

FRANKLY
AMSTERDAM

NEW CONSCIOUSNESS

LOOKBOOK



NEW CONSCIOUSNESS

Human beings are creatures of habit.
Healthy or not, there is no way around them.
Yet some habits got caught up in the fast lane, where
life is quick and all is replaceable.

Until nature came calling, and the people were forced
to listen.
To lower their pace. To humble themselves.

As the world went silent there was room for thought.
Slowly awakening to a new consciousness.
Already inhabited by some, refreshing to others.

At Frankly Amsterdam we were never vocal about our
habits.
Since to us, they just make sense.

But today we speak volumes about our values.

Making only to measure. No stock. No waste.
The materials we use are either organic or recycled,
always within an arms reach.
Our close to home production is no coincidence,
it is a choice.
For honest working conditions. For minimal
transportation. And for short lead times.

Designers move freely in our studio. Custom is what
we do best.
With endless ranges of colors we are proud to
contribute to the fruits of their labor.

For in uniqueness there is beauty.

This is our ground.
Stand yours.





MOVE SLOW

Move Slow is hand tufted in 16 mm high thin Eucalyptus yarn. The simplicity of the rug emphasizes the beauty of this incredible yarn, secretly making it our personal favorite.

It is no coincidence that we use our Eucalyptus yarn so often. This material has so many incredible qualities and advantages! It is strong, soft, shiny, sustainable and long-lasting. Do you want to know more about why we love this material so much? See page 21 for more information.

In addition to the 8 mix colors in our standard collection, we can provide you with 110 other colors to choose from! The rugs are handmade to measure, in any shape, size, height or color you desire.

BRIGHT SIDE

With a mix of Virgin Wool and Cashmere, this throw was knitted into a simple yet fine product. The Cashmere gives the throw a fine, soft touch, while the Wool ensures maximum resilience. The Wool also gives the throw a rich thickness and makes sure to keep you warm in winter, and breathable during warm summer time. Finished with a knitted edge and our logo in the front corner.

Available in 4 classic colors in size 140x180 cm. Handmade in Europe.







NIGHT FIRE PATTERN

Together with interior-design duo Nicemakers we developed a Night Fire rug with pattern. The pattern is based on 8 different Eucalyptus colors, which are mixed in 19 stunning color mixes to create a subtle tone-in-tone effect.

Its fiber, made from 100% Eucalyptus yarn, is tufted in a high density, creating an almost velvet-like surface and a beautiful color blend.

Available in 1 standard color, please contact our studio for custom colors.





COLOUR ME

Colour Me is one of those exceptionally simple beauties. The rug is hand tufted exclusively with the slightly thicker Eucalyptus yarn with a height of 16 mm, giving it a rugged, spirited, look. It can be produced in seemingly endless amounts of colors. The depth in any one of these colors makes this incredible rug profoundly vibrant and vivid.

In addition to the 9 colors in our standard collection, we can provide you with 51 other colors to choose from! Handmade to measure, in any shape, size, height or color you desire.



LET'S TALK ABOUT EUCALYPTUS

Our Eucalyptus yarn is known and loved for:

- its smooth surface
- its incredible softness
- longlasting shine
- amazing moisture management
- being naturally antibacterial
- its suitability to sensitive skin

The material is not only unparalleled in its natural quality, but also environmentally responsible in many ways, like:

- the wood for this fibre comes from sustainable European forests.
- 99,5% of production solvents are recovered and re-used
- the fibre is completely biodegradable.
- the production of Eucalyptus requires only 2,8% of the water needed to produce cotton.
- our responsible dyeing process.





LAND MARK

Architecture and interior design are two different worlds, yet live similar lives. Reason enough for renowned Dutch architect Diederik Dam to honor this connection and bridge the gap in between.

Creating pieces that make an impact from a distance but are just as beautiful when looking closely.



