



LAURA ASHLEY

SINCE 1953

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RUG COLLECTION 2025



B&C



# LAURA ASHLEY

SINCE 1953

"Inspired by the rich heritage of the Laura Ashley archive, this beautiful collection of rugs and doormats has been created to complete the timeless look of the world of Laura Ashley. With a touch of British charm, this rug collection brings signature prints and familiar patterns together in colour ranges that perfectly complement the paint, wallpaper and fabric collections. Handmade with materials like wool, cotton and bamboo silk, these gorgeous rugs add a welcoming and homely feel wherever you lay them."

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Indoor

## Coleby Petals

Held in the Laura Ashley archive, Coleby Petals brings understated elegance to any space, featuring a soft, stylised floral motif.

### Coleby Petals

Ivory Cream  
Chalk Pink  
Hedgerow Green

100% pure new wool  
Handtufted low & cut pile  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
custom sizes on request



**Coleby Petals**  
Ivory Cream  
078809



**Coleby Petals**  
Chalk Pink  
078802



**Coleby Petals**  
Hedgerow Green  
078807







Indoor

## Wendling Floral

Held in the Laura Ashley archive, Wendling Floral is a timeless design bringing elegance to any space, featuring a large-scale print of stylised roses, carnations and chrysanthemums.

### Wendling Floral

Heather Purple  
Poppy Red

100% pure new wool  
Handtufted cut pile  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
custom sizes on request



Wendling Floral  
Heather Purple  
083104



Wendling Floral  
Poppy Red  
083100



Indoor

## Pussy Willow

Reminiscent of the first days of early spring, this clean and fresh Pussy Willow sprig design brings a touch of the outside in.

First launched in 2012, this inviting design was inspired by an antique wallpaper sample from the archive.

### **Pussy Willow**

Dove Grey

Hedgerow Green

93% pure new wool, 7% viscose

Handtufted cut pile

140 x 200 cm / 4'7" x 6'7"

170 x 240 cm / 5'7" x 7'10"

200 x 280 cm / 6'7" x 9'2"

250 x 350 cm / 8'2" x 11'6"

