

SHOPSEIF

THE WEAVE OF LUXURY
WELCOME TO OUR RUG COLLECTION





SEIFELDIN MEDHAT

Shop Seif Signature Wallpapers, Now in Plush Rugs

The Seifeldin Medhat Luxury Lifestyle brand is a hallmark of opulence and refined living. Specializing in the creation of designer's sophisticated, emotionally charged designs for residential, hospitality, and retail projects, our studio is a testament to the seamless blending of artistry and functionality.

We artfully transform the designer's passion for materiality, color, pattern, and texture into iconic, contemporary interiors. Our work resonates with the designer's profound influence on modern design, bringing to life spaces that exude luxury and charisma.

In addition to our architectural designs, we have curated collections of furniture, fabrics, lighting, and home decor that carry the distinctive essence of Seifeldin Medhat. These creations celebrate the designer's enduring impact on the world of design, offering a lifestyle that is synonymous with opulence, sophistication, and timeless elegance.

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FROM WALL TO FLOOR

In the realm of design, where artistry meets the canvas of your living spaces, we are delighted to introduce our most cherished collection. At Shop Seif, we have always been the pioneers of elegance, and we take immense pride in bringing you our finest offerings.

For years, we have adorned walls with our best-selling wallpaper designs, each a testament to timeless elegance. And now, in a seamless expansion of creativity, we unveil our rug collection, a harmonious fusion of artistic wallpaper patterns translated into functional, luxurious rugs.

Our journey has always been guided by a commitment to craft, quality, and the relentless pursuit of elegance. The designs you have loved on your walls now gracefully lay at your feet, inviting you to experience beauty and comfort underfoot.

Within the pages of this catalog, you will discover a collection that weaves together the essence of our wallpaper artistry, now presented in rug form. Every thread, every design, and every detail carries forward our legacy of elegance and sophistication.

But we don't stop at aesthetics; we're committed to sustainability and responsible practices, ensuring that each rug brings not just beauty but a positive impact on the world.

From the patterns that have graced your walls to the rugs that will transform your floors, we celebrate this journey with you. Welcome to a world where every step is a brushstroke of elegance and every rug is a masterpiece.

ETERNITY COLLECTION

THE STORY

This rug collection explores the profound interplay between physical and metaphysical worlds, where impressions and imprints forge an intimate bond. These imprints, unseen but indelible, resonate within us, creating a lasting memory. Inspired by these abstract notions, our rugs play with patterns, colors, and scales, rekindling the 'sensus' within.





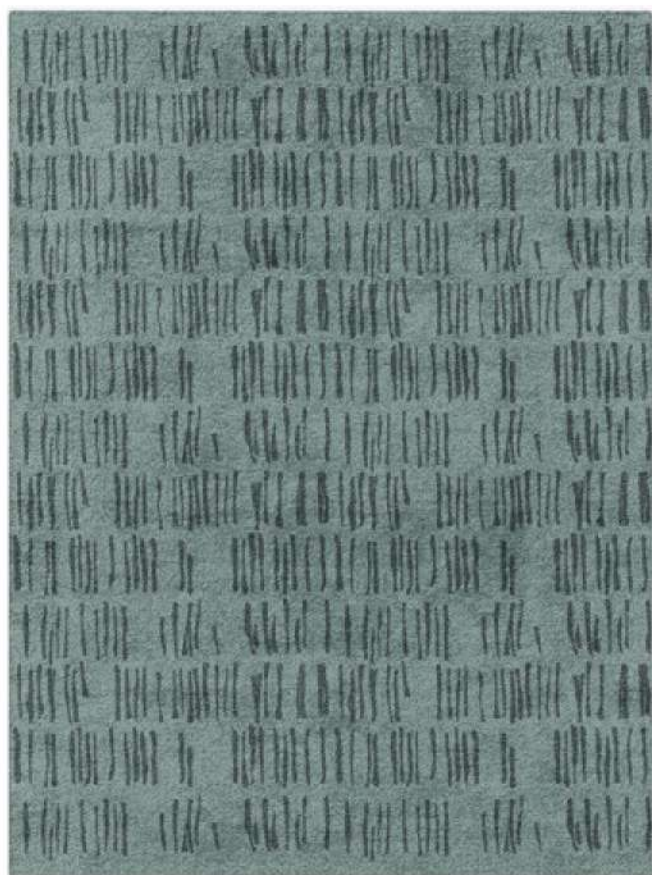
BARK RUG

Bark Rug embodies the intricate dialogue between the tangible and intangible, capturing existence's whispered conversations. Customizable in color, each 'Bark Rug' bears a unique imprint.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.







