

Catalogue

A STRIPED
STORY

WWW.JOV-DESIGN.COM

KORTRIJKSESTEENWEG 189, 9830 SINT-MARTENS-LATEM

COLLECTION 22

JOV

journey *of* visions

A STRIPED STORY

A Striped Story is a collection that rotates around graphic shapes and lines interpreted in different ways. A strong alternative of organic shapes and patterns, with A Striped Story we want to emerge you in the possibilities of sleek lines and sharp forms.

Stripes have that classy and universal character. Because of their timeless appeal, we keep on revisiting the stripes and how to interpret these graphical lines in a new and innovative way. A Striped Story is an homage to traditional lines and graphical shapes.

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, Made to fit 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.

N°1 : DECODED





Decoded

An alternating barcode pattern with an irregular unique shape, that gives your interior that subtle graphical effect. Playful and subtle, that's the feeling Decoded brings in your home.

The Decoded rug is made out of Merino wool with mercerized Egyptian Cotton. Because of the alternating loop and cut, the design has a subtle contrast in both structure and feel. The striking colour contrast in the border, gives the rug an interesting twist.

Size Variations

This design is customizable in quality, shape and colour. Here are some suggestions.

DECODED A: 310 x 480 cm
as exposed at Milan 2022



DECODED B: 300 x 300 cm



DECODED C: 250 x 350 cm



DECODED D: 250 cm



N°2 : SHIFTING BLOCKS





Shifting Blocks

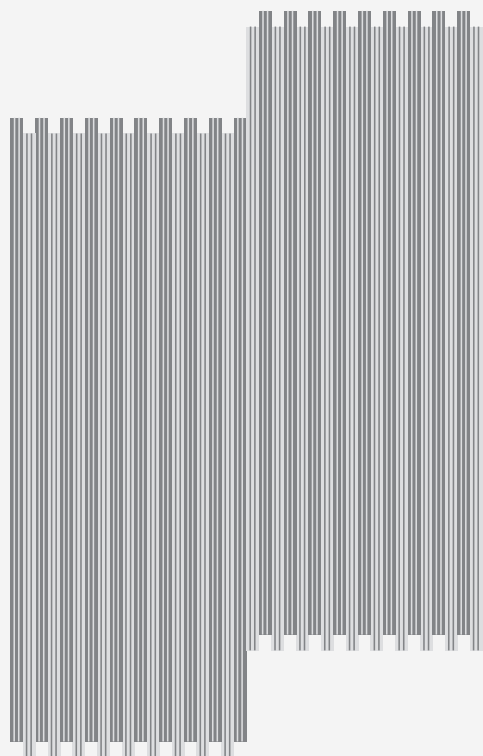
With this design, we searched for another way to connect different elements of furniture in your home. Instead of going the organic shaped way, we decided to shift out two big rectangles to give a graphic depth in your interior.

The Shifting Blocks is made out of New Zealand wool combined with Tencel™ Lyocell. The wool gives the lines a sharp edge, while the Tencel™ Lyocell causes a subtle shine in the design. The combination of both materials makes the design even more interesting.

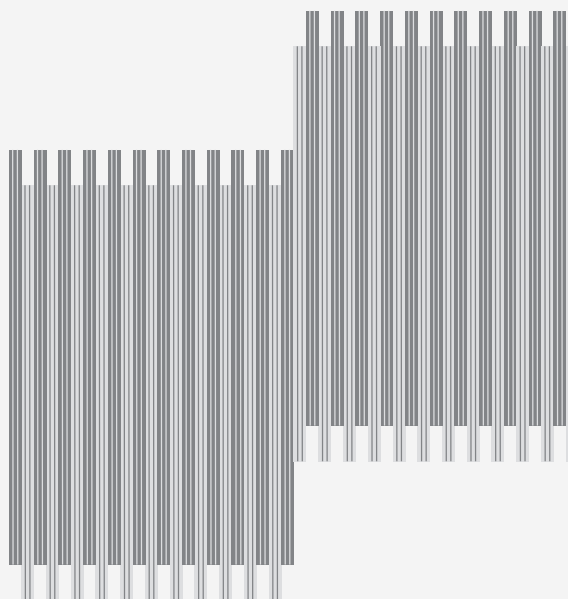
Size Variations

This design is customizable in quality, shape and colour. The final size will be confirmed with a sketch, but here are some suggestions.

