

*Catalogue*

**NOSTALGIA**

WWW.JOV-DESIGN.COM

PLUMERLAAN 113 8900 IEPER

COLLECTION 2021

**JOV**

*journey of visions*

NOSTALGIA MAKES US CRAVE THE PAST. IT IS A SENTIMENTAL YEARNING FOR THE HAPPINESS OF A FORMER TIME OR PLACE, WHETHER IT'S FOR A LIVING MEMORY OR FOR AN EXPERIENCE, FOR ANOTHER COUNTRY, FOR FAMILY AND FRIENDS, OR FOR THE PAST THAT IS PERCEIVED AS BEING A SIMPLER TIME.

OUR GOAL WITH THIS COLLECTION IS TO PROVOKE POSITIVE EMOTIONS OF HAPPINESS, CONNECTION, CONFIDENCE AND OPTIMISM. EACH DESIGN TAPS INTO PEOPLE'S EMOTIONS AND ELICITS A PLEASURABLE FEELING.

# ABOUT US

JOV offers exclusive handmade rugs for unique interiors, born from nature's best.

## *A JOURNEY OF VISIONS*

Designed and conceived in Belgium, all JOV rugs are handmade in Europe, using materials of the highest premium. Our designers and makers combine knowledge with heritage, and quality with sustainability. At JOV, we are effectively balancing the traditional and the contemporary, while relying on the intelligent use of honest materials. As a result, our rugs are journeys of visions through different atmospheres, senses, landscapes and colours. Each JOV rug tells a different story, evoking a different emotion.

## *NATURE AS A COMMON GROUND*

The common ground of every vision and every rug is Nature. Nature provides us with the finest raw materials, such as wool, natural silk, Belgian linen, mohair, and cotton. With its sophisticated colours, muted shades and soft textures, Nature is also the main source of inspiration for every design. Inspiration through imagination. The unique qualities of the materials combined with the imagination of natural elements give each rug its strong, pure and beautiful heart.

## *MADE TO LAST AND BE LOVED FOR GENERATIONS*

While our production is based in Europe, we source our materials across the world, carefully selecting the best quality and the most eco-friendly suppliers. Our experience results in rugs of exceptional quality, with thoughtful patterns, exciting colour variations and refined natural textures all designed to evolve and withstand the pressures of time, and made to last and be loved for generations. Timeless designs, made in a traditional way for contemporary living.

## *WITH RESPECT FOR OUR EARTH*

JOV's rugs go beyond beautiful. We believe in products that are unique and durable. Timeless elegance and long-lasting comfort are at the heart of everything we do. Since sustainability is also a part of JOV's philosophy, it is naturally incorporated into all processes: from carefully choosing our suppliers, manufacturers and materials, to informing customers about how to care for products to prolong their lifespan. The selection of a wide range of sustainable and innovative materials results from a continual research activity, capable of achieving high performance while preserving the quality and durability of the products.

## *MADE FOR YOU, MADE WITH YOU*

Besides quality, sustainability and timeless design, flexibility and service are also key values of JOV. Being part of each production step, JOV offers unrivalled flexibility – all the way from concept to delivery. With a deep respect for quality and detail we listen to all your wishes and desires. Together we open a world of possibilities to find your perfect match in material, colour, design, and shape... Nothing is impossible.

## *THREE TERRITORIES, ONE BRAND*

Our collections are categorized in three different territories: Architecture, Misura, and Signature. While they all share JOV's philosophy and quality standards, these three territories represent different landscapes and different visions. Three different natures, one single DNA.

*NR°1*  
**ISLAND**





# ISLAND

“COZY VIBES ONLY”

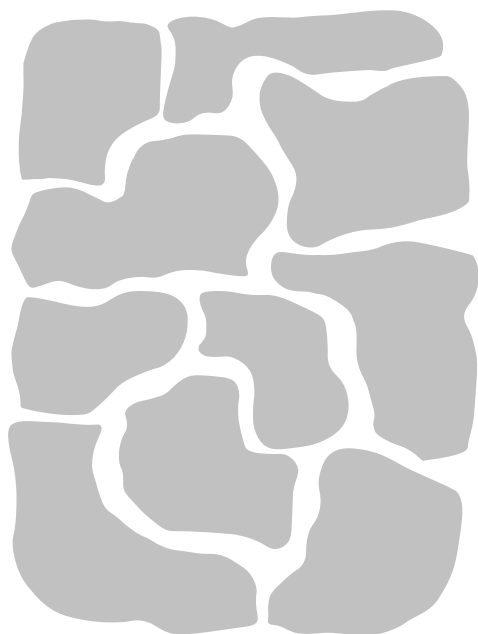
This design will give you a cozy and warm feeling. This rug is named Island as it makes your thoughts drift away until it's just you and your memories.

ISLAND is made of a rich blend of wool and natural silk in one single high-quality yarn. Natural silk, has a beautiful shine and is very soft. The longer pile has been handcut to accentuate the fluffiness of the carpet. The combination with the very low and tight loop technique makes the design more playful.