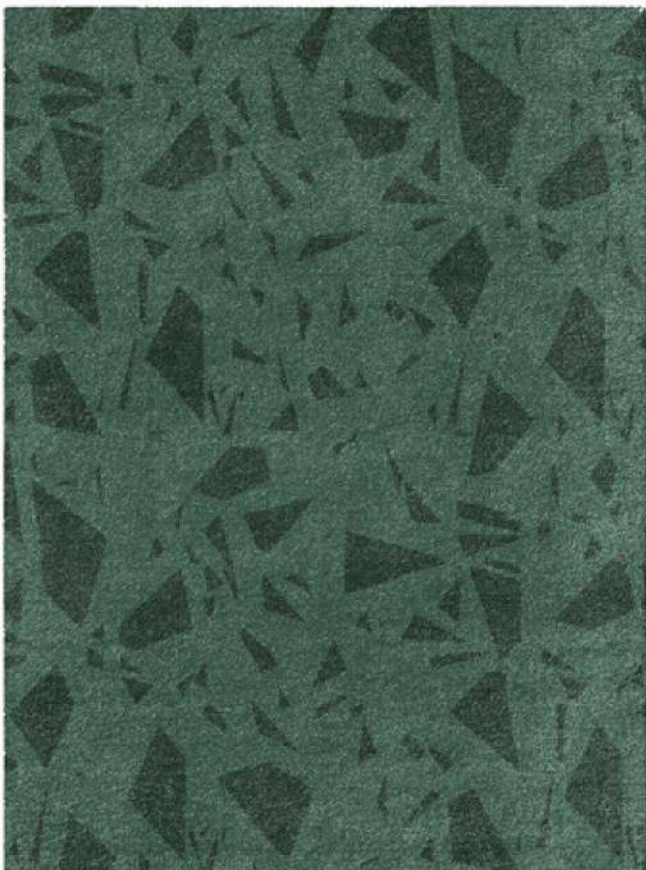


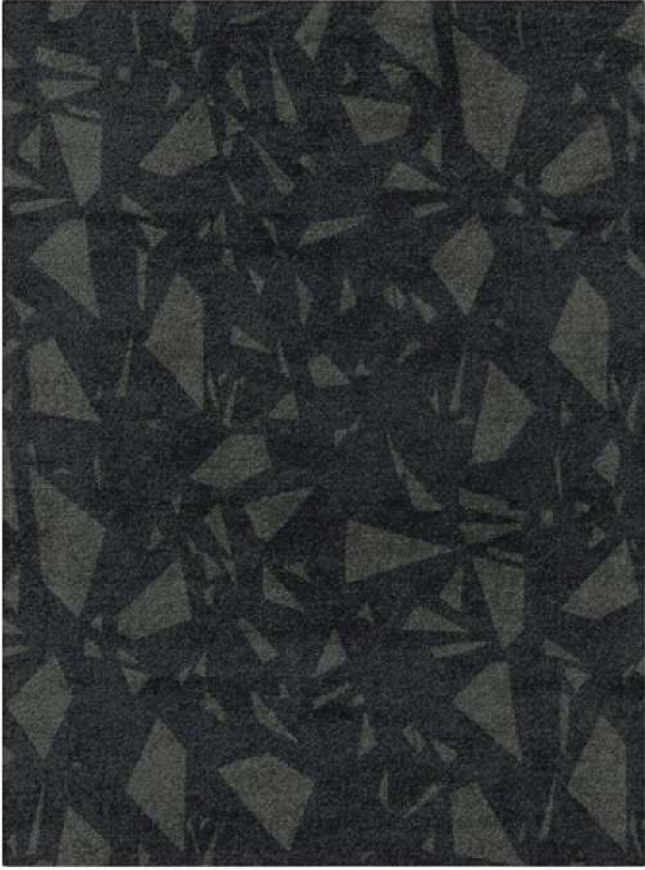
FRACTAL RUG

Inspired by the perpetual patterns in nature, our 'Fractal Rug' is born from a continuous, artful feedback loop. This unique design offers four fashionable options, ensuring your space embodies the beauty of nature's ongoing conversation.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.