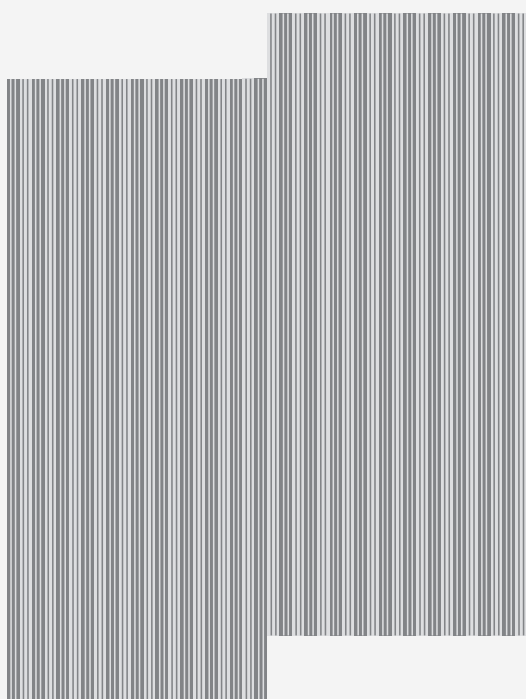
SHIFTING BLOCKS A: 240 x 380 cm
as exposed at Milan 2022



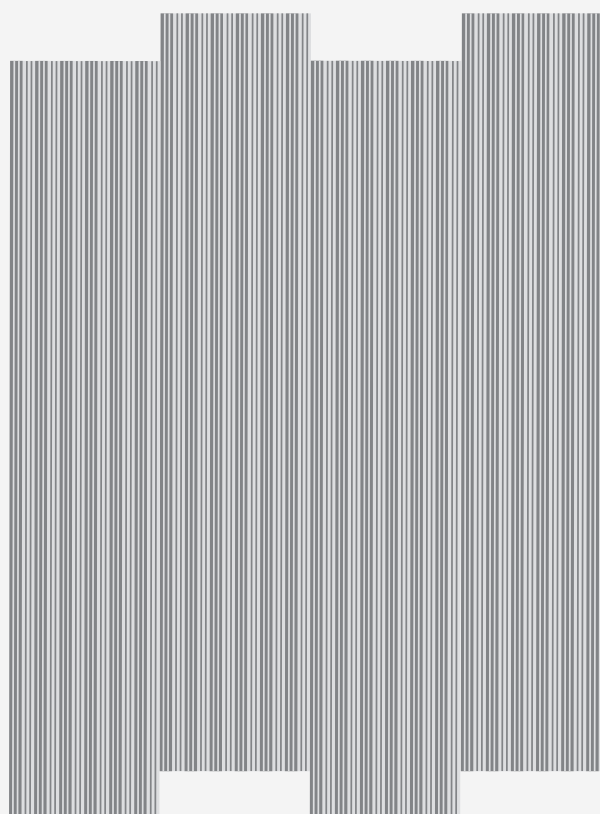
SHIFTING BLOCKS B: 290 x 300 cm



SHIFTING BLOCKS C: 265 x 350 cm



SHIFTING BLOCKS D: 307 x 410 cm



N°3 : TWINS





Twins

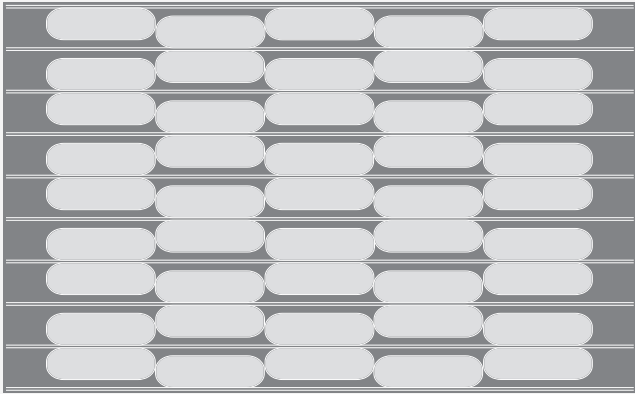
Complementary in shape to the drawers of the Bieke Casteleyn home desk, the Twins give a playful retro vibe to your interior. The subtle white line makes the design a bit more graphic and balances out the round shapes of the Twins pattern.

