



EDELGRUND

“The Art of **CARPETS** and **KILIMS**”





Tradition

The excellent craftsmanship
Plays a major role in developing
Our unique creations

PERSIAN TRADITION

EDELGRUND specializes in tribal carpets made in homes of the beautiful weavers. The look and feel you find in our carpets are simply the essence of life and soul of their very own creators shining through. All of the carpets are made with natural hand spun wool and dyed with vegetable dyes. EDELGRUND's knowledge of Persian culture, combined with the art of traditional weaving and knotting techniques, allows them to effectively play with colors and textures to create modern and timeless pieces that fit into any environment. Every single carpet is unique and represents its own characteristics and personality with its own story to tell.

OUR PHILOSOPHY

Our goal is to create unique modern and timeless designs for today and future generations. Design plays a fundamental role for Edelgrund's Carpets and Kilims. The combination of diverse materials, structure and fascinating colors distinguishes Edelgrund carpets, making them stand out from others. Every single carpet is unique and represents its own characteristics and personality.

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role for Edelgrund's Carpets and Kilims.



BEST MATERIAL

EDELGRUND's experts scout the best, top-grade raw materials to ensure the highest of quality. Our design creations are made with 100% hand picked wool, colored with natural vegetable dyes and hand-spun yarn.

EDELGRUND takes it a step further by adding high quality linens, a special hemp mixture, and other natural materials to create an array of color and feeling to the carpets.

Made with 100% hand picked wool, colored with natural vegetable dyes and hand-spun yarn.



SUPERIOR CRAFTSMANSHIP



The excellent craftsmanship plays a major role in developing our unique creations

While using the very best material is essential, the excellent craftsmanship plays a major role in developing our unique creations. The ancient and proven techniques of weaving and knotting guarantees the durability and quality of our carpets and kilims.

DESIGNERS

Ali and Reza Lotfi's knowledge of Persian culture, combined with the art of traditional weaving and knotting techniques, allows them to effectively play with colors and textures to create modern and timeless pieces that fit into any environment. Every single carpet is unique and represents its own characteristics, personality and unique story to tell.



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EDELGRUND

COLLECTIONS



ALASHT COLLECTION

100% High quality natural wool
100% Natural hand-spun yarn
100% Natural local vegetable dyes
100% Hand Made

The Alasht Collection is woven in the homes of the beautiful people of Alasht, a village on the north side of Iran in the mountainous Mazandaran province. In the past, these fabrics were mostly used for curtains, blankets, and as an underlay to dry curd and wheat.

Today, EDELGRUND utilizes this aged technique of weaving with a twist, using 100% wool hand-spun yarn to create a dense and durable high quality fabric that can be used as floor covering. The designs are inspired by the old minimalist style but combine EDELGRUND's signature finishes, such as borders, to give this collection a special look and feel that you will not find elsewhere. Alasht is woven on special narrow looms and artfully sewed together to create the desired size

Custom order your Alasht in any size and color.