custom sizes on request



### **Pussy Willow**

Dove Grey

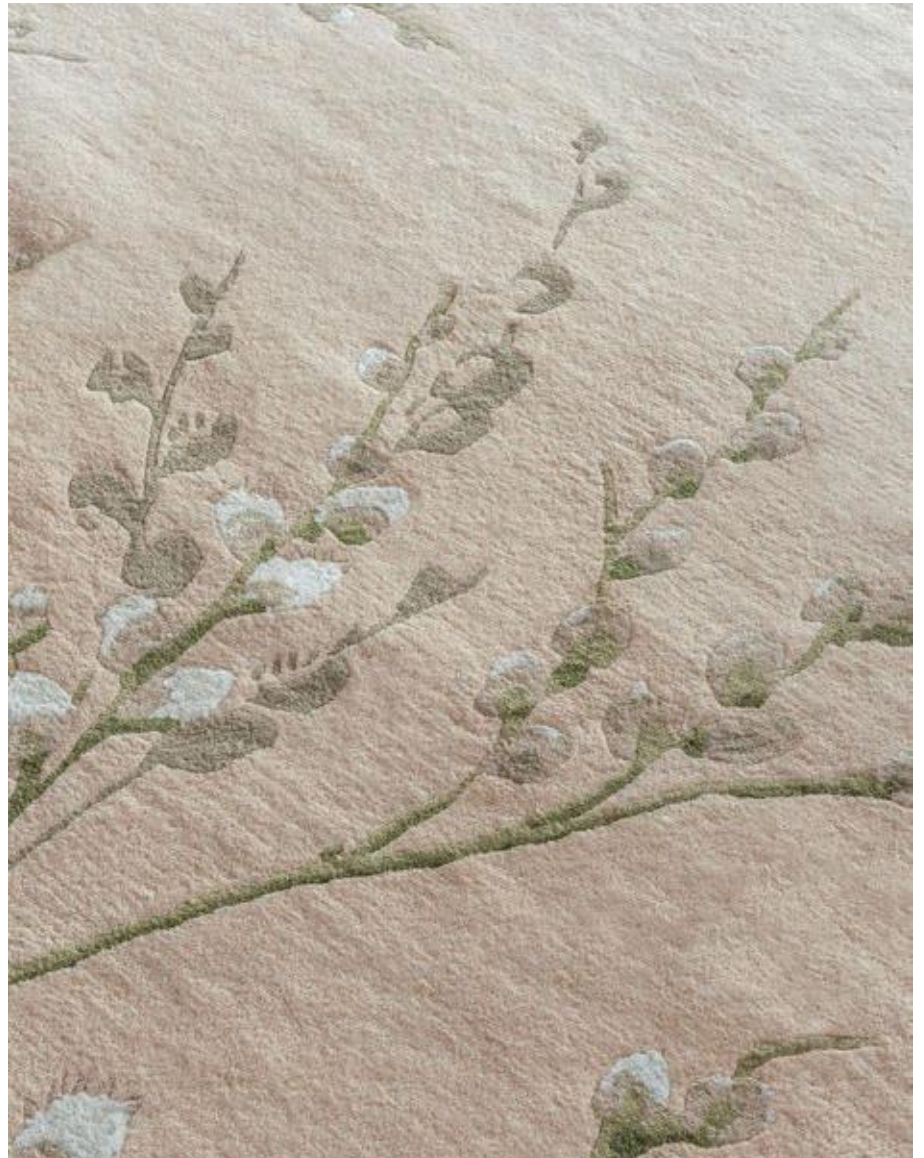
079804



### **Pussy Willow**

Hedgerow Green

079807







Indoor

## Summer Palace

Summer Palace originated from an antique Edwardian chintz curtain and chair cover from the Laura Ashley archive. This chinoiserie print was first launched into the Laura Ashley wisteria collections in 1988, and continues to be a popular print choice with customers.

**Summer Palace**  
Cranberry/Grape  
Truffle/Seaspray

94% pure new wool, 6% viscose  
Handtufted loop & cut pile  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
custom sizes on request



**Summer Palace**  
Cranberry/Grape  
081200



**Summer Palace**  
Truffle/Seaspray  
081201



Indoor

## Aylworth Trail

Reminiscent of warm summer days, the Aylworth Trail print features a painterly dense design with trailing hibiscus flowers amongst scrolling leaves. The majority is a New Zealand blended wool with small hints of viscose to add luxury and a nice lustre to this rug.

### Aylworth Trail

Terracotta Orange  
Fern Green

94% pure new wool, 6% viscose  
Handtufted loop & cut pile  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
custom sizes on request



**Aylworth Trail**  
Terracotta Orange  
078603



**Aylworth Trail**  
Fern Green  
078607







Indoor

## Endale

Bringing refined sophistication to any space, Endale features an intertwining damask design in a delicate block print. Held in the Laura Ashley archive, this gorgeous print adds a touch of classic grandeur to any space.

**Endale**  
Soft Truffle

100% pure new wool  
Handtufted cut pile  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
custom sizes on request



**Endale**  
Soft Truffle  
079701



Indoor

## Newborough

As a classic pattern this Newborough feels very contemporary in its scale and subtle translation of a weathered antique look. A stunning quality manufactured on a jacquard loom in a cotton chenille yarn. Available in a rich Pale Gold or a charming neutral Steel colourway.

### Newborough

Steel

Pale Gold

100% PET (60% recycled PET)

Jacquard flatweave

140 x 200 cm / 4'7" x 6'7"

170 x 240 cm / 5'7" x 7'10"

200 x 280 cm / 6'7" x 9'2"

250 x 340 cm / 8'2" x 11'2"

no custom sizes



**Newborough**

Steel

081604



**Newborough**

Pale Gold

081606







Indoor

## Gosford

A signature Laura Ashley print featuring gorgeous bold parrot tulips in Cranberry or Natural hues. Gosford was originally inspired by a magnificent antique painted artwork in the Laura Ashley archive. Gosford was first launched into the Laura Ashley collections as a drape fabric in the autumn/winter of 2003. This beautiful rug is hand tufted with an abundance of colours and small hints of viscose to elevate the look and feel of this handcrafted rug. Also available in two sophisticated round versions.