The Twins is made out of the high shine Tencel™ Lyocell quality Bowie. A subtle white line, made out of Belgian Linen, brings extra depth to the pattern, but also more texture to the rug. The high shine Tencel™ Lyocell quality has a soft touch and gives the rug a luxurious feeling.

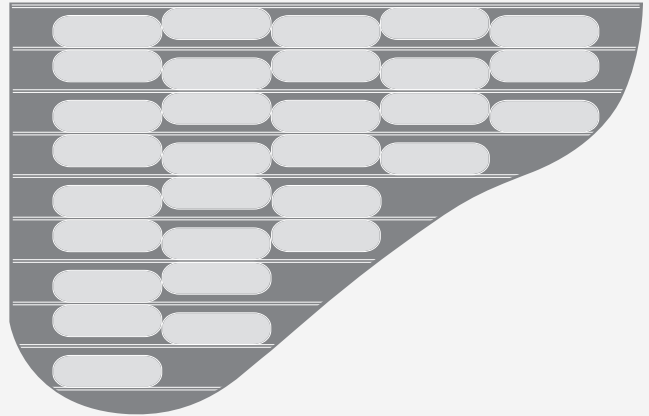
Size Variations

This design is customizable in quality, shape and colour. The final size needs to be confirmed with a sketch, but here are some suggestions.

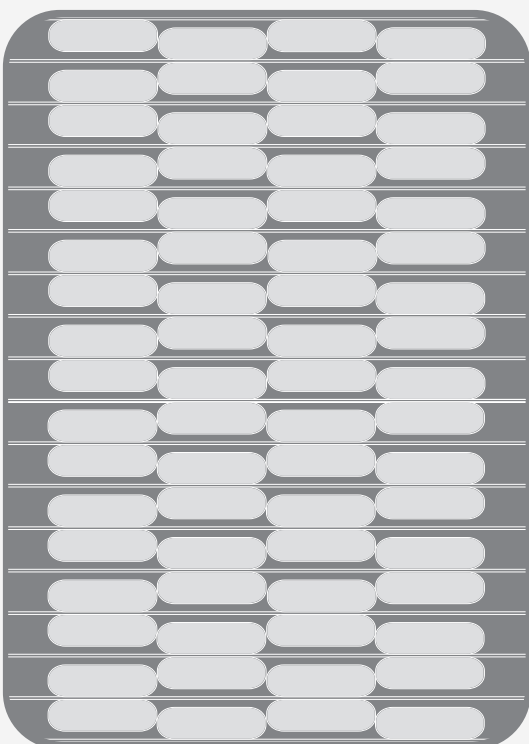
TWINS A: 300 x 185 cm
as exposed at Milan 2022



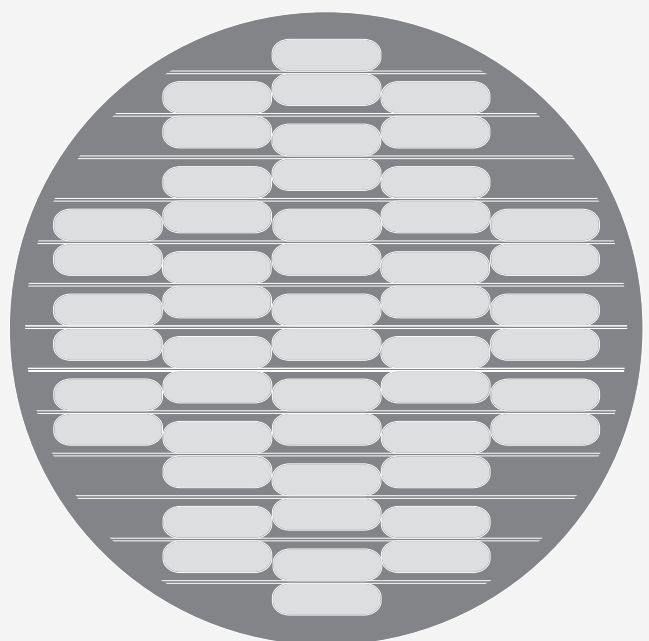
TWINS B: 300 x 195 cm
as exposed at Milan 2022



TWINS C: 250 x 350 cm



TWINS D: 300 cm



N°4: WAVING STRIPES





Waving Stripes

With the Waving Stripes, we wanted to create an alternating colour gradient with a waving carving that gives a 3D-effect in the design. All waves are manually carved on the rhythm of the colour gradient. The choice of colour in the salmon earthy tones, gives the design a retro touch in contrast with the graphic lines.

