

eco  rugs  
Designed to last forever

COLLECTION  
2025

# Our philosophy

Our philosophy is based on a single concept: we are more than just a manufacturer of carpets, we're a home decorator with the creativity to inspire beautiful interiors and transform the generic into magic.

Because people are seeking beauty, elegance, comfort and value for their homes our designers and technicians create collections that are modern, accessible and crafted to bring the utmost pleasure. And because your tastes are unique, we commit to bold concepts that bring the ultimate in sophistication to your floorcovering.

We are also acutely aware of the need to act for the good of the environment and to play our part in the common challenge to take care of our beloved planet. We place the environment front and centre of our dedication to creating beautiful floorcoverings, so you can enjoy your home decoration knowing you've also made a commitment to a better future.

At Louis De Poortere you will find rugs, carpets and stair runners, which you can freely mix and match to make your decorating Home Sweet Home experience a pleasure. Our passion is to offer you this pleasure.



# Tradition Made Circular

Founded in 1929, Louis De Poortere has set the standard for excellence in machine-woven carpets and rugs, bringing Belgian craftsmanship and enduring quality to homes and businesses worldwide. As a family-owned company now in its fourth generation, Louis De Poortere blends the heritage of Wilton weaving with modern Jacquard flatweave techniques, creating innovative, trend-setting designs that redefine the art of rug-making. Each product is proudly crafted in Belgium, upholding our commitment to ethical production and supporting local artisans.

In 2023, Louis De Poortere launched the Ecorugs collection, a major step toward environmental responsibility. Using recycled polyester yarn—repurposed through our Take Care Program—the Ecorugs line is a testament to our vision for sustainable, circular design, demonstrating how tradition can adapt to support a healthier planet.

# Index

<b>MAD MEN COLLECTION</b>	<b>23</b>	<b>MEDITATION COLLECTION</b>	<b>123</b>
Virgin Land		Coral	
Sol			
Griff			
<b>SAKURA COLLECTION</b>	<b>53</b>	<b>CITIES COLLECTION</b>	<b>133</b>
Sakura		Cities	
<b>ANTIQUARIAN COLLECTION</b>	<b>61</b>	<b>STRUCTURES COLLECTION</b>	<b>141</b>
Tabriz		Berber	
Ushak			
Suzani		<b>COLLECTION 2024</b>	<b>153</b>
Kasak		Cracks	
Antalia		Jacob's Ladder	
		Kilim	
		Bakhtiari	
<b>CRAFT COLLECTION</b>	<b>105</b>	Hadschlu	
Ribbon		Papercut	
		Chess	
		Lagoon	
<b>FADING WORLD COLLECTION</b>	<b>113</b>	Baobab	
Medallion		Pop	
		Shapes	
		Fresque	
		Dora & Graffito	
		Venetian Dust	
		Streaks	
		Module	



# Living Beyond Walls

## Indoor - Outdoor Harmony

As the lines between indoor and outdoor living continue to blur, the garden and terrace have evolved into more than just outdoor spaces, they have become true extensions of the home. These areas are no longer merely functional; they've transformed into an additional room, a seamless continuation of your interior, offering comfort, creativity, and a reflection of your personal style.

Recognizing this shift, Louis De Poortere is proud to announce that, starting in 2025, a curated range of our iconic Ecorugs will be available for outdoor use. Crafted with sustainability in mind and designed for both elegance and durability, these rugs bring the same timeless quality of your indoor spaces to your outdoor oasis, creating a harmonious flow between your interior and exterior lifestyle.





# Sustainability with style Inside & Out

Discover the Next Level of Comfort and Style – Now also available for outdoor use!

Starting in 2025, Louis De Poortere takes Ecorugs beyond your home. Designed to brave rain, sun, and wind, our outdoor rugs deliver unshakable durability without sacrificing the refined beauty of our iconic designs. With sustainability at their core, our outdoor collection proves that resilience and beauty can thrive together, creating stylish spaces in harmony with nature. Rugged yet refined, they embody the perfect balance of resilience and timeless style



8383 SALT & PEPPER

## Stylish Outdoor Spaces, Full of Comfort and Character

Transform your garden, terrace, or balcony into a cozy and stylish oasis. The Ecorugs from Louis De Poortere combine the refined aesthetics and craftsmanship they are known for with the durability and functionality required for outdoor settings.

Whether you're creating an intimate lounge area on your patio, seeking an elegant statement piece for your garden, or upgrading your balcony, our Ecorugs bring warmth, personality, and timeless elegance to every outdoor space.



9672 MILK CURRY





8419 COLUMBUS GOLD

PROOFED



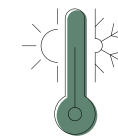
9654 MERCURY



## Why Ecorugs Outdoor?

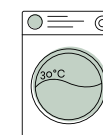
### Weatherproof and Durable

Specially designed to withstand sun, rain, and heavy use, our outdoor rugs retain their beauty season after season. Crafted with high-quality, robust materials, they ensure long-lasting color, texture, and performance.



### Easy Maintenance

We know that outdoor living requires ease. Our Ecorugs are easy to clean and maintain – they can even be machine-washed or gently cleaned with a soft-pressure washer. This allows you to enjoy a beautiful, fresh-looking rug without the hassle – all year round.



### A Sustainable Choice

As with our indoor Ecorug collection, we remain committed to a greener future. These outdoor rugs are made using recycled materials and are designed to be easily recycled at the end of their life cycle. This means you can combine style with sustainability.



### Timeless Designs

The Ecorug collection features stunning designs that perfectly complement any outdoor space – from modern, minimalist terraces to cozy, rustic gardens. Each rug is a statement piece that brings style, comfort, and harmony to your environment.





# Outdoor Collection 2025

Outdoor  
Collection  
2025



Sol



Virgin Land



Griff



Cracks



Jacob's Ladder



Medallion







# Ecorugs Collection 2025

## Sustainability with style inside & out!

Alongside introducing a carefully selected range of outdoor rugs, we are proud to unveil the complete new Ecorugs Collection 2025.

This collection strikes the perfect balance between stunning textures and natural hues, where design and materials merge effortlessly. Each rug is a work of art, featuring intricate weaves and striking reliefs—from flamed to loop pile yarns—carefully chosen to add depth and meaning to our creations.

With a color palette inspired by the gentle tones and vibrant contrasts of nature, our rugs are more than just decorative pieces—they are transformative elements. They bring warmth, serenity, and sophistication to any space, inviting you to experience the perfect union of artistry and craftsmanship. Every detail has been meticulously designed to create timeless elegance, elevating your home with an unmistakable sense of style and purpose.



COLLECTION 2025

MANAD MEN



9773 DRAGONFLY

**Sol**

MAD MEN COLLECTION

A tribute to the roots of creation. The SOL collection takes inspiration from a single, powerful image of the floor of our factory, worn by nearly a century of skilled hands. This rug captures the subtle imprints of time, where the patterns of workers, tools, and materials have left their mark on the very space where our rugs come to life.

Each design is a reflection of history. Intricate textures and marks that tell the story of craftsmanship, effort, and legacy. Woven with the same care and precision that has defined Louis de Poortere for nearly 100 years, SOL embodies the beauty of work itself. A living testament to the art of weaving, where every thread is a part of the story.





