







## We are FRONT

We are the first handmade rug showroom in the UK to exclusively present the work of multi-award-winning rug designers Jan Kath, Zoë Luyendijk and Michaela Schleypen. All challenge convention, developing new techniques and seeking the best creative solution in order to realize their design concepts and translate these into original floor art.

The work of all the designers are displayed in our London showrooms: a contemporary 200 square-metre flagship exhibition space in the heart of Mayfair and a new location at the Design Centre Chelsea Harbour. Our showrooms are a destination for discerning customers, interior designers and architects.



# Jan Kath



## You can be cool while still keeping your feet warm!

Jan Kath is one of the most successful and awarded rug designers in the world. He has achieved global recognition with his rug collection ERASED CLASSICS, where classical Italian wall drape patterns and traditional Oriental rug designs have been distressed, giving the impression of age.

Rugs designed by Jan Kath are created exclusively from materials of the highest quality, such as Tibetan highland wool, finest Chinese silk, cashmere, and nettle fibres. All rugs are handmade by skilled weavers, using a traditional high density knotting technique – from 100 to 450 knots per square inch.

It is no surprise that Jan Kath has been the recipient of numerous prestigious international awards including the Red Dot Design Award, Best Carpet Innovation and Best Modern Collection. His rugs have been displayed as works of art at prestigious art exhibitions, yachts, penthouses and showrooms of important Parisian fashion houses. Kath also had the great honour of designing the red carpet for a grand Monaco Royal wedding.





