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Luke Irwin debuts eco rug collection

Floor-fillers that pile on the style in naturally coloured, high-quality Ghazni wool



WHERE TO FIND 

London-based [Luke Irwin](#) has become a go-to designer for contemporary custom-made [rugs](#) that are nothing less than works of art. Now he is debuting his first collection of entirely sustainable carpets, featuring a design inspired by Native [American](#) horse [blankets](#).



The rugs come in caramel, toffee and oatmeal shades, woven into attractively distressed geometric patterns

The Rug-in-Rug collection (£600 per sq m) is made from natural, undyed wool. No chemicals are used in the making of the pieces, and they are washed only in water during the process. The colours are natural too – soft caramels, toffee and oatmeal – with the raw wool woven into attractively distressed geometric patterns, hand-knotted by skilled weavers in **Pakistan**.

“We use quality Ghazni wool – and let the raw material speak for itself,” says Irwin. “There’s something about the human eye that appreciates simple beauty. That was the reasoning behind this collection, along with a desire to make the rugs as environmentally friendly as possible. Over the past 50 years, rug yarn has been subjected to chemical dyes and washes to achieve specific effects – sometimes quite spectacularly – but there’s a simple honesty about these rugs that’s really pleasing.”



This is Irwin's first collection of entirely sustainable rugs

The collection is made to order, with a lead time of two to three months. Both the size and the depth of the natural colour can be customised. The geometric patterns can also be adapted to a certain extent if so desired.