

Arazora

Carpets & Rugs



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Handcrafted Pure Wool & Silk Rugs

About Arazora

Arazora is a premium rug brand dedicated to creating finely crafted rugs that combine timeless design with exceptional quality. Built on a passion for craftsmanship, Arazora focuses on producing handcrafted rugs using high-quality materials such as wool, silk, viscose, and natural fibers.

The journey of Arazora began with a vision to bring artistry and comfort together in living spaces. With a skilled in-house production team and a deep understanding of design, the brand specializes in creating bespoke rugs tailored to individual preferences and interior concepts.

Every Arazora rug reflects meticulous craftsmanship, attention to detail, and durability. From contemporary abstract designs to timeless classics, the brand aims to offer pieces that elevate interiors while ensuring long-lasting quality.

With a strong commitment to **excellent service, customization, and client satisfaction**, Arazora continues to grow as a trusted name in handcrafted rugs, delivering products that blend design, comfort, and craftsmanship seamlessly.



A Brief History of Rugs

Rugs are among the oldest forms of human expression, originally created by nomadic tribes for protection against the cold.

Ancient Origins: The oldest known carpet is the **Pazyryk Carpet**, dating back to the 5th century BC. It was found frozen in a Siberian tomb and is incredibly sophisticated, featuring over 360,000 knots per square meter.

The Silk Road & Empires: Rug weaving became a symbol of status in the Persian, Ottoman, and Mughal Empires. In India, the Mughal Emperor Akbar is credited with bringing Persian weavers to India in the 16th century, establishing centers like **Bhadohi** (where Azra Rug is based).

Symbolism: Every pattern had a meaning. A "Tree of Life" represented eternal life, while geometric "Gul" motifs often identified specific tribes.



The Arazora Philosophy



Deep Emotion

Every rug is designed to evoke feelings and create lasting impressions



Global Trends

We stay ahead of design movements while honoring timeless traditions



Master Artisans

Talented craftspeople bring passion and precision to every thread

Arazora is more than a brand—it is a commitment to handcrafted excellence. Each rug embodies meticulous attention to detail, premium materials, and bespoke creation that speaks to the soul of a space. Our artisans share a unified vision: to craft pieces that transcend function and become heirlooms of beauty.

Crafting Process: From wool to Stunning Rugs



Dye Eco Colors



**Hand-Spin Blend
Shear & Clean**



Hand-Loom Finish

This carefully orchestrated journey transforms raw natural fibers into extraordinary rugs. Each stage preserves the wool's innate qualities while building layers of beauty, color, and texture that define Arazora craftsmanship.

Designed for Discerning Spaces

Upscale Residences

Transform living spaces into gallery-worthy environments where every room reflects refined taste and elevated design sensibility.

Boutique Hospitality

Create memorable guest experiences with statement pieces that embody luxury, comfort, and distinctive and identity.

Designer Showcases

Collaborate on bespoke commissions that realize your most ambitious interior visions with customizing and exclusive patterns.



Journey Through Our Collections

01

About Arazora

Discover our philosophy and the artisans behind every masterpiece

03

Botanical Collection

Nature's elegance woven into luxurious, organic designs

05

Technical Specifications

Explore dimensions, materials, and craftsmanship techniques

02

Geometric Collection

Modern forms meet architectural precision in striking patterns

04

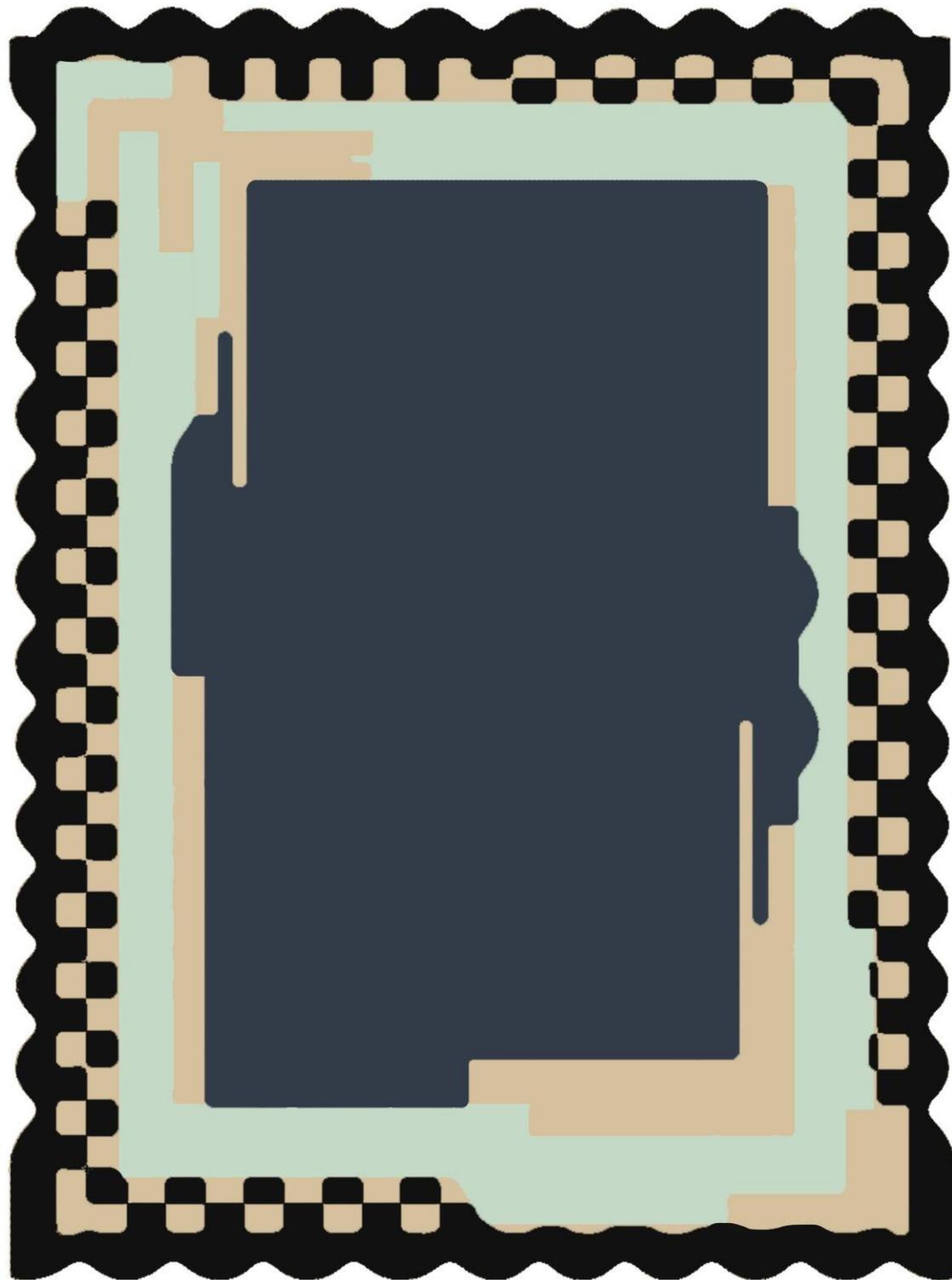
Neutral Collection

Timeless sophistication in serene, understated palettes

06

Bespoke Services

Collaborate with our team to create your custom masterpiece



Geometric Collection

Where Architecture Meets Artistry

1

The Prism Rug

Materials: Hand-tufted Natural Wool & Botanical Silk

Inspired by the interplay of geometric forms, The Prism features neutral tones with overlapping shapes that create dimensional depth and a thoroughly modern aesthetic.

2

The Lola Rug

Materials: Hand-tufted New Zealand Wool & Linen

A vibrant round design where pop style meets geometry. Bold straight lines deliver personality and dynamism, perfect for contemporary lounge spaces.