**Gosford**  
Cranberry  
081300



**Gosford Round**  
Cranberry  
081300



**Gosford**  
Natural/Sage Green  
081307



**Gosford Round**  
Natural/Sage Green  
081307

### **Gosford**

Cranberry  
Natural/Sage Green

95% pure new wool, 5% viscose  
Handtufted cut pile  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
Ø 150 cm / Ø 4'11"  
Ø 200 cm / Ø 6'7"  
custom sizes on request



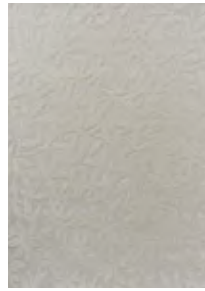
## Cleavers

This charming floral design was first added to the Laura Ashley archive in the 1970s. The Cleavers features a silhouette trailing leaves and daisy shapes. This beautiful floral design has been translated in a rug with an attractive bas-relief texture in a hand carved cut and loop pile. Next to a rectangular form this rug is also available as a round shape. Wouldn't it be nice to make it the centrepiece of your living room!

### Cleavers

Natural  
Seaspray

100% pure new wool  
Handtufted loop and cut pile  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
Ø 150 cm / Ø 4'11"  
Ø 200 cm / Ø 6'7"  
custom sizes on request



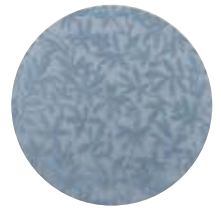
**Cleavers**  
Natural  
080901



**Cleavers Round**  
Natural  
080901



**Cleavers**  
Seaspray  
080908



**Cleavers Round**  
Seaspray  
080908







Indoor

## Silchester

This beautiful soft damask is designed in an arts and crafts style. The Silchester rug features subtle textured outlines of leaves bounded in a frame of hand drawn lines. The quality of the rug is a beautiful cotton handloom where the pattern is screen printed.

**Silchester**  
Pale Sage

100% cotton  
Handloom screenprint  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
no custom sizes



**Silchester**  
Pale Sage  
081107



**Rye**  
Natural  
081901



## Rye

Charismatic and pretty, this striking floral monoprint is a relaunch of a wallpaper pattern held in the Laura Ashley archive, from 1996. The Rye design incorporates a trailing floral motif, featuring large flowerheads, leaves and stems. This beautiful handloom jacquard combines three qualities of yarn. The matte wool and cotton quality in the ground are the perfect base for the highlighted floral motive in the bamboo silk pile. This unique bamboo yarn gives this quality rug an element of luxury and lustre. With this a lovely antique look and feel has been created.

**Rye**  
Natural

50% bamboo silk, 25% wool,  
25% cotton  
Jacquard handloom  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
no custom sizes

Indoor

## Caterina

Timelessly elegant the Caterina design displays a repeat leaf motif outlined in a half circle. This rug is handtufted in 100% wool. The wool is a New Zealand blended wool to create a softness and luxury to every interior. The deepened half circles and border lines add an extra refined touch to the rug.

### Caterina

Fern

100% pure new wool

Handtufted cut pile

140 x 200 cm / 4'7" x 6'7"

170 x 240 cm / 5'7" x 7'10"

200 x 280 cm / 6'7" x 9'2"

250 x 350 cm / 8'2" x 11'6"

custom sizes on request



### Caterina

Fern

080807







Indoor

## Parterre

Elegant and timeless, Parterre depicts trailing ogee stems carrying an abundance of white flowers similar to wisteria. First launched in the spring of 2020, this floral print was inspired by an incredible handpainted piece of artwork from the Laura Ashley archive. With a soft hand drawn look, Parterre brings a modern feel to a vintage style pattern. Handtufted by true craftsmanship in India incorporating these intricate patterns and details in a wool quality with hints of viscose to create a lovely lustre.



**Parterre**  
Pale Sage  
081707



**Josette**  
Dove Grey  
081401

### Parterre

Pale Sage

93% wool, 7% viscose

Handtufted cut pile

140 x 200 cm / 4'7" x 6'7"

170 x 240 cm / 5'7" x 7'10"

200 x 280 cm / 6'7" x 9'2"

250 x 350 cm / 8'2" x 11'6"

no custom sizes

## Josette

A Laura Ashley classic, Josette is an ornate damask featuring elegant chandeliers and romantic rose bouquets. This timeless design, which combines simplicity with natural glamour, has established its position as a signature pattern. Launched in 2003, Josette was inspired by a sample of antique printed silk held at the Laura Ashley archive, developed by designers to evoke a sense of classicism whilst retaining a modern edge. A stunning quality manufactured on a jacquard loom in a cotton chenille yarn in the chic hue Dove Grey.