## Erased Heritage



Serapi Queensbury Sky





Tabriz Canal Aerial





Tabriz Fashion Artwork ↑  
Tabriz Canal Aerial →







↑ Kirman Robson Raved  
← Kirman Robson Vendetta





Serapi Queensbury Sky





Bidjar Piccadilly Pleasure







Artwork



Artwork 22





↑ Artwork 19  
← Artwork 18





Artwork 18













Artwork 24 ↑  
Artwork 23 →







Artwork 3





↑ Artwork 26  
← Artwork 19



1-695-7828

Billboard

1-380-4441





Billboard 1 ↑→







↑ Billboard 5  
← Billboard 3



Cloud

Cloud 3





↑ Ferrara Cloud Special Rocked  
← Cloud 1



Sliced





Spacecrafted

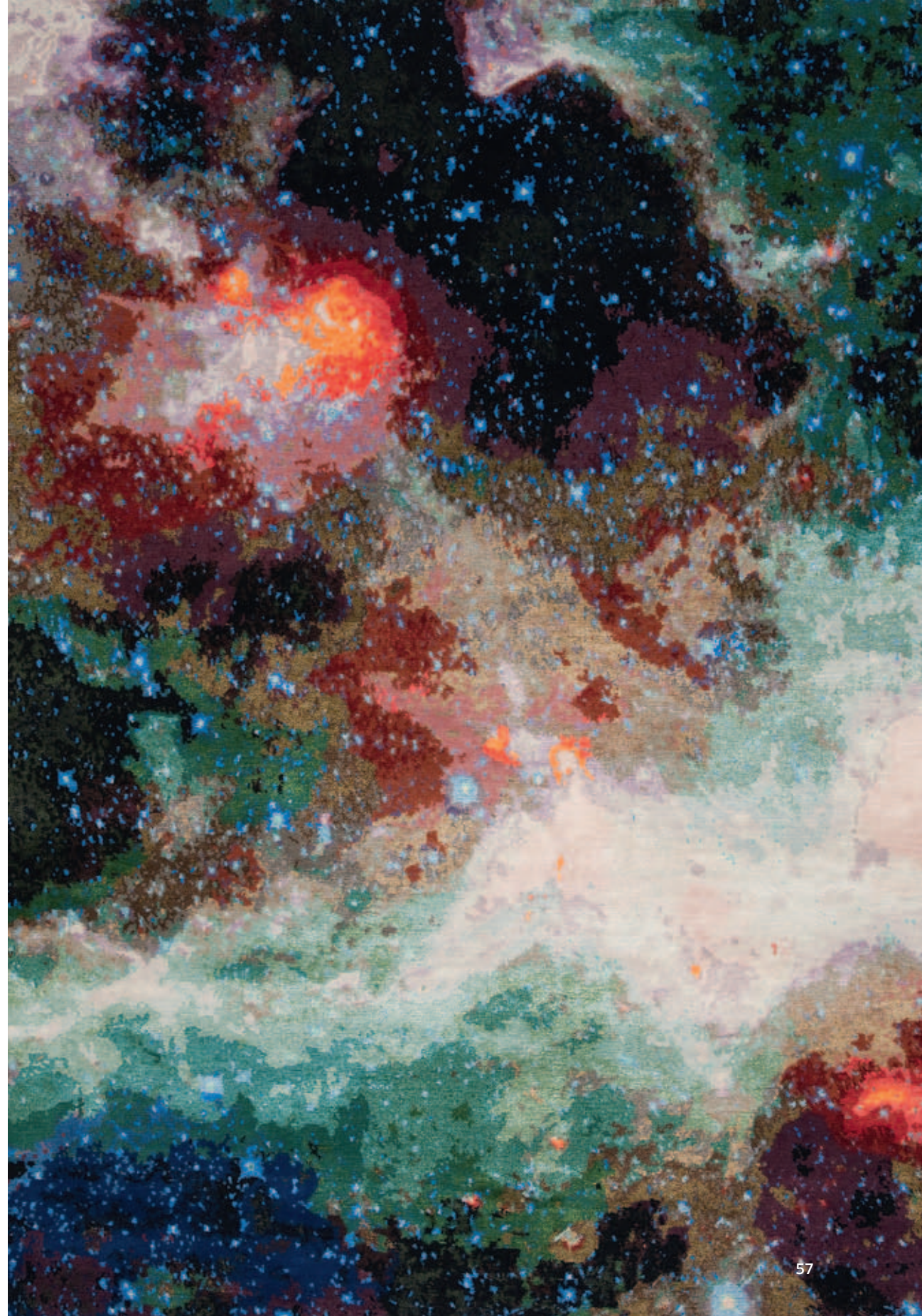


Space 3





Space 1 ↑  
Space 12 →





Boro



Boro 10





←↑ Boro 10



**Bidjar**





Angaa





Radi Deluxe



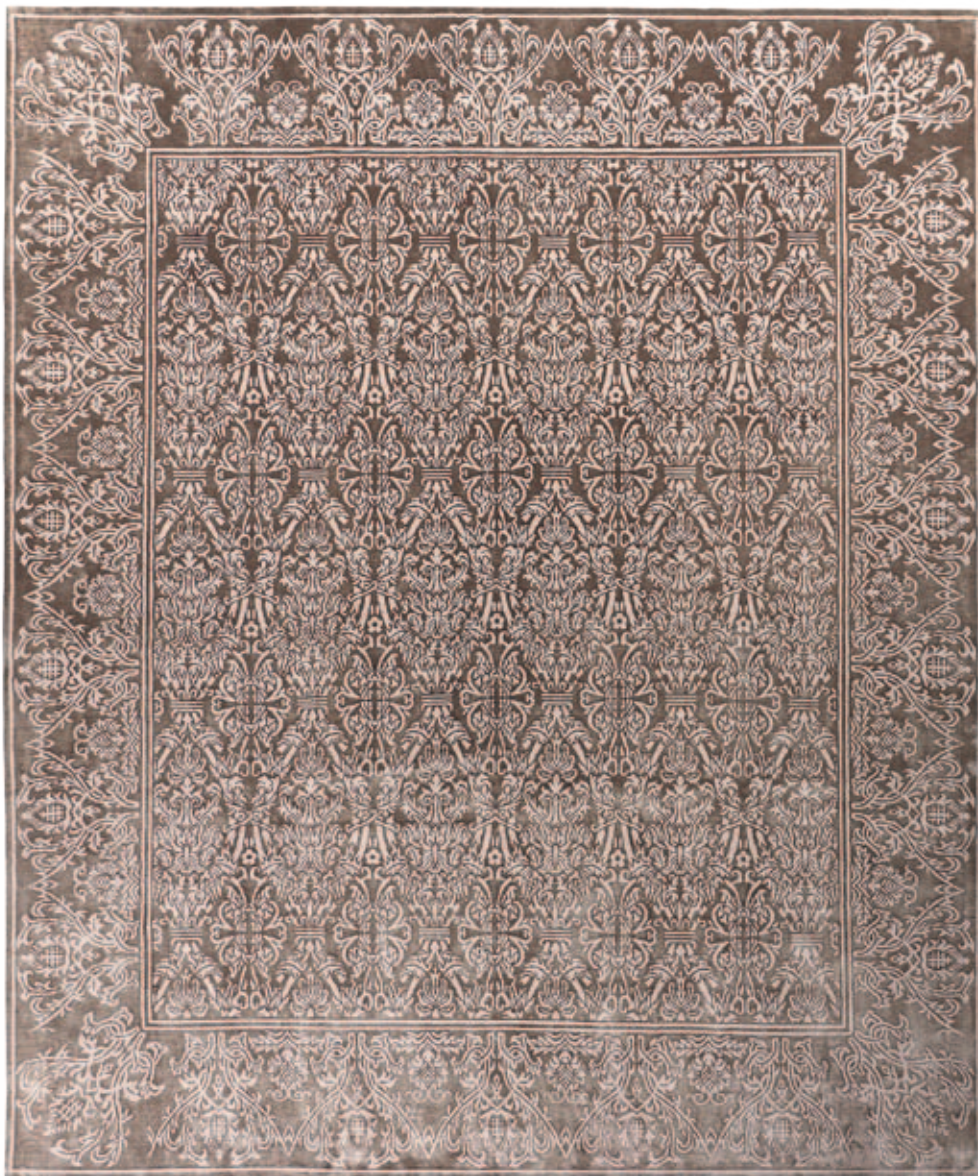


Alcaraz



Alcaraz Sky





← ↑ Alcaraz Venice Border



Milano



Milano Raved





← ↑ Milano Raved



Ferrara



Ferrara Little Rocked





Ferrara Stomped ↑  
Ferrara Stomped Reverse →



Blueberry



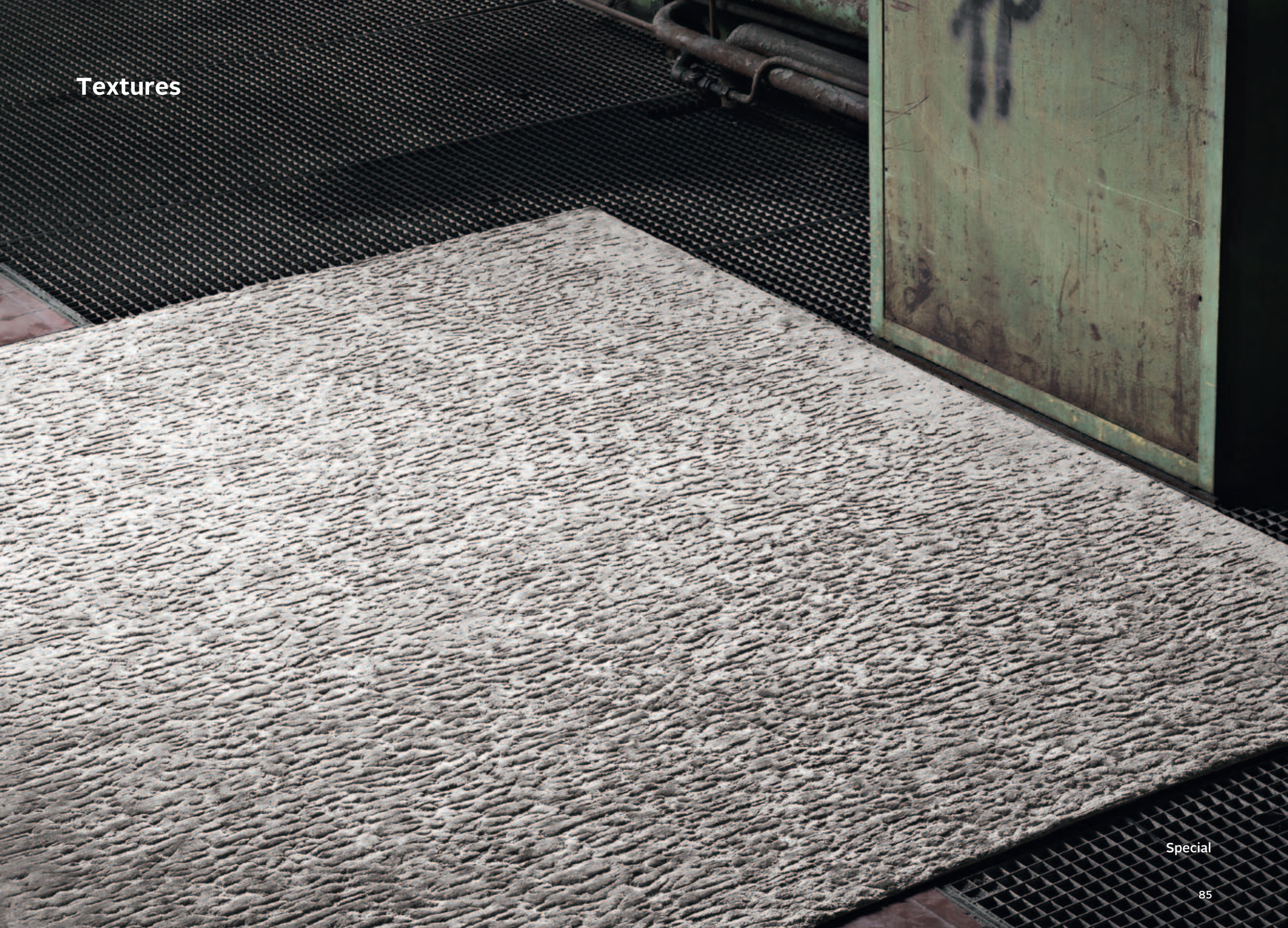


Roma





## Textures



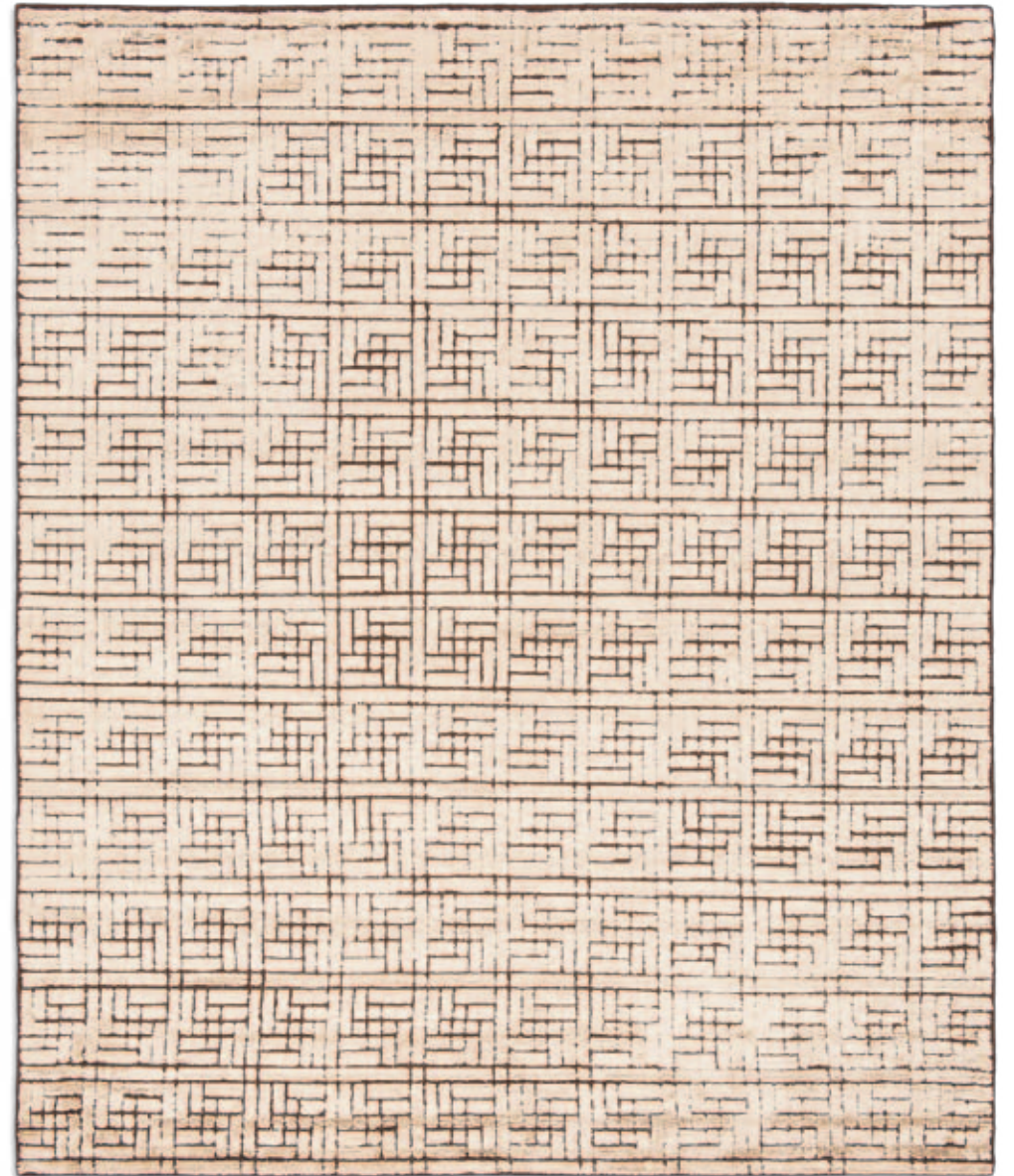




Abrash Shag ↑ →







↑ Swedish Fret  
← Aqua





Le Maroc Blanc

Punk





Matrix



Tourouk Reverse



## Zoë Luyendijk

Zoë Luyendijk is a true artisan and master of layers. The Canadian designer creates the most intricate rug patterns in the world; such level of detail has never been achieved before.

Originally an interior designer, she began to make original pieces for her projects and was driven by the desire to design for herself.

Zoë's collections reimagine the beauty of nature into artistic designs. The rugs consist of layers of contrasting materials and many shades, creating signature watercolour effects.

All rugs are hand-knotted in Nepal using organic materials – 100% Tibetan wool, refined and raw silk, linen, natural and bleached hemp.





An abstract painting featuring a bold, vibrant orange and red section on the left side, which transitions into a more textured, layered composition of blue, white, and yellow on the right. The brushstrokes are visible, giving the work a sense of movement and depth. The overall effect is one of dynamic contrast and organic form.

Blooming

Blooming Out Loud





↑ Riversuite morning  
← Bella Aquae



**Colourfield**

Aquamarine Light



City



↑ Joint Heat  
← Grit Rust Orange



The background is a complex, abstract texture. It features large, irregular patches of vibrant orange and red, particularly on the left side. These are interspersed with areas of teal and dark green, which appear to have a more mottled, almost marbled quality. The overall effect is one of organic, perhaps stone-like or mineral, patterns. The colors are rich and saturated, with some areas appearing lighter, possibly due to the way the light reflects off the surface or the layering of the colors.

