



# ESSENTIALS

## COLLECTION

A masterpiece in minimalism, the Essentials collection fuses the clean lines of Nordic design traditions with pared-back Japanese-inspired aesthetics to create a series of beautiful and versatile rugs. With the collection, the designers have explored the possibilities of combining and contrasting textures, structures and nuances to give the rugs unique depth and character, while still retaining a sense of visual simplicity.



# INDEX

DESIGN	IMAGE	INFO
AGNER	P 72	P 115
ALVA	P 8	P 83
ASKO	P 74	P 88
ASLAK	P 59	P 123
BIRLA	P 48	P 96
COMBINATION	P 43	P 82
COVER	P 30	P 80
DEVISE	P 18	P 97
EIK	P 47	P 112
ELLIOT	P 6	P 109
EMBLA	P 12	P 86
EVEN	P 60	P 87
FREI	P 36	P 102
FRODE	P 56	P 111
GORM	P 64	P 116
HALTI	P 16	P 99
INGUN	P 68	P 114
IVAR	P 38	P 104
JUSTIN	P 44	P 110
LEDRO	P 52	P 98
LIFA	P 40	P 107
LOGMAR	P 15	P 95
LUCENS	P 24	P 78
LULE	P 4	P 100
MARGUN	P 34	P 108
METALLUM	P 33	P 94
NARVIK	P 66	P 105
NESSA	P 20	P 121
OKSA	P 22	P 85
RAINBOW	P 28	P 92
RANA	P 62	P 122
REGATTA	P 55	P 90
SENJA	P 10	P 84
SIGYN	P 32	P 124
SKULD	P 51	P 113
SNEFRID	P 45	P 106
TORUN	P 23	P 119
TURID	P 14	P 117
UNE	P 26	P 103
VALDI	P 71	P 120
VANTAA	P 37	P 118
VESLE	P 50	P 101

































## DESIGN

Colours, patterns, structures, contrasts; every speck, stroke and shade is carefully contemplated by our renowned Danish designers before being considered for production. Nordic values of timeless elegance and simplicity are expressed through beautiful and inspirational designs to bring personality, harmony and aesthetic pleasure into a room.























# CRAFTMANSHIP

Even the most sophisticated machines cannot replace the skilled hands of our dedicated and talented weavers. They use ancient artisan techniques passed down from generation to generation to create our beautiful rugs; intricate and time-consuming hand-knotted, -loomed and -woven rugs with rich contrasts and structures, involving hours of complex manual methods to combine tradition with contemporary aesthetics to produce timeless works of art.





















# QUALITY

It takes expertise, exacting standards and perseverance to create handmade, high-quality rugs.

Our uncompromising approach to quality can be seen in all aspects of our company – from the design and production to our delivery and customer service.