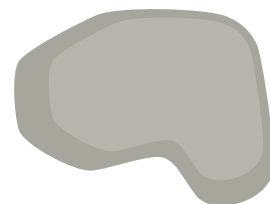


SECOND NATURE

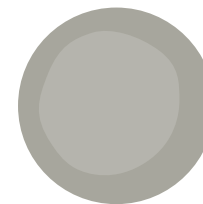
Beauty is in the eye of the beholder. With that thought in mind, designer Els van Egmond often takes the long way home. Looking closely and appreciating what nature has to offer. Els shapes her designs, like a river shaping stones into pebbles.

Second Nature is down to earth yet fascinating due its asymmetrical shape. Made of 100% Mohair yarn, this piece is strong and resilient. A soft and flowing line is hand carved near the edges of the rug. Dividing yarns of 14 and 18 mm in height.

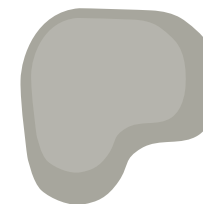
Produced in Europe, this quality is suitable for both residential and soft contract use. Available in 9 selected colors, or any color from a total of 110 colors from our Mohair box. Second Nature is exclusively available in 3 shapes. Any size possible.



Shape A



Shape B



Shape C

KINGS COMFORT

This royal throw is the king of all throws. Vibrant in color, rich in thickness, and incredibly soft. Almost cloud-like. Woven with the luxury fiber Mohair, a silk-like yarn made from the hair of the Angora goat. This durable and resilient fibre takes dye exceptionally well, making Kings Comfort suitable for a big fat color scheme.

Next to the 14 colors in our standard collection, we have 26 custom colors available on request. Available as throw and bedspread, in 4 different sizes







SHOW OFF

High, higher, highest. With a pile height of 40 mm, it is no coincidence that this rug is called Show Off. The combination of New Zealand Wool and Bamboo yarns gives a luscious look that deserves everyone's attention. Being tufted by hand, this rug is made to measure any shape and size you desire.

Show Off comes in 9 colors varying from cool to warm tones. Special colors on request.

EARLY BIRD

Early Bird was woven with an extremely thin Merino yarn. This superfine Merino Wool is first woven into a delicate throw. After weaving, the product gets a cashmere finish, giving it a silk-like shine, and an incredible softness. The fringes add even more detail to this simple yet elegant classic throw.

Available in 6 wonderful colors in size 130x200 cm. Handmade in Europe.







SUPER MOON

Super Moon is our 100% Mohair quality. The Mohair yarn is so exceptional in its touch, semi-gloss shine and coloring, that we fell head over heels in love with it at first sight. We have 110 colors to choose from, next to our 9 standard colors.

Super Moon can be adjusted endlessly, in shape, size, height and color. Ask about the possibilities! We will not let you down, and neither will this beautiful yarn.

LET'S TALK ABOUT MOHAIR

Our Mohair yarn is known and loved for:

- its strength and durability
- its natural breathability
- silk-like appearance and sheen
- amazing moisture management
- vibrant coloring and dying result
- its resilience and keeping its original shape
- being naturally antibacterial

The material is not only unparalleled in its natural quality, but also environmentally responsible in many ways, like:

- the fiber is completely biodegradable
- it is a renewable product (like Virgin Wool)
- the goats need to be sheered for their own well-being
- sheering in an animal friendly manner
- our 100% ecological dyeing process







BOTTOM LINE

Bottom Line is part of our collection of handwoven rugs. The rug is woven with thick Wool, which makes it durable and long lasting. This rug is made to measure up to 5 meters wide!

Next to our 6 standard colors you can choose your own color combination from our 110 colors in our Wool colorbox.





EAGLE EYE

Eagle Eye is one of those rare simple beauties. Made from 100% pure Wool, this rug is handmade in Europe in any size on request up to 5 meters wide.

Next to our 6 standard colors you can choose your own colors from the 110 available colors in the Wool colorbox.







MILE STONE

Mile Stone is our 3rd handwoven rug, combining Pure Wool and Eucalyptus. This rug is made to measure in any size up to 5 meters in width.

