

# GUBI × GOLRAN

Introducing a collection of contemporary hand-woven rugs made exclusively for GUBI by fourth-generation family rug company Golran.

Global announcement date: October 22<sup>nd</sup> 2020





# Generations of craftsmanship

Golran was established in 1898 with a Persian heritage. Today, their headquarter is in Milan, art direction in Paris and production in India and Nepal.

Golran and GUBI thus shares a global outlook, ability to deftly combine tradition with innovation, and a commitment to quality craftsmanship.





# A natural evolution

*“We have worked with Golran for some time, using their beautifully hand-crafted rugs in our showroom and flagship store and at international trade shows, so we knew they were a good match for our extensive collection of furniture, interior accessories and lighting. I am delighted that we have formalized our partnership in an exclusive collection, which means we now offer products for every part of your interior, from the ceiling right down to the floor.”*

Jacob Gubi,  
GUBI's Owner and Creative Director,



# Traditional techniques

The GUBI X GOLRAN Collection is hand-woven in India on vertical looms for greater precision, by skilled artisans whose artistic sensitivity leads to the introduction of original variations on traditional techniques.





# A luxurious finish with depth of color

The combination of New Zealand wool and viscose lends the rugs a depth and play of color, a soft and luxurious silky finish, as well as strength and durability.

The rugs' tight weave makes them easy to clean and ensures that the pile remains straight even with heavy use. The rugs stand out as elegant, finely crafted pieces in any interior.





# Inspired by nature

The GUBI X GOLRAN Collection comprises rugs in six colors. The subdued color palette – Creamy Pearl, Camel, Frost, Moss, Water Lily, and Everglade – takes its inspiration from nature, offering something for every interior style.