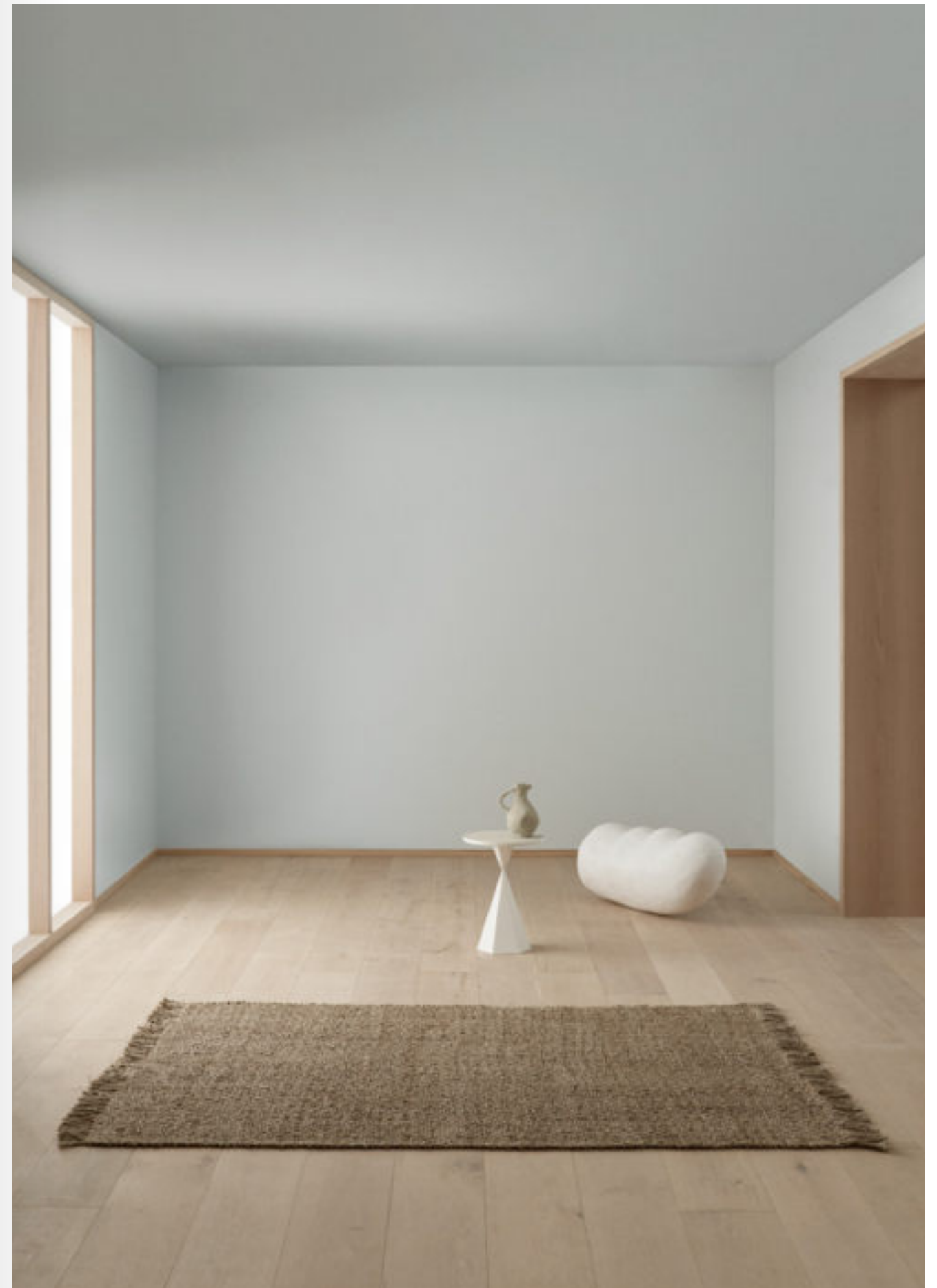
Old-fashioned virtues like decency, respect and honesty form the cornerstones of our company and ensure we deliver results that reflect our values.





# RESPONSIBILITY

We care about the environment and the people who live in it. That's why we adhere to a strict Code of Conduct that safeguards fair, ethical standards and safe working conditions for anyone involved in the production of our rugs. We also comply with all REACH standards to ensure relevant environmental laws are fulfilled, and as a company we acknowledge our responsibility in helping create a more sustainable world.











## HERITAGE

Every one of our rugs has a unique story behind it. The story of the inspiration and research behind its development and design. The story of the skilled human hands that have invested hours of precise craftsmanship into the creation of the rug. The story of how the rug is finished, inspected and approved, before ending up as beautiful floor art in your home to tell your story.