Dance With Me

Tango





↑ Twist Teal  
← Twist Neutral



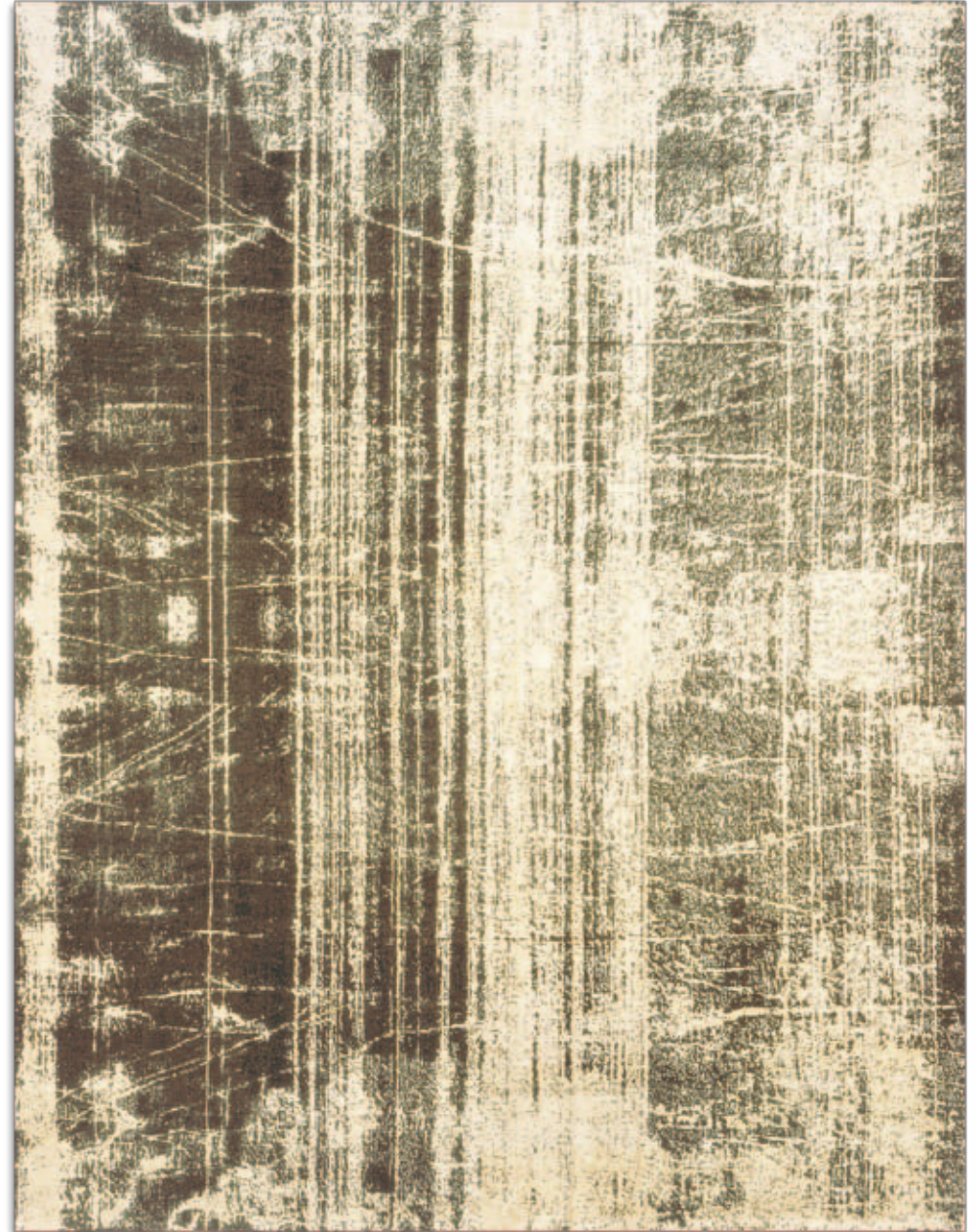
Line and Spot



The Beast Orange



Ur Na



↑ Aquae Deep  
← Aquae Teal



Ur Na 2



↑ Secus  
← Beare Teal







Tofino

Sea to Sea Morning



## BZOD Maat Ten Rivers



↑ Hudson Grey Taupe  
← London Linen Luminous



## Michaela Schleypen



Michaela Schleypen is a true innovator and the creator of many original techniques and materials. She was the first to start rug sculpting, taking rug design to new heights. Michaela has even developed her own original colour scale enabling her to create rugs in a unique variety of shades.

All rugs are exclusively handmade using a dense tufting technique with New Zealand wool and Chinese silk as well as bold and surprising materials, such as lustre cotton, neon threads, denim and moisture-resistant fibres.

Michaela Schleypen has received many prizes and awards, including the Red Dot Design Award, Best Carpet Innovation and Elle Decoration International Design Award.

Schleypen has secured a respected following, designing rugs that decorate the private residence of Piaget, Escada stores, the headquarters of Maserati in Italy, Uzbekistan's Presidential Palace and even the Mercedes-Benz Showcar F700.