### Josette

Dove Grey

100% PET (60% recycled PET)

Jacquard flatweave

140 x 200 cm / 4'7" x 6'7"

170 x 240 cm / 5'7" x 7'10"

200 x 280 cm / 6'7" x 9'2"

250 x 340 cm / 8'2" x 11'2"

no custom sizes



## Redbrook

Offering the timeless look of wood panelling, the rectangular and round Redbrook design offers an on-trend appeal. Hand tufted in a blended New Zealand wool with embossed borders in a nice viscose to give the rug a soft and rich appearance.

### Redbrook

Silver  
Duck Egg  
Midnight

79% pure wool, 21% viscose  
Handtufted cut pile  
140 x 200 cm / 4'7" x 6'7"  
170 x 240 cm / 5'7" x 7'10"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
Ø 150 cm / Ø 4'11"  
Ø 200 cm / Ø 6'7"  
custom sizes on request



**Redbrook**  
Silver  
081804



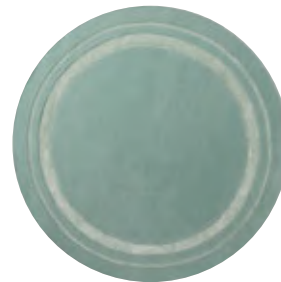
**Redbrook**  
Duck Egg  
081807



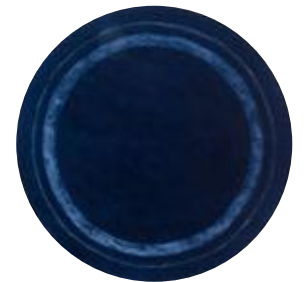
**Redbrook**  
Midnight  
081808



**Redbrook Round**  
Silver  
081804



**Redbrook Round**  
Duck Egg  
081807



**Redbrook**  
Midnight  
081808







## Living Outdoor

When the weather permits sitting outside with friends and family, be ready to enjoy and embrace those moments. To relax in a quiet garden after a busy day, or to start the day with breakfast on the terrace. Especially for these beautiful moments, Laura Ashley brings this collection of rugs that can be used both indoors and outdoors. These rugs are durable, weather resistant, and easy to clean.



**Lille**  
Pale Ochre  
480001



**Lille**  
Dove Grey  
480004



**Lille**  
Sky Blue  
480008



## Lille

Lille is a broad stripe design in two tonal colours to create a sophisticated and classic feel. Available in three colour compositions. The Lille Sky Blue has a bright and vivid appearance and reminds us of warm holidays on the Côte d'Azur. With their calm palette of naturals the Lille Hazelnut and Lille Dove Grey are a perfect match for your lounge area whether this is indoors or outdoors.

**Lille**  
Sky Blue  
Pale Ochre  
Dove Grey

100% recycled PET  
Handtufted loop pile  
140 x 200 cm / 4'7" x 6'7"  
160 x 230 cm / 5'3" x 7'6"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
no custom sizes

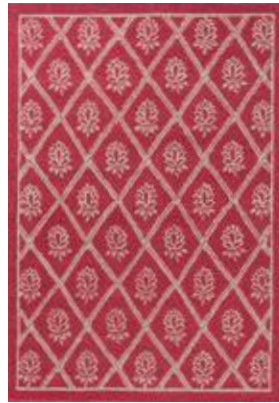
Outdoor

## Porchester

This timelessly elegant print was inspired by a piece of antique fabric added to the Laura Ashley archive in 1990. The Porchester showcases stylised diamond-shaped flowerheads in a trellis-like structure. Whatever the weather, this vibrant Porchester Poppy Red rug adds energy wherever you like!

**Porchester**  
Poppy Red

100% recycled PET  
Handtufted loop pile  
140 x 200 cm / 4'7" x 6'7"  
160 x 230 cm / 5'3" x 7'6"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
no custom sizes



**Porchester**  
Poppy Red  
480200



**Lilith**  
Poppy Red  
480100



**Thorncliff Daisy**  
Sky Blue  
480308

## Lilith

Launched in 1987 as a fabric part of the Laura Ashley Home Collection, the Lilith is an abstract design which features an array of colourful flowers like chrysanthemums, tulips, and roses.

**Lilith**  
Poppy Red

100% recycled PET  
Handtufted loop pile  
140 x 200 cm / 4'7" x 6'7"  
160 x 230 cm / 5'3" x 7'6"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
no custom sizes

## Thorncliff Daisy

This charming design is a repeat print of blooming daisies in a fresh and friendly colour combination.