3

The Air Rug

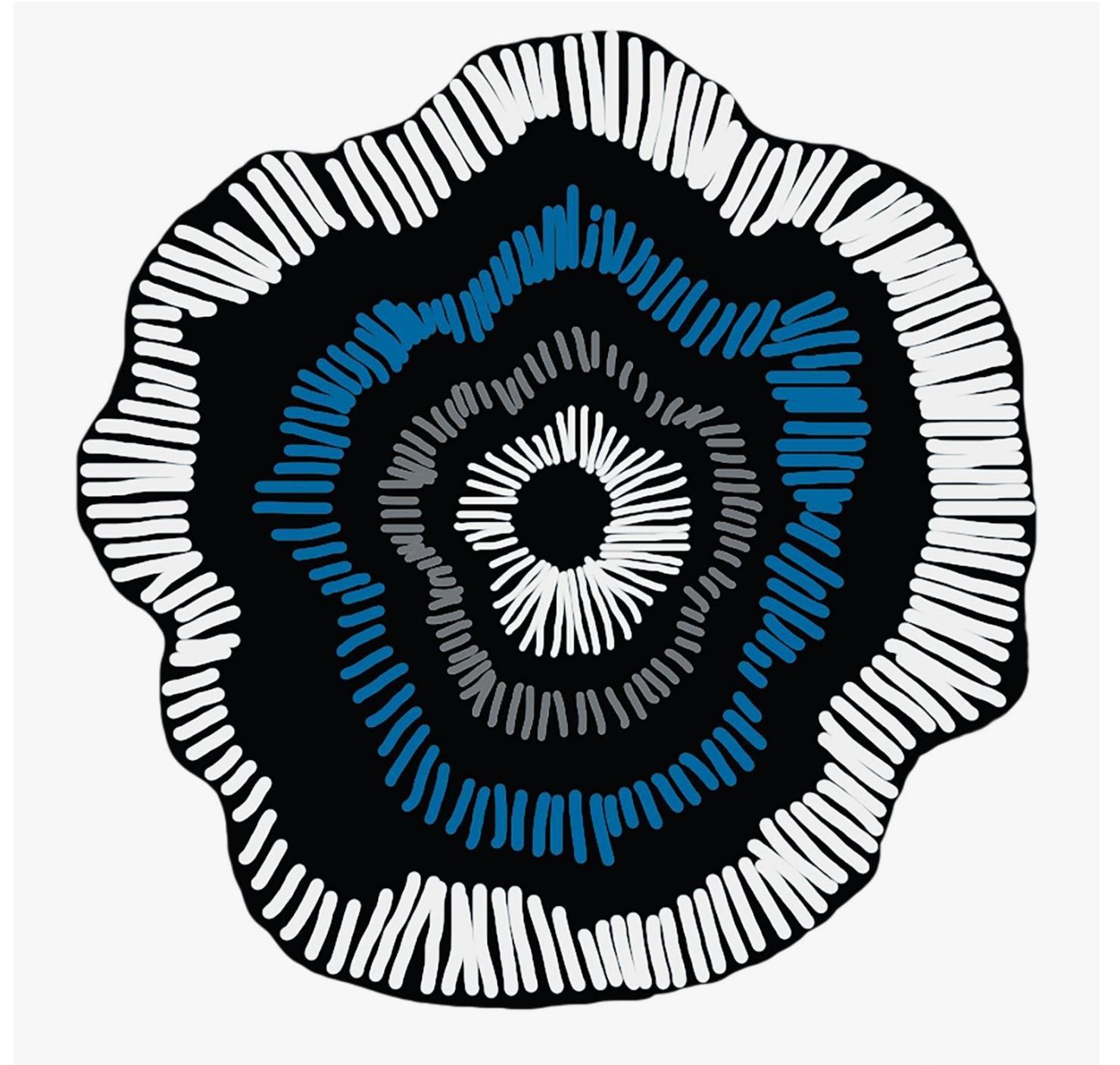
Techniques: Hand-tufted, Overtufting & Carving

A triumph of minimalist sophistication using deep carved patterns in gray and white tones, creating a multi-layered tactile experience.

The Prism Rug

Geometric precision meets organic warmth in this standout piece. Intersecting shapes create a sense of movement and depth, while the neutral palette ensures versatility across design schemes.

Perfect for: Modern living rooms, executive offices, and minimalist interiors seeking a sculptural focal point.



The Lola Rug

Lola Collection at Rugs.com

This is a popular budget-friendly line known for its vintage aesthetic and durability.

Material & Build: Machine-made from 100% polypropylene, making it resistant to stains and shedding.

Aesthetic: Features softly distressed, vintage-inspired medallion and floral patterns. Common colors include gray, ivory, and various "pops" of color like blue or rose.

Key Specs: * **Pile Height:** Low-pile (approx. 0.12" to 1/3"), which is ideal for high-traffic areas and easy vacuuming.

Features: Often includes decorative fringe and is **Oeko-Tex Certified**.

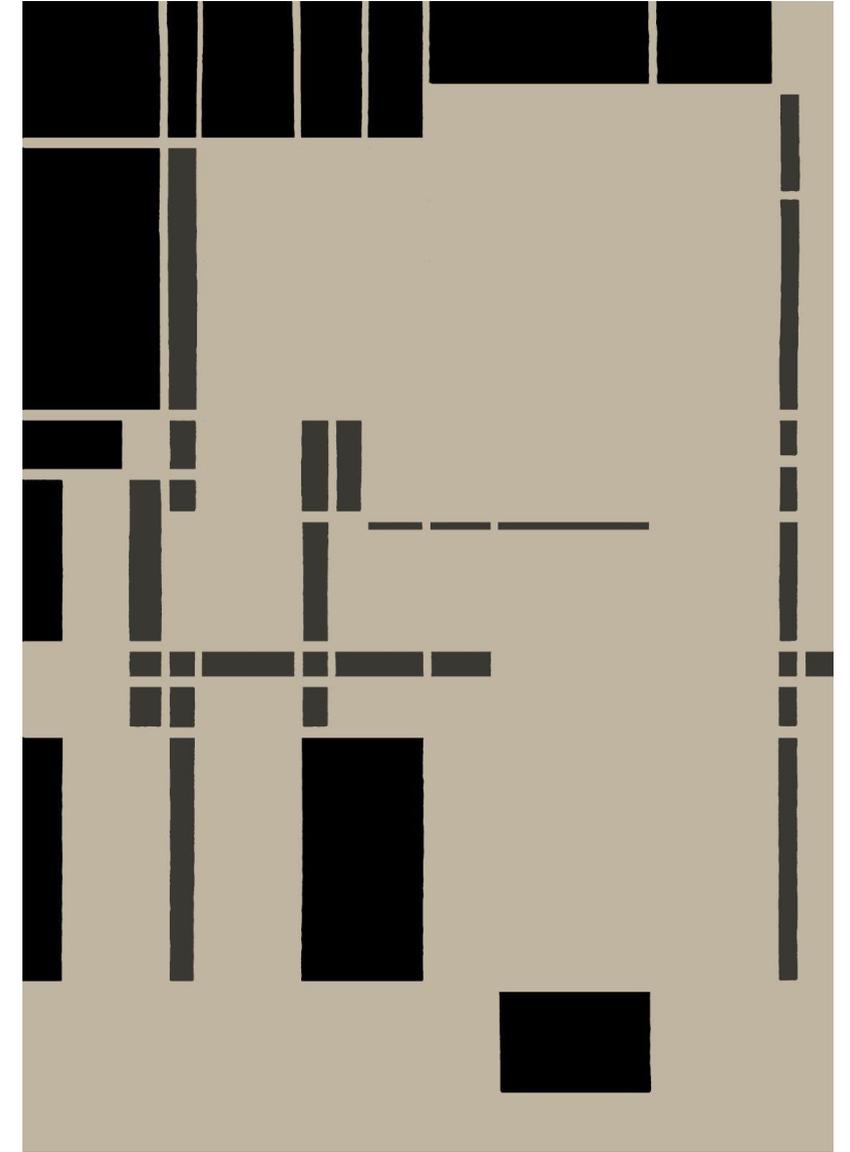
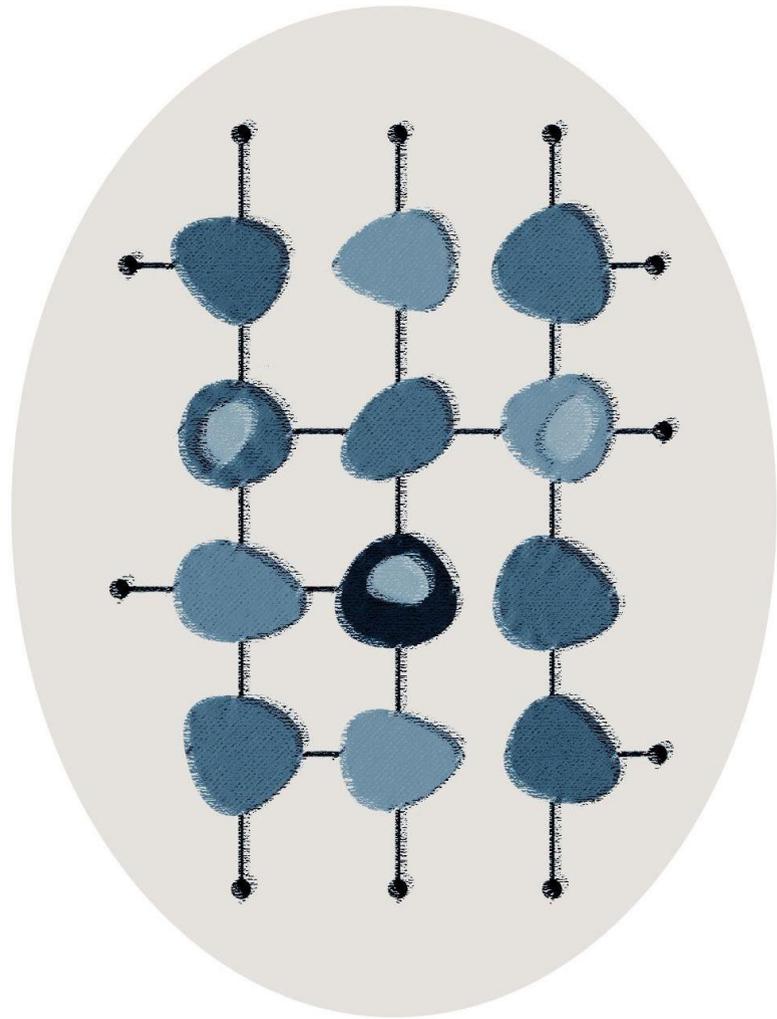