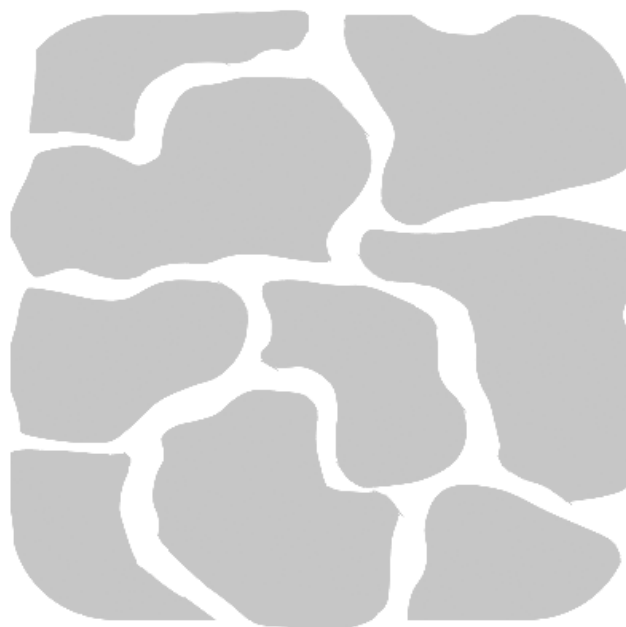
# SIZE VARIATIONS

\*this design is customisable in color and size

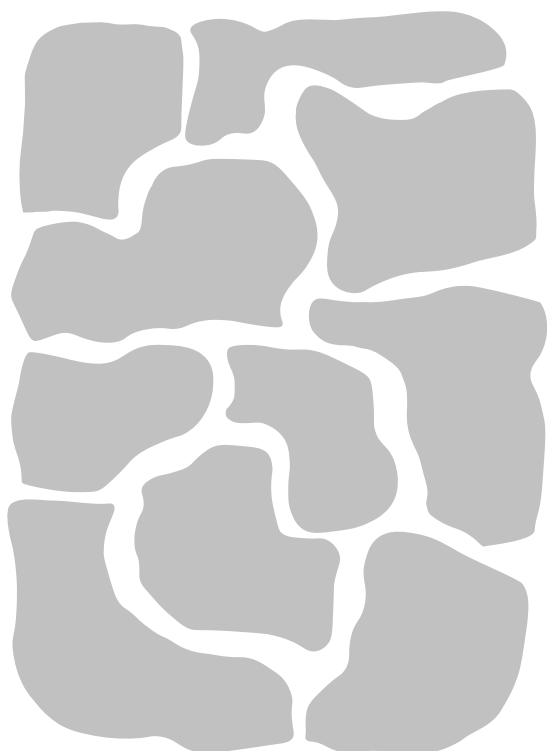
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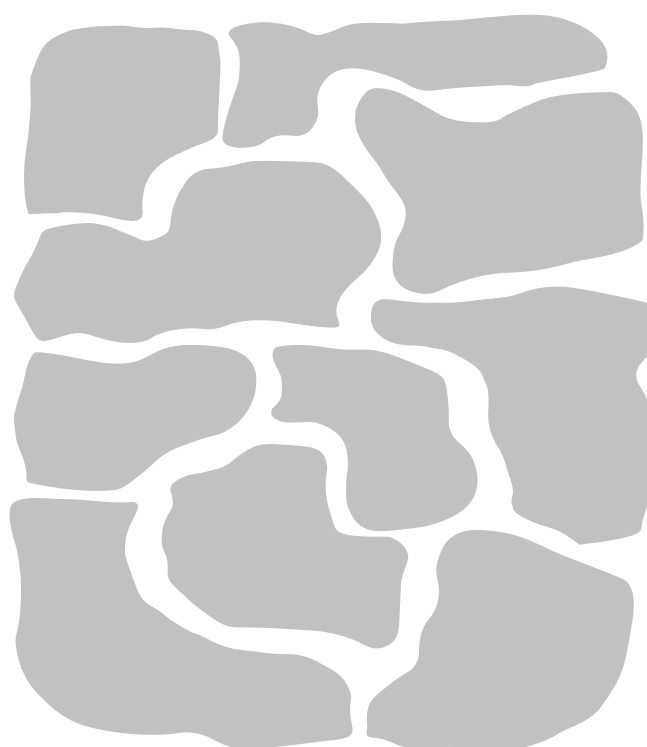
350X350



300X400



350X400



*NR*<sup>o</sup>2

**FLORA**







# FLORA

## “ADD A MOMENT OF ROMANCE”

The blooming blossoms have long signified the end to dark winters and the beginning of fresh spring mornings. This design embodies the simple beauty of flowers and adds a moment of romance in your life. The overall effect is tender and sentimental. The combination of qualities allows us to play with colors and texture and present you a playful design.

FLORA is made of a combination of two different materials, wool and lyocell. By using both thin and thick wool we add a layer of texture to the design. The lyocell has a more subtle glossy shine, while the wool is a more matte quality.

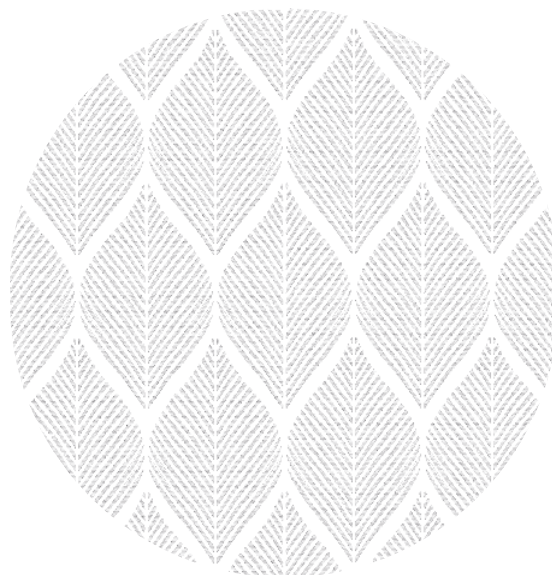
# SIZE VARIATIONS

\*this design is customisable in color and size

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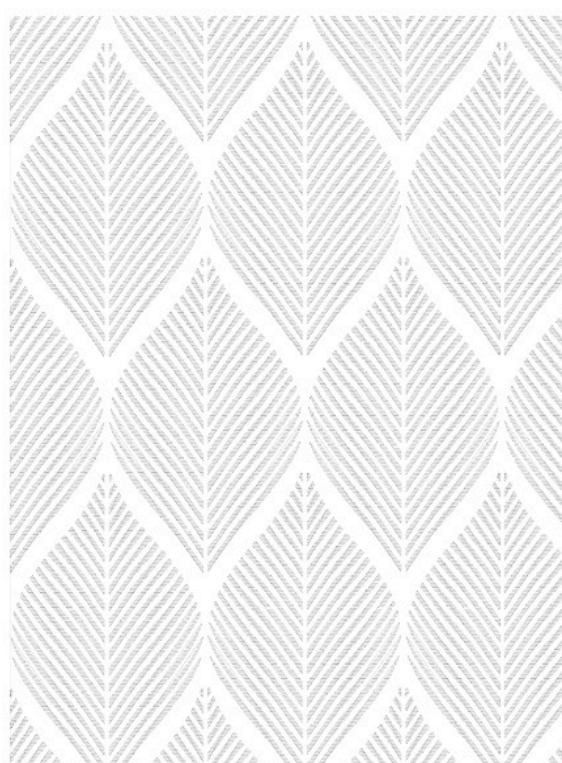
300X300