**Thorncliff Daisy**  
Sky Blue

100% recycled PET  
Handtufted loop pile  
140 x 200 cm / 4'7" x 6'7"  
160 x 230 cm / 5'3" x 7'6"  
200 x 280 cm / 6'7" x 9'2"  
250 x 350 cm / 8'2" x 11'6"  
no custom sizes





## Outdoor

### Be welcome

To decorate your doorstep and make everybody feel welcome in your house, an array of five doormats have been developed in well-known signature prints inspired by the Laura Ashley archive. The doormats are woven in a 100% coir quality with a lovely print on top. Used in a sheltered space these doormats brighten up every door!

#### Doormat all designs

100% coir  
Printed  
40 x 70 cm / 16" x 28"  
no custom sizes



**Cleavers**  
Midnight Seaspray  
580918



**Parterre**  
Fern  
581707





**Gosford**  
Cranberry  
581310



**Tulips**  
China Blue  
582218



**Wild Meadow**  
Crimson  
582400

# Laura Ashley Collection Overview Indoor



**Coleby Petals**  
Ivory Cream  
078809



**Coleby Petals**  
Chalk Pink  
078802



**Coleby Petals**  
Hedgerow Green  
078807



**Gosford**  
Natural/Sage Green  
081307



**Gosford**  
Cranberry  
081300



**Pussy Willow**  
Dove Grey  
079804



**Pussy Willow**  
Hedgerow Green  
079807



**Endale**  
Soft Truffle  
079701



**Gosford Round**  
Natural/Sage Green  
081307



**Gosford Round**  
Cranberry  
081300



**Wending Floral**  
Heather Purple  
083104



**Wending Floral**  
Poppy Red  
083100



**Summer Palace**  
Cranberry/Grape  
081200



**Summer Palace**  
Truffle/Seaspray  
081201



**Rye**  
Natural  
081901



**Aylworth Trail**  
Fern Green  
078607



**Aylworth Trail**  
Terracotta Orange  
078603



**Newborough**  
Steel  
081604



**Newborough**  
Pale Gold  
081606



**Josette**  
Dove Grey  
081401



**Cleavers**  
Natural  
080901



**Cleavers**  
Seaspray  
080908



**Redbrook**  
Silver  
081804



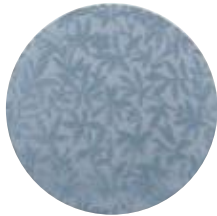
**Redbrook**  
Duck Egg  
081807



**Redbrook**  
Midnight  
081808



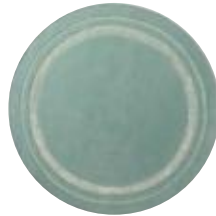
**Cleavers Round**  
Natural  
080901



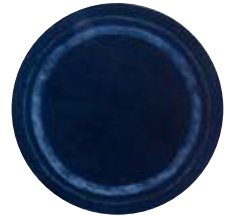
**Cleavers Round**  
Seaspray  
080908



**Redbrook Round**  
Silver  
081804



**Redbrook Round**  
Duck Egg  
081807



**Redbrook Round**  
Midnight  
081808



**Silchester**  
Pale Sage  
081107



**Parterre**  
Sage  
081707



**Catarina**  
Fern  
080807

## Laura Ashley Collection Overview Outdoor



**Lille**  
Pale Ochre  
480001



**Lille**  
Dove Grey  
480004



**Lille**  
Skye Blue  
480008



**Lilith**  
Poppy Red  
480100



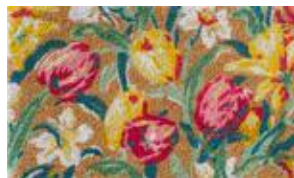
**Porchester**  
Poppy Red  
480200



**Thornclyff Daisy**  
Sky Blue  
480308



**Gosford**  
Cranberry  
581310



**Tulips**  
China Blue  
582218



**Wild Meadow**  
Crimson  
582400



**Cleavers**  
Midnight Seaspray  
580918



**Parterre**  
Fern  
581707



The craft of rug making means that no two rugs are exactly alike. The natural materials used in a handcrafted product might cause deviations in colour, texture or size.

This brochure has been created with great care. We make allowance for a degree of colour variation and cannot be held responsible for any printing errors or changes in the collection.



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