The Air Rug

- **Integrated Design:** Unlike traditional two-piece systems (a rug cover + a separate pad), Air Rugs are often **one-piece**. They have a built-in non-slip backing, which makes them much faster to lay down and less prone to shifting.
- **Low Profile & Lightweight:** They are engineered to be significantly lighter than standard rugs. This "airy" construction makes them easy to roll up, move between rooms, or fit into a standard home washing machine without stressing the drum.
- **Breathable Materials:** They are typically made from **100% synthetic fibers** (like polyester) with a "cushion-grid" or perforated backing. This allows air to flow through the rug, helping it dry faster after washing and preventing moisture from being trapped against the floor.
- **Machine Washable:** The primary selling point of the Air Rug category is its wash ability. Because they lack a heavy, rigid core, they can be folded or rolled easily for a cycle in the wash.

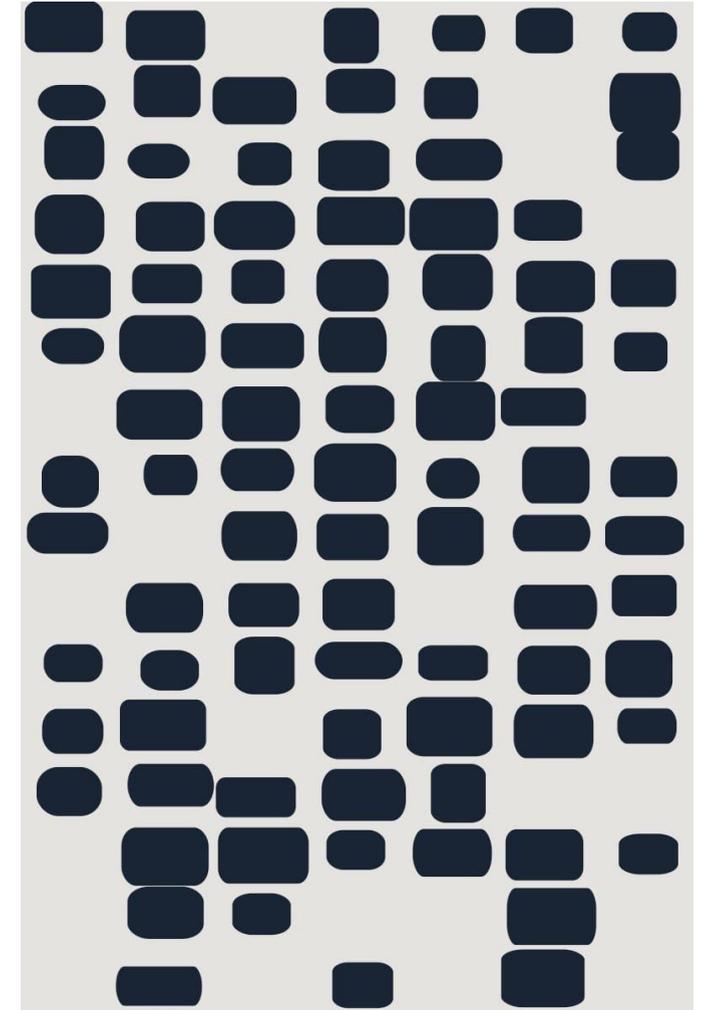
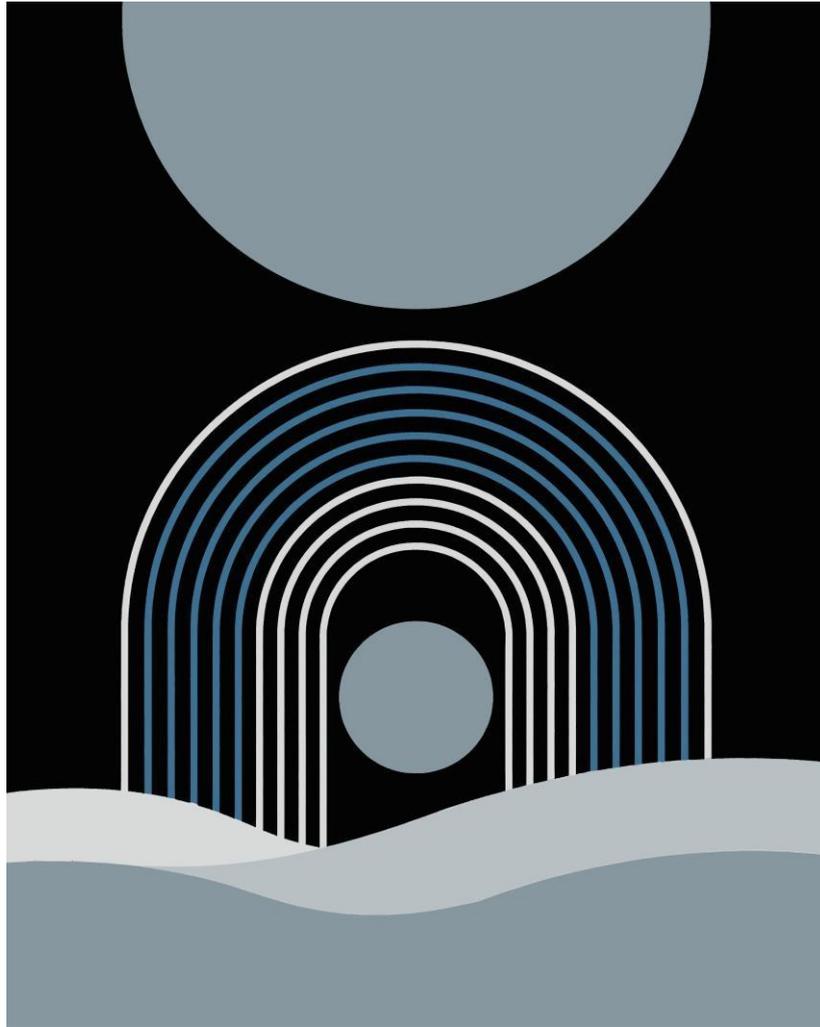


Abstract Collection Nature's Elegance, Artfully Woven



The Collection pays homage to the natural world, capturing its grandeur and grace in every fiber. From the symbolic power of the serpent to the lush vitality of the Amazon, these rugs bring organic beauty into refined interiors.

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The Hand-Knotted Difference

Centuries-Old Technique

Every Arazora rug is hand-knotted using traditional methods that have been perfected over generations. This labor-intensive process can take weeks or even months, depending on the complexity and size of the piece.