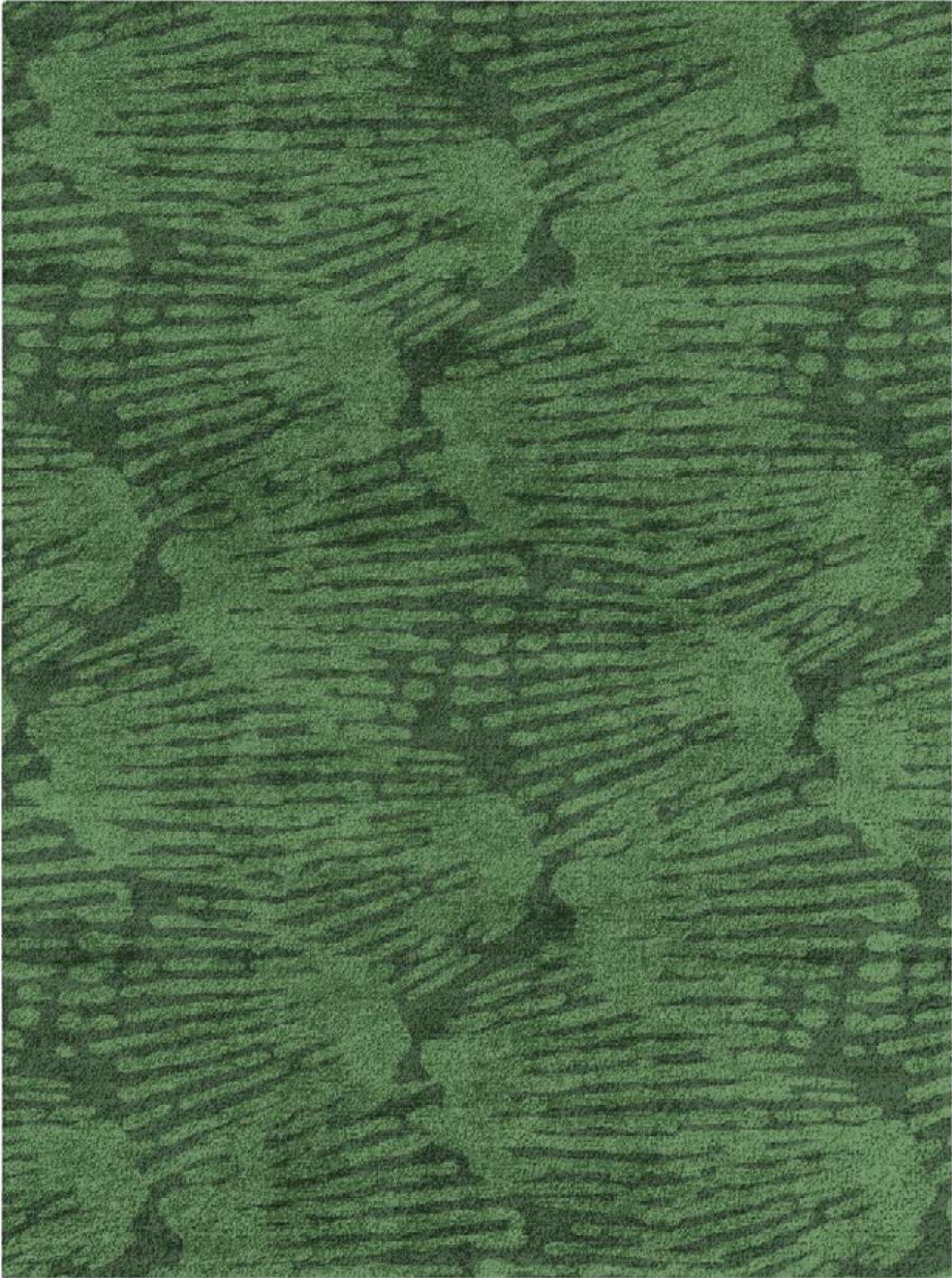










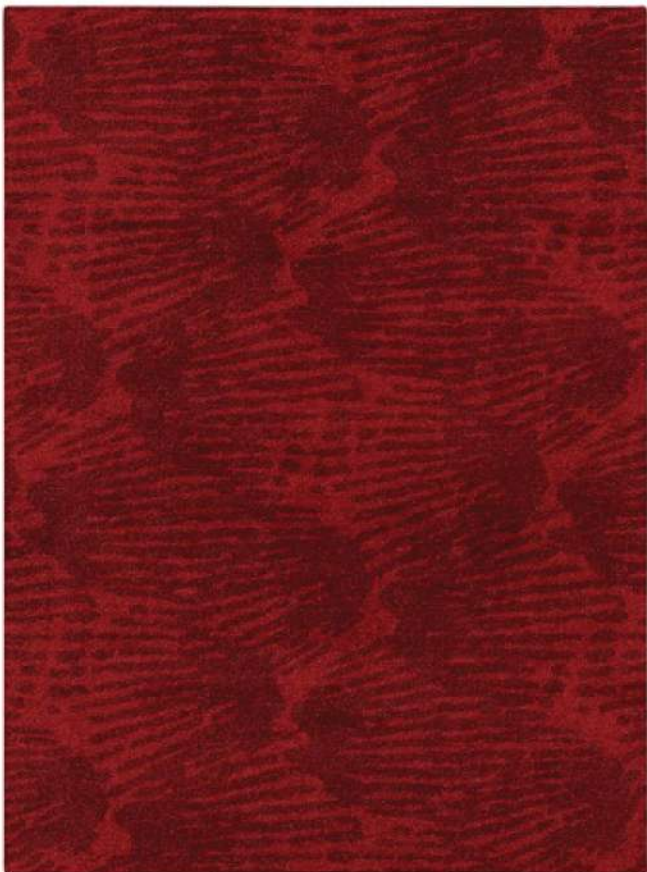


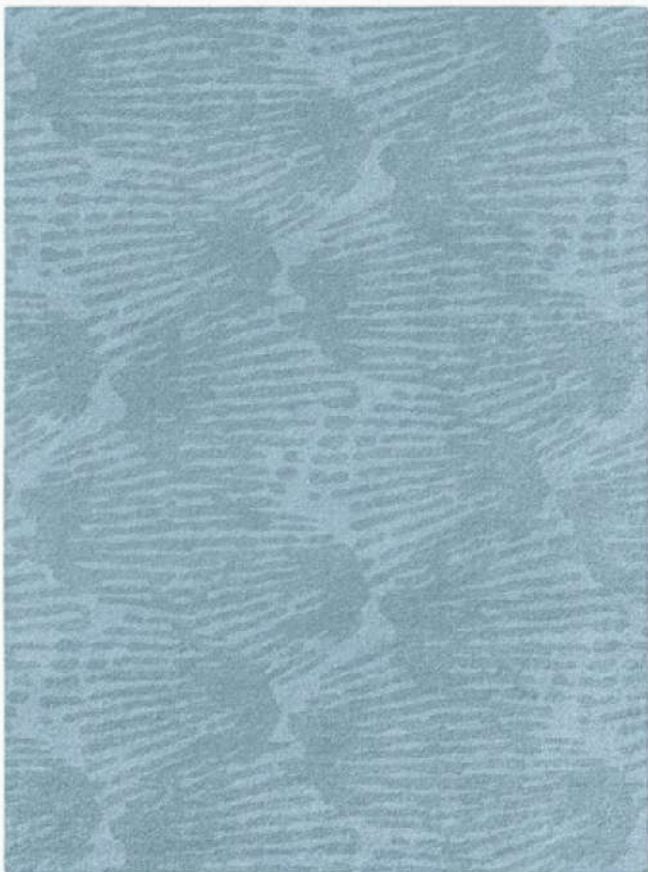
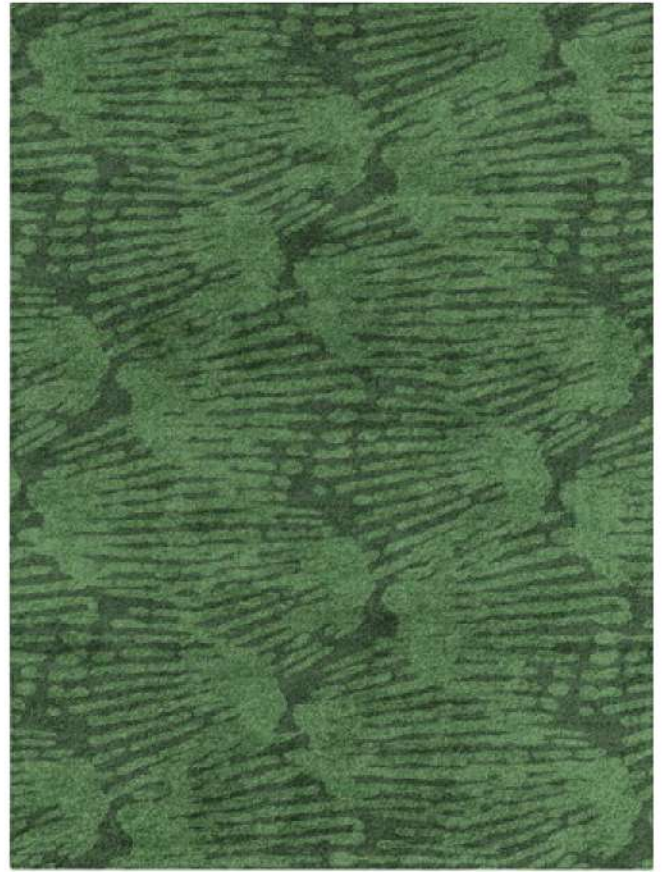
FLUKE RUG

Drawing inspiration from the whimsical journey of a seashell, 'Fluke Rug' pays homage to its odyssey from deep ocean depths to the shoreline and finally to