reddot design award

CARPET  
DESIGN  
AWARDS

ELLE  
DECO  
INTERNATIONAL  
DESIGN AWARDS

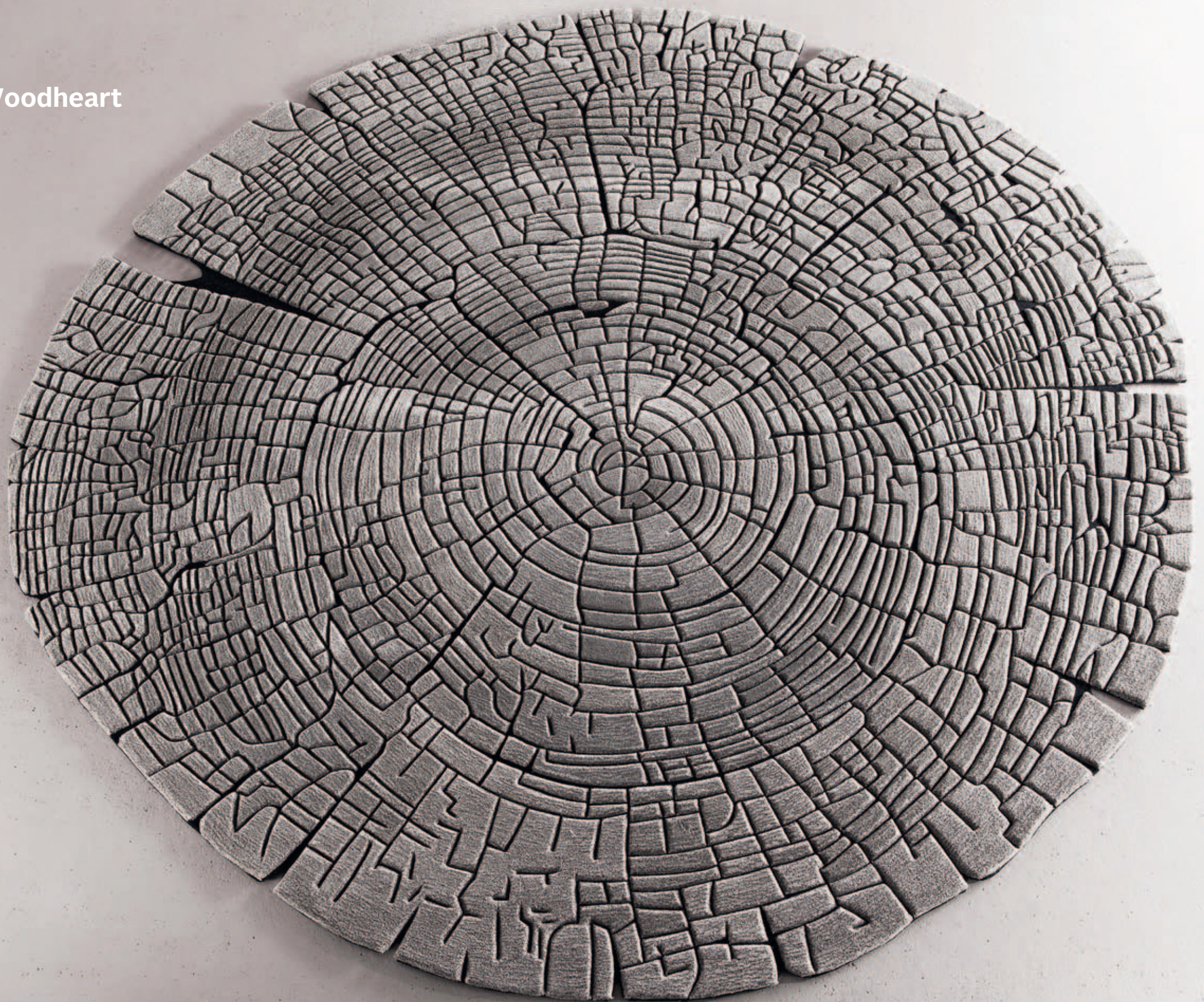






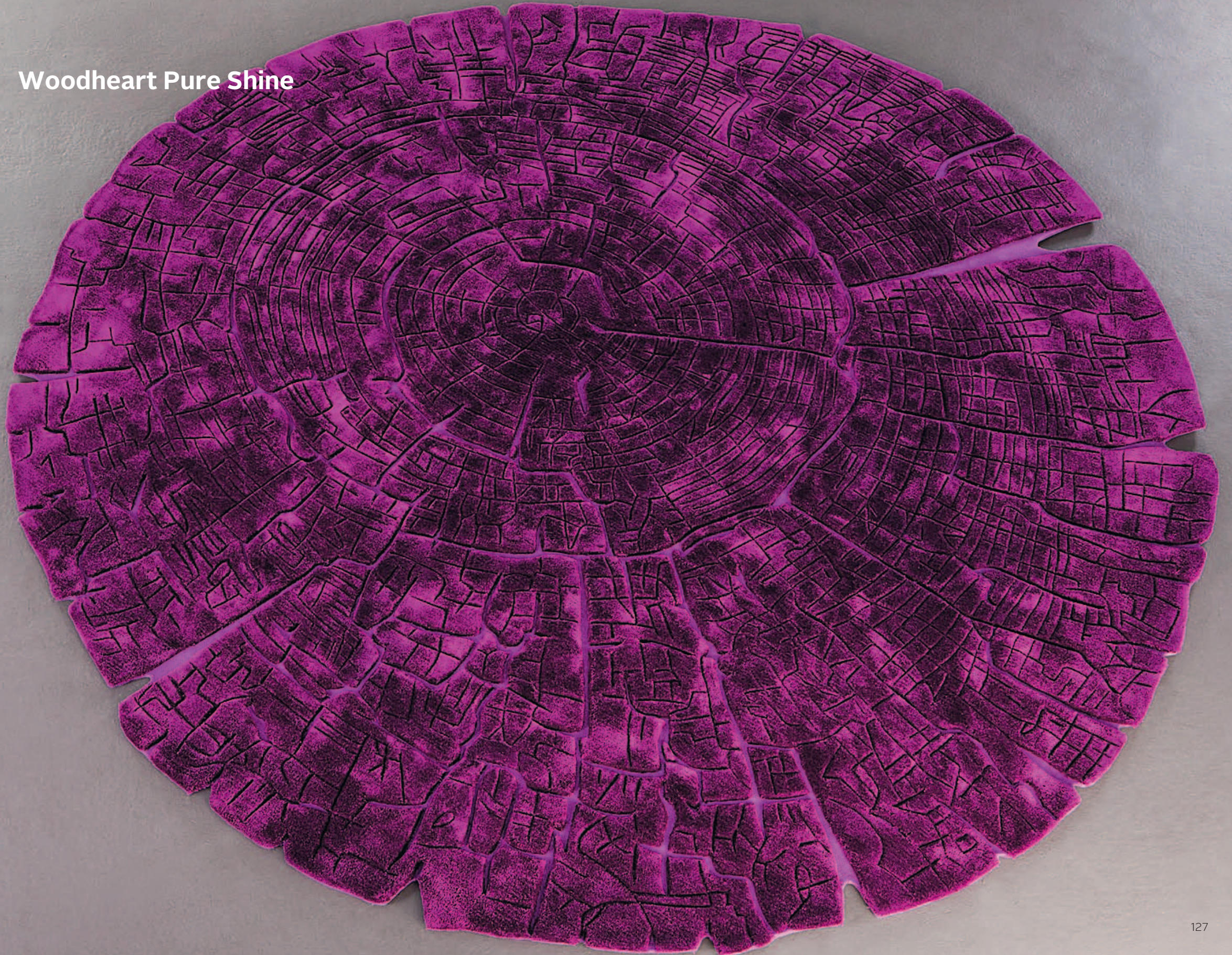


Woodheart





Woodheart Pure Shine

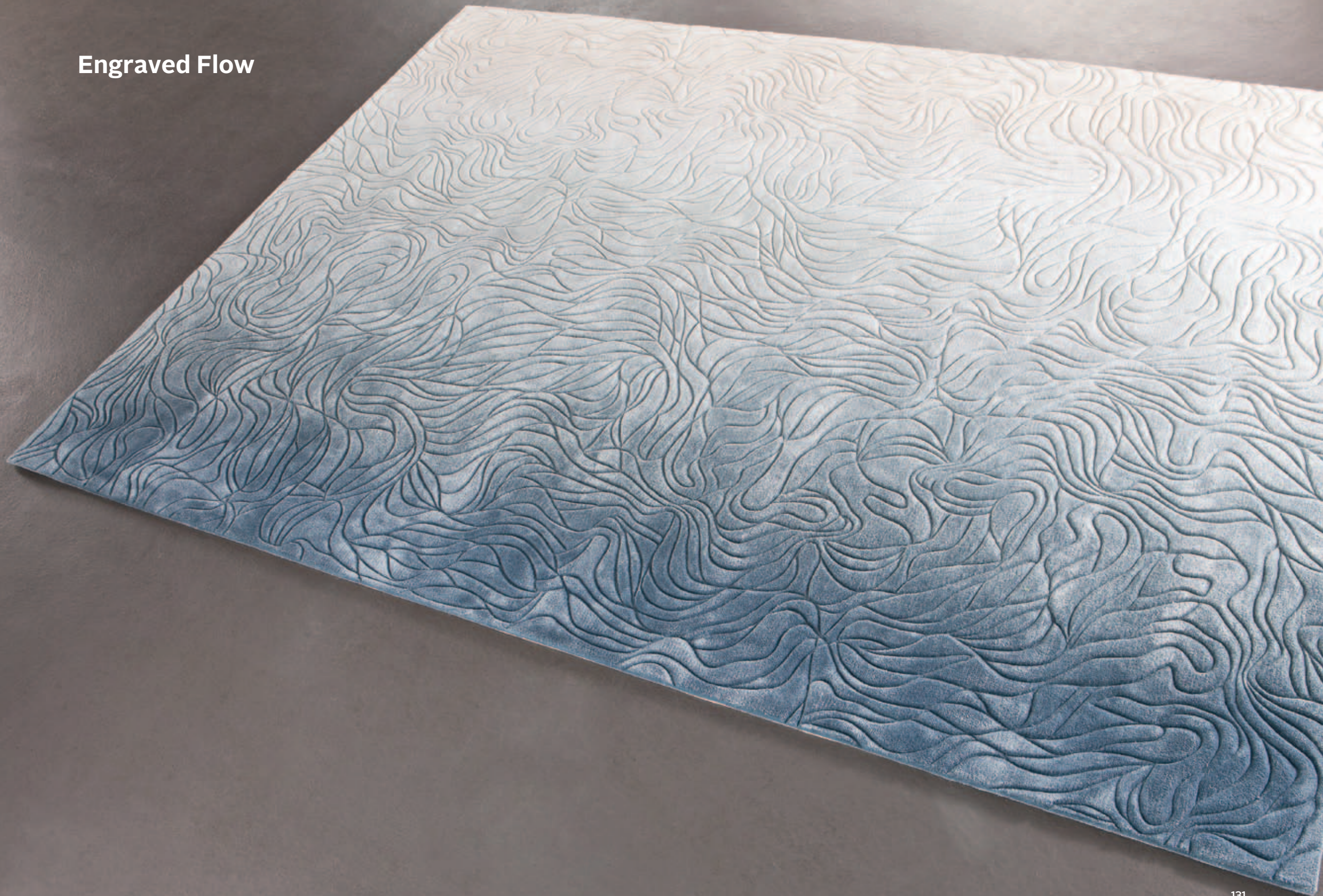