Unmatched Quality

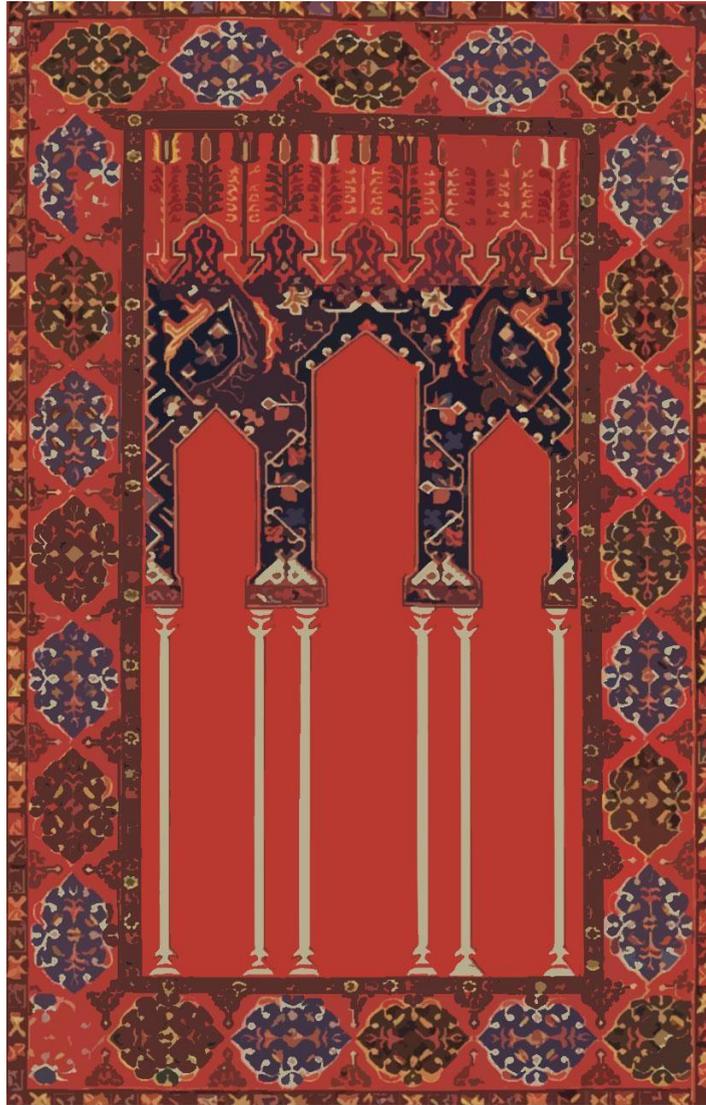
Hand-knotting creates exceptional density and durability that machine-made rugs simply cannot replicate. The result is a piece that will be treasured for generations, actually improving with age as the natural fibers develop a beautiful patina.

Artistic Expression

This technique allows for intricate patterns, subtle color gradations, and three-dimensional effects that bring designs to life with remarkable depth and character.

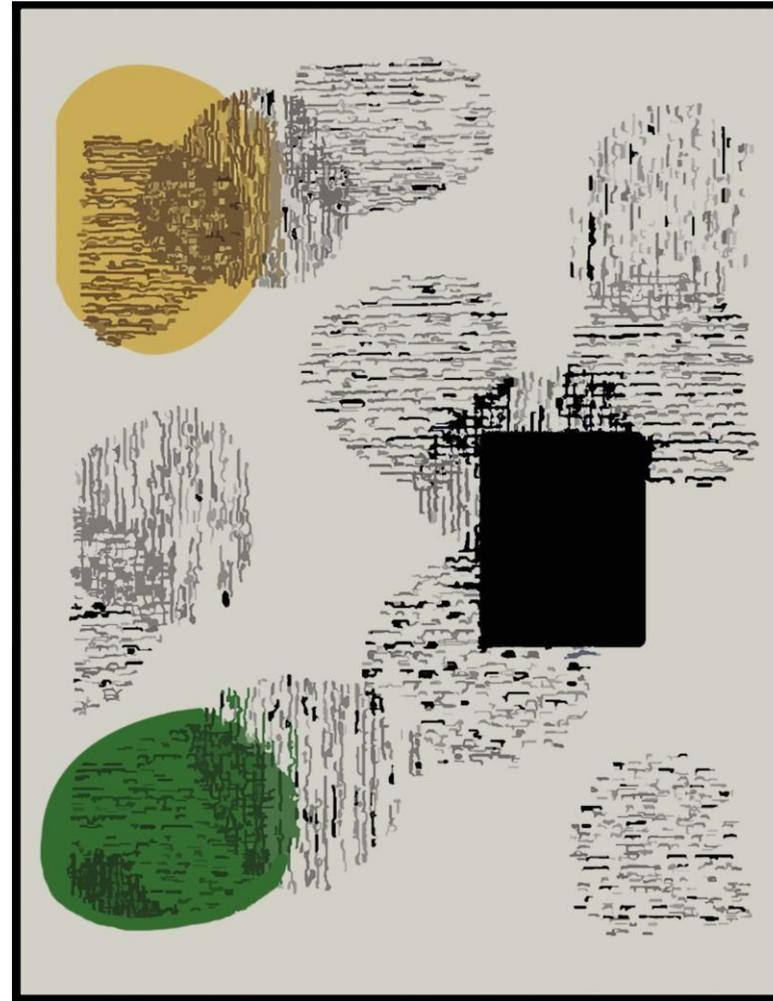
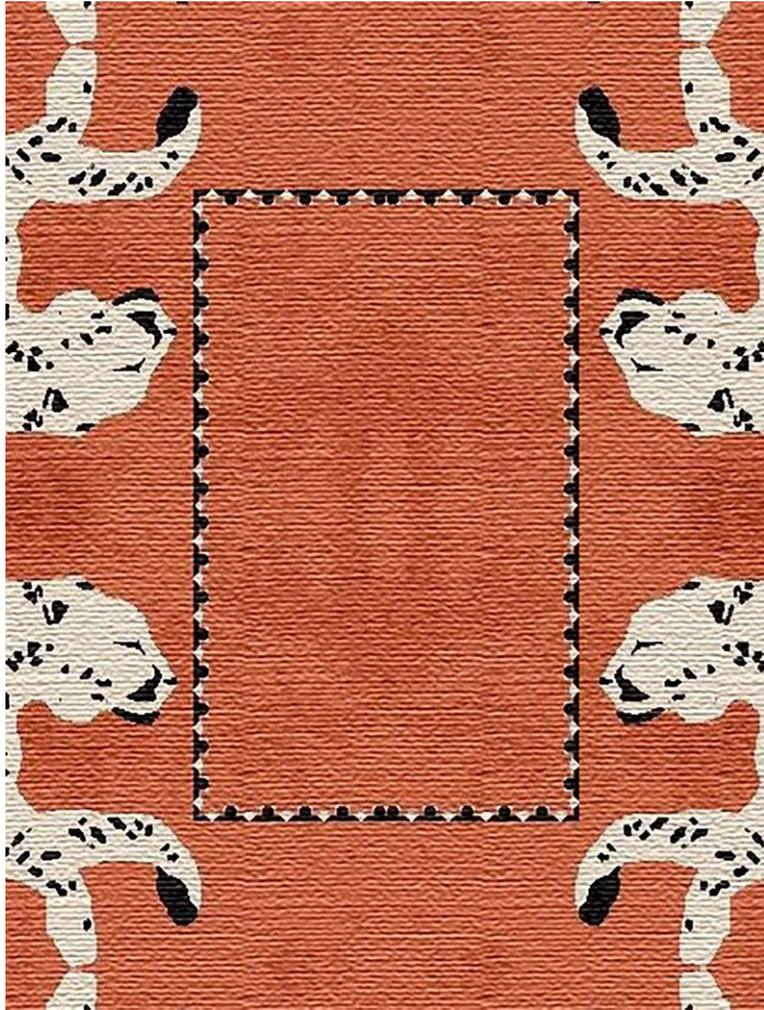