your space. This ink-blot pattern marries fashion and texture, evoking sensory pleasure while maintaining approachable versatility. Discover 'Fluke' in a palette of seven color editions.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.









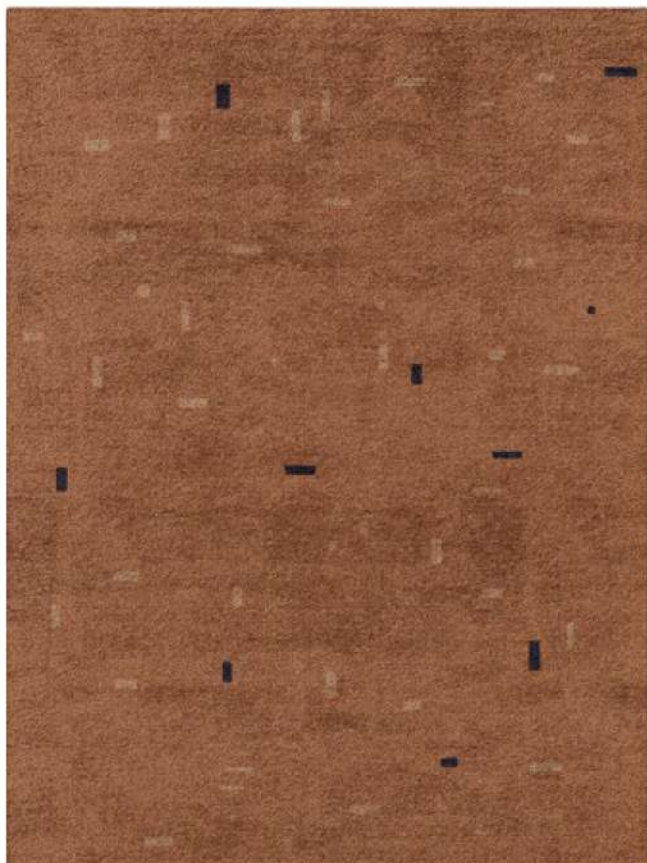
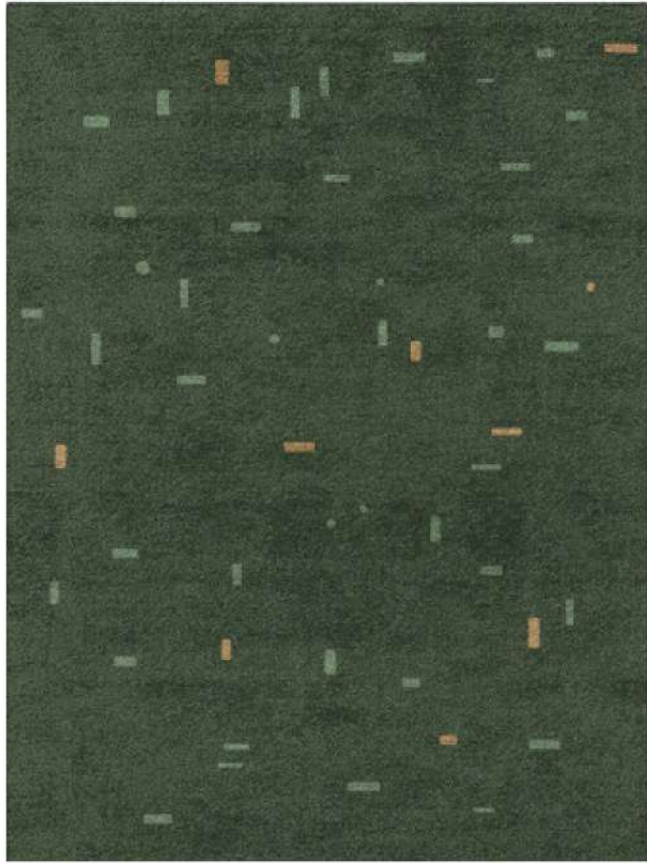
INTIMO RUG