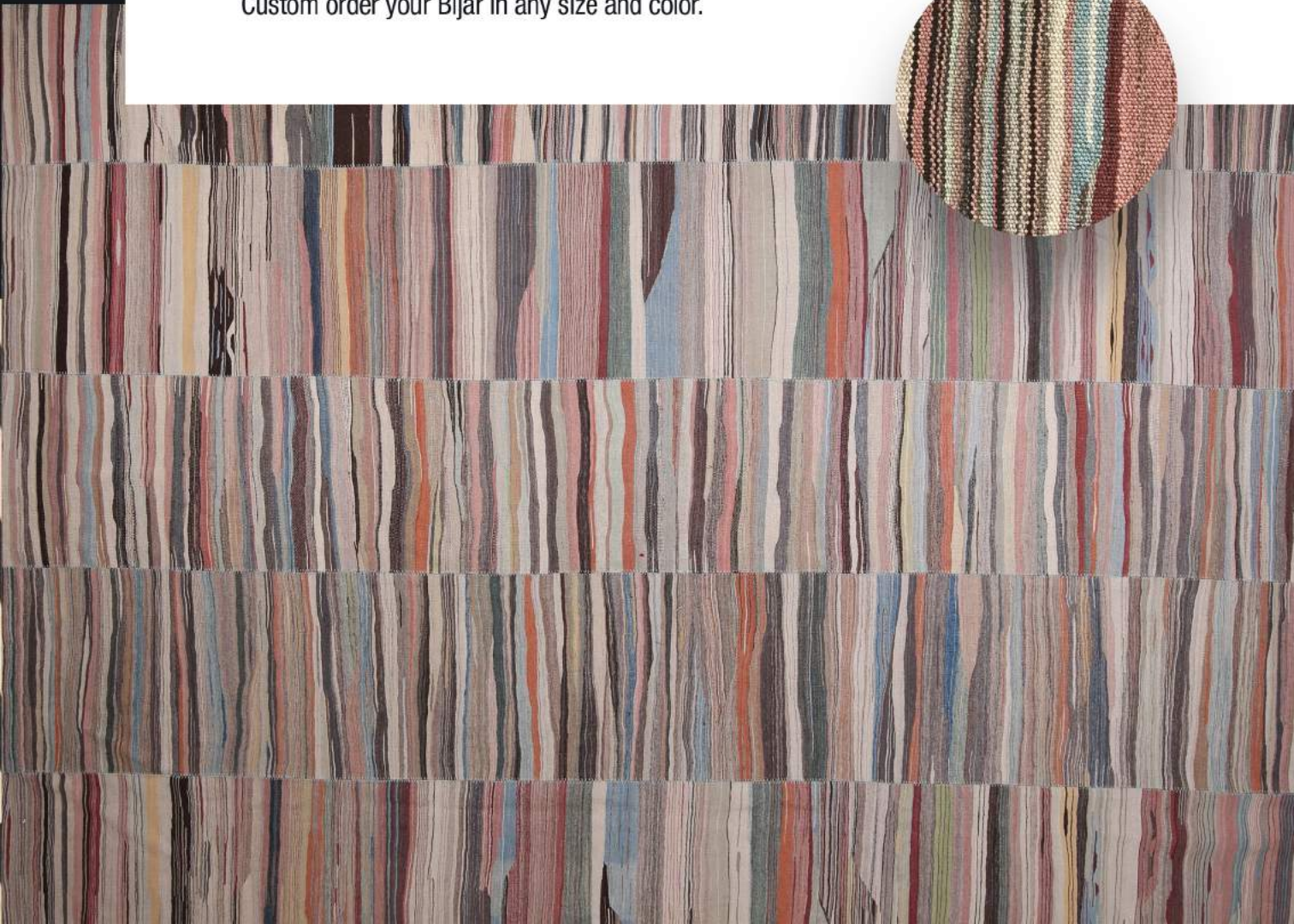


BIJAR COLLECTION

100% High quality natural wool
100% Natural hand-spun yarn
100% Natural local vegetable dyes
100% Hand Made

Bijar is a mountainous region with a mixed culture of Kurd and Turks. Nomads from this region weaved a thick and warm fabric to keep warm during cold winter days and to use as underlay and floor covering. Horizontal looms are used to weave Bijar panels and finally woven together to create the desired size.

Custom order your Bijar in any size and color.



MANI COLLECTION

100% High quality natural wool
100% Natural hand-spun yarn
100% Natural local vegetable dyes
100% Hand Made

Mani Collection's weave is unique to the nomads of southern Iran. This particular weaving technique creates a durable structure and that is precisely why this technique was used to make saddle-bags for transporting heavy goods on horses and mules.

EDELGRUND successfully used this knowledge along with slight changes in the technique to create a thick flatweave that is suitable for flooring. In addition, new color combinations and finishes are used to give this flatweave a modern look and feel for today's environment.

Custom order your Mani in any size and color. Sample books available.