9787 ALPINE





9735 ALBATRE



9735 ALBATRE





9773 DRAGONFLY



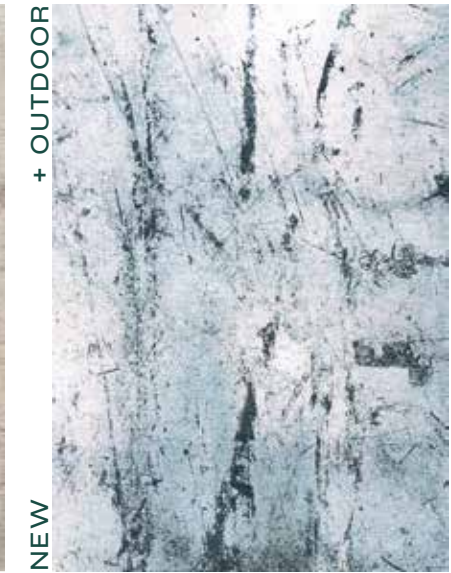


# Sol

## MAD MEN COLLECTION



**9735**  
ALBATRE



**9773**  
DRAGONFLY



**9774**  
TANDOORI



**9787**  
ALPINE



9657 MARS



# Virgin Land

MAD MEN COLLECTION

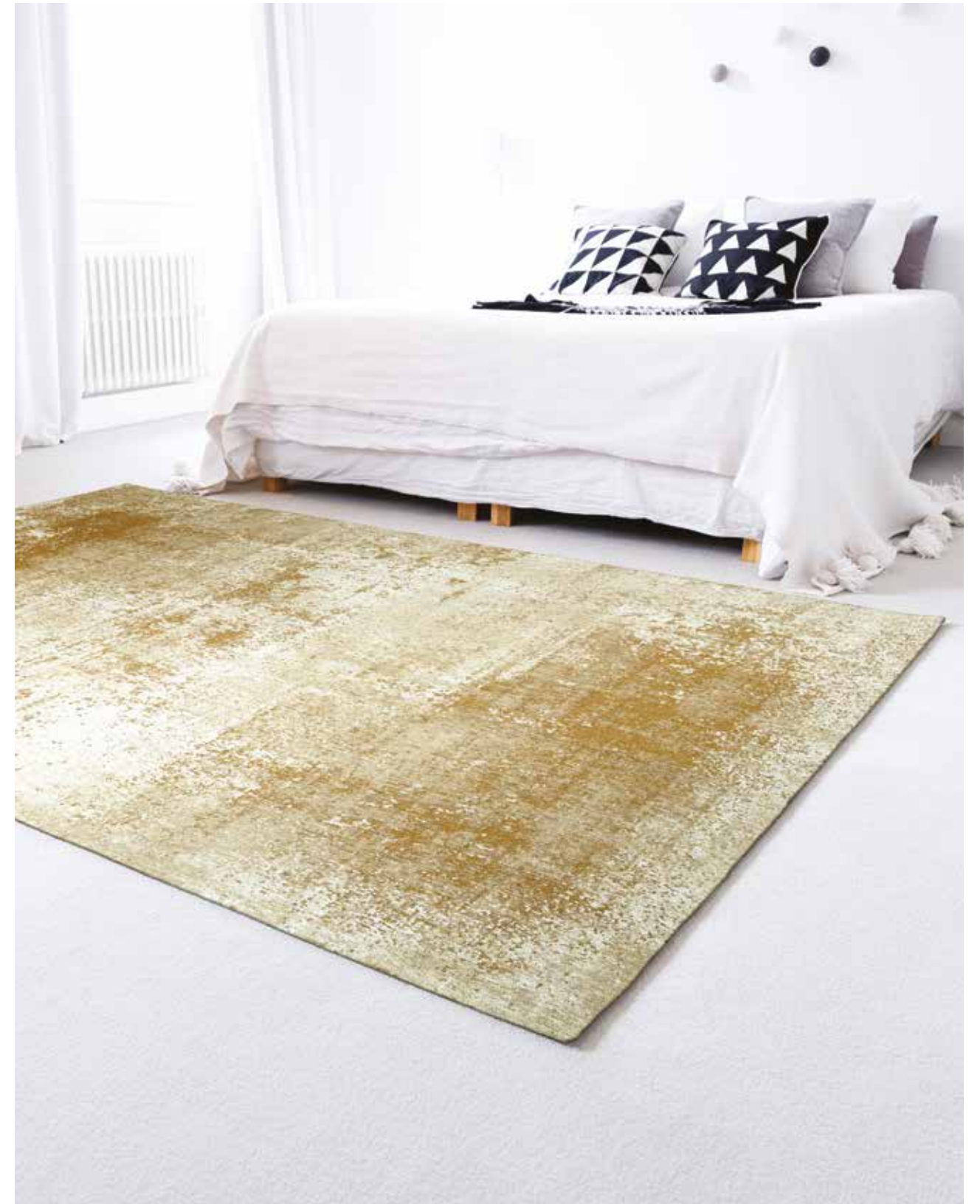
A journey to serene, unspoiled worlds. The Virgin Land collection draws inspiration from the enigmatic textures of distant planets—surfaces never walked by humankind. Each rug mirrors the raw, unspoiled beauty of barren landscapes, from windswept craters to vast, unbroken plains.

Crafted with meticulous care, these rugs bring a sense of calm and wonder to your space. With soft, layered textures and subtle depth, Virgin Land captures the essence of serene, undiscovered worlds, inviting you to ground your home in tranquility and cosmic beauty.





9654 MERCURY







9727 URANUS





9655 VENUS





9656 NEPTUNE

# Virgin Land

MAD MEN COLLECTION



9654  
MERCURY



9655  
VENUS



9656  
NEPTUNE



9657  
MARS



9727  
URANUS





# Griff

MAD MEN COLLECTION

Inspired by the vibrant energy of 1960s New York, the Griff design captures the dynamic fusion of Madison Avenue's advertising revolution and the era's cultural upheavals.

With its mix of sharp lines and distressed textures, this collection evokes the clash of optimism and disruption—reflecting the boldness of movements like Women's Liberation, Vietnam protests, and May '68. Influenced by action painting, Griff is a visual tribute to creativity and change, blending the smooth with the raw in every thread.





9797 CENTRAL GREEN





8419 COLUMBUS GOLD



# Griff

## MAD MEN COLLECTION



+ OUTDOOR

NEW

**9797**  
CENTRAL GREEN



+ OUTDOOR

**8419**  
COLUMBUS GOLD



+ OUTDOOR

**8785**  
CONCRETE JUNGLE



+ OUTDOOR

**8926**  
METRO BLACK & WHITE



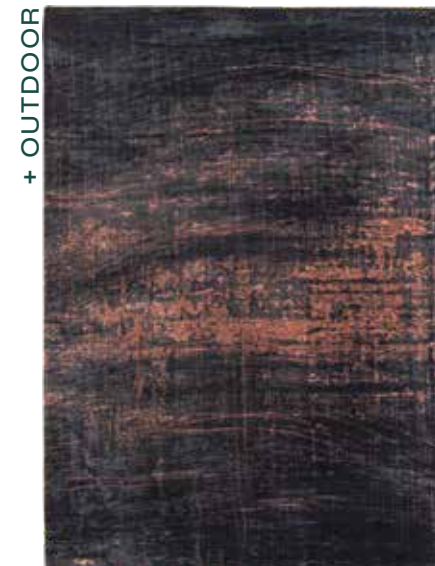
+ OUTDOOR

**8421**  
BRONX AZURITE



+ OUTDOOR

**8420**  
JERSEY STONE



+ OUTDOOR

**8925**  
SOHO COPPER



+ OUTDOOR

**8956**  
COPPERFIELD



+ OUTDOOR

**8550**  
LIBERTY GOLD



COLLECTION 2025

SAKURAI





# Sakura

SAKURA COLLECTION

The Sakura Rug is a poetic homage to the iconic cherry blossoms of Japan, capturing their fleeting beauty and timeless elegance. Inspired by the delicate petals in full bloom, this design evokes the serene ambiance of spring, with intricate floral patterns and soft, subtle tones that create a tranquil atmosphere.

The Sakura rug seamlessly blends natural elegance with modern sophistication, making it the perfect statement piece or a delicate accent for any space. Its timeless charm brings the beauty of the changing seasons into your home, allowing you to enjoy the serene enchantment of sakura all year round.





9850 LAKE BLUE





9372 WET GARDEN

# Sakura

SAKURA COLLECTION



NEW

**9850**  
LAKE BLUE



**9371**  
COPPER PINK



**9372**  
WET GARDEN



**9373**  
MORNING MIST



COLLECTION 2025

ANTIQUARIAN



9733 NOTOS



# Suzani

ANTIQUARIAN COLLECTION

A vibrant reimagining of tradition. The Suzani collection takes inspiration from the symbolic colors and intricate designs of traditional Central Asian embroidery. Drawing from a rich tapestry of ancient motifs, our designers have carefully woven together elements from various classic Suzani patterns, creating a unique, contemporary interpretation.

Each rug is infused with the cultural significance of its symbols—circles for eternity, pomegranates for fertility, and geometric shapes for protection—combined in bold, harmonious designs. With a palette that reflects the rich hues of tradition, the Suzani collection brings timeless beauty and modern style into your space, offering a sophisticated blend of history and innovation.