Heritage Collection Nature's Elegance, Artfully Woven



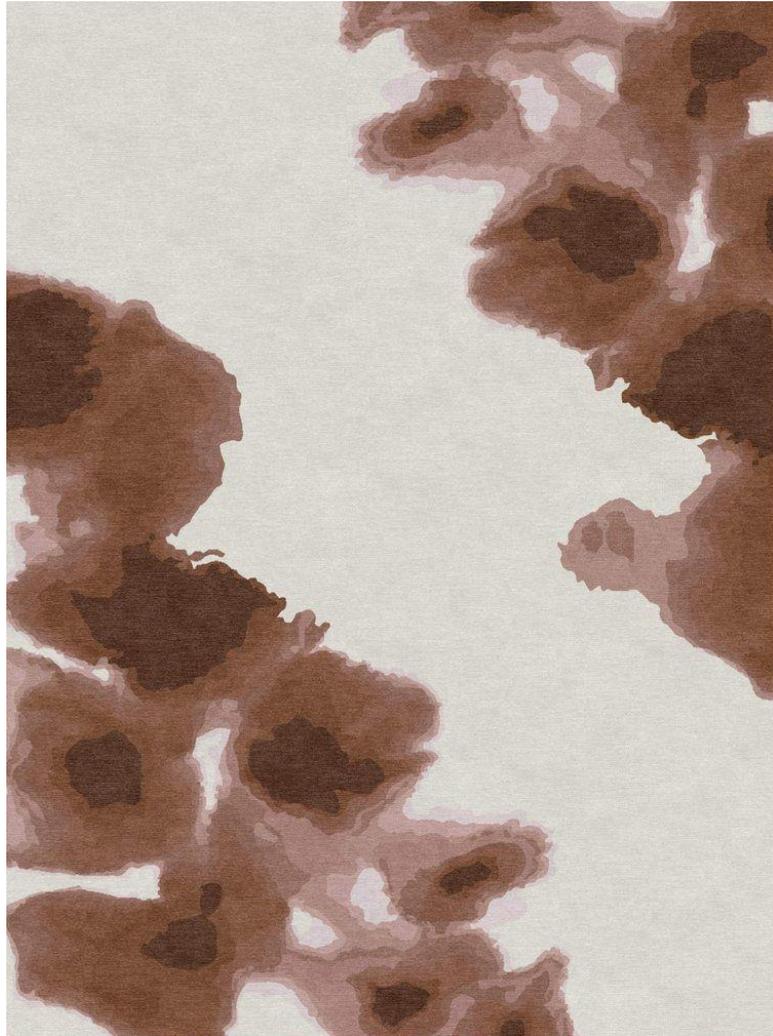
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Abstract Collection Nature's Elegance, Artfully Woven



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Luxury Collection Nature's Elegance, Artfully Woven



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The "Noor" Collection

Design Concept: The "Noor" Collection (Inspired by Light and Reflection)

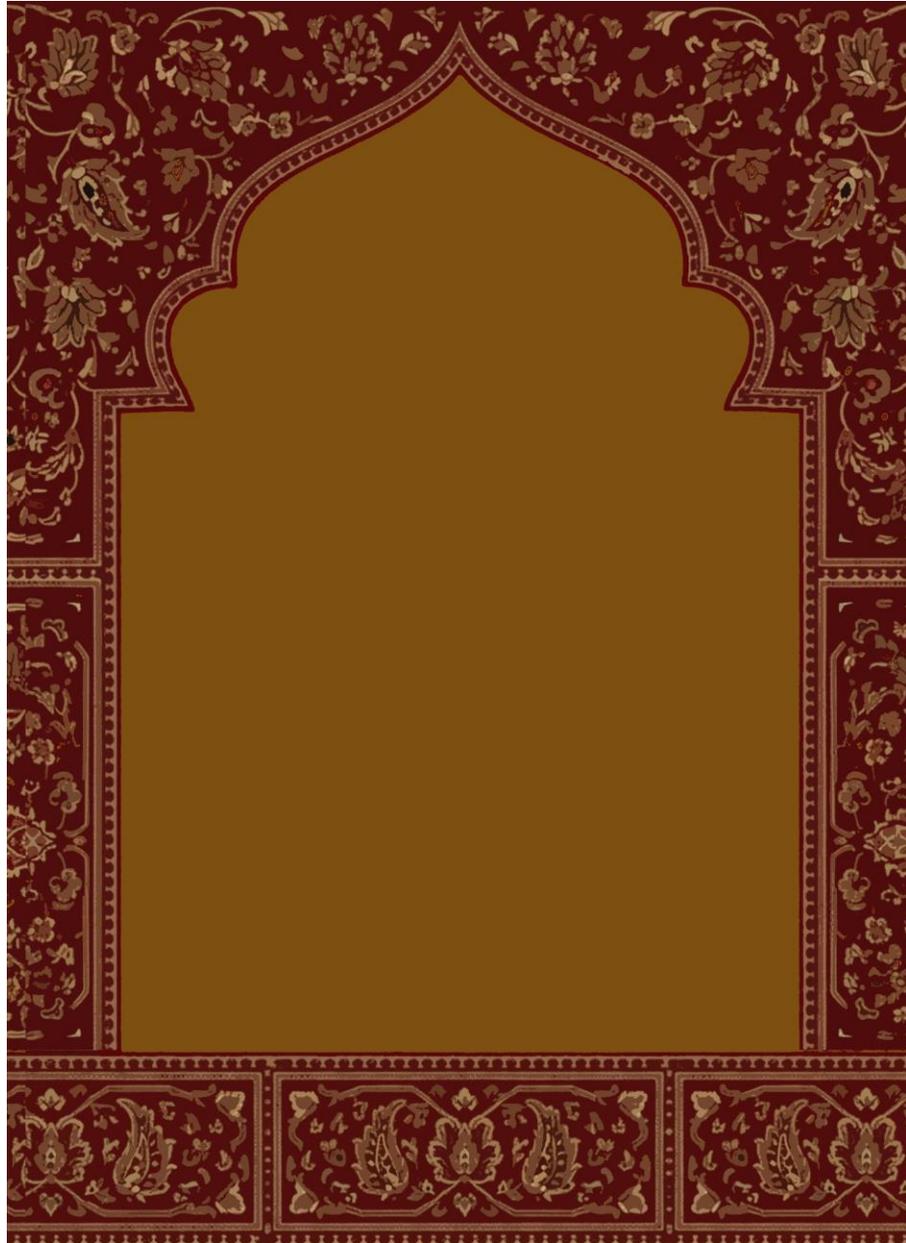
In many Middle Eastern cultures, light (Noor) is not just functional; it is a symbol of guidance, wisdom, and the divine. The region's archways (Mashrabiya screens) are designed to diffuse light, creating playful, complex shadows.

The Product: The Arazora 'Sultan' Lantern

This concept focuses on a high-end, contemporary interpretation of the classic Moroccan or Ottoman lantern.