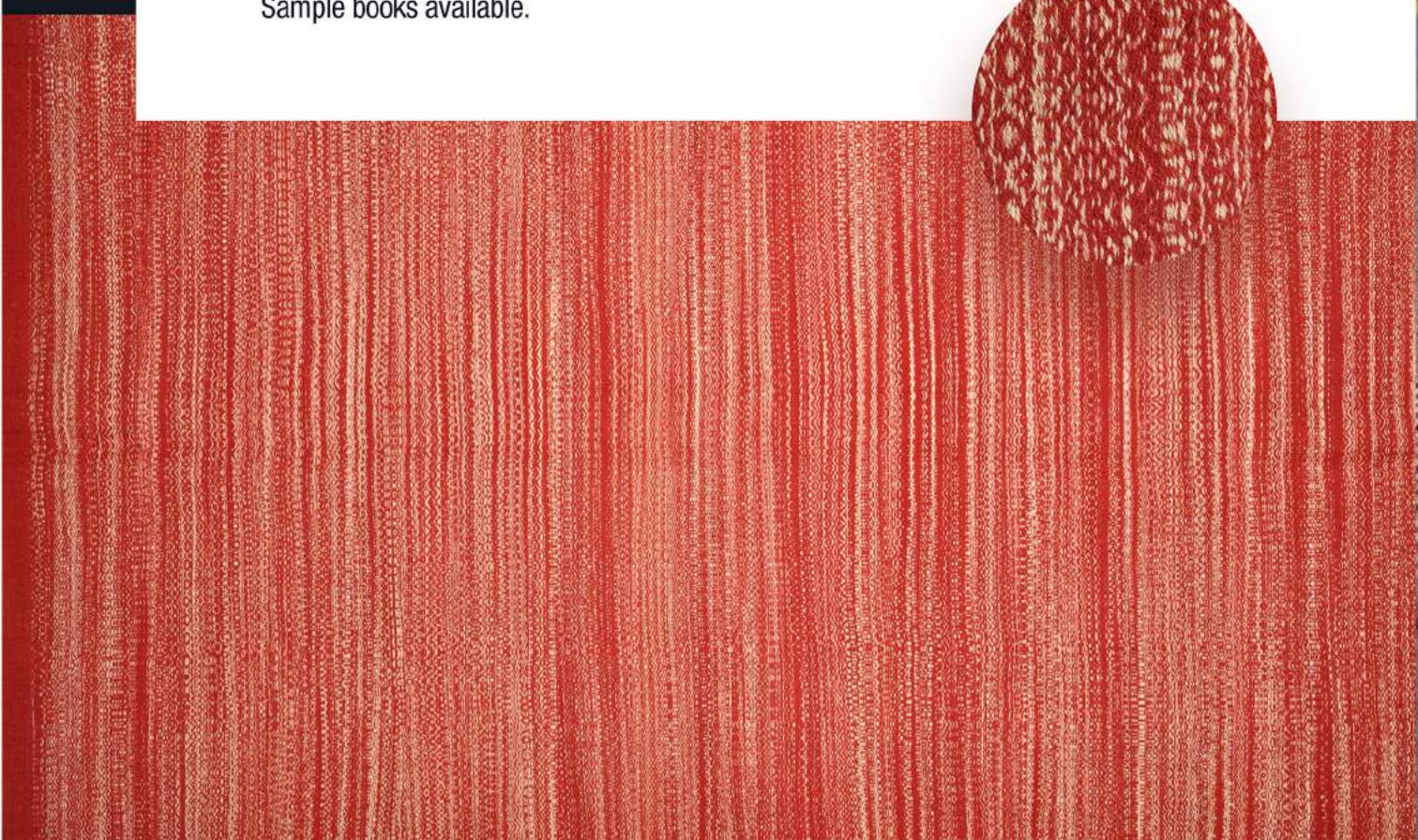
ROMINA COLLECTION

100% High quality natural wool
100% Natural hand-spun yarn
100% Natural local vegetable dyes
100% Hand Made

Romina Collection has the look and feel of a flatweave with functionality and thickness of a fine pile knotted carpet lying perfectly flat on the ground.

This double-sided flatweave is made with 100% hand spun wool, double twisted yarn and dyed with local vegetable dyes in Bijar capital of Kurdistan Province. This exclusive kilim is made with very fine yarns however the weaving technique makes it possible to create a flatweave that is much thicker than your typical kilim. A thick double sided flat-weave lying perfectly flat on the ground.

Custom order your Romina in any size and color.
Sample books available.



MASSAL COLLECTION

- 100% High quality natural wool
- 100% Natural hand-spun yarn
- 100% Natural local vegetable dyes
- 100% Hand Made

The Massal Collection is created in the Gilan province of northern Iran and is named after a small village there. Massal is a blend of three different techniques of fabric weaving from three different areas in northern Iran (Kordi, Gilaki and Azeri Turki). The fabrics were and are still being used as blankets and heavy warm clothing for the Shepherds. They are woven on special narrow looms in the homes of the weavers and sewed together to create the desired size.

EDELGRUND successfully mixed these old weaving techniques and developed this special collection. In addition to mixing different weaving techniques, different color yarns are used in the weft and warp of the weave to create the subtle color effects you experience in the collection. Usually, it's the design that makes the carpet special. In this case however, it's the various weaves and the colors used that make it truly stand out.

Custom order your Massal in any size and color.
Sample books available.



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