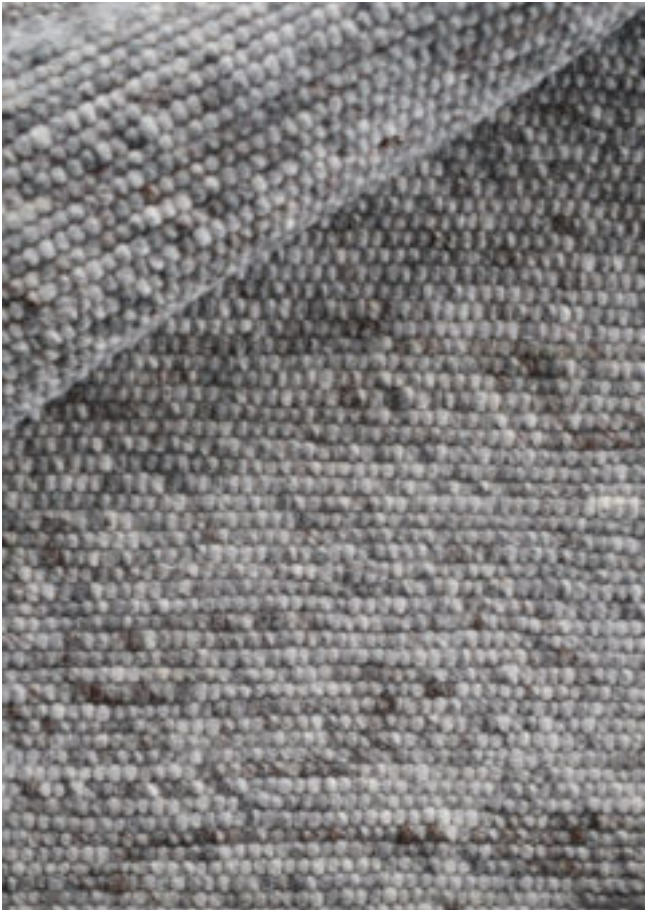


## DESIGNERS

Although unique, each rug shares the same DNA, created by renowned Danish designers whose considered and timeless designs make up the collection. Head of design Urd Moll Gundermann has designed the majority of the rugs; a perfectionist in her exploration of the interplay between fashion, form and colours, she is relentless in her hunt to find inspiration from unexpected elements and seek balance in creating bold yet subtle designs. Designer Hanne Kortegaard describes her style as minimalist and Nordic, with her sense of refinement and subtle masculine influences reflected in the gradient-colour rug she designed for the collection.











# OVERVIEW

## ESSENTIALS

Primarily focusing on neutral tones in line with the uncluttered essence of the collection, the natural palette encapsulates the full spectrum – from soft, subtle shades and rich, earthy hues, to clean, cool colours and deep, dark tones – all developed by our expert designers and handmade by skilled artisans. The subtle sophistication and clarity of design language will give you a flexible and timeless rug that offers infinite design opportunities and will complement its surroundings for many years to come.



# Lucens



<i>Model</i>	LUCENS
<i>Quality</i>	HANDLOOM
<i>Surface composition</i>	VISCOSE
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300, 250/350 Ø200
<i>Close-up photo</i>	YES



SILVER



GREY



STEEL



NAVY



CACTUS



ROSE



<i>Model</i>	LUCENS
<i>Quality</i>	HANDLOOM
<i>Surface composition</i>	VISCOSE
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300, 250/350 Ø200
<i>Close-up photo</i>	YES



AMBER



MUSTARD



NATURAL



# Cover



<i>Model</i>	COVER
<i>Quality</i>	HANDLOOM
<i>Surface composition</i>	VISCOSE
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



WHITE



GREY



ROSE



STONE



CACTUS



DARK BLUE



<i>Model</i>	COVER
<i>Quality</i>	HANDLOOM
<i>Surface composition</i>	VISCOSE
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



OCHRE

# Combination



<i>Model</i>	COMBINATION
<i>Quality</i>	HANDLOOM
<i>Surface composition</i>	VISCOSE
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	NO



DARK BLUE



JADE



PEACH



YELLOW

# Alva



<i>Model</i>	ALVA
<i>Quality</i>	LOOM-KNOTTED
<i>Surface composition</i>	WOOL/VISCOSE
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



SILVER



SAND

# Senja



Model	SENJA
Quality	HANDLOOM
Surface composition	VISCOSE
Fringes	NO
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



MUSTARD



POWDER



STEEL

# Okša



Model	OKŠA
Quality	HAND-WOVEN
Surface composition	WOOL/COTTON
Fringes	NO
Sizes (cm)	80/250, 140/200, 170/240, 200/300, 250/350
Close-up photo	YES



OCEAN



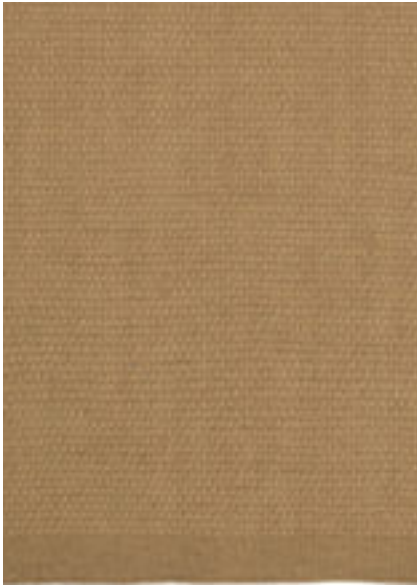
CACTUS



MOSS



SILVER



MUSTARD



POWDER



# Embla



<i>Model</i>	EMBLA
<i>Quality</i>	LOOM-KNOTTED
<i>Surface composition</i>	WOOL/VISCOSE
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	NO



EARTH



STEEL

# Even



<i>Model</i>	EVEN
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	YES
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