250X350



300X400



*NR°3*

**RAINBOW  
GLITCH**





# RAINBOW GLITCH

“MIX IT UP”

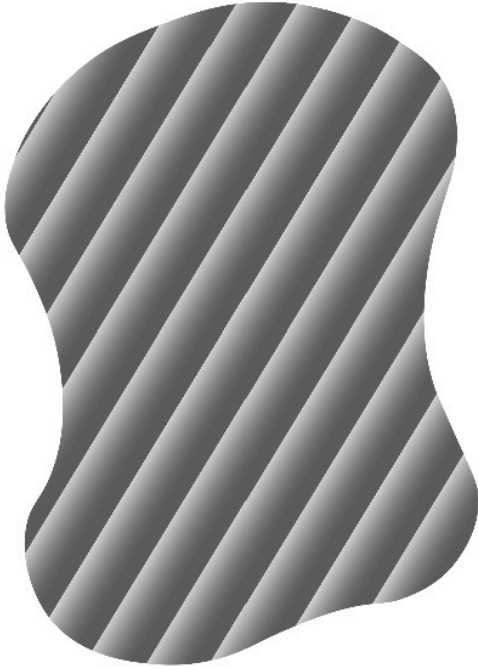
The unique, organic shape of this design comes from the “Out of Line” table collection by Bieke Casteleyn. Trying to combine modern elements with retro aspects creates a unique motif or as we like to call it, a glitch.

Rainbow Glitch is made of cotton which is a shiny and strong quality. The quality gives off a warm feeling and makes the design look more cozy.

# SIZE VARIATIONS

\*this design is customisable in color and size

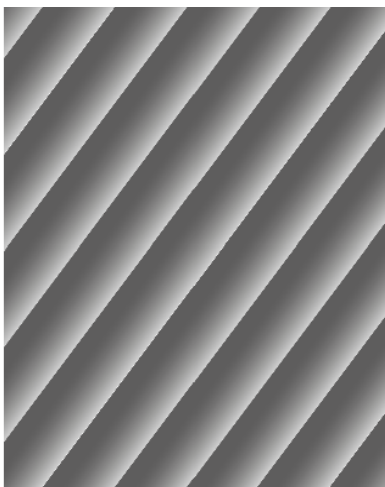
250X350



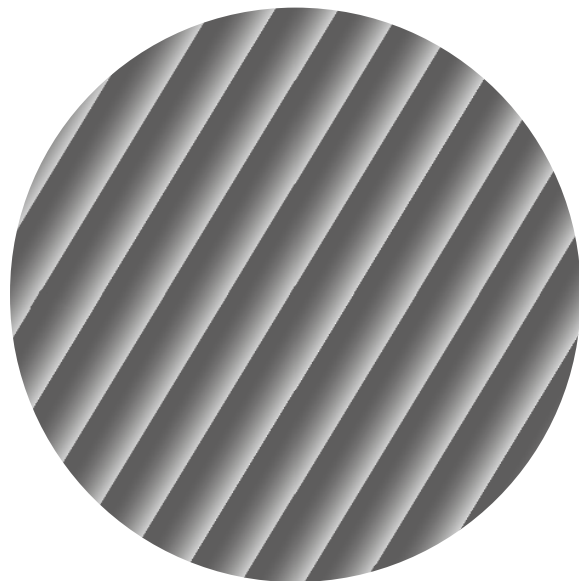
250X350



200X250



300X300



*NR*<sup>4</sup>

**LENA**







**LENA**

## “CINNAMON REVERSE”

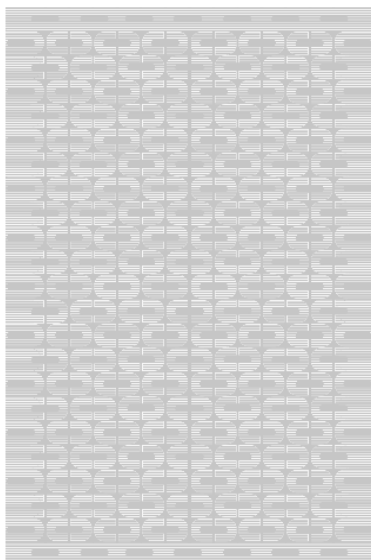
You'll feel sophisticated with this rug that is based on the Lena upholstery, designed by Evolution21. Featuring an elegant, decorative design this rug comes with a sense of well-earned class.

LENA is made of long fibre lyocell, a soft and shiny yarn. Lyocell is a man-made fiber, produced by environmentally responsible processes from the sustainably sourced natural raw material Eucalyptus. The design is formed by alternating pile heights, which adds texture to the design and creates an interesting 3D-depth.