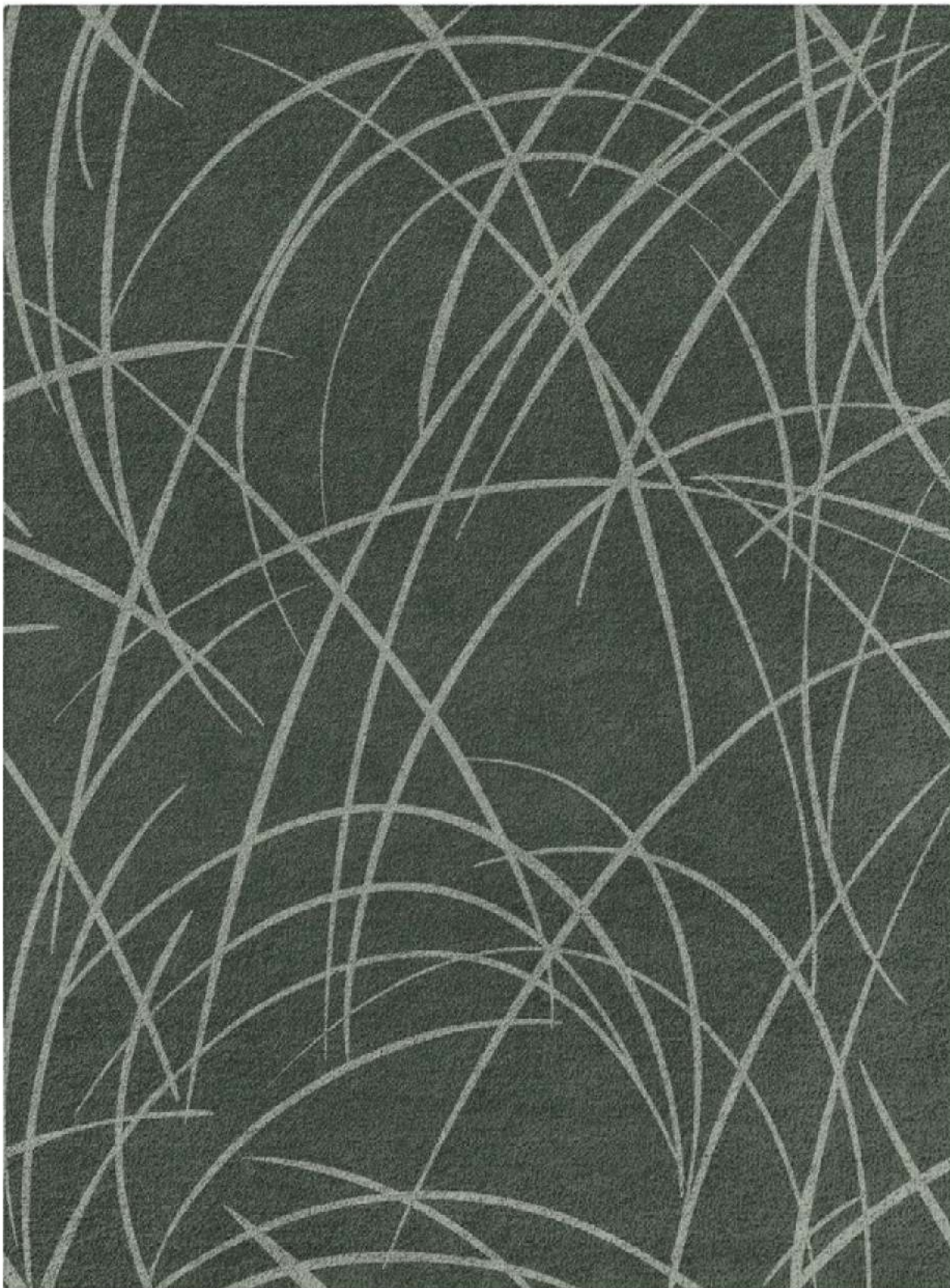
Introducing 'Intimo Rug,' a diacritic masterpiece that echoes the interplay of shifting energies. This design, reminiscent of wood chiseling, celestial constellations, or the ethereal traces of a lightning strike, is depicted through hand-drawn brush strokes. 'Intimo' is available in a palette of FOUR color editions.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.