WATER LILY



FROST



CREAMY PEARL



MOSS



EVERGLADE



CAMEL



# Colour palette

WATER LILY



FROST



CREAMY PEARL



MOSS



EVERGLADE



CAMEL



# A tactile experience



# Fit for purpose

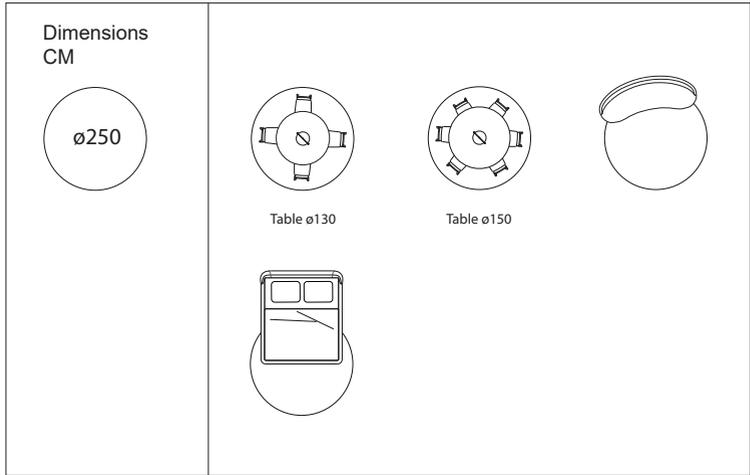
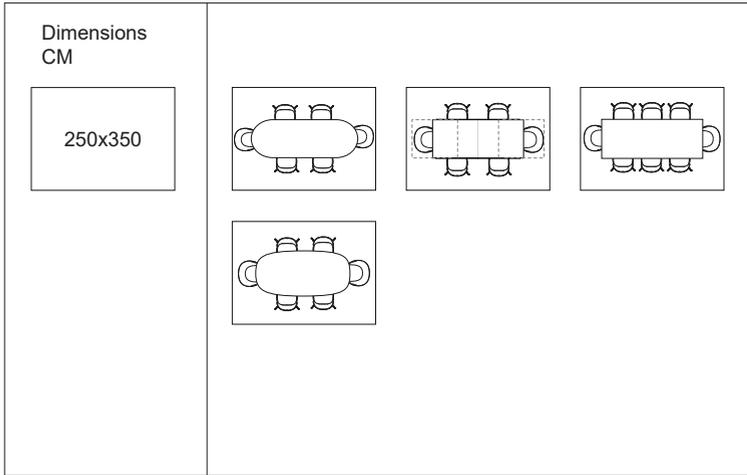
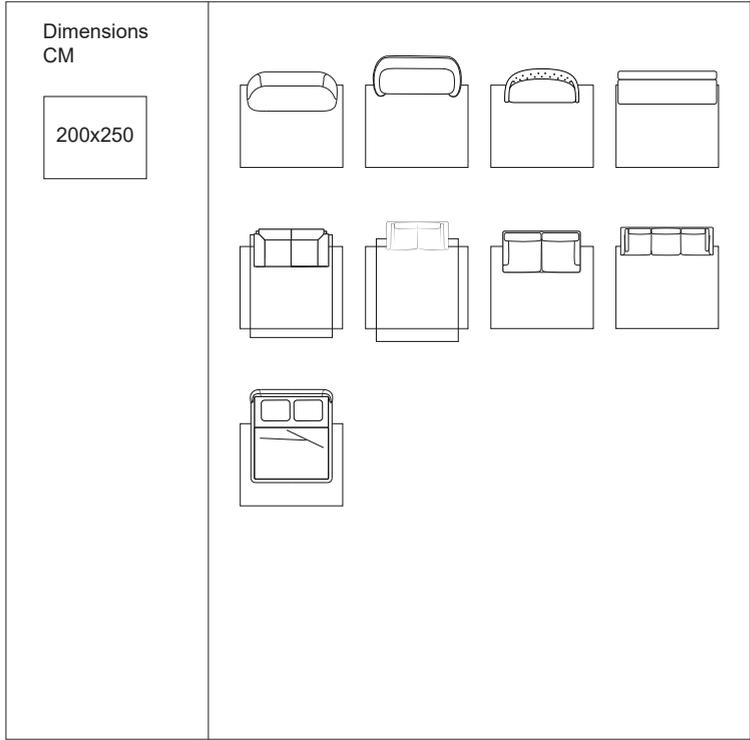
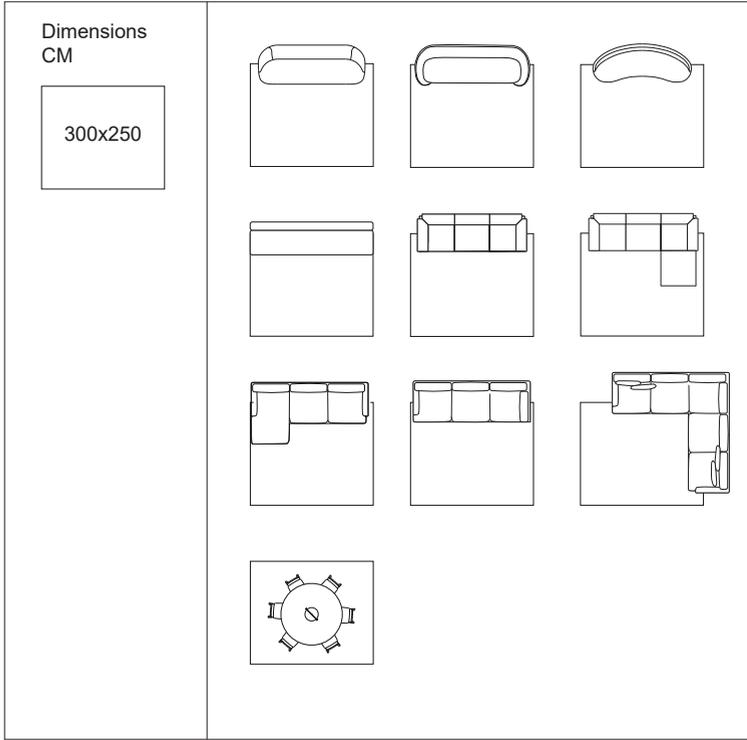
The sizes – three rectangular options and a circular choice – have been carefully selected to reflect likely placements in front of a sofa, underneath a bed, or underneath a table and chairs, and reflect contemporary furniture sizing as well as Golran's most popular dimensions.



GUBI x GOLRAN Moss



# Placement options and dimensions





# Prices

200 x 250 cm: 12,499 DKK  
250 x 300 cm: 18,799 DKK  
250 x 350 cm: 21,899 DKK  
D250 cm: 12,295 DKK

200 x 250 cm: 1,749 EUR  
250 x 300 cm: 2,619 EUR  
250 x 350 cm: 3,049 EUR  
D250 cm: 1,709 EUR

All prices are RRP  
All rugs are in stock



# Product information

**Six colors:**

Creamy Pearl, Camel, Frost, Moss, Water Lily, and Everglade

**Four sizes:**

200 x 250 cm, 250 x 300 cm, 300 x 350 cm, and 250 cm diameter.

**Surface materials:**

75% Viscose and 25% New Zealand Wool.

**Pile height:**

9–11 mm

Guaranteed free from human rights abuses such as forced, compulsory or child labor, in line with UN Global Compact.



# GUBI

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