The Waving Stripes is made out of a thick New-Zealand wool. A very dense and firm quality that has a matte finish and feel. The process of carving asks for a lot of patience and technique, but the result speaks for itself.

Size Variations

This design is customisable in colour and size. Here are some suggestions.

WAVING STRIPES A: 240 x 380 cm
as exposed at Milan 2022



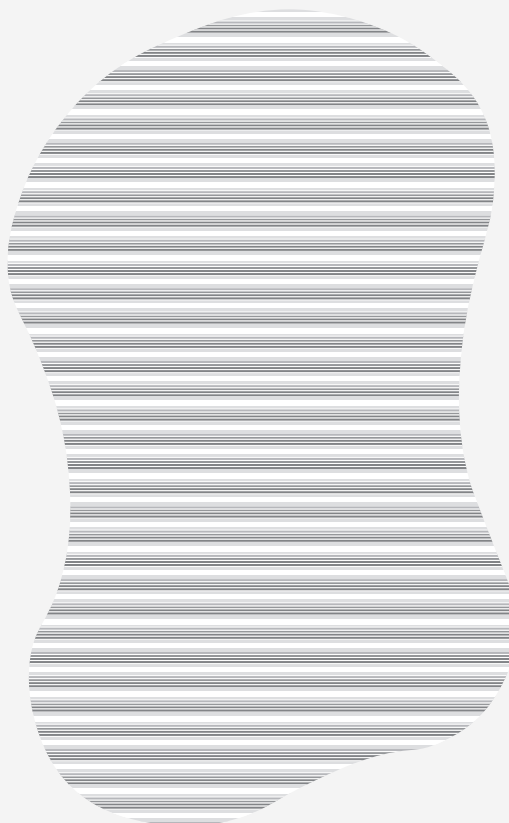
WAVING STRIPES B: 250 x 350 cm



WAVING STRIPES C: 300 cm

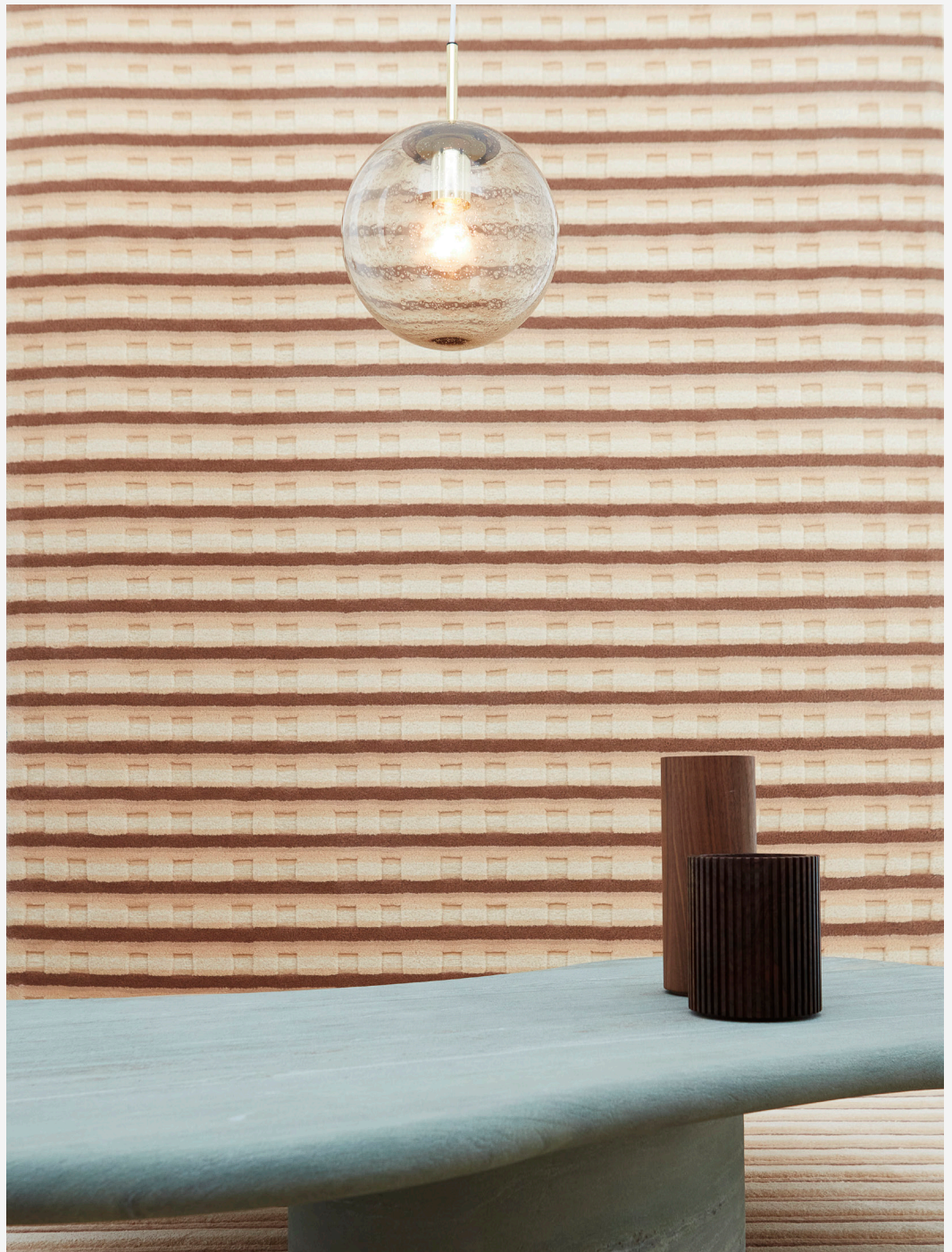


WAVING STRIPES D: 250 x 400 cm



N°5: CARVED CUBES