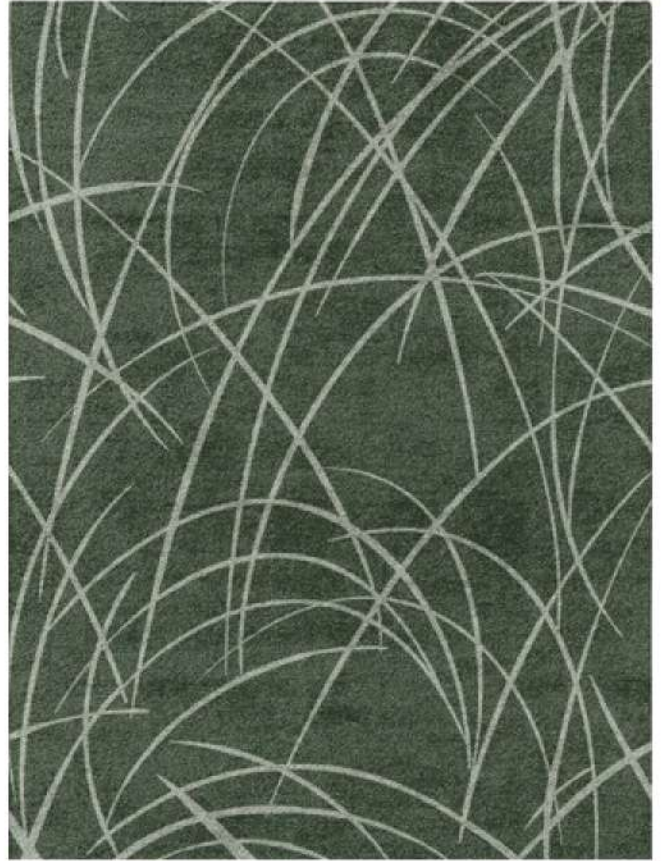


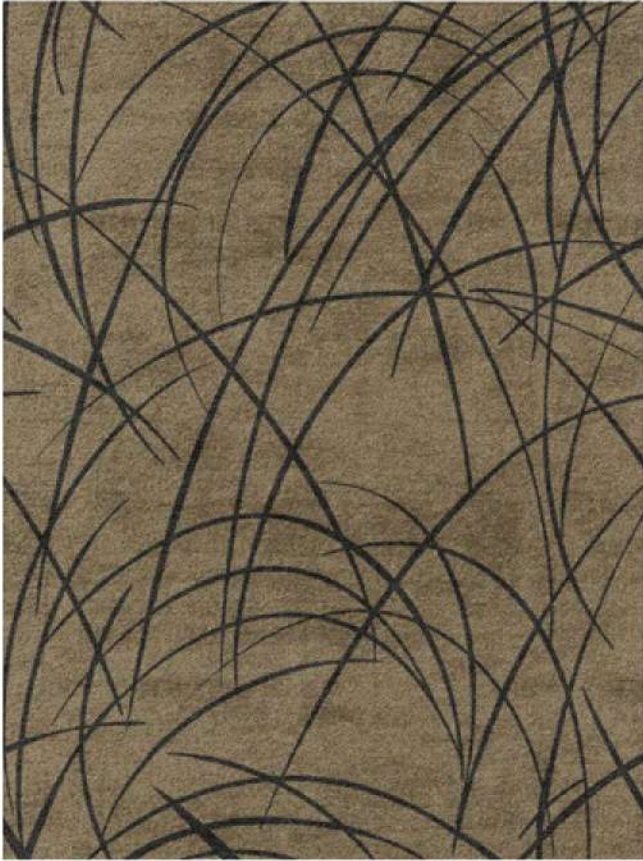
VICTORUM RUG

Drawing inspiration from the whimsical journey of a seashell, 'Fluke Rug' pays homage to its odyssey from deep ocean depths to the shoreline and finally to your space. This ink-blot pattern marries fashion and texture, evoking sensory pleasure while maintaining approachable versatility. Discover 'Fluke' in a palette of seven color editions.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.









VISION RUG

Born from a seahorse's grace on our shores, 'Vision Rug' is a symbol of strength and exceptional vision. Its textured, organic geometric design adds depth to your space. Available in 7 distinct colors, it inspires a room with intuition, precognition, and tenacity, enhancing both the physical and spiritual ambiance.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.