9846 BOREE



9734 ZEPHYR





9728 ORIGINE





9728 ORIGINE





9732 SLAVIA



9730 NORDIC





9729 BAVARIA



# Suzani

## ANTIQUARIAN COLLECTION



9728  
ORIGINE



9729  
BAVARIA



9733  
NOTOS



9734  
ZEPHYR



9846  
BOREE



9730  
NORDIC



9732  
SLAVIA





9645 OLIVE WOOD

# Tabriz

ANTIQUARIAN COLLECTION

A timeless classic, redefined. The Tabriz collection honors a beloved Persian design, a Louis de Poortere signature, with a modern twist. While staying true to its Iranian roots, this version brings new texture, rich colors, and subtle tonal variations that give it a fresh, contemporary feel.

With a monochrome palette and layers of nuance, the Tabriz collection evokes both sophistication and effortless style. Its delicate balance of tradition and modernity creates a rug that feels eternally chic, adding a touch of heritage and a dash of modern luxury to any space.





9646 ATLANTIDE





9647 SUEDE





9645 OLIVE WOOD

# Tabriz

ANTIQUARIAN COLLECTION



NEW

9645  
OLIVE WOOD



NEW

9646  
ATLANTIDE



NEW

9647  
SUEDE





9836 GALATA SUNSET

# Ushak

ANTIQUARIAN COLLECTION

The Ushak design draws inspiration from the timeless designs of the Turkish Ushak tribe, known for creating intricate rugs used in both mosques and churches. These traditional patterns, rich in cultural significance, are reinterpreted here with faded colors, reminiscent of the later 20th-century versions that have weathered the test of time.

The result is a rug that combines historical depth with contemporary elegance, creating a beautifully aged aesthetic that complements any modern or classic interior. The Ushak design embodies the essence of tradition while offering a sophisticated, muted palette that adds warmth and character to any space.



9837 YENIKAPI LIGHT

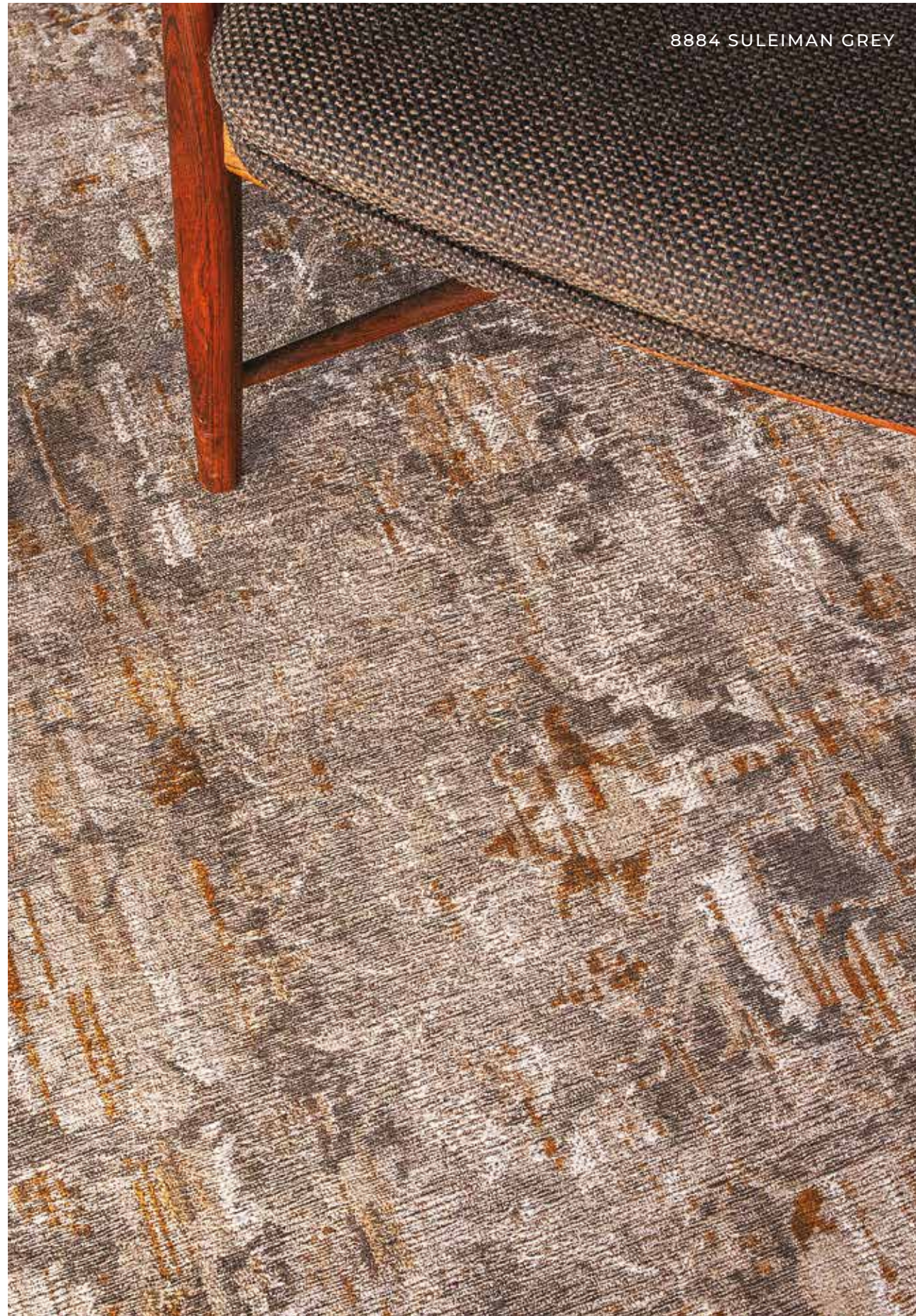






9836 GALATA SUNSET





# Ushak

## ANTIQUARIAN COLLECTION



**9836**  
GALATA SUNSET



**9837**  
YENIKAPI LIGHT



**8884**  
SULEIMAN GREY



**8894**  
TURKISH DELIGHT



9845 ALMATI



# Kasak

ANTIQUARIAN COLLECTION

A tribute to timeless craftsmanship. The Kasak collection is inspired by the striking geometric patterns and vibrant colors of traditional Caucasian rugs, celebrated for their cultural depth and enduring elegance. Our designers have reimagined these iconic motifs, blending their symbolic heritage with a modern aesthetic.

Rich hues of red, earthy tones, and ivory dominate this collection, echoing the authentic palette of classic Kazak rugs. The bold designs and warm colors bring a sense of history and artisanal beauty into contemporary spaces, making the Kazak collection a perfect balance of tradition and modernity.



9841 AKSOU







9840 DJAMBOUL





# Kasak

ANTIQUARIAN COLLECTION



9840  
DJAMBOUL



9841  
AKSOU



9845  
ALMATI





9844 RED MIX

# Antalia

ANTIQUARIAN COLLECTION

A story woven through time. The Antalia collection takes its inspiration from a rare and beautiful antique rug, discovered in a charming antique shop. This treasure from the past has been reimagined with a modern twist, blending the elegance of its historical roots with contemporary colors and textures.

This design celebrates the intricate artistry of the original design while introducing a fresh, minimalist interpretation. The Antalia is where vintage charm meets modern sophistication, creating timeless pieces that honor tradition while feeling perfectly at home in today's interiors.





9844 RED MIX

# Antalia

ANTIQUARIAN COLLECTION



NEW

9844  
RED MIX



COLLECTION 2025

C

R

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F

T



9847 IMPERIAL RED



# Ribbon

CRAFT COLLECTION

Where art meets movement. The Ribbon collection is a celebration of free-flowing creativity, inspired by the sweeping strokes and fluid motion of calligraphy. With bold, vibrant colors and a dynamic interplay of textures, each rug captures the energy and grace of brushwork, bringing an expressive, artistic essence to your space.

Designed to evoke the rhythm of hand-drawn lines, the Ribbon collection combines structure with spontaneity, creating a visual harmony that feels both elegant and alive. Its tactile surfaces and rich hues invite you to experience the beauty of movement, transforming any room into a canvas of modern artistry.





9848 GARDEN SPIRIT





9849 SEA INK

# Ribbon

CRAFT COLLECTION



9847  
IMPERIAL RED



9848  
GARDEN SPIRIT



9849  
SEA INK



COLLECTION 2025

**FADING WORLD**





9672 MILK CURRY

# Medallion

FADING WORLD COLLECTION

The Medallion design reimagines an ancient design with a modern twist. The central medallion—an iconic motif of timeless elegance—is carefully woven into a distressed framework, allowing you to bring a piece of history into your home. The intentional fading of pattern sections, paired with vibrant color accents, gives the rug a contemporary yet vintage appeal, bridging past and present.