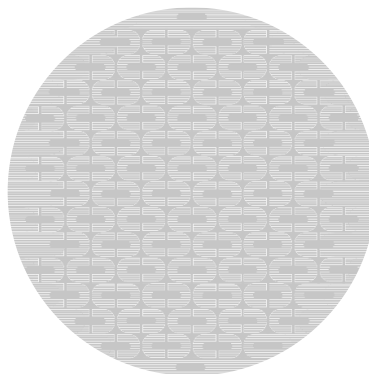
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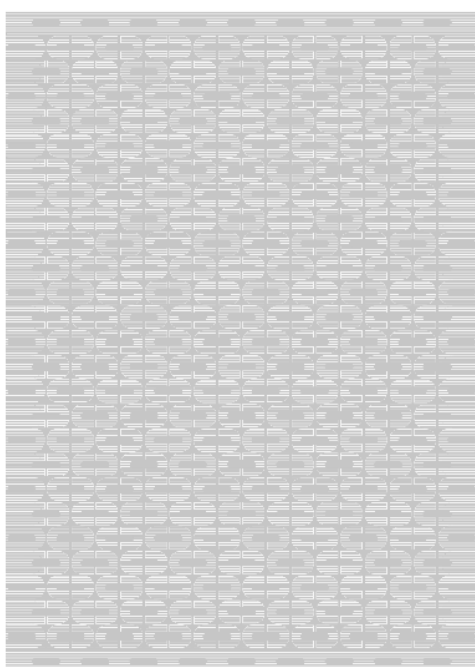
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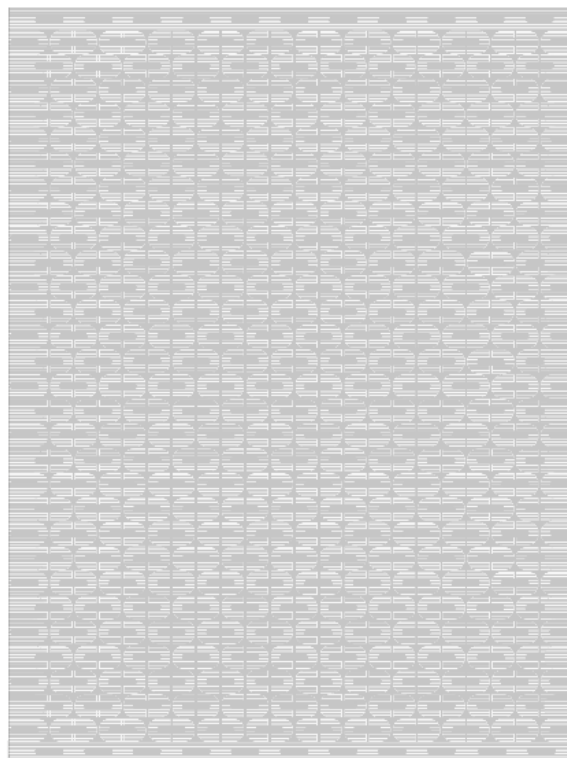
200X200



250X350



300X400



*NR°5*

**FORMA**





# FORMA

## “DREAMY NOSTALGIA”

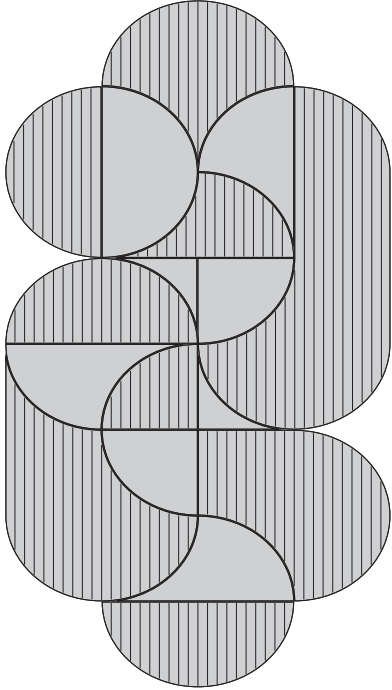
When we think of retro design, bold prints and bright colors are popping up in our minds almost instantly. However, the past has also a lot to offer to those with a soft spot in their hearts for simple elegance. A dash of minimalism can evoke that, oh so lovely, feeling of dreamy nostalgia.

FORMA is made of soft wool. The thick yarn is tufted dense in different directions. Here we used a hand carving technique to create lines and levels in the design. This requires a steady hand, lot of patience and a good technique. The lower pile is tufted in a horizontal direction, while the higher pile is tufted vertically. This adds to the perpendicular effect created by the carving.