Carved Cubes

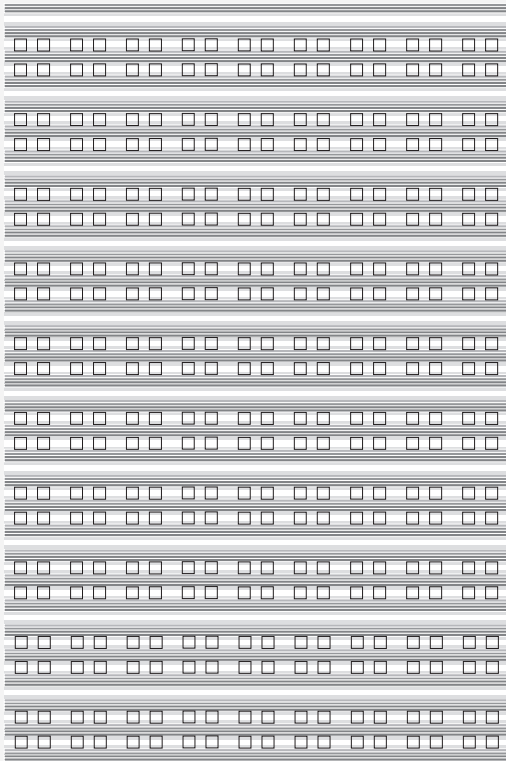
A subtle colour gradient by almost matching and alternating colours, the Carved Cubes is a beautiful display of our artisanal craftsmanship. All cubes are manually carved, so every cube can slightly differ in shape. The uniqueness of the cubes, gives the rug an original and unique touch.

The Carved Cubes is made out of a thick New-Zealand wool. A very dense and firm quality that has a matte finish and feel. The process of carving asks for a lot of patience and technique, but the result speaks for itself.