Crafted with over a century of expertise, each rug is woven on Jacquard Wilton looms using luxurious chenille yarns. Multiple layers of texture, intricate stitching, and distressing work together to create a true “vintage” look that speaks to both craftsmanship and design innovation.





9672 MILK CURRY





8255 GREY TURQUOISE





8383 SALT & PEPPER



# Medallion

## FADING WORLD COLLECTION



**9672**  
MILK CURRY

**8254**  
BLUE NIGHT

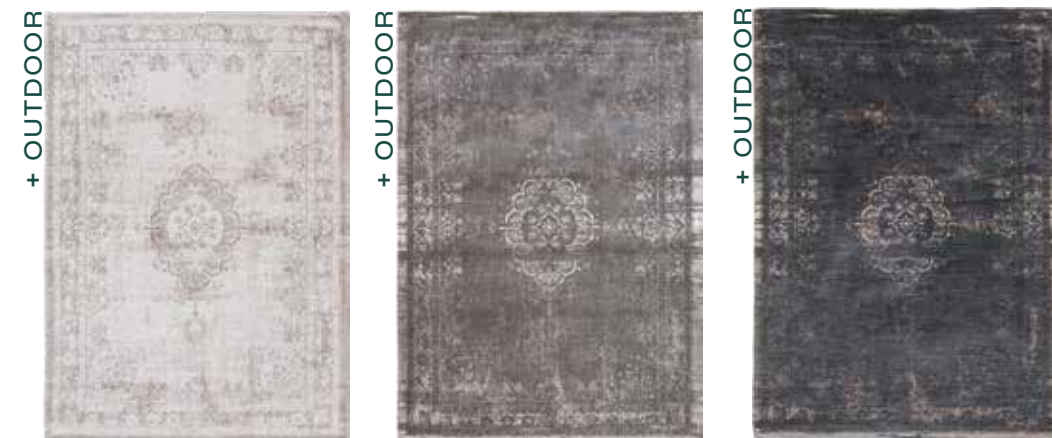
**8255**  
GREY TURQUOISE



**8261**  
PINK FLASH

**9145**  
SPRING MOSS

**9146**  
MAJESTIC FOREST



**8383**  
SALT & PEPPER

**9148**  
STONE

**8263**  
MINERAL BLACK



**8257**  
GREY EBONY

**8258**  
JADE

**8259**  
JADE OYSTER

**9067**  
SALMON



COLLECTION 2025

**MEDITATION**





9800 INDIAN SAND

# Coral

MEDITATION COLLECTION

The Coral design is a serene, subtle tribute to the calming beauty of the ocean's depths, inspired by the graceful imagery of José María de Heredia's poem:

"The sun under the sea, mysterious dawn,  
Enlighten the forest of Abyssinian corals..."

This design evokes the tranquil beauty of coral reefs, with a refined blend of colors that mimic the delicate, understated hues of the ocean floor. Soft shades of purple, green, and pearl create an atmosphere of quiet elegance, reminiscent of the rich, vermiculated textures of coral in their natural habitat.

The Coral design enhances any space with its sophisticated, quiet beauty, bringing the mystery and calm of the sea into your home through a design that is both luxurious and tranquil.





9799 YELLOW HIPPI



9799 YELLOW HIPPI



9800 INDIAN SAND







# Coral

MEDITATION COLLECTION



**9799**  
YELLOW HIPPI



**9800**  
INDIAN SAND



**9228**  
OYSTER WHITE



**9229**  
SHELL BEIGE



COLLECTION 2025

CS  
WE  
IT  
CI





9320 LONDON | GREEN MEADOWNS

# Cities

CITIES COLLECTION

Inspired by aerial views, the Cities Collection combines a mysterious, almost ethereal, aesthetic with elements of transparency, evoking the enchanting atmosphere of old maps. This unique design goes beyond the mere representation of cities, offering a graphic experience that transforms geographical features into an artful visual expression.

Each city in the collection has been thoughtfully selected to represent a distinct style and atmosphere, creating a personal, evocative connection to the city itself. The design captures the essence of urban landscapes, blending detailed cityscapes with abstract forms to craft a captivating and dynamic piece that celebrates the spirit of each city.





9698 DUBAI | GOLD SEA





9314 TOKYO | CONDUCTIVE BLUE

# Cities

COLLECTION



NEW

9698  
DUBAI | GOLD SEA



9314  
TOKYO | CONDUCTIVE BLUE



9315  
NEW YORK | GATSBY GOLD



9320  
LONDON | GREEN MEADOWS



9322  
PARIS | SPACE TRIP



9323  
AMSTERDAM | ORANGE CUT



COLLECTION 2025

STRUCTURES



9653 KSAR



# Berber

STRUCTURES COLLECTION

A modern reimagining of tradition. The Berber collection draws inspiration from the timeless weaving techniques of the Beni Ouarain tribe of Morocco. Traditionally bi-colored, this collection translates the ancient patterns into a vibrant, contemporary color palette, breathing new life into a rich artisanal heritage.

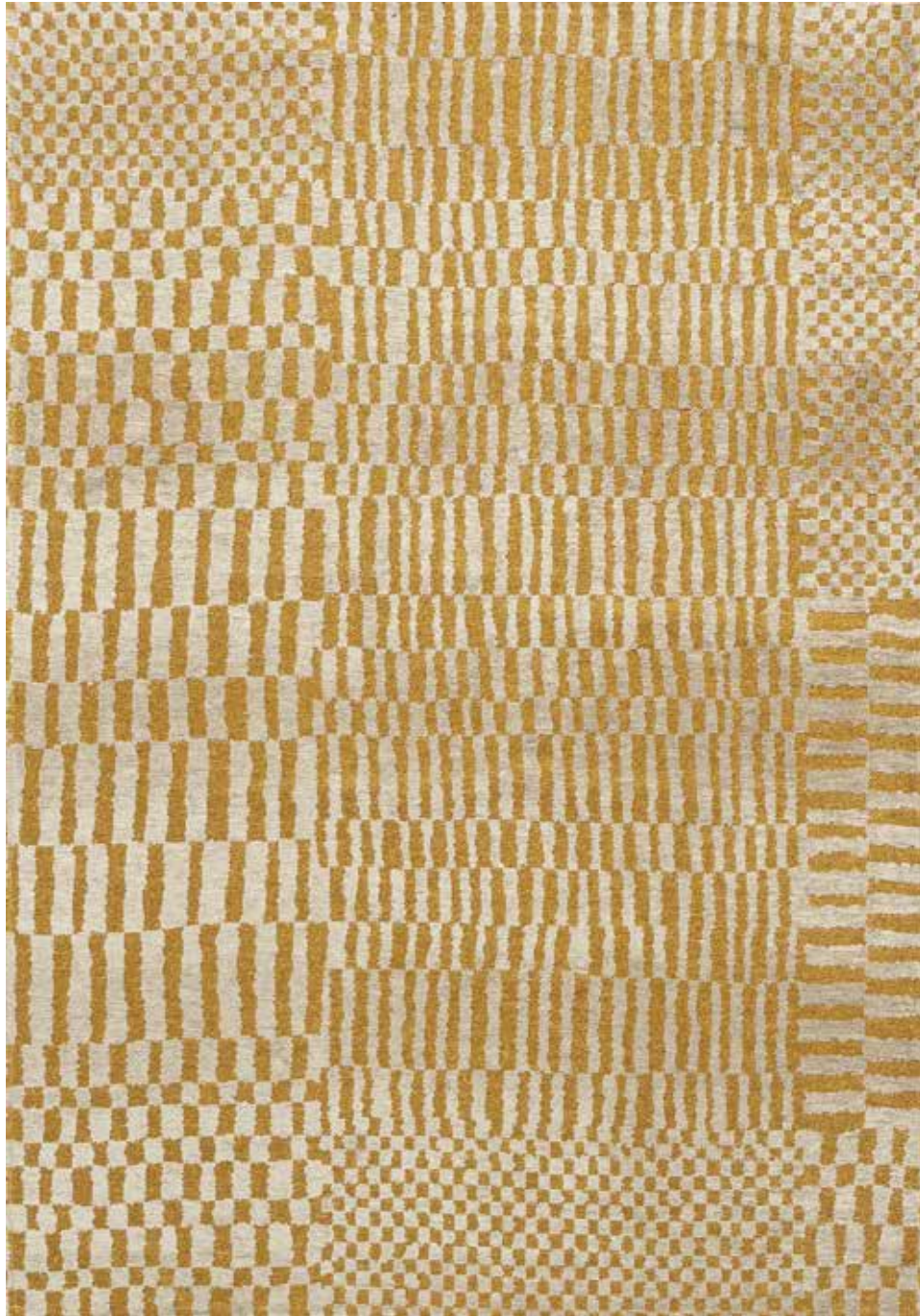
With its minimalist design and bold color contrasts, the Berber collection captures the essence of traditional craftsmanship while adding a fresh, modern twist. Each rug blends the simplicity and beauty of handwoven tradition with dynamic hues, creating a striking balance of culture and innovation in any space.