The Theatre of Work

Pierre-Yves
Pierre-Yves
Pierre-Yves



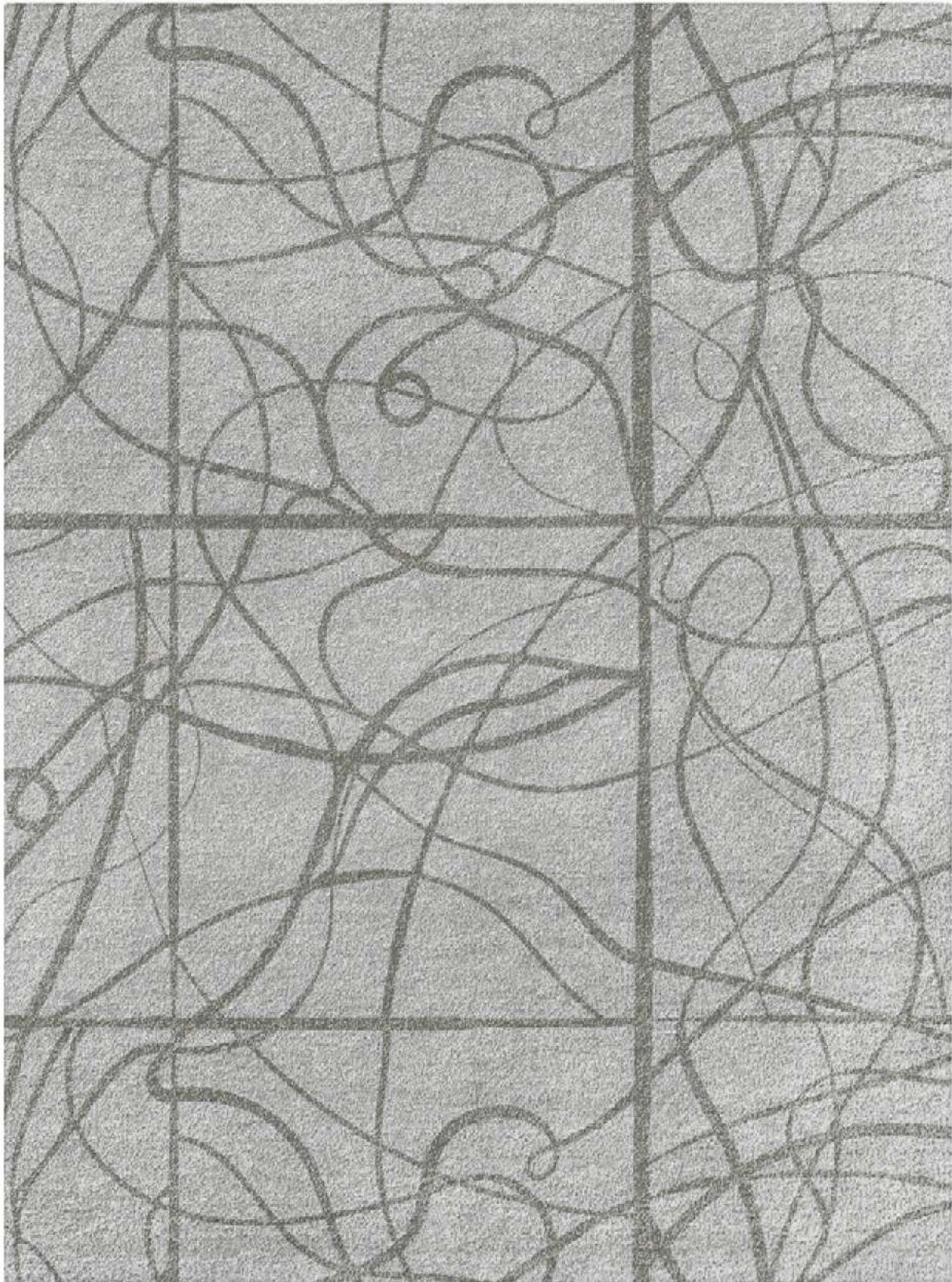


CASSATA COLLECTION

THE STORY

In the Cassata Rug Collection, where organic forms dance with architectural silhouettes, we craft a tapestry of scale, depth, and vibrant colors. Inspired by diverse eras, it's a poetic fusion of history and art. Each rug is a unique voice, a bridge between tradition and modernity, inviting your space into an enchanting story.