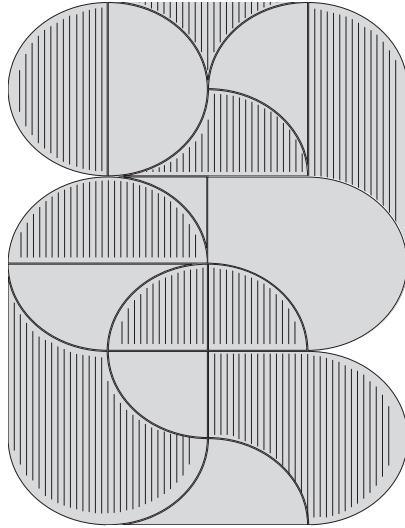
# SIZE VARIATIONS

\*this design is customisable in color and size

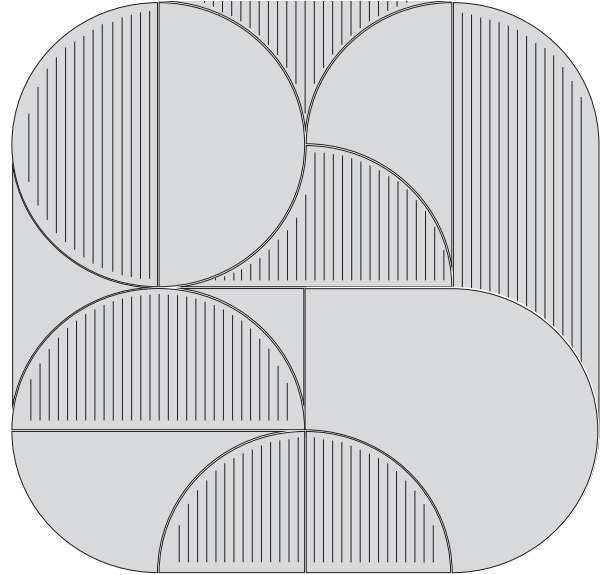
200X350



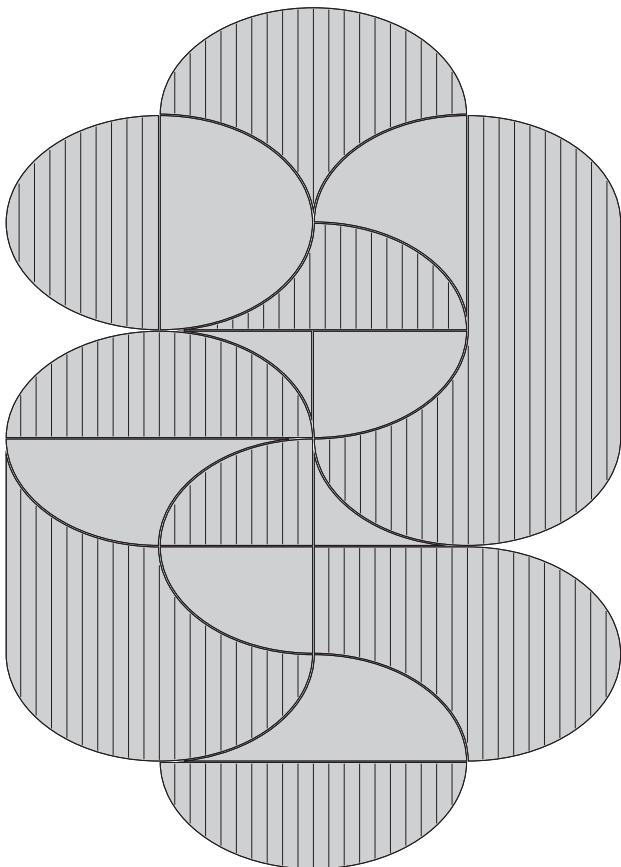
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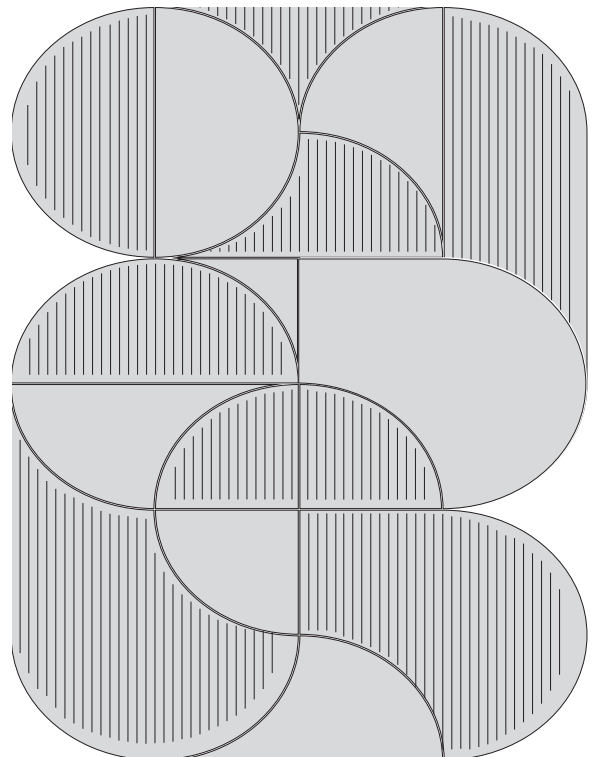
300X300



320X450



300X400



*NR°6*

**FOZZY**







**FOZZY**

### “HIGHLIGHT HERITAGE”

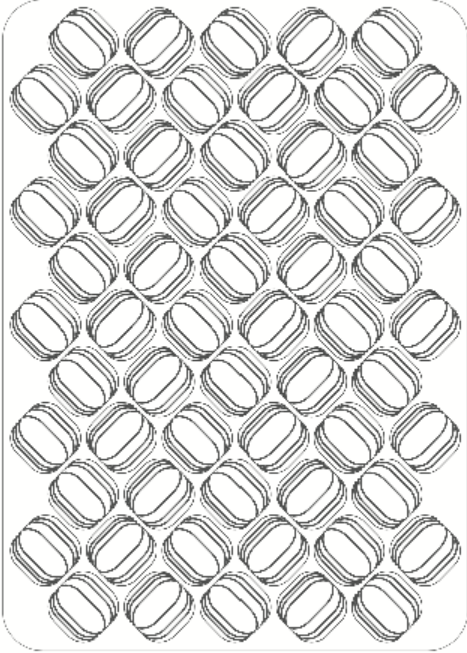
This design celebrates the company’s heritage with a combination of qualities and style. The playful combination has a cheerful style to promote the sense of nostalgia associated with the company. The result is a fresh and airy design that radiates balance.

FOZZY is made of linen and merino wool. The linen has a unique shine and is a strong yarn which ages beautifully. The merino is soft and adds a warm touch to the design.