9651 CAIDAL







9648 ERC







9650 OASIS





9651 CAIDAL

# Berber

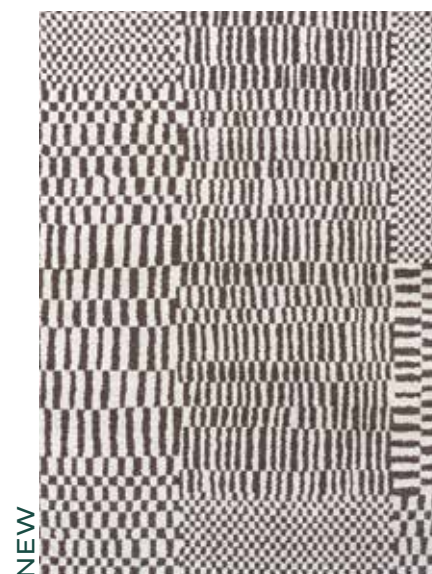
STRUCTURES COLLECTION



9648  
ERC



9650  
OASIS



9651  
CAIDAL



9653  
KSAR



COLLECTION

2024+



8629 ABYSS BLUE



# Cracks

MAD MEN COLLECTION

+ OUTDOOR



**8618**  
DEEP MINE

+ OUTDOOR



**8629**  
ABYSS BLUE

+ OUTDOOR



**8723**  
DARK PINE

The Cracks design is inspired by the dramatic beauty of fractured surfaces, capturing the delicate balance between fragility and strength. Every crack within the design tells a story, reflecting a moment of tension and quiet beauty.

Beneath the surface, the design evokes deeper, hidden realms—like the abyssal blue of the ocean's depths, the darkness of a forgotten mineshaft filled with secrets, or the quiet, mysterious stillness of a secluded pine forest. The Cracks rug invites exploration, offering a glimpse into unseen worlds and untold stories, transforming your space with its evocative presence.





8422 BROADWAY GLITTER

# Jacob's Ladder

MAD MEN COLLECTION



**8422**  
BROADWAY  
GLITTER



**8425**  
HARLEM  
CONTRAST



**8928**  
CENTRAL YELLOW



**8929**  
WHITE PLAINS

The Jacob's Ladder design symbolizes the challenging yet exhilarating climb up the social ladder. Inspired by the ever-aspiring world of advertising, it reflects society's relentless pursuit of "more, better, higher, richer."

Each step is enticing, glimmering with potential—but the climb is not without its pitfalls. With its intricate design, Jacob's Ladder captures the tension between ambition and the precarious nature of success, where every ascent brings both excitement and risk.



9110 ZEMMURI BLUE



**9110**  
ZEMMURI BLUE



**9113**  
BLACK RABAT



**9115**  
FEZ RED

# Kilim

ANTIQUARIAN COLLECTION

The Kilim design reimagines the timeless beauty of traditional Moroccan nomadic patterns with a contemporary twist. The design is enriched by space-dyed yarns, which create an intricate play of colors and subtle nuances. A slightly twisted cream yarn adds depth and contrast, enhancing the organic texture of the pattern.

Woven on Jacquard looms with soft chenille yarns, each rug features multiple layers of texture, distressed details, and intricate stitching that give it a true “vintage” appearance. This collection blends the raw, earthy charm of nomadic traditions with modern craftsmanship, resulting in a rug that is both stylish and full of character.



9127 FENER

# Bakhtiari

ANTIQUARIAN COLLECTION



**8712**  
JANISSERY MULTI



**9127**  
FENER

The Bakhtiari design draws inspiration from the rich traditions of the Bakhtiari people, who reside in the rugged mountainous regions of Khuzistan and Isfahan in Iran. The design features a striking floral diamond pattern framed in feather-like shapes, reflecting the intricate artistry and craftsmanship that define the Bakhtiari style.

This design, originally sourced from the Muskabad archives of Louis De Poortere, has been given a modern “distressed treatment,” adding depth and character to its classic beauty. The result is a rug that honors its historical roots while seamlessly fitting into contemporary interiors, offering both elegance and timeless appeal.





8719 782 RED BRICK

# Hadschlu

ANTIQUARIAN COLLECTION



**8719**  
782 RED BRICK



**8720**  
AGHA OLD GOLD

The legendary Hadschlu 782 from Louis De Poortere is reimaged in a flatweave, distressed version, offering a modern take on a timeless classic. Often referred to as “The Notary Rug,” the Hadschlu effortlessly complements both the formal elegance of a notary’s study and the sleek minimalism of a contemporary interior.

Its understated design adds a touch of sophistication to any space, reflecting refined taste and a clear sense of style. Whether in a traditional or modern setting, this rug exudes the kind of class that signals a discerning eye and a desire for quality. Simply put, it’s the rug that tells everyone you know exactly what you want.



9258 CAMPANULA



**9358**  
CAMPANULA



**9361**  
SEA SPRAY



**9364**  
RUST



**9366**  
STRING



**9367**  
CURRY

# Papercut

CRAFT COLLECTION

Introducing the Papercut Rug, a striking tribute to the modern, deconstructivist principles of the Bauhaus movement. Inspired by the ancient Chinese puzzle, the Tangram, this rug showcases printed, cut, and fragmented shapes that are carefully reconstructed into a unified and dynamic design.

In line with the Bauhaus ethos, which celebrated the fusion of art, craft, and design, Papercut brings together the search for balance between form, color, and functionality. The result is a visually compelling piece that reflects both creativity and avant-garde originality, making it an ideal addition to any modern interior.



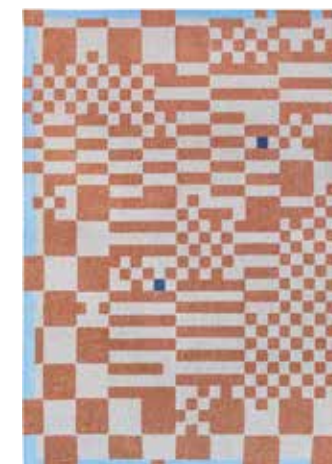


9367 CURRY





9338 HONEY

9338  
HONEY9339  
DEEP GREEN9341  
NUDE

# Chess

CRAFT COLLECTION

The Chess design presents a deconstructed interpretation of the classic checkerboard pattern, transforming it into a bold, graphic statement piece. With its unstructured form, this rug strikes the perfect balance between the disorder of its design and the harmony of its carefully chosen color palette.

The checkerboard appears fragmented, with shapes that seem to float in place, creating an intriguing, dynamic visual. Integrated subtle material effects bring texture and depth, enriching the design with a tactile dimension. The contours of the brightly colored squares are crisp and defined, offering clarity while adding a striking energy to the overall aesthetic.





9331 PALM GREEN

# Lagoon

MEDITATION COLLECTION

9326  
CHESTNUT9331  
PALM GREEN9332  
INKJET9333  
SUNSET

The Lagoon design is inspired by ink blots and Rorschach tests, offering a design that invites personal interpretation. It evokes the serene beauty of nature, with elements that remind us of the sea, earth, and moss, creating a natural, organic connection to the world around us.

The design's flowing forms and subtle transitions of color create a spontaneous, captivating pattern that feels both dynamic and grounded. The color palette is rich and evocative, featuring warm browns, tranquil teals, refined golds, vibrant greens, and touches of iodine, cognac, and deep black. These hues blend seamlessly, producing an authentic, nature-inspired ambiance that transforms any space into a calming retreat.