## Engraved Flow





Shiny Dune



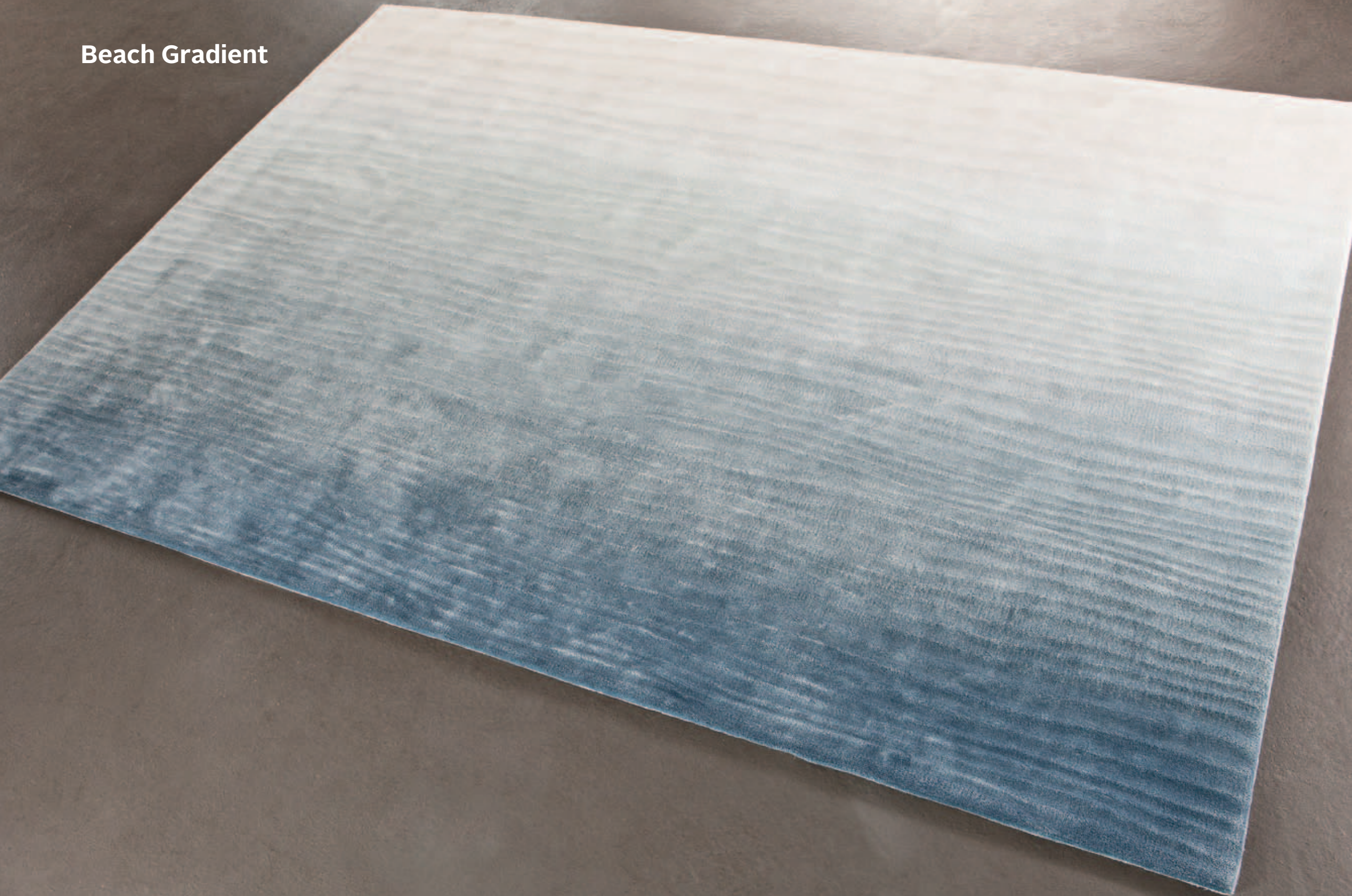


## Open Water





## Beach Gradient





Beach



**Marble**







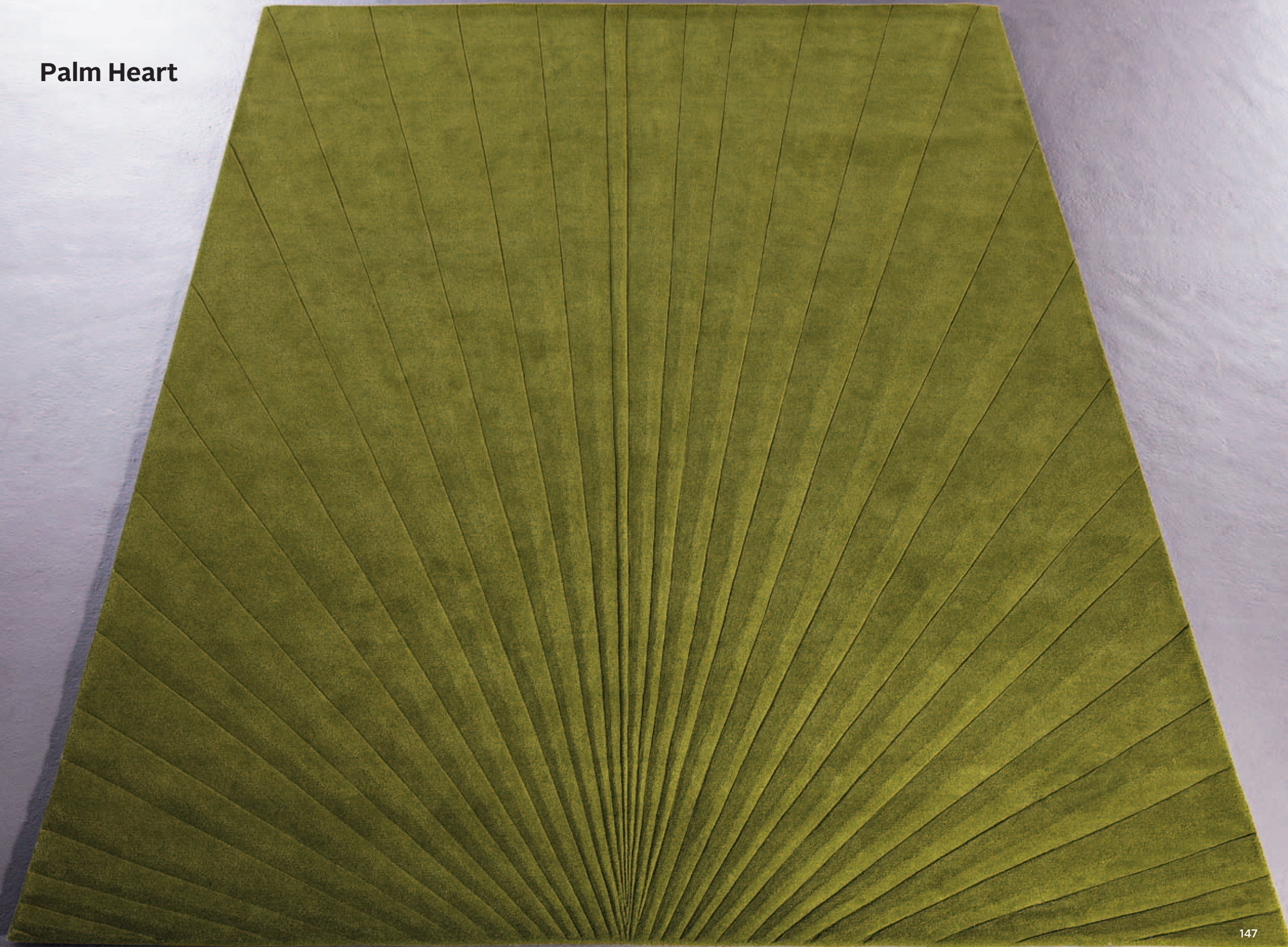


## Palm Leaf





## Palm Heart





Croco Deluxe