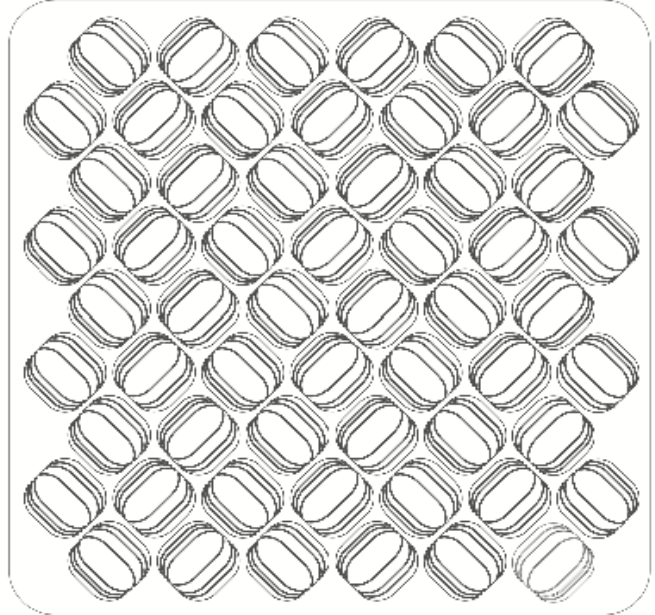
# SIZE VARIATIONS

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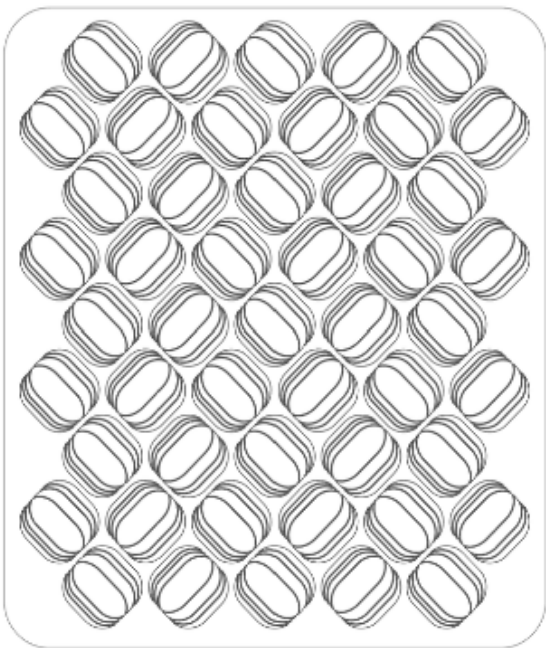
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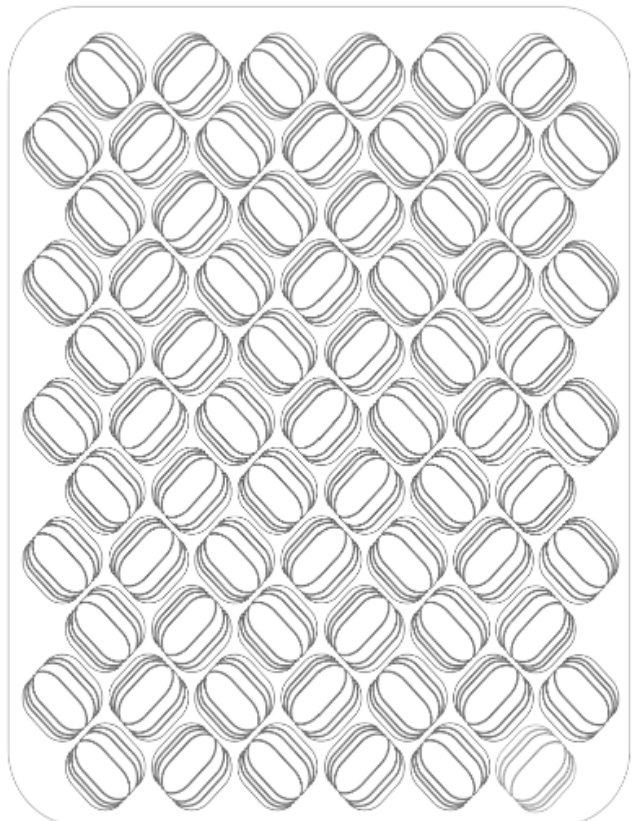
350X350



300X350



350X450



*NR°7*

**FADED**





# *FADED*

## *"VINTAGE INSPIRED"*

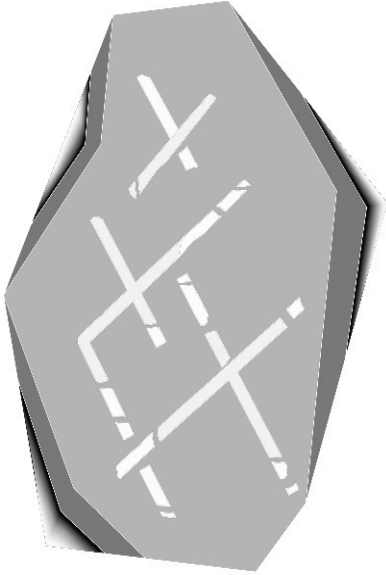
This design is giving us a more vintage look with the faded effect. It is the opposite of the very straight and modern style. The long pile height on the ends reflects a more nostalgic charm.

FADED is made of linen, merino and cotton. The result of combining these three materials makes a strong rug with a subtle shine.

