30 RETRO BLUE

NOVA



NV24 PERSIAN WHITE MULTI



NV25 PERSIAN BLUE



NV12 MEDALLION MULTI



NV11 ANTIQUE NAVY*



NV09 ANTIQUE ORANGE



NV08 ANTIQUE FUCHSIA



NOVA



NV02 PATIO GREY



NV07 WEAVE GREY



NV27 ZEBRA GREY



NV05 STRIPE MULTI



NV21 RHYTHM MULTI



NV21 RYTHM MULTI

FAQ

Ordering

How do I order?

You can place orders on our online trade portal or via your dedicated sales representative.

Can I order samples?

Yes, samples are available to order, please contact your sales representative or email sales@asiatic.co.uk for further details.

Can I order a custom rug?

Yes, the majority of our rugs can be customised to suit size, design and colour, please contact your sales representative who will be able to discuss the various options available.

General information

How do I open an account?

We recommend you open your account using our trade portal, please see the QR code
Please contact sales@asiatic.co.uk if you have any questions or need help in setting up your account

Do you export to International markets?

Yes, we export to over 30 countries, if you are interested in listing our collections or becoming a distributor please contact export@asiatic.co.uk

Who is my sales representative?

We have an experienced team of sales representatives, please contact sales@asiatic.co.uk and we will connect you with the right person.

Do you provide product images?

Yes, we provide product and lifestyle imagery to help support the sales and marketing of our collections, please contact your sales representative for more information.

Do you have a showroom?

Yes, our showroom is located in North London on an appointment only basis, please contact your sales representative or call 020 8800 2000 to arrange your visit.

Contact us

Email

UK & Ireland – sales@asiatic.co.uk
Export – export@asiatic.co.uk

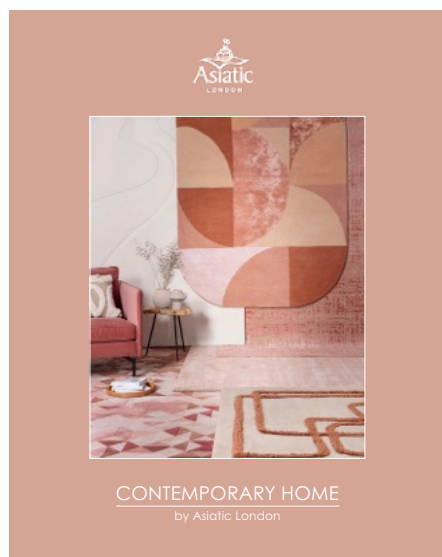
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Access to Trade Portal

Our Catalogues





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