GREY



MOSS



NAVY



SAND

# Asko



<i>Model</i>	ASKO
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL/COTTON
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	70/140, 80/250, 140/200, 170/240 200/300, 250/350
<i>Close-up photo</i>	YES



WHITE



OFF-WHITE



LIGHT GREY



MIXED



TERRAZZO



BLACK



<i>Model</i>	ASKO
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL/COTTON
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	70/140, 80/250, 140/200, 170/240 200/300, 250/350
<i>Close-up photo</i>	YES



TAUPE



IRON



STEEL



# Regatta



<i>Model</i>	REGATTA
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300, 250/350
<i>Close-up photo</i>	YES



BEIGE



OCHRE



RUST



METAL



JADE



BLACK



<i>Model</i>	REGATTA
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300, 250/350
<i>Close-up photo</i>	YES



WHITE



# Rainbow



<i>Model</i>	RAINBOW
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	YES
<i>Sizes (cm)</i>	80/280*, 140/200, 170/240, 200/300, 250/350*, 300/400*
<i>Close-up photo</i>	YES

*\*THIS SIZE IS ONLY AVAILABLE IN WHITE*



PISTACHIO



SAND



WHITE



MOSS



AMBER



OCEAN



<i>Model</i>	RAINBOW
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	YES
<i>Sizes (cm)</i>	80/280*, 140/200, 170/240, 200/300, 250/350*, 300/400*
<i>Close-up photo</i>	YES

*\*THIS SIZE IS ONLY AVAILABLE IN WHITE*



OCHRE

# Metallum



<i>Model</i>	METALLUM
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL/POLYESTER
<i>Fringes</i>	YES
<i>Sizes (cm)</i>	80/250, 140/200, 170/240, 200/300
<i>Close-up photo</i>	NO



POWDER



MUSTARD



GREEN

# Logmar



<i>Model</i>	LOGMAR
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



GREEN



STONE



IVORY

# Birla



Model	BIRLA
Quality	HAND-WOVEN
Surface composition	WOOL/VISCOSE
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



YELLOW



GREEN



BLUE



WHITE



GREY

# Devise



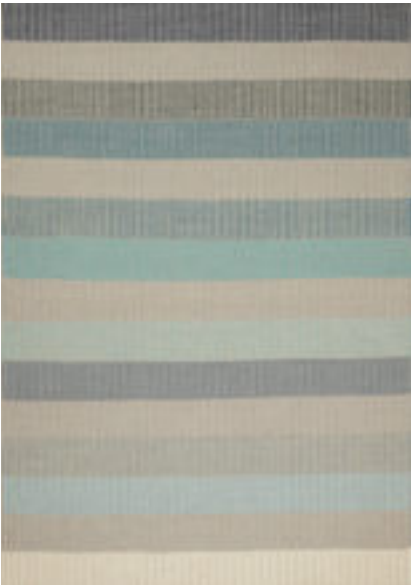
Model	DEVISE
Quality	HAND-WOVEN
Surface composition	WOOL
Fringes	NO
Sizes (cm)	80/280, 140/200, 170/240, 200/300
Close-up photo	NO



PASTEL



MUSTARD



BLUE



# Ledro



<i>Model</i>	LEDRO
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL/POLYESTER
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



TURQUOISE



RUST



MUSTARD



STONE

# Halti



<i>Model</i>	HALTI
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



WHITE



GREY



BLUE

# Lule



Model	LULE
Quality	HAND-WOVEN
Surface composition	WOOL/COTTON
Fringes	NO
Sizes (cm)	80/250, 140/200, 170/240, 200/300 250/350
Close-up photo	NO



GREEN



OCHRE



RUST



STEEL



BLACK

# Vesle



Model	VESLE
Quality	HAND-WOVEN
Surface composition	WOOL/POLYESTER
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



BEIGE



GREY



PETROL



# Frei



Model	FREI
Quality	HAND-WOVEN
Surface composition	WOOL/POLYESTER
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	NO



BEIGE



OCHRE



ROSE



GREY



BLUE

# Une



Model	UNE
Quality	LOOM-KNOTTED
Surface composition	WOOL
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



SAND



OCHRE



ROSE



GREY



GREEN



NAVY



# Ivar



Model	IVAR
Quality	HAND-WOVEN
Surface composition	WOOL/POLYESTER
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



WHITE



GREY



CHARCOAL



GREEN

# Narvik



Model	NARVIK
Quality	HAND-WOVEN
Surface composition	WOOL/VISCOSE
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