9332 INKJET





9201 MADAGASCAR GOLD

# Baobab

STRUCTURES COLLECTION



9197  
DRY BEIGE



9198  
TSINGY OYSTER



9199  
ZA COPPER



9201  
MADAGASCAR  
GOLD



9200  
BLACK WATER



9202  
PERRIER'S GREEN

Inspired by the legendary Baobab tree of Senegal, a symbol imbued with miraculous virtues and magical powers, this design pays tribute to the sacred trunk where the spirits of ancestors are believed to dwell. The Baobab design captures the essence of this awe-inspiring tree, with its bold, sculptural shapes that evoke the very spirit of African heritage.

The design incorporates the natural textures of bark and the twisting roots that signify the mystical force of the Baobab, weaving a sense of African magic into the fabric of the rug. The captivating forms and earthy tones transport you to the heart of Africa, where the towering trees stand as guardians of culture, history, and spirituality.



9388 TIGER | GREEN ON FIRE



**9388**  
TIGER |  
GREEN ON FIRE



**9389**  
LOBSTER |  
STEAM RED



**9390**  
KOI |  
JAPANESE POND



**9391**  
MEMENTO MORI |  
FUNNY BONES

# Pop

POP COLLECTION

The Pop Collection is a vibrant and eclectic series of rugs that brings bold, figurative designs into your home. Inspired by iconic motifs from pop culture, each rug is a playful tribute to creativity, offering a unique statement piece for any space.

With a style that stands out and catches the eye, the Pop Collection invites you to break away from conventional decor and embrace a fresh, artistic approach. These quirky and imaginative pieces add a touch of originality, sparking lively conversations and making them the perfect focal point for modern interiors.

A true reflection of boldness and individuality, the Pop Collection is for those who want their decor to speak with personality and flair.



9368 CARPE DIEM



9368  
CARPE DIEM



9369  
DUCK SONG



9370  
SECRET

# Shapes

GALLERY COLLECTION

Indulge in the Shapes design, where abstract interlocking forms create a captivating visual experience. This design invites you into a world of modern artistry, where smooth curves and sharp angles meet to form an intriguing, ever-evolving pattern.

To enhance the depth and tactile nature of the rug, material effects are thoughtfully integrated into the design. These textured elements not only create a rich feel but also interact with light, subtly shifting the visual experience as the light changes.

The carefully chosen color palette further elevates the design—when the colors converge, they merge and blend to form new hues, adding an extra layer of dynamism to the piece. The result is a rug that feels alive, offering a dynamic and sophisticated statement for any interior.





9344 MIDDLE OF

# Fresque

GALLERY COLLECTION



9344  
MIDDLE OF



9393  
INDIAN RICE

Let yourself be inspired by the Fresque design, where vibrant, natural colors and visible brushstrokes bring an artistic and expressive flair to your space. The design evokes the energy and spontaneity of a children's painting workshop, where free expression and creativity take center stage.

Resembling a fresco in its dynamic form, the Fresque rug captures the lively movement of a brushstroke, full of imagination and youthful exuberance. Bold, joyful colors infuse the piece with gaiety, transforming your space with a sense of energy and creativity that feels both fresh and uplifting.





9393 INDIAN RICE



9143 DORADO



# Dora & Graffito

GALLERY COLLECTION



9143  
DORADO



9144  
STREET GRAPH

The Graffito design feels as if it were born from an urban art jam between the expressive talents of Raoul Dufy, Henri Matisse, and Keith Haring. This design fuses the elegance of classic French art with the bold, graphic energy of street art, creating a lively tribute to modern creativity.

The result is a striking, playful design that brings together fine art and urban culture, perfect for any space seeking a bold, artistic statement.

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9195 PADUA BEIGE

9195  
PADUA BEIGE9211  
SUNSET BLUE9235  
RIALTO GOLD

# Venetian Dust

ATLANTIC COLLECTION

It is impossible to remain silent when gazing upon Venice—the city where beauty and history are inextricably linked, and every corner whispers tales of its magnificent past. The Venetian Dust design evokes the timeless allure of this ancient city, where ashy hues and mystical patterns bear the marks of centuries.

This design captures the essence of Venice's aging elegance—its golden tones, darkened by the passage of time, reflect an inescapable beauty that even the years cannot diminish. Just as if discovered in a forgotten crate, tucked away in a mysterious attic by a Venetian canal, these rugs embody the craftsmanship and magic that defines this city of dreams.





8718 LONG ISLAND BLUE

# Streaks

ATLANTIC COLLECTION



**8714**  
MONTAUK MULTI



**8715**  
SEA BRIGHT  
SUNNY



**8716**  
CONEY GREY



**8718**  
LONG ISLAND BLUE



**9125**  
NASSAU RED



**9126**  
GLEN COVE

Inspired by the windswept beaches of New Jersey and Long Island, the Streaks design captures the beauty of winter's touch on the sand—where gusts of wind create abstract streaks and ripples, as if painted by nature itself.

Crafted with over a century of expertise, each rug in this collection is woven on Jacquard looms using soft chenille yarns. Layers of texture, subtle distressed details, and delicate stitching are combined to evoke a rich, “vintage” aesthetic. The result is a rug that embodies both natural elegance and exceptional craftsmanship, creating a timeless design that speaks to the artistry of the past.



9196 CAMEL BLUE



**9196**  
CAMEL BLUE



**9210**  
YELLOW MEYER

# Module

NUANCE COLLECTION

The Module design draws inspiration from architectural principles, blending symmetrical and asymmetrical shapes to create a design rooted in the modernist movement, particularly the groundbreaking ideas of Walter Gropius from the 1930s. This design reflects the radical simplicity and functionality that defined the Bauhaus era.

The strong, geometric forms are further enhanced by a thoughtful combination of bold colors and warm materials, giving the rug a distinctive presence. Module is perfect for those who appreciate architectural influences and the structured beauty of space. The design radiates a timeless, secular aura, making it a striking addition to any modern or contemporary space.



# TAPESTRY



## Art Pieces

The rugs from our Gallery, Pop, and Cities collections are available as tapestries in a convenient 100 x 140 cm size, perfect for adding style and texture to any wall.

Installing your tapestry is simple and hassle-free. Each rug includes a complete installation kit and an easy-to-follow guide to help you showcase your tapestry effortlessly. Elevate your interior with the beauty and craftsmanship of Louis De Poortere in a whole new way.



# Sustainability with style

## Sustainability - A Step Closer to 100% Circularity

At Louis De Poortere, we believe that true luxury goes hand in hand with responsibility. Following the launch of our first responsible Ecorugs collection in 2023 with 20% recycled content, we are proud to announce that we have already doubled this recycled content to 40% for the 2025 collection.

Our rugs are not only 100% recyclable but also crafted with an ever-increasing share of recycled materials—a significant step toward our ultimate goal of creating products made entirely from recycled content. Each step forward reflects our unwavering commitment to leaving the world a better place than we found it.

The 2025 collection is a celebration of this journey. Every rug is more than just a design piece; it is a testament to thoughtful craftsmanship and our shared responsibility to care for the planet. Together, we are weaving a future that is as sustainable as it is beautiful.

100% PET

100% RECYCLABLE

100% RESPONSIBLE



# Why use polyester?

Historically, we have used natural cotton within our rugs, but with the challenge to protect the natural world and provide a bright future for civilization, we believe it is important to make sure our products are more circular. Polyester gives us this opportunity through its long life and an ability to be returned to new rugs.

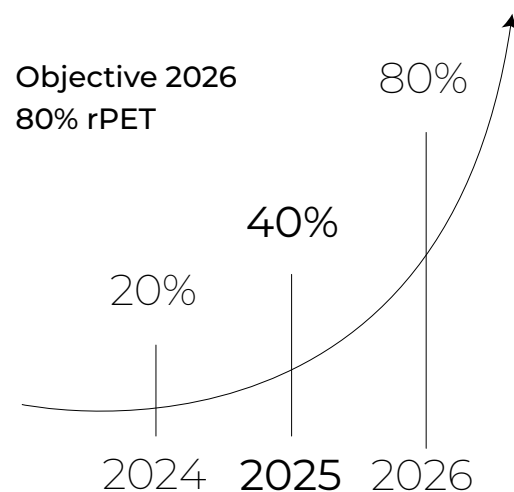
**100%** **Mono-material**  
 Every part of our Ecorugs is made from polyester. By creating a 100% mono-material construction, we eliminate the need to separate materials and make it easier to recycle Ecorugs at the end of their life.