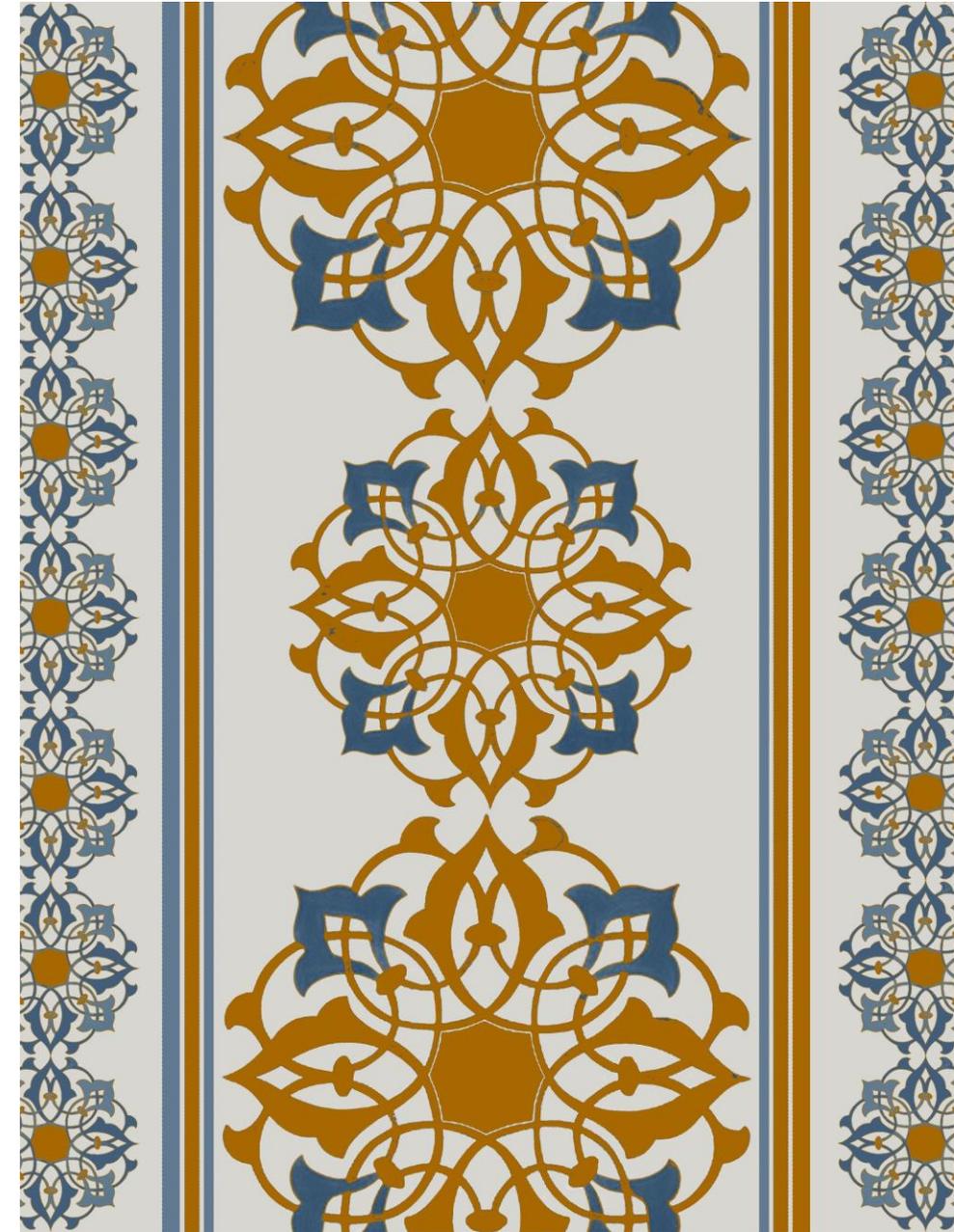


Noor Collection



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Noor Collection



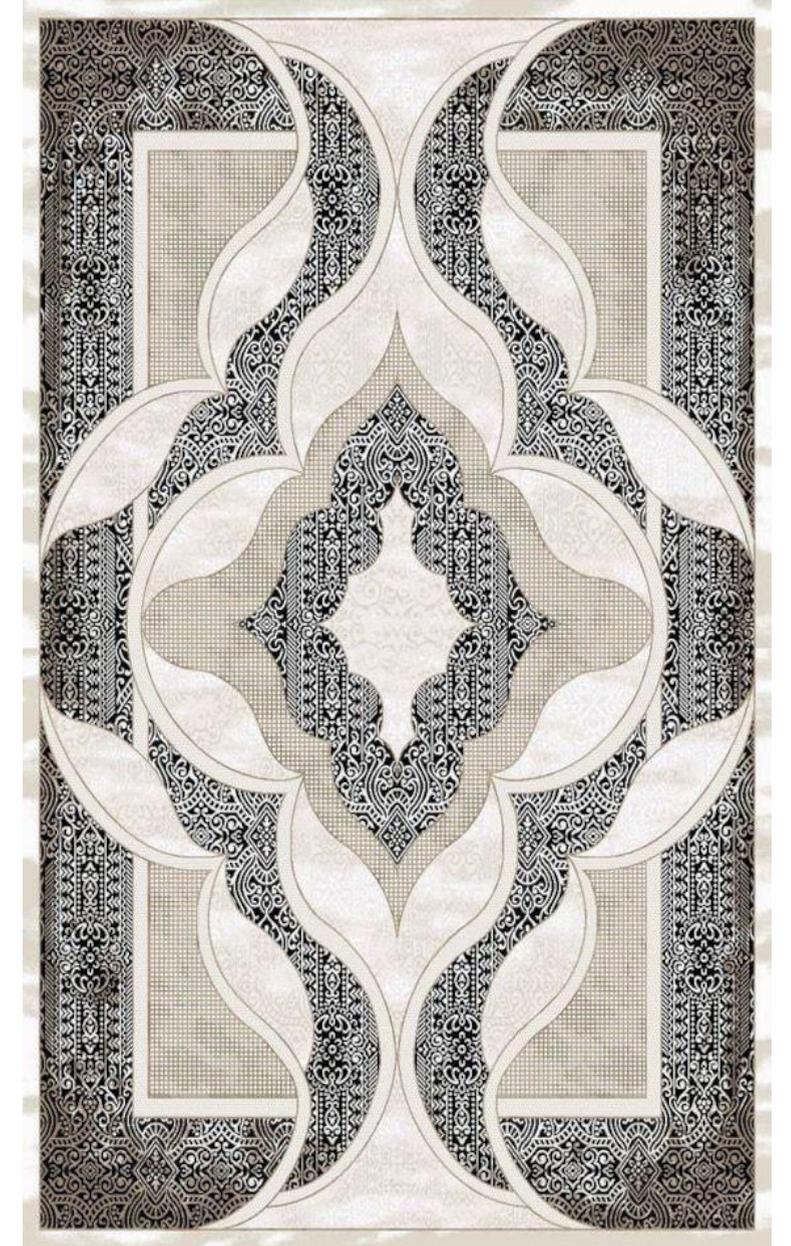
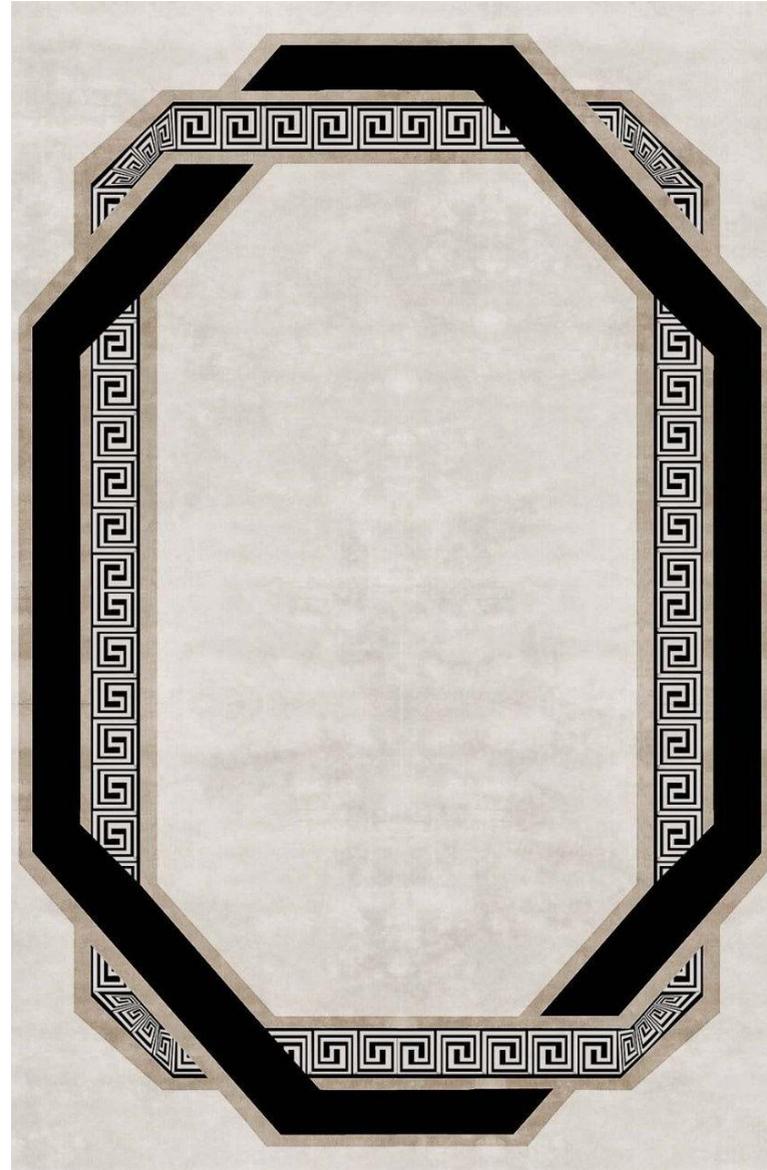
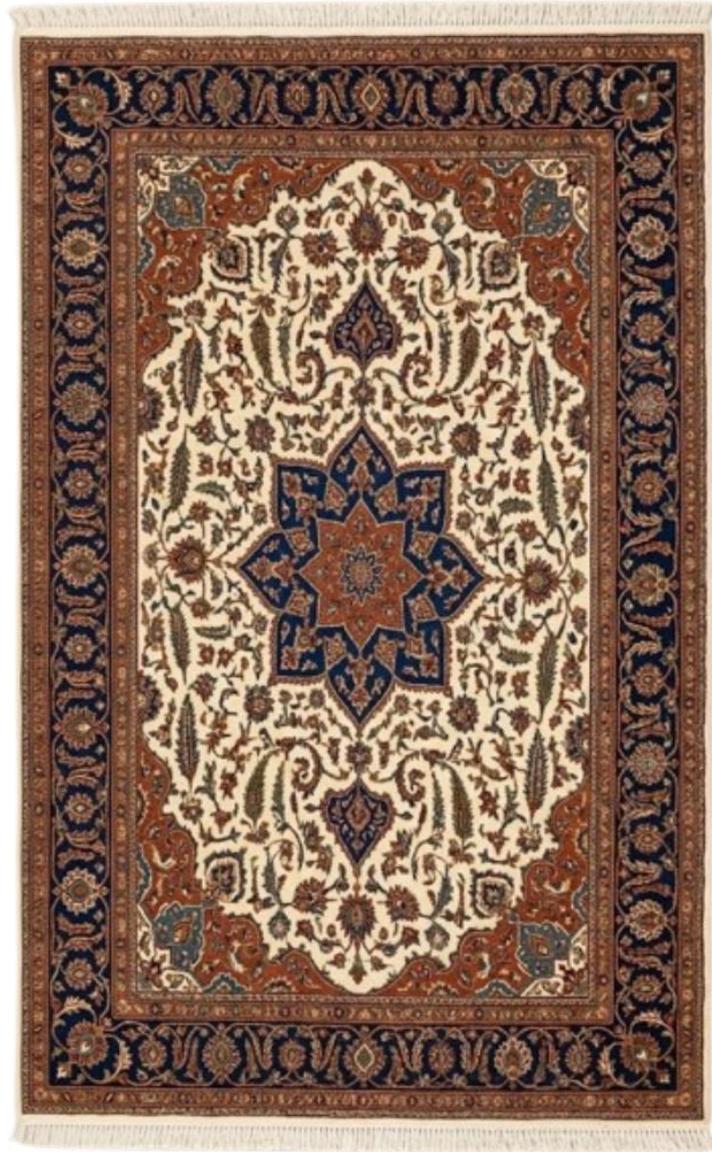
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Noor Collection