## Circle Gradient



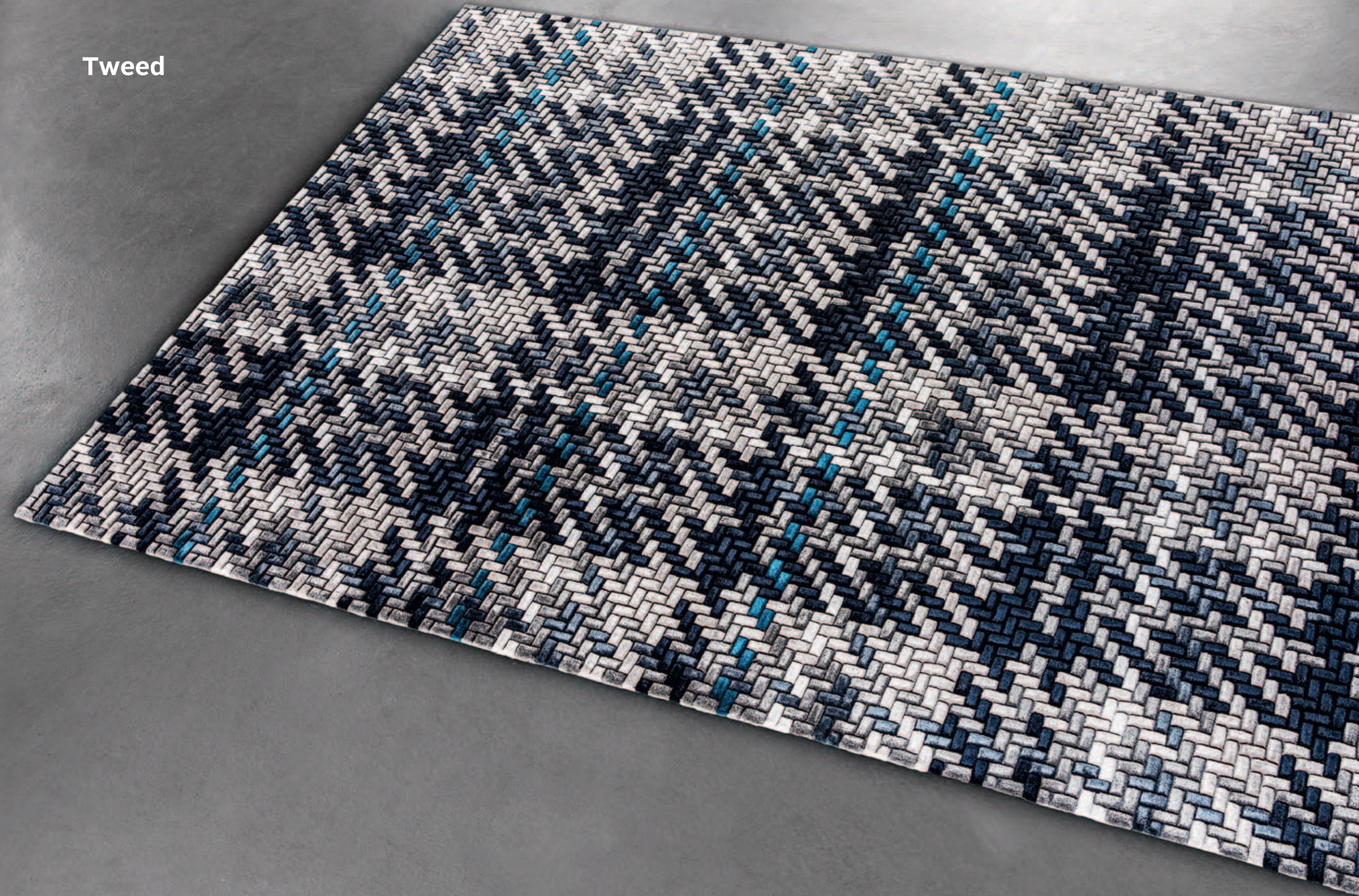


## Drops





Tweed



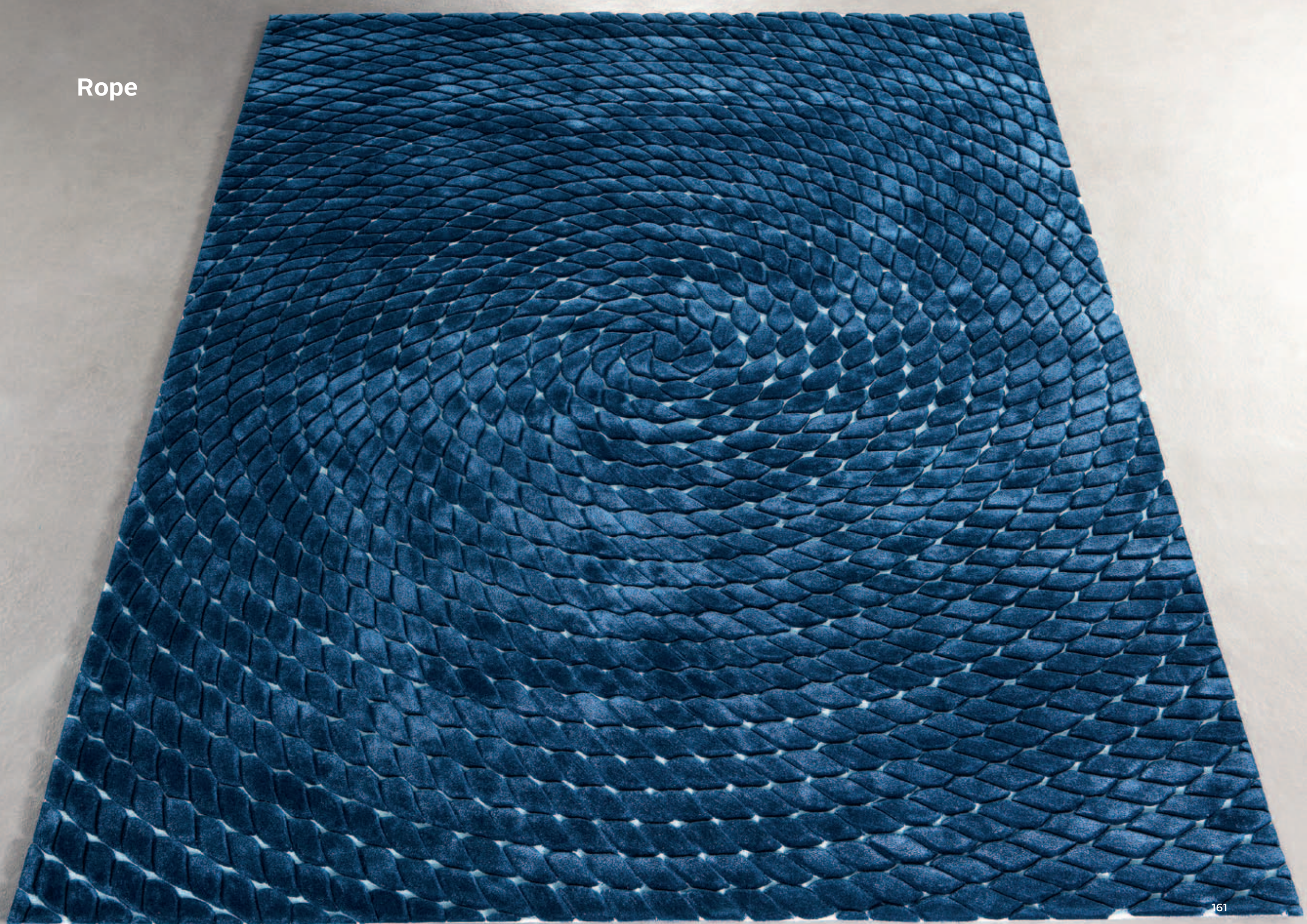


Tweed





Rope





Braid

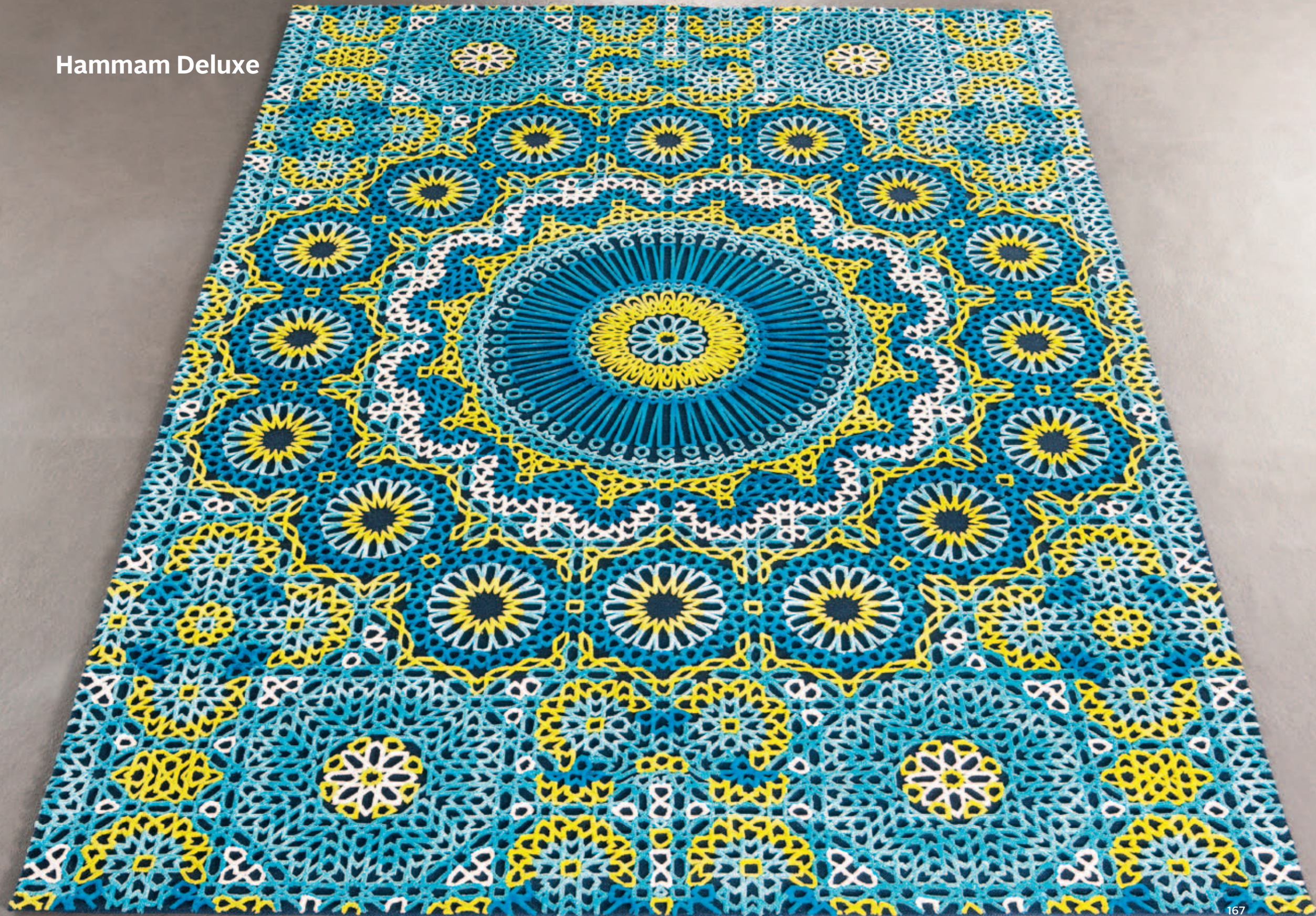








Hammam Deluxe