**Longer product life**  
 In terms of durability, polyester fibres are stronger and more durable than cotton. In fact, we compared the wear of new Ecorugs with a cotton construction and found that cotton wears out three times more under the same usage. The use of 100% polyester means a longer life for our rugs and less frequent replacement.

**Recyclability**  
 Polyester is endlessly recyclable without degradation in quality, giving us the potential to adopt a circular product model in the future. Recycling polyester lets us extend the life of the materials we use, reducing demand for new raw materials.

## Sustainability with style

When it comes to beautiful products to decorate your home, we know you desire exceptional quality and a uniquely personal style. We also know that the future of the planet is a worry for us all. Our rugs consider both, bringing you an eco-friendly alternative that moves towards circularity and which doesn't compromise style. You can enjoy the beauty of your Ecorug knowing you're choosing a better future.

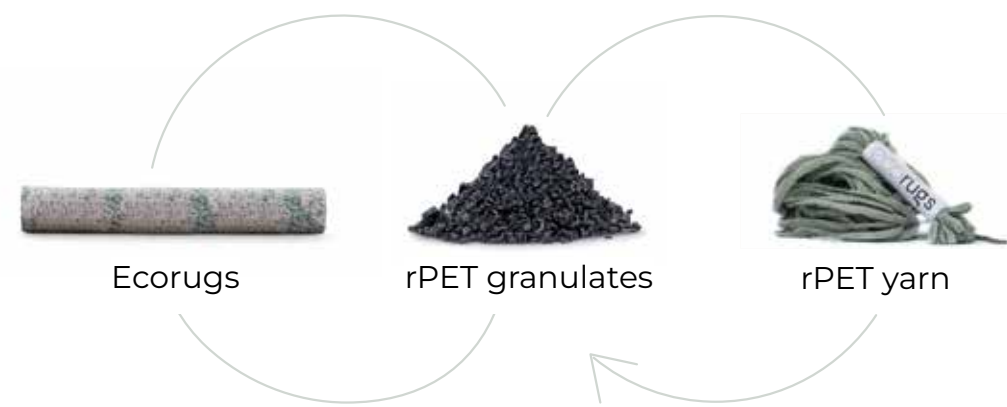


## A fibre of the future.

As a synthetic material, it can be recycled efficiently and infinitely, without compromising its quality throughout its life cycle.

We're aware of the concerns associated with the production of virgin polyester derived from petroleum, a non-renewable resource. However, alongside our Take Care Program to make recycling a shared responsibility, our Ecorugs offer a move towards a sustainable solution by extending polyester's useful life and reducing our demand on these resources.

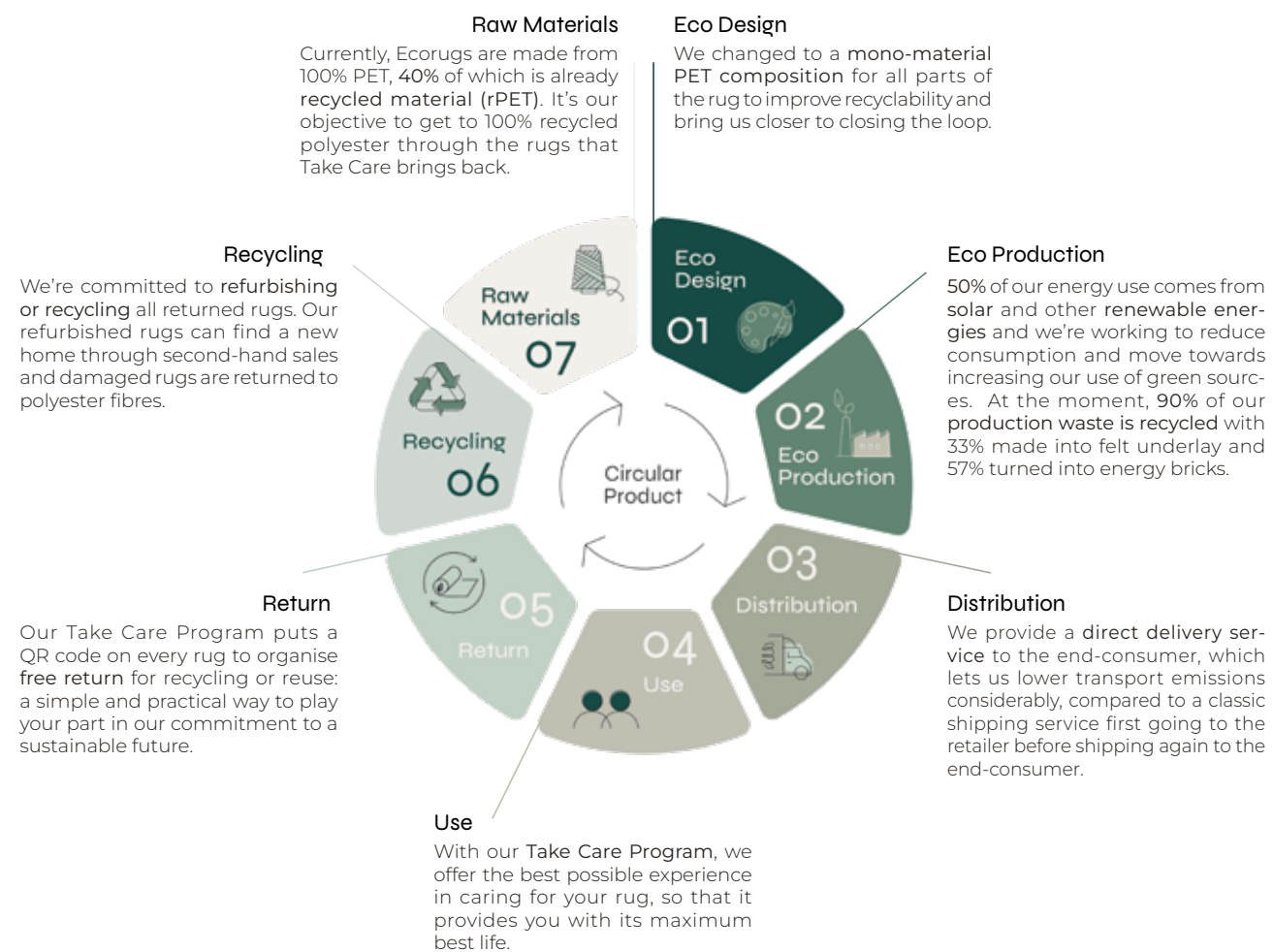
Polyester has exceptional recycling properties and for every kilogram of polyester we recycle, we get one kilogram back. This means no waste and every gram of material is used efficiently. Also, with polyester's exceptional durability, each rug possesses a long life, no matter how many times it finds a new home. Polyester is truly a fibre of the future.





# A life more circular

We believe that closing the loop with our mono-material construction, gives us the best opportunity to lower our footprint, and this is how we create a more circular life for your Louis de Poortere Ecorug:



## Take Care Program

Take Care is our way to make sure that we share responsibility in extending the life of your Ecorug and reclaiming it for recycling. Making returns easy through Take Care is what's needed to make the recycling of Ecorugs a possibility: It's easy for you and puts us in control of the process.

Through Take Care, we can both share a role in giving Ecorugs a circular life.

### 01. Maintenance

Keeping your Ecorug looking new is one of the best ways to give it a long life. That's why we've made every Ecorug machine washable and set out the perfect way to care for your new rug in our Take Care guidance.



### 02. Return

Once your Ecorug has reached the end of its time with you, it's easy to return it. Use the QR code and serial number to arrange a free\* return. It's a simple way to contribute to a more sustainable future.




### 03. Reuse or Recycle

Once your Ecorug finds its way back to us, we assess it and decide what to do. Rugs in good condition are cleaned, reconditioned and are put up for second-hand sale. Those not able to be sold are sent to our recycling network to be returned to raw polyester material.

\*Only free return available for EU countries at this moment (UK incl). For updates, please check the website.