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Traditional Collection Timeless Sophistication



The Neutral Collection embodies refined elegance and understated luxury. These pieces serve as the foundation of exceptional interiors, bringing warmth, comfort, and cohesion to any environment.



Why Designers Choose Arazora

Uncompromising Quality

Every piece meets the highest standards of craftsmanship and materials. Our reputation is built on consistency, reliability, and excellence in every detail.

Design Flexibility

From subtle modifications to completely bespoke creations, we accommodate your creative vision without limitations. Your imagination is our only constraint.

Trade Professional Support

Dedicated account management, designer pricing, and expedited timelines for your most demanding projects. We understand the realities of your business.

Investment Value

Arazora rugs are heirloom-quality pieces that maintain their beauty and value over decades, offering clients lasting returns on their investment.

Customization Without Compromise

01

Design Consultation

Share your vision, space requirements, and aesthetic preferences. Our design team collaborates closely to understand your unique needs and interior goals.

02

Material & Pattern Selection

Choose from our curated palette of premium fibers, colors, and patterns—or work with us to create something entirely original.

03

Size & Shape Specification

Custom dimensions ensure perfect fit for your space, from intimate accent rugs to grand room-defining centerpieces in any configuration.

04

Artisan Creation

Master craftspeople bring your design to life using time-honored techniques, with regular updates throughout the creation process.

05

Delivery & Installation

White-glove service ensures your finished piece arrives in pristine condition, with professional placement and care guidance included.

Signature Arazora Designs



Our color palettes celebrate the natural hues of premium wool and silk, enhanced with subtle, eco-conscious dyeing techniques. Each design tells a unique story where heritage craftsmanship meets modern aesthetic vision.