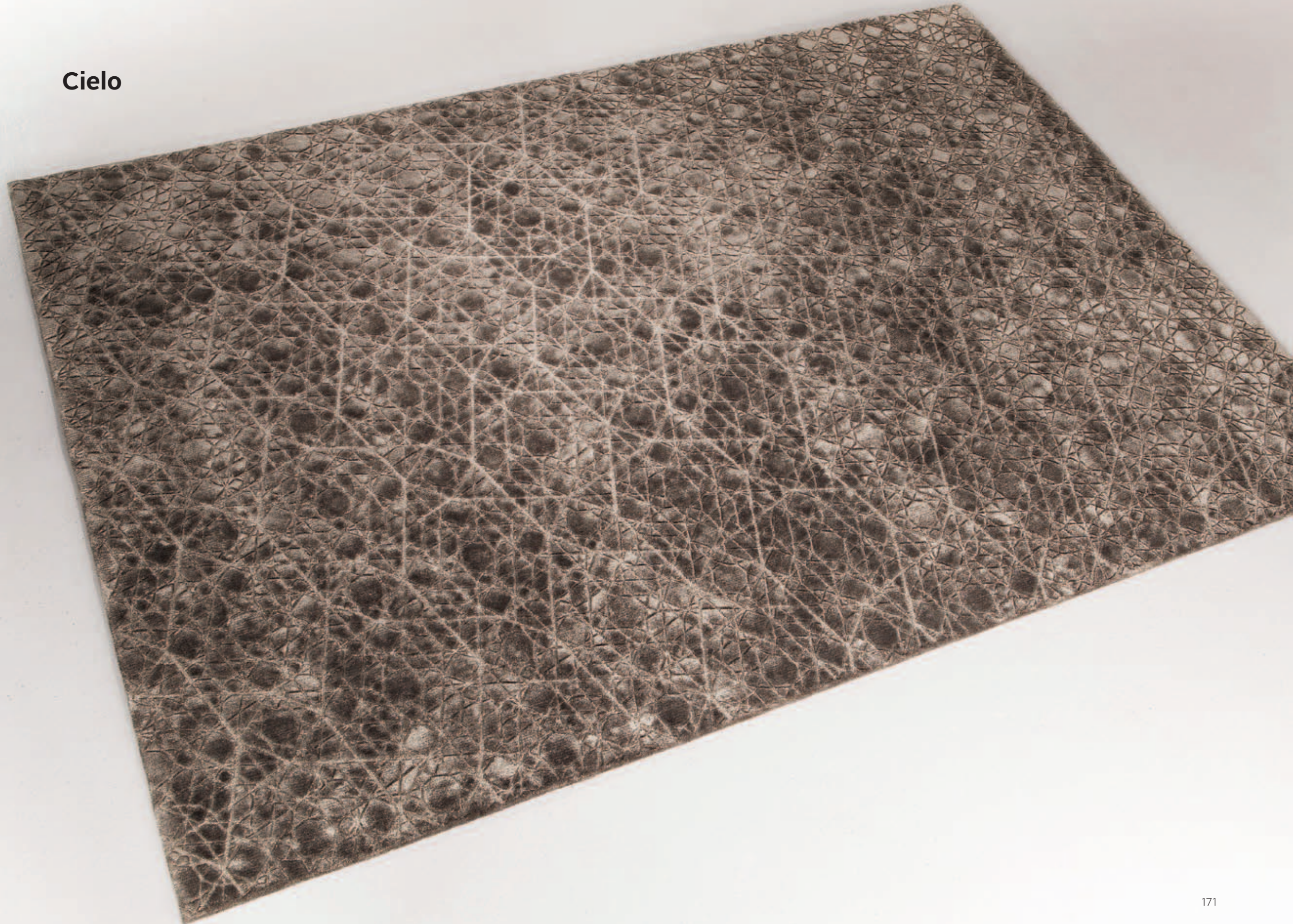


Leila Deluxe



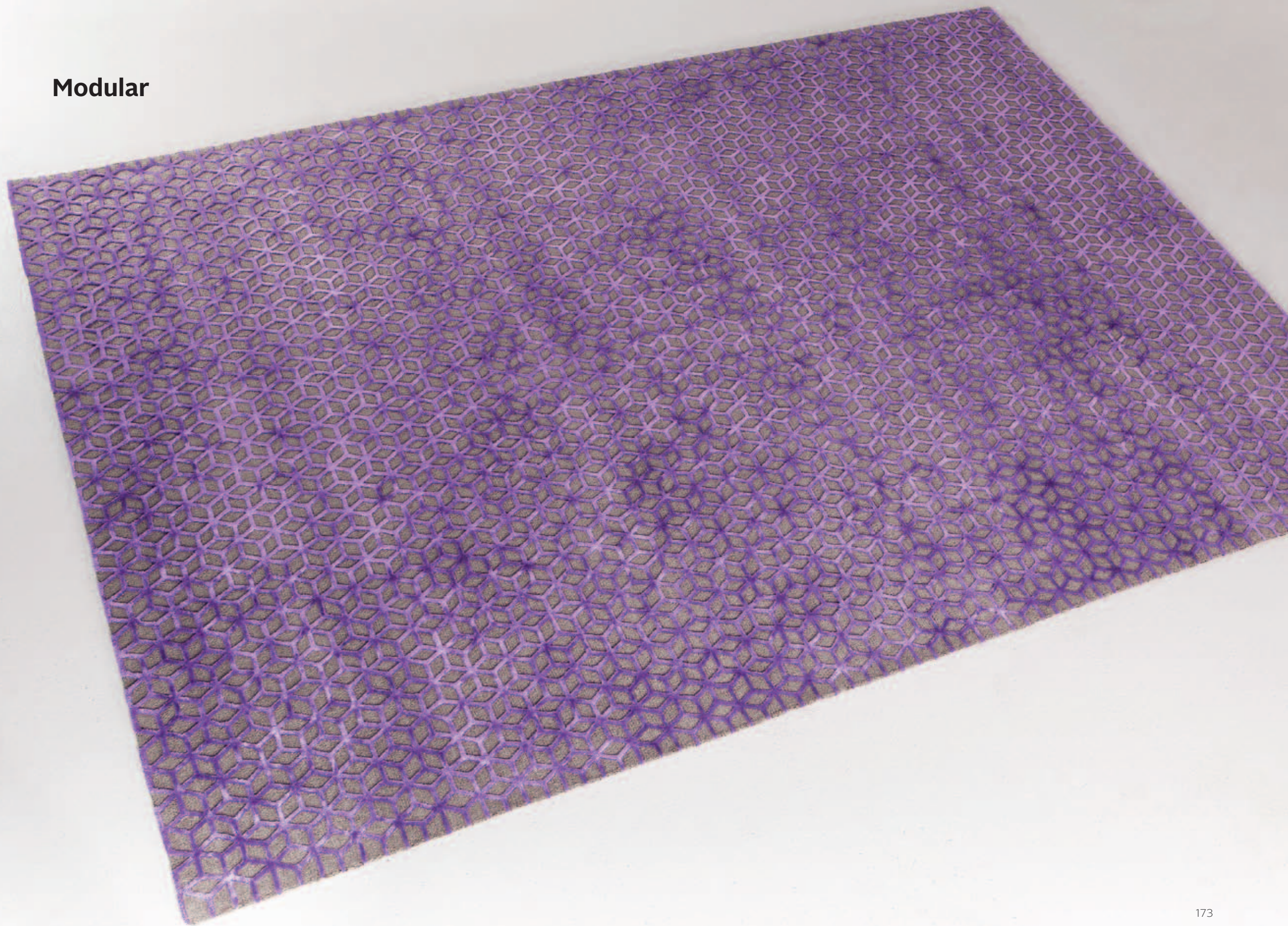


Cielo





**Modular**

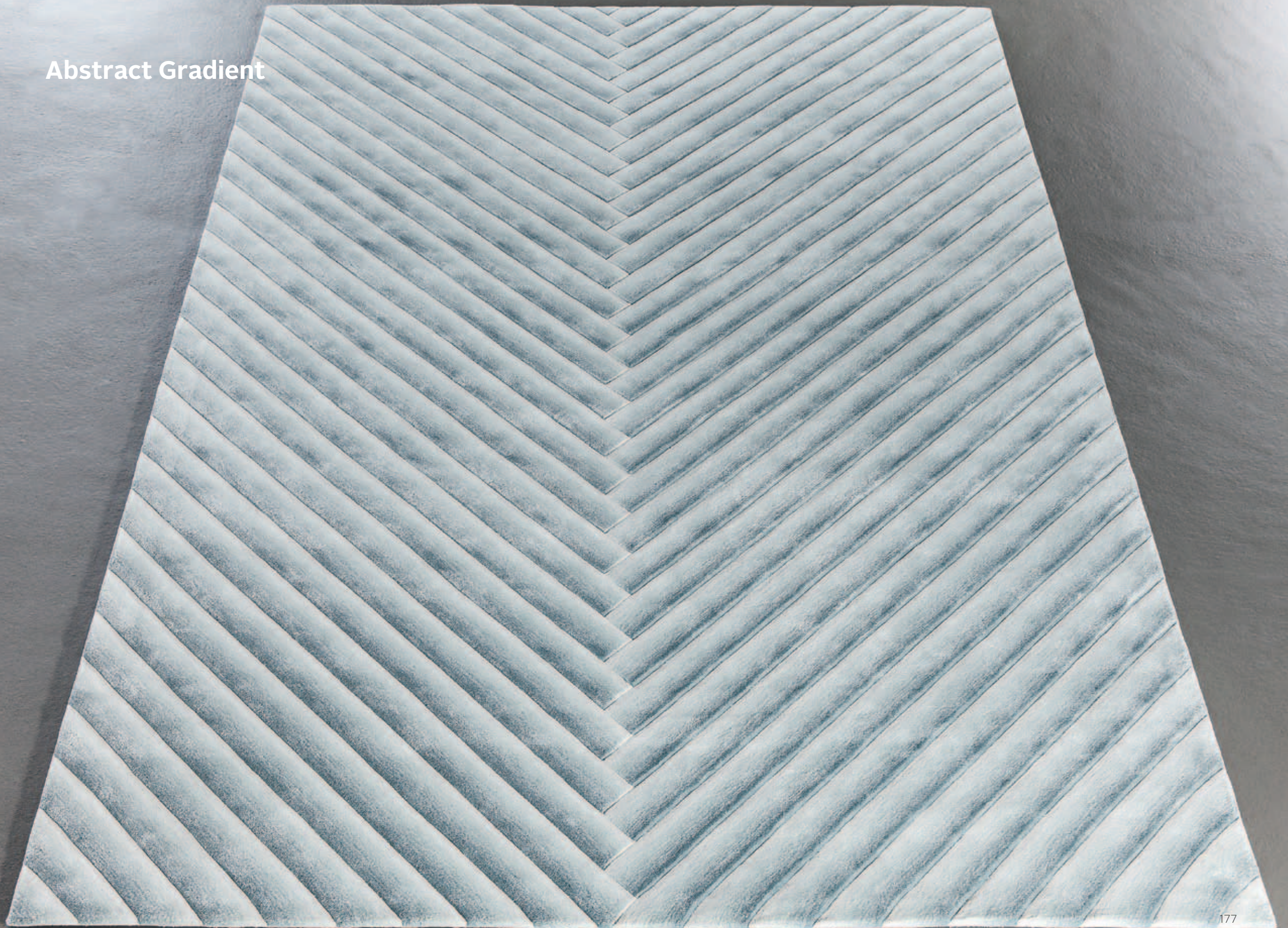






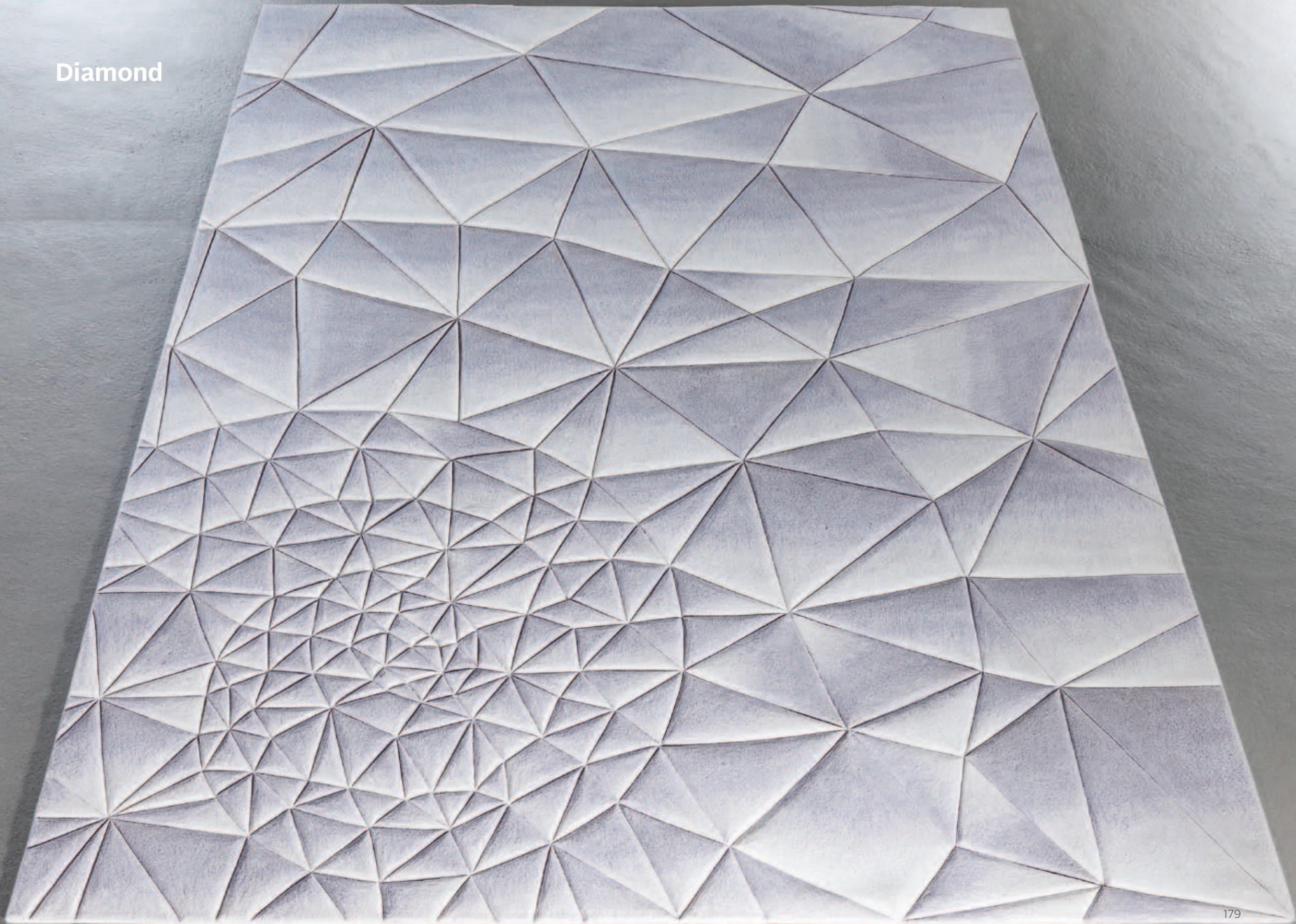


## Abstract Gradient



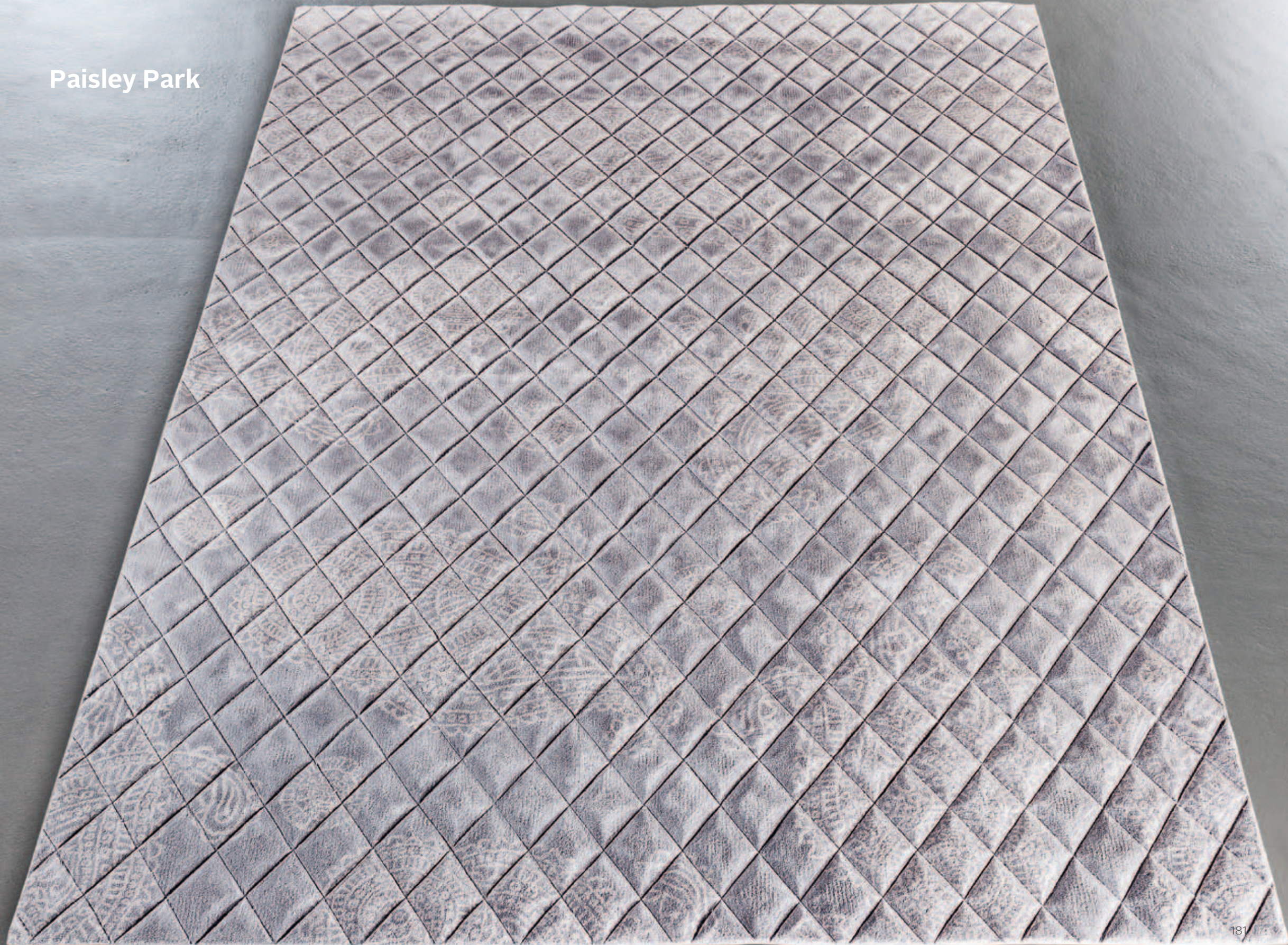