KHAKI



CHARCOAL



BEIGE

# Snefrid



Model	SNEFRID
Quality	HAND-WOVEN
Surface composition	VISCOSE/WOOL
Fringes	NO
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	NO



MUSTARD

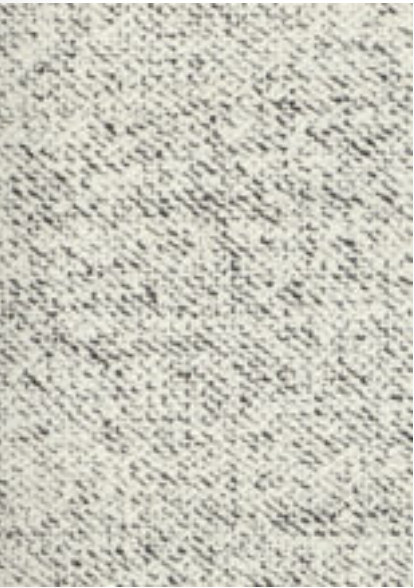


CACTUS

# Lifa



Model	LIFA
Quality	HAND-WOVEN
Surface composition	WOOL/POLYESTER
Fringes	NO
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



MIXED



GRANITE



# Margun



<i>Model</i>	MARGUN
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



MUSTARD



ROSE



STEEL



CACTUS

# Elliot



<i>Model</i>	ELLIOT
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL
<i>Fringes</i>	NO
<i>Sizes (cm)</i>	140/200, 170/240, 200/300
<i>Close-up photo</i>	YES



WHITE/BLACK



SLATE



STONE



# Justin



Model	JUSTIN
Quality	HAND-WOVEN
Surface composition	WOOL/COTTON/VISCOSE
Fringes	NO
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



GREY



IVORY

# Frode



Model	FRODE
Quality	HAND-WOVEN
Surface composition	WOOL
Fringes	NO
Sizes (cm)	140/200, 170/240, 200/300, 250/350
Close-up photo	YES



NATURAL



GREY



CHARCOAL

# Eik



Model	EIK
Quality	HAND-WOVEN
Surface composition	WOOL
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	NO



GREY



CHARCOAL

# Skuld



Model	SKULD
Quality	HAND-WOVEN
Surface composition	WOOL
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	NO



BEIGE



LIGHT GREY



CHARCOAL

# Ingun



Model	INGUN
Quality	HAND-WOVEN
Surface composition	WOOL/POLYESTER
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



GREY



MUSTARD



PETROL

# Agner



Model	AGNER
Quality	HAND-WOVEN
Surface composition	WOOL
Fringes	NO
Sizes (cm)	140/200, 170/240, 200/300, 250/350
Close-up photo	YES



BEIGE



GREY



CHARCOAL



# Gorm



Model	GORM
Quality	HAND-WOVEN
Surface composition	WOOL/POLYESTER
Fringes	YES
Sizes (cm)	80/250, 140/200, 170/240, 200/300
Close-up photo	NO



IVORY



CHARCOAL

# Turid



Model	TURID
Quality	HAND-KNOTTED
Surface composition	WOOL
Fringes	NO
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	NO



MIXED

# Vantaa



Model	VANTAA
Quality	SHAG-PILE
Surface composition	WOOL
Fringes	NO
Sizes (cm)	140/200, 170/240, 200/300 Ø200
Close-up photo	NO



WHITE

# Torun



Model	TORUN
Quality	HAND-KNOTTED
Surface composition	WOOL
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	NO



EARTH



BLACK

# Valdi



Model	VALDI
Quality	HAND-WOVEN
Surface composition	WOOL/POLYESTER
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



BEIGE



CHARCOAL

# Nessa



Model	NESSA
Quality	HAND-WOVEN
Surface composition	JUTE
Fringes	YES
Sizes (cm)	140/200, 170/240, 200/300
Close-up photo	YES



ANTHRACITE



NATURAL



# Rana



<i>Model</i>	RANA
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	JUTE
<i>Fringes</i>	YES
<i>Sizes (cm)</i>	80/150, 80/250, 140/200, 160/230 200/300
<i>Close-up photo</i>	YES



NATURAL

# Aslak



<i>Model</i>	ASLAK
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	JUTE
<i>Fringes</i>	YES
<i>Sizes (cm)</i>	140/200, 160/230, 200/300
<i>Close-up photo</i>	YES