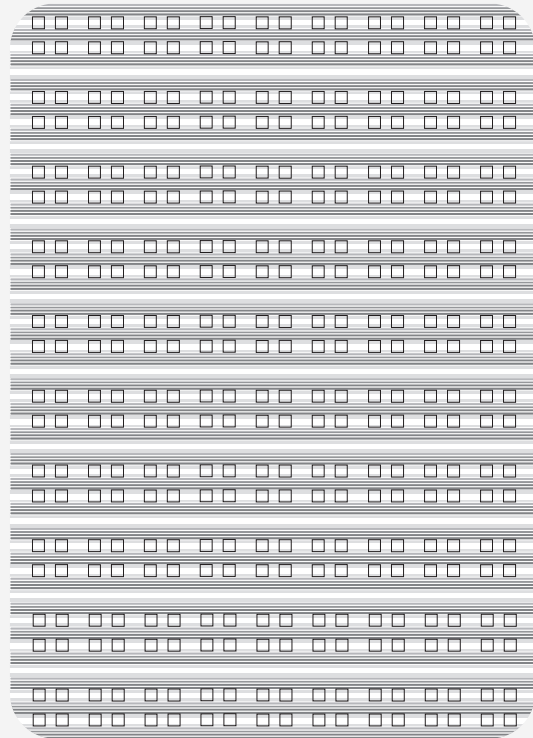
Size Variations

This design is customisable in colour and size. Here are some suggestions.

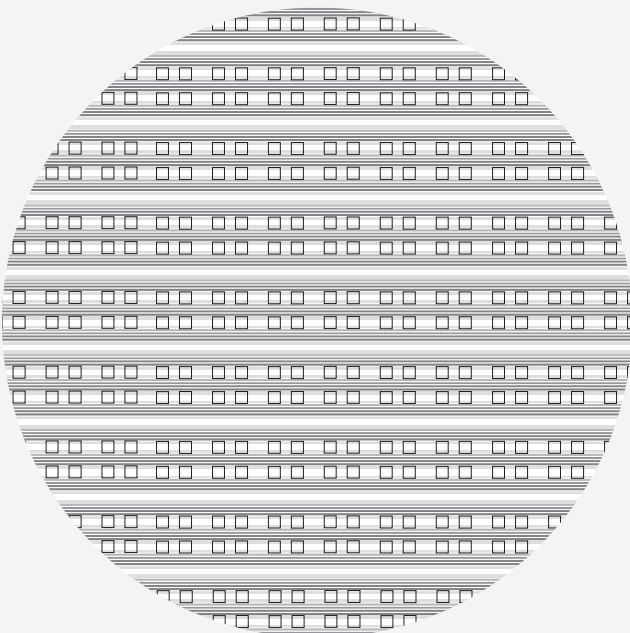
CARVED CUBES A: 240 x 360 cm
as exposed at Milan 2022



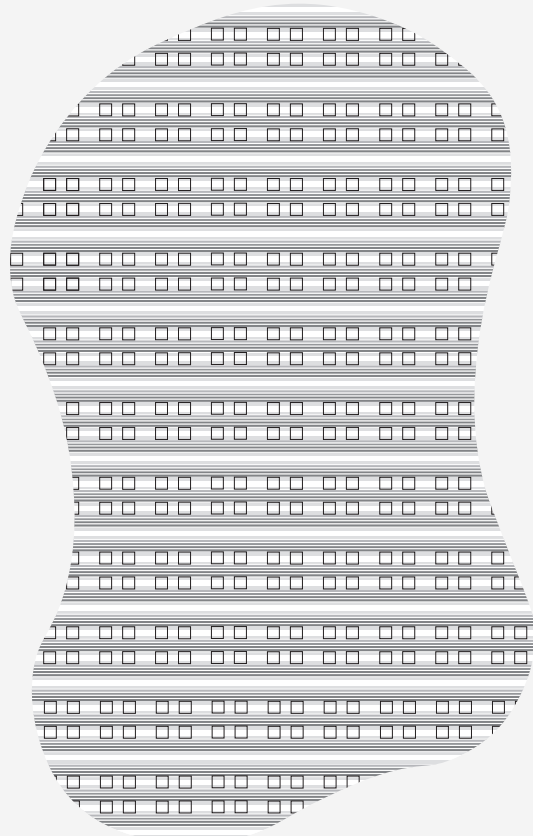
CARVED CUBES B: 250 x 350 cm



CARVED CUBES C: 300 cm



CARVED CUBES D: 250 x 400 cm



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