Nature-Inspired

Organic forms and botanical motifs drawn from the natural world

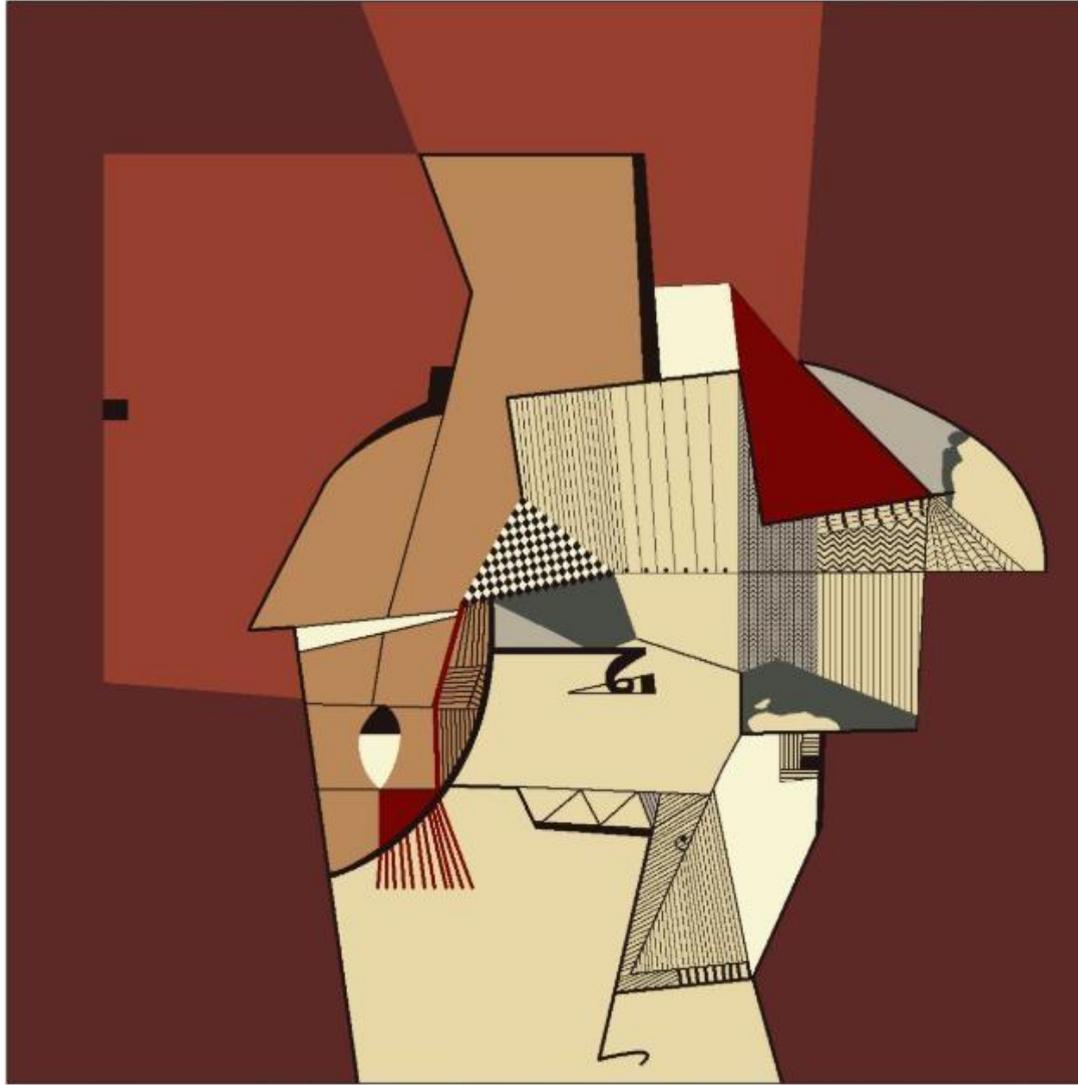
Geometric Elegance

Clean lines and contemporary patterns that feel both modern and timeless

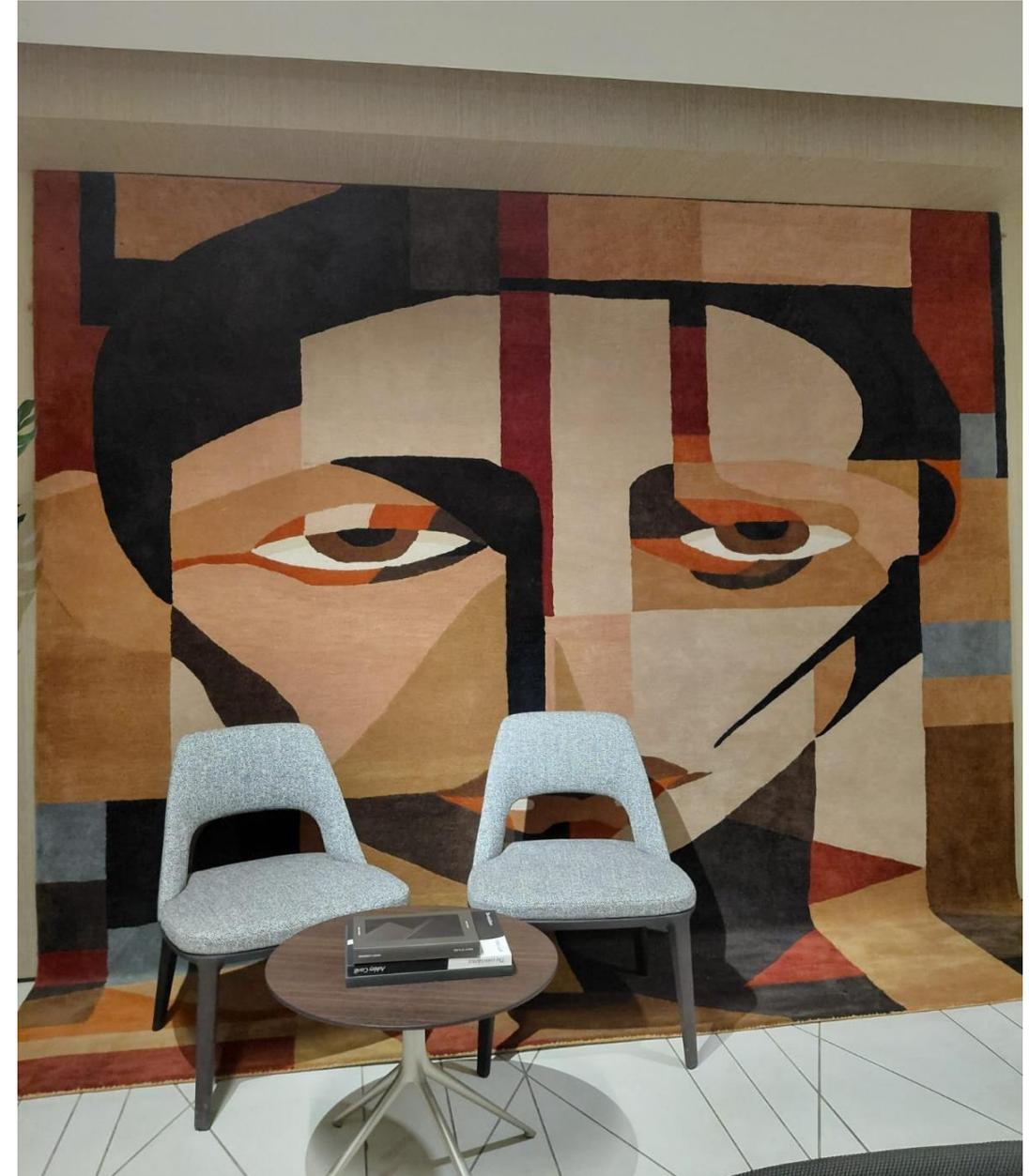
Cultural Heritage

Traditional weaving motifs reimaged for today's sophisticated spaces

Our Collections



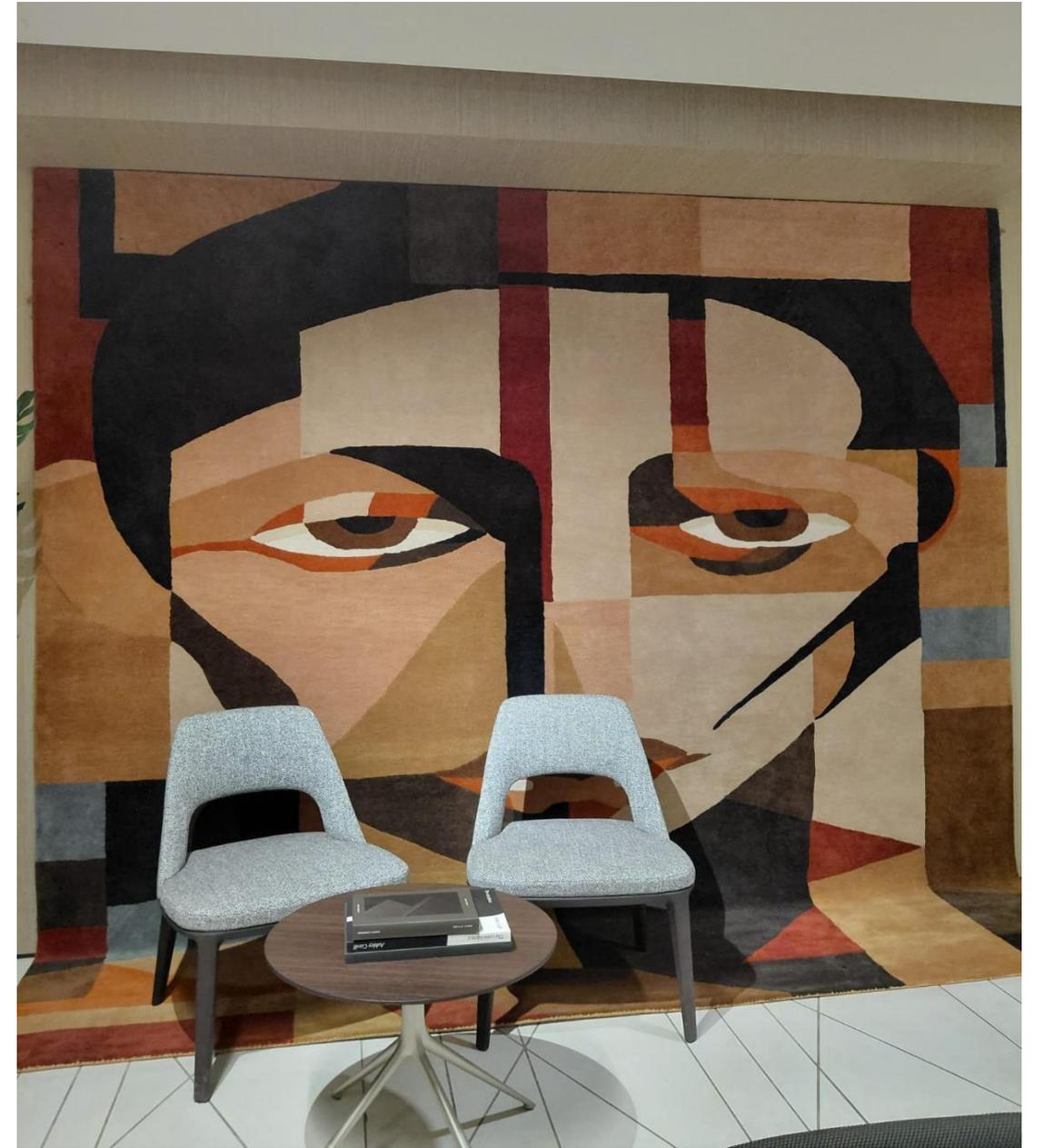
Our Collections



Transforming Spaces into Art Galleries



Before



After

Arazora
Carpets & Rugs

Our Collections



Transforming Spaces into Art Galleries



Before



After

Transforming Spaces with Texture & Warmth



Living Spaces

Add acoustic softness and stunning visual interest to homes, creating conversation-starting focal points.



Professional Settings

Elevate offices and galleries with sophisticated art that conveys quality and attention to detail.



Hospitality Design

Perfect for boutique hotels seeking to create memorable, cozy atmospheres with natural luxury.

Technical Specifications

Available Dimensions

Rectangular Rugs

- 200 × 300 cm
- 300 × 450 cm

Round Rugs

- Diameter: 200 cm

Runner Rugs

- Width: 115 cm
- Custom lengths available

Artisan Techniques

Hand-Tufted

Precision craftsmanship creating plush, durable textures

Hand-Knotted

Traditional technique ensuring longevity and heirloom quality

Overtufting

Layered textures adding dimensional depth and visual interest

Carving

Sculptural patterns achieved through meticulous hand-carving

Access Our Complete Collection



Visit Arazora.in

Explore our current collections, view detailed product photography, and discover the full range of design possibilities at our official website.



Follow @arazora_carpets

See our latest creations, installation showcases, and behind-the-scenes glimpses of the artisan process on Instagram.



Request Digital Catalogue

Contact us directly to receive our comprehensive e-catalogue featuring complete collection details, material specifications, and customization options.



For Trade Professionals: Mention your design firm when requesting the catalogue to access exclusive trade pricing, lead times, and partnership opportunities.

Bespoke Services: Your Vision, Our Craft

Tailored Dimensions

Every Arazora rug can be custom-sized to fit your exact specifications, ensuring perfect proportions for any space.

Personalized Palette

Choose from our curated color library or work with our designers to develop a completely unique colorway.

Material Selection

Select from premium natural wool, botanical silk, New Zealand wool, linen, and luxurious metallic accents.

Ready to Begin Your Custom Journey

Our expert design team is here to guide you through every step of creating your bespoke Arazora rug. From initial concept to final installation, we ensure your vision becomes a handcrafted reality.