# Technical Specifications

Design	Baobab, Berber, Coral	All other designs
Composition	100% PET (40%rPET)	
Manufacturing process	Jacquard Flatweave	
Backing composition	PES anti-slip latex	
Height	+/- 5mm 0,20"	+/- 3mm 0,12"
Weight	1650 gr/m <sup>2</sup> 49 OZ/SQY	1500 gr/m <sup>2</sup> 44 OZ/SQY
Fire resistance	flammability according to <b>BS 4790</b> <b>CFR 1630-FF1-70</b>	flame resistance according to <b>CAN CGSB 4.2 - 27.6</b>
Chemical content	determination of formaldehyde according to <b>ISO 14184-1</b>	prohibit azo dyes free according to <b>EN 14362-1</b>
Other test	thermal resistance (m <sup>2</sup> K/W) <b>ISO 8302</b> from 0.032 to 0.041	thermal resistance (tog) <b>BS 4745</b> from 0.32 to 0.41
	Suitable for floor heating	
Certifications	 <b>STANDARD 100</b> 1611062 Centexbel <a href="http://www.oeko-tex.com">www.oeko-tex.com</a>  	

# Available Sizes

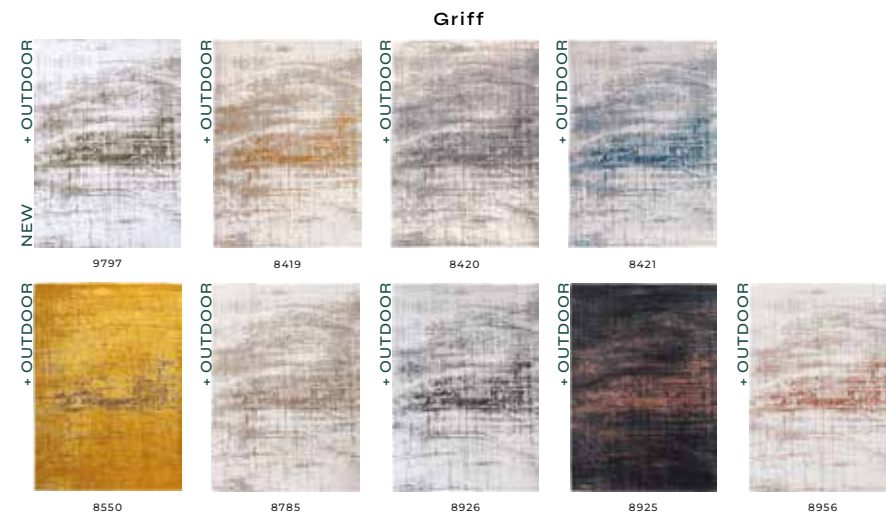
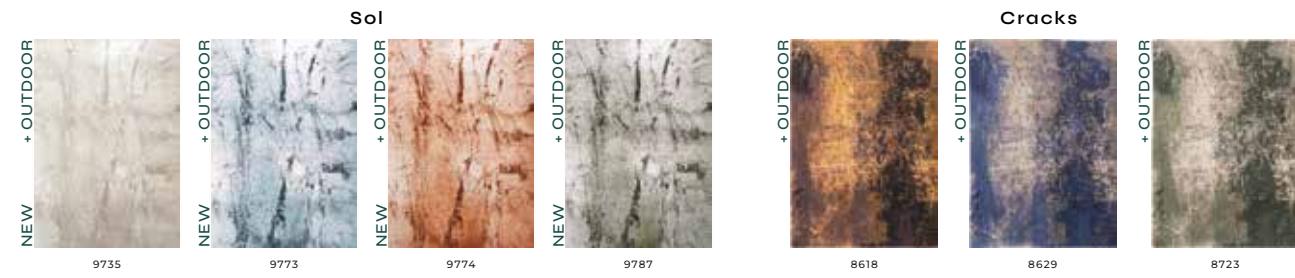
sizes (cm)	80x150 31"x59"	100x140 3'3"x4'7"	80x250 31"x8'2"	Ø140 Ø4'7"	140x200 4'7"x6'7"	170x240 5'7"x7'10"	200x280 6'7"x9'2"	Ø240 Ø7'10"	240x340 7'10"x11'2"	280x390 9'2"x12'10"
Baobab Jacob's Ladder Module Papercut Streaks	✓		✓	✓	✓	✓	✓	✓	✓	✓
Berber Coral Cracks Griff Lagoon Ribbon Sakura Sol Virgin Land	✓			✓	✓	✓	✓	✓	✓	✓
Chess Medallion Venetian Dust	✓				✓	✓	✓		✓	✓
Antalia Bakhtiari Hadschlu Kasak Kilim Suzani Tabriz Ushak					✓	✓	✓		✓	✓
Cities Collection Gallery Collection Pop collection		✓			✓ NOT DORA	✓	✓	✓	✓ NOT DORA	✓ NOT DORA

To get your maintenance advice or get more info about our recycling program, visit our website  
[www.louisdepoortere.com](http://www.louisdepoortere.com)

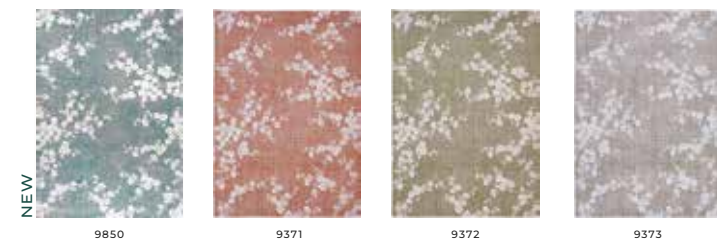




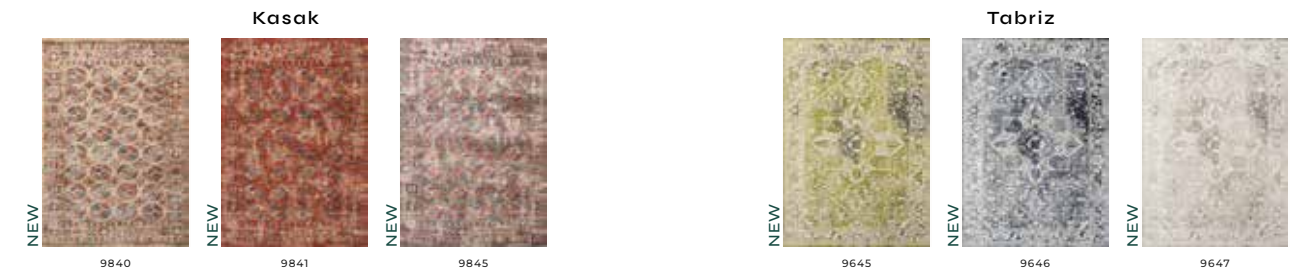
MAD MEN COLLECTION



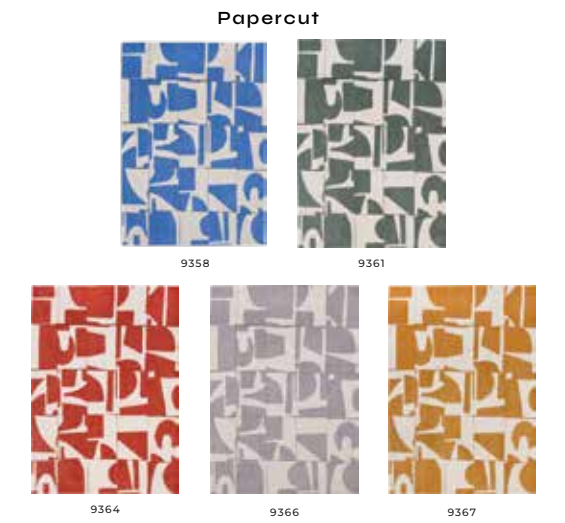
SAKURA COLLECTION



ANTIQUARIAN COLLECTION



CRAFT COLLECTION





FADING WORLD COLLECTION



MEDITATION COLLECTION



STRUCTURES COLLECTION



CITIES COLLECTION



POP COLLECTION



GALLERY COLLECTION



NUANCE COLLECTION



ATLANTIC COLLECTION





# Discover our other collections



## THE WILTON COLLECTION

— A collection of traditional Wilton woven carpets and stair runners.



## COLLABORATION

— In collaboration with the awarded duo Folkform, we have created a stunning Monochrome Collection of jute and wool, pushing the boundaries of traditional manufacturing techniques.









© 2025 LOUIS DE POORTERE  
Rue de la Royenne 45B - 7700 Mouscron - Belgium  
Phone : +32 56 393 393 | Email : info@ldp.be

@louis.de.poortere



made in belgium  
louisdepoortere.com