Next to our 6 standard colors you can choose your own colors. Pick them out of the Eucalyptus and Wool colorbox and create your own unique combinations.



LET'S TALK ABOUT WOOL

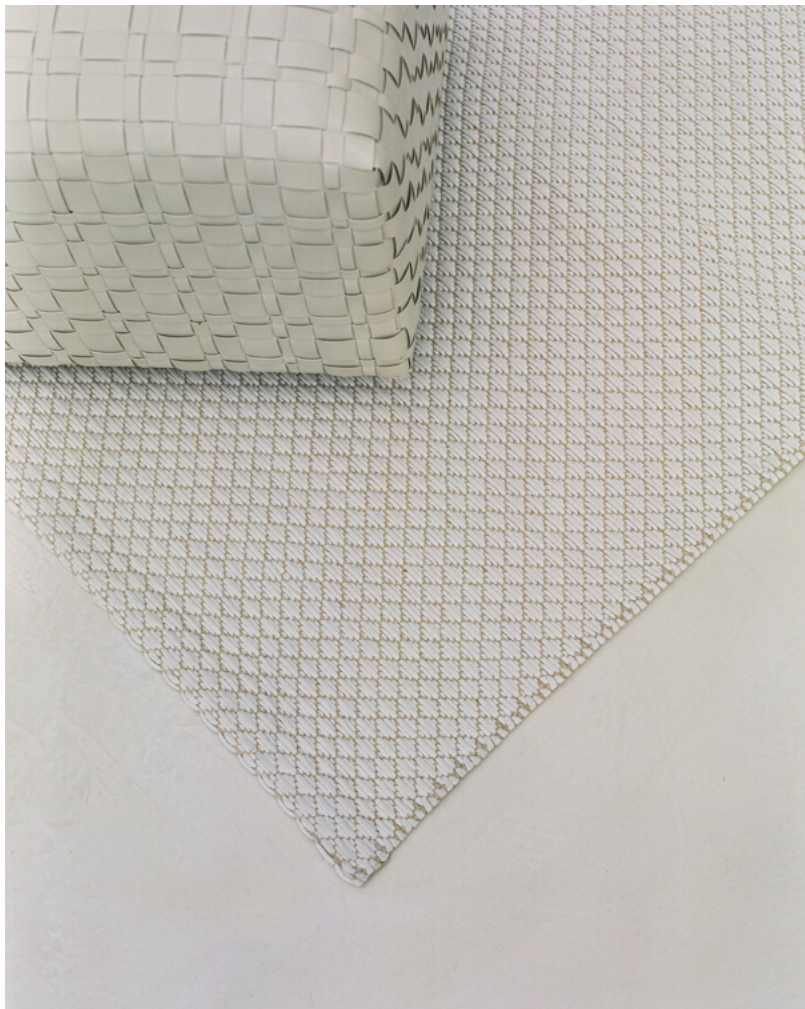
Our Wool yarn is known and loved for:

- its softness and warmth
- absorption and resistance to moisture
- its resilience and keeping its original shape
- being naturally antibacterial
- its strong fiber is very wear-resistant
- resistant to moist

The material is not only unparalleled in its natural quality, but also environmentally responsible in many ways, like:

- the fiber is completely biodegradable
- the yarn is recovered strictly from sheep living in Europe
- it is a renewable product
- the sheep need to be sheered for their own well-being
- sheering in an animal friendly manner
- dyeing of our Wool yarn is 100% ecological





OFF SHORE

Off Shore is part of our outdoor weave collection. This handwoven rug owes its name to the wave-like pattern in its structure, made from Polypropylene yarn.

Available in any size up to 5 meters width, this rug is available in 6 selected colors. Special colors on request.





OVER SEAS

Next to our handwoven outdoor rugs, we are introducing our first outdoor tufted rug. Over Seas is made in loop pile Polypropylene yarn in two different heights, creating a classic wave pattern.

Available in any size and shape, custom patterns and colors on request.