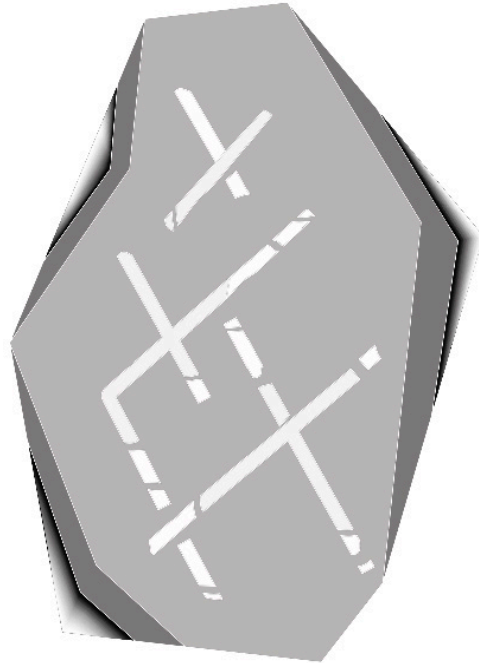
# SIZE VARIATIONS

\*this design is customisable in color and size

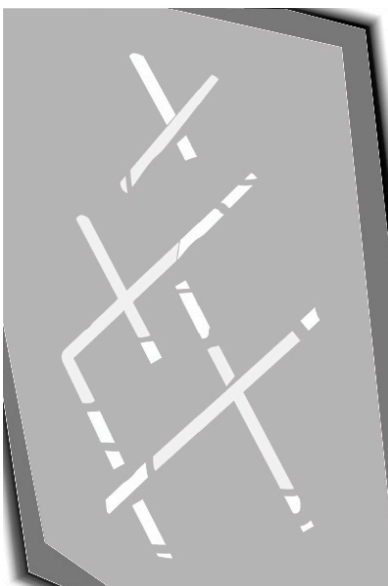
200X300



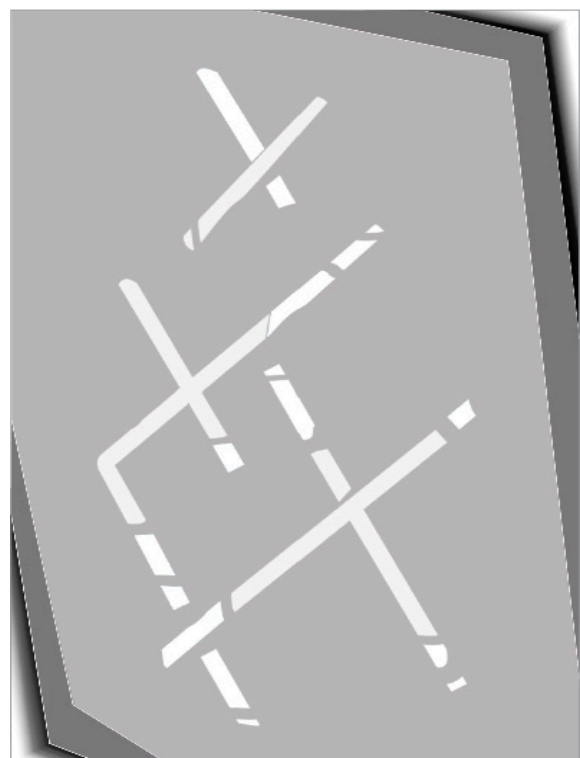
250X350



200X300



300X400



*NR*°8

**ARCHIE**







# ARCHIE

## “INJECT SOME RETRO STYLE”

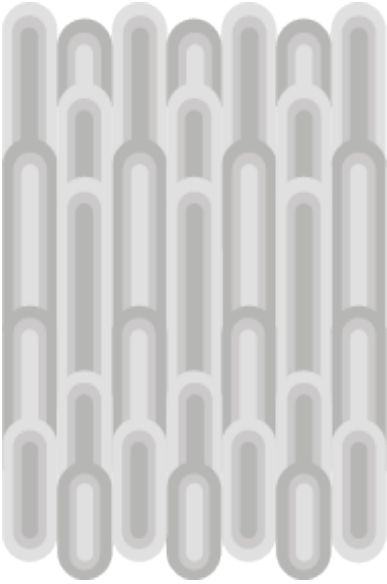
The retro colors and pattern instantly give an image of a vintage feel and induce nostalgic notions. The pattern is so powerful that it brings back the times filled with deep sentiments. Archie is here to lift up your spirits by being an obvious blast from the past.

ARCHIE is made of a playful quality that contains three different materials combined in one yarn. Each material adds its own unique strength: linen provides a solid base, natural silk adds a layer of gloss and luxury, and wool supplies the essential softness. This rich blend makes it a very interesting, strong and unique rug.

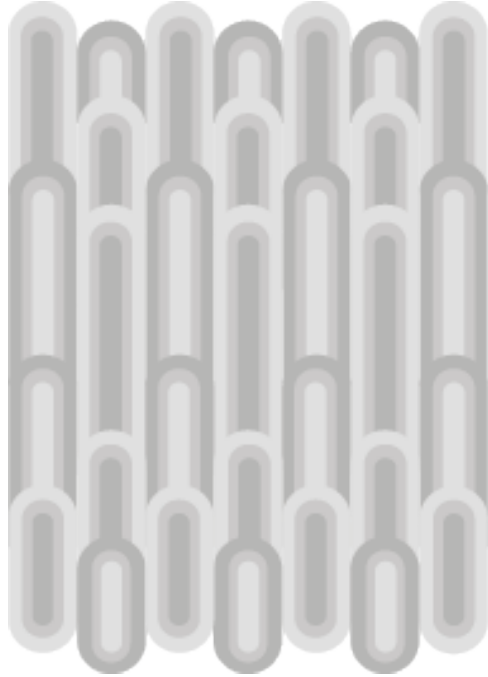
# SIZE VARIATIONS

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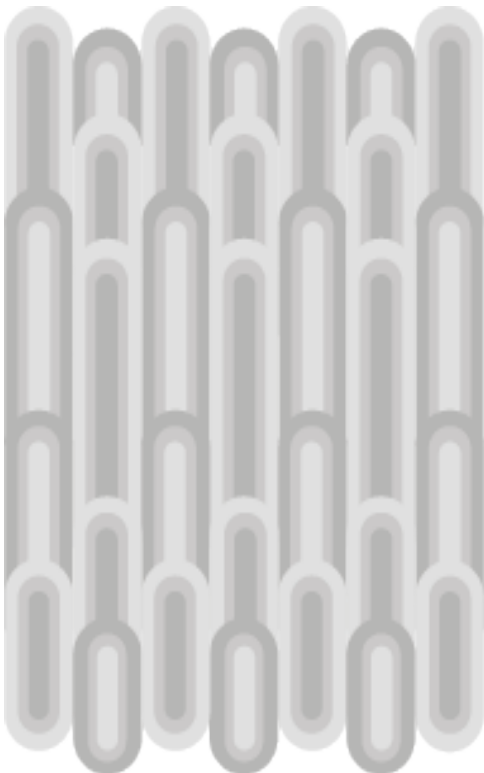
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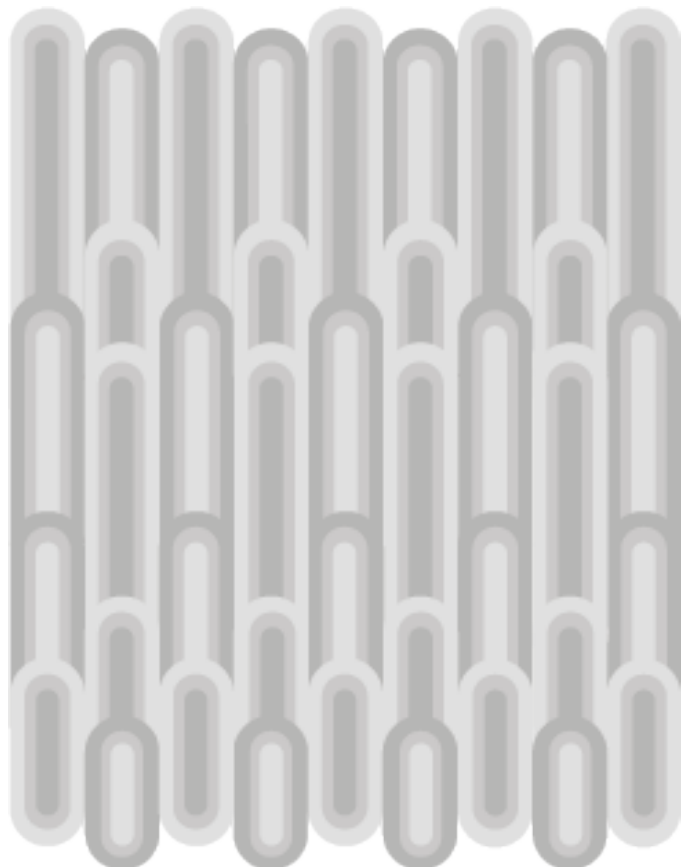
250X350



250X400



350X450



*NR°9*  
**A ROUND RUG**





# A ROUND RUG

“KEEP IT SIMPLE”

The round form elicits simplicity, a refreshed minimalism to go back to basics. You can opt for calming neutral tones with a touch of color that matches your favorite furniture.

This round rug is made of merino and cotton, which together they provide a subtle shine and a soft touch. The long pile height in this quality makes it seem luxurious and very welcoming.