NATURAL

# Sigyn



<i>Model</i>	SIGYN
<i>Quality</i>	HAND-WOVEN
<i>Surface composition</i>	WOOL/VISCOSE
<i>Fringes</i>	YES
<i>Sizes (cm)</i>	80/150, 80/250, 140/200, 170/240 200/300, 250/350
<i>Close-up photo</i>	YES



STONE



NATURAL



ANTHRACITE



GREY

# 40 YEAR BIRTHDAY

Founded in 1980 by Hugo Anthon, Keld Agerskov, and later joined by Jesper Christiansen and Kenneth Nielsen in 1999, Linie Design is proud to celebrate its 40th anniversary on 1 April 2020. From the outset Linie Design had a very clear objective; to create a rug company based on the Scandinavian qualities of simplicity, durability and excellence in both the design and craftsmanship.

That still holds true today, as owners Kenneth and Jesper uphold Linie Design's mission of being a leading provider of unique, high-quality rugs for thousands of homes worldwide.

## THANK YOU

101 COPENHAGEN  
3 FALKE INTERIOR  
&TRADITION  
ADORNO  
ALEJANDRO URRUTIA  
ANDERS HENCKEL  
ANKER & CO  
ASTEP  
ASTRID HENCHEL  
ATELLIER CPH  
AURE  
BRIUTESI  
C/RO  
CARLANDER SANGKOYO  
CASINA  
DAVIDE RONCO  
ELSE—RIKKE BRUN  
ERIK JØRGENSEN  
FJORD INTERIOR  
FLOS  
FRIEND & FOUNDERS

FRAMA  
GUBI  
HANDVÄRK  
HENRIK FREDERIKSEN  
HENRIK GLAHN  
HENRIETTE MØRK  
IDA ELKE  
JOTUN  
JULIEN MANAIRA  
KARAKTER CPH  
KARIMOKU  
KRISTA ROSENKILDE  
KRISTINA DAM  
LARS WORM  
LUCEPLAN  
MARIA LENSJKJOLD  
MERETE VYFF  
MENU  
METTE SANDFÆR  
MONIQUE EGELUND  
MR. LARKIN

MUNK COLLECTIVE  
NEW WORKS  
NOA GAMMELGAARD  
NODARI  
NOORSTAD  
NORR11  
OLER MYNSTER  
PAUSTIAN  
PHOLC  
RUBN  
SIRIN  
SISSE LEE  
TINA MARIE CPH  
TIMBR  
TOM ROSSAU  
TROELS FLENSTED  
SACRE COEUR  
SPALT PR  
VIC WRIGHT  
WÄSTBERG





# LINIE DESIGN

HANDMADE RUGS

Established in Denmark in 1980 with the desire to create quality rugs, Linie Design now has customers in over 70 countries and has grown to become the largest rug developer in Northern Europe. The secret to our success is intrinsically linked to our Nordic design traditions – clear lines, simplicity and uncluttered aesthetics – all woven together in uncompromising quality from start to finish.

Our vision is to fill homes with beauty, adding value to everyday lives by creating elegant and functional designs that are made to last. Skilled Danish designers seek to fuse modern designs with timeless and traditional crafts, constantly exploring new ideas and patterns to create unique and innovative designs that add atmosphere and personality to a room.

Each rug is carefully handcrafted by Indian master artisans, using traditional methods passed down through generations, ensuring authenticity and a consistently high quality.

We are committed to supporting local communities, ensuring safe and efficient working practices, while consciously attempting to minimise our environmental impact. All our products are developed and produced in compliance with relevant international and national regulatory requirements. By striving to understand our customers' unique needs, we aim to provide a professional and personal service based on traditional values of honesty, openness and trust.

## COME VISIT US

Come and visit Linie Design's stunning showroom in Lynge, just north of Copenhagen, designed by our Chief Retail and Interior Designer Hanne Kortegaard. Our new 450m<sup>2</sup> showroom is purpose-built to display our full collection of handmade rugs in a beautiful setting, giving you the opportunity to see and feel the different weaving techniques, materials and colours close up.

Please contact us on +45 48 18 90 66 or [info@liniedesign.dk](mailto:info@liniedesign.dk) to book an appointment, and we would be delighted to show you around, advise you and offer ideas and inspiration for rug styling and solutions.

## LINIE DESIGN

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[WWW.LINIEDESIGN.COM](http://WWW.LINIEDESIGN.COM)

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