Diamond





## Paisley Park





Crystal



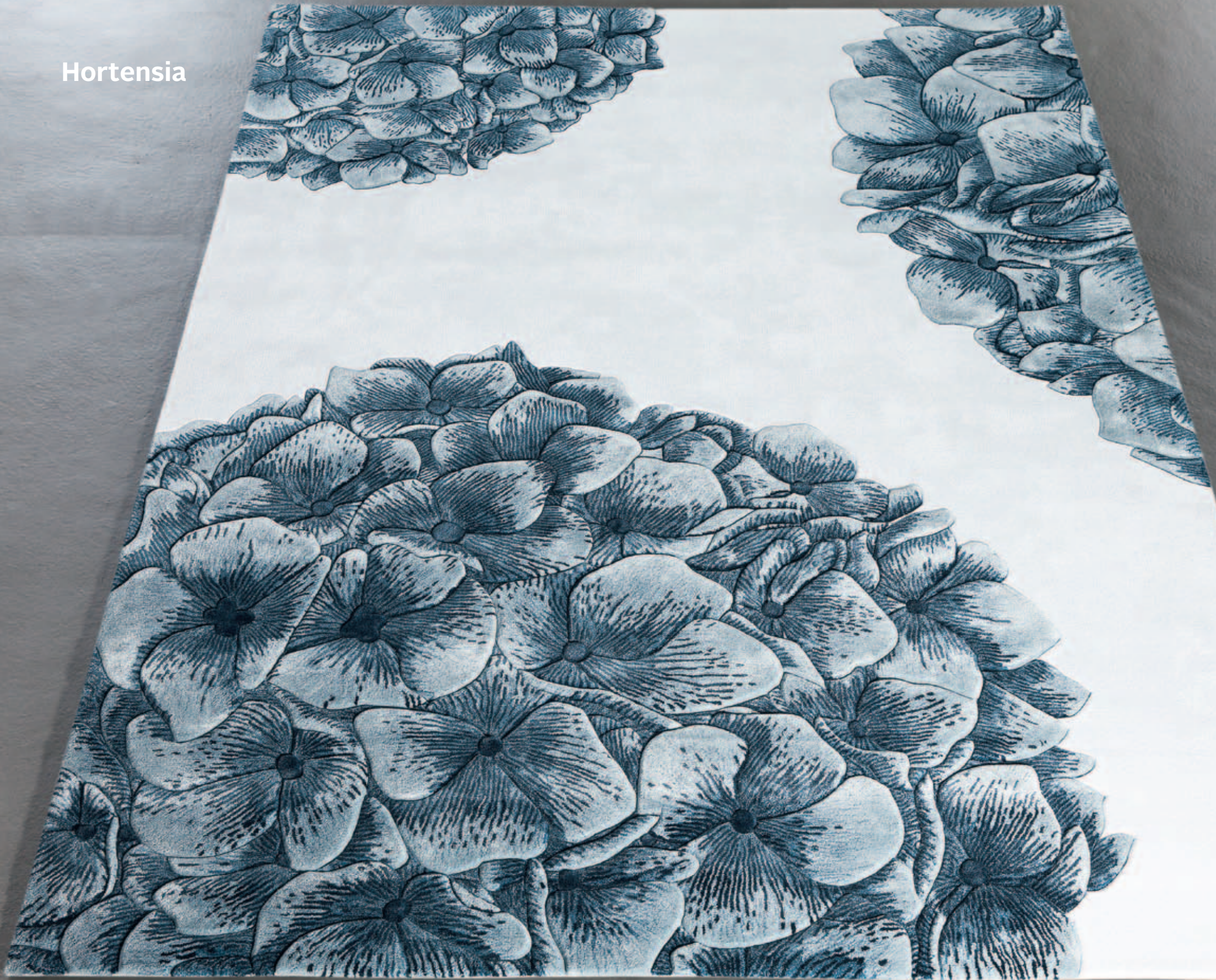


## Orbit





Hortensia





## Floral Garden

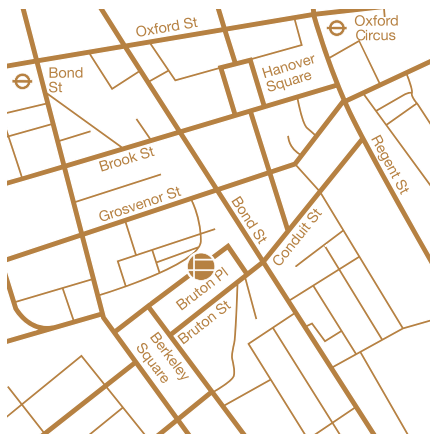




Tunnel







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