# SIZE VARIATIONS

\*this design is customisable in color and size

300X300



250X350



250X350



250X350



*NR°10*  
**ZOUMEY RUG**







# ZOUMEY RUG

“BY ARNO DECLERCQ”

The Zoumey rug is based on the Four leg stool by Arno Declercq. It's a reference to the blocks created by the legs of the stool. Together we converted this design into a pattern and applied it on the rug.

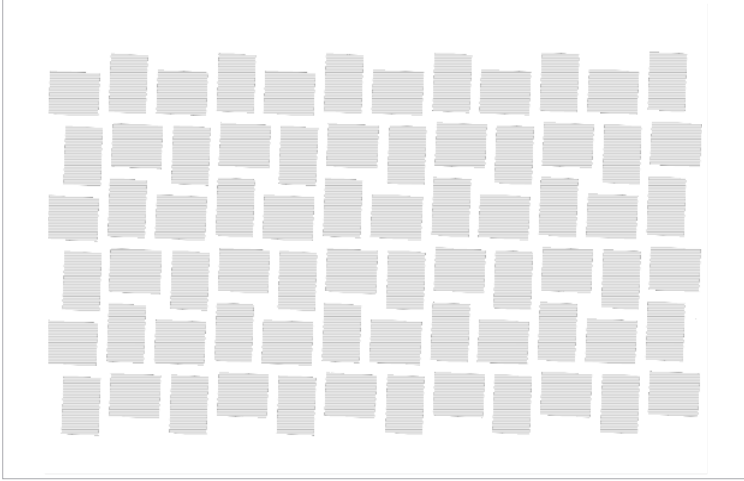
Iroko wood coming from Benin and locally called “the king of the forest” is a very spiritual wood for the Fan culture in Benin. They name a forest of Iroko trees “Zoumey forest”

Made of Merino and Mohair. They are both very thin and shiny yarns. The combination of the two is extremely soft and looks very chic.

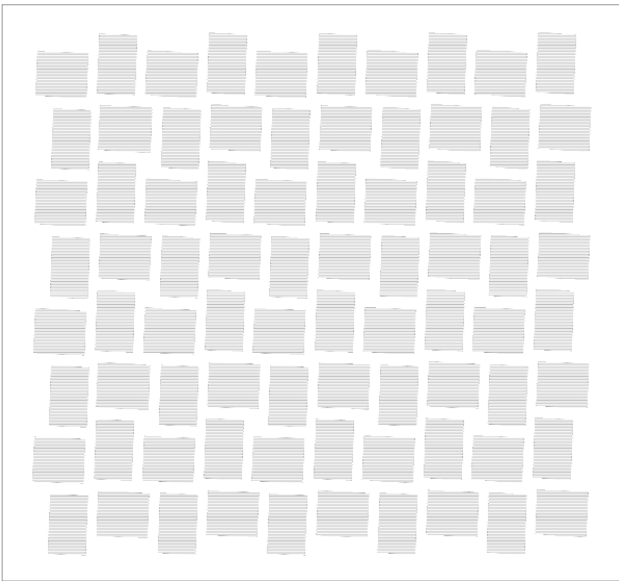
# SIZE VARIATIONS

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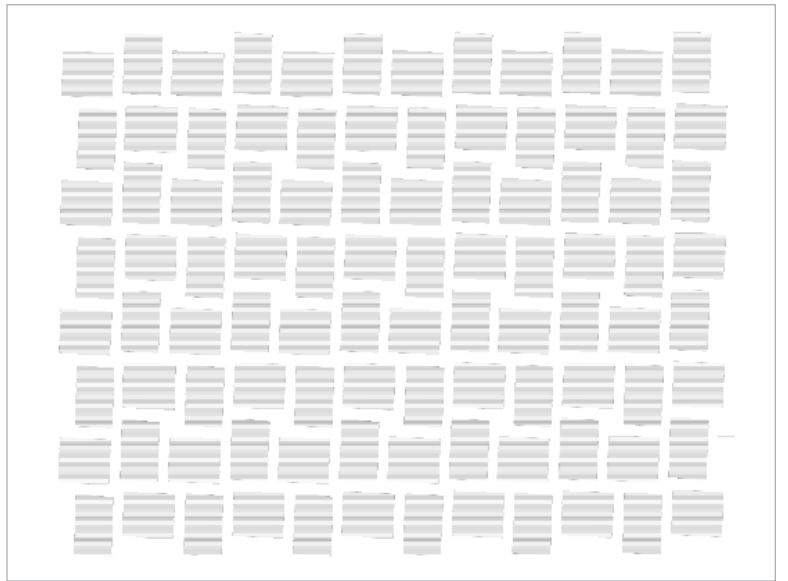
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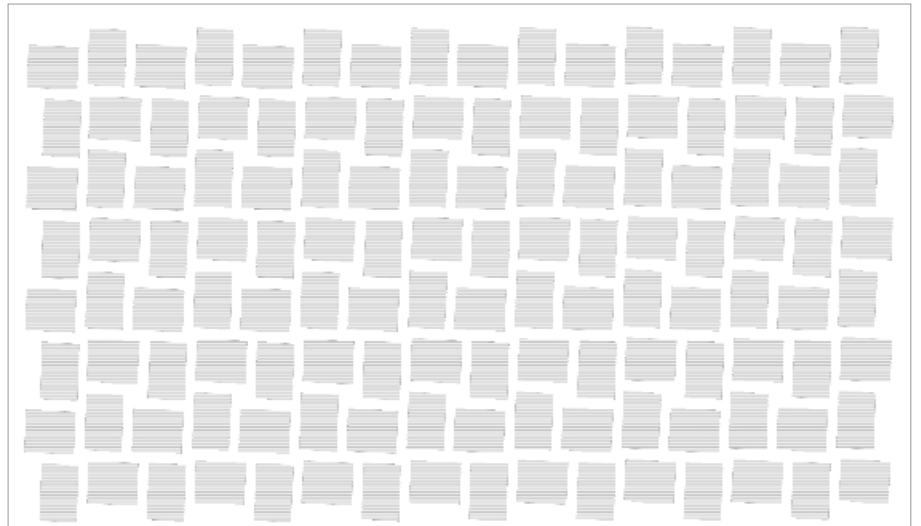
320X300



400X300



470X275



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