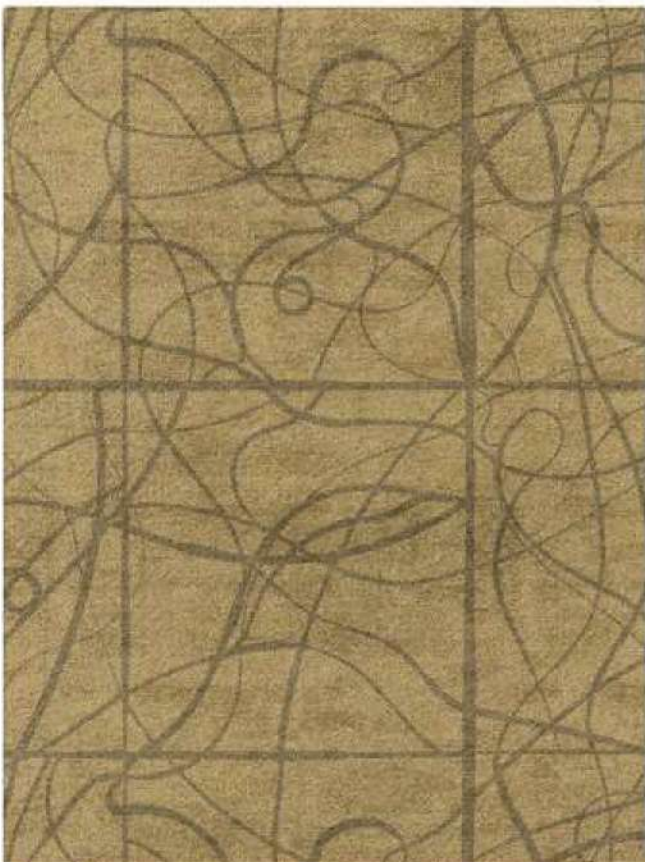
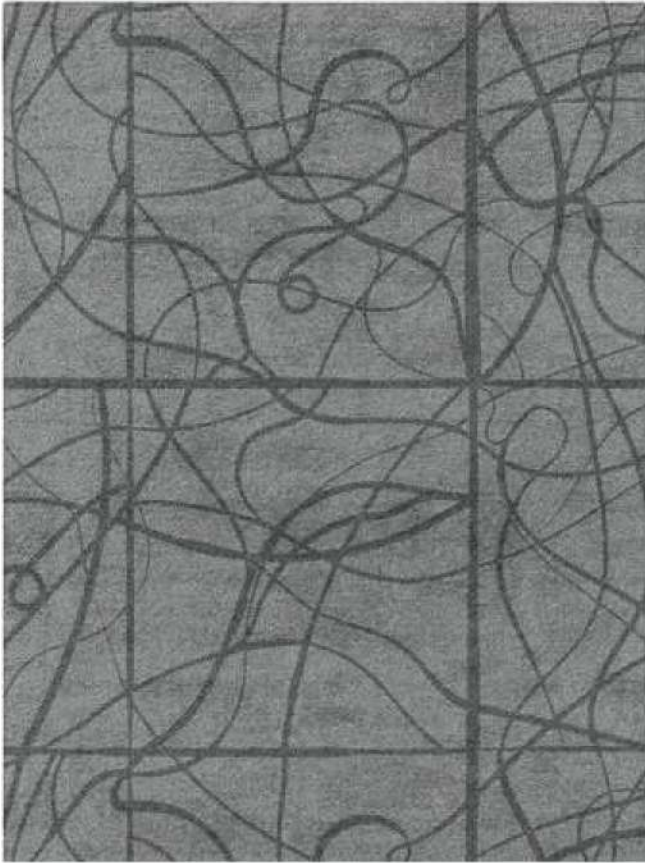


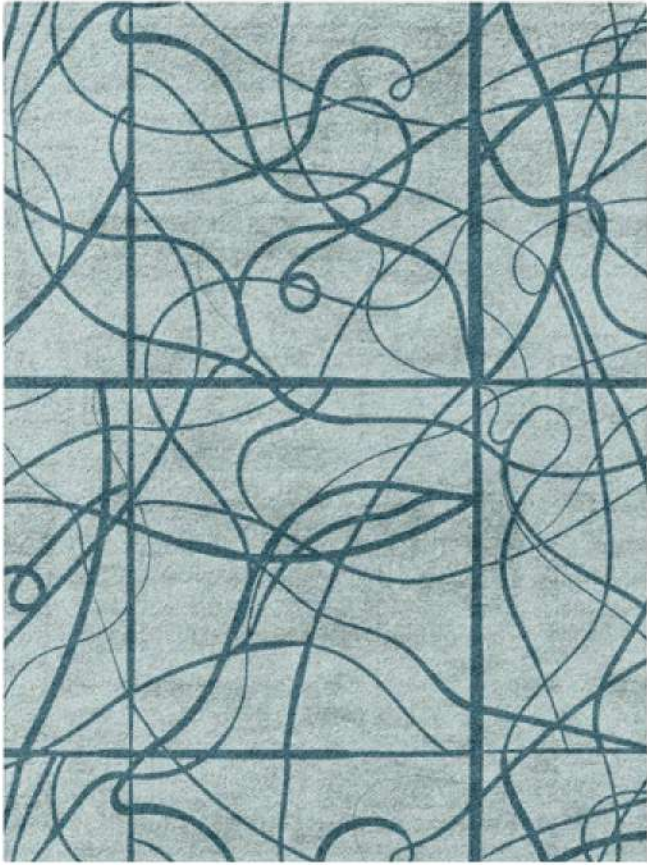
GROOVE RUG

Where graphic art meets architecture, Groove is an abstract graphic print. The trademark hand painted pattern brings the expression of movement and texture to a room. Groove now comes in 5 fashion color ways.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.









SCHISM RUG

Schism, is the ultimate combination of abstract lines and graphic boundaries. Available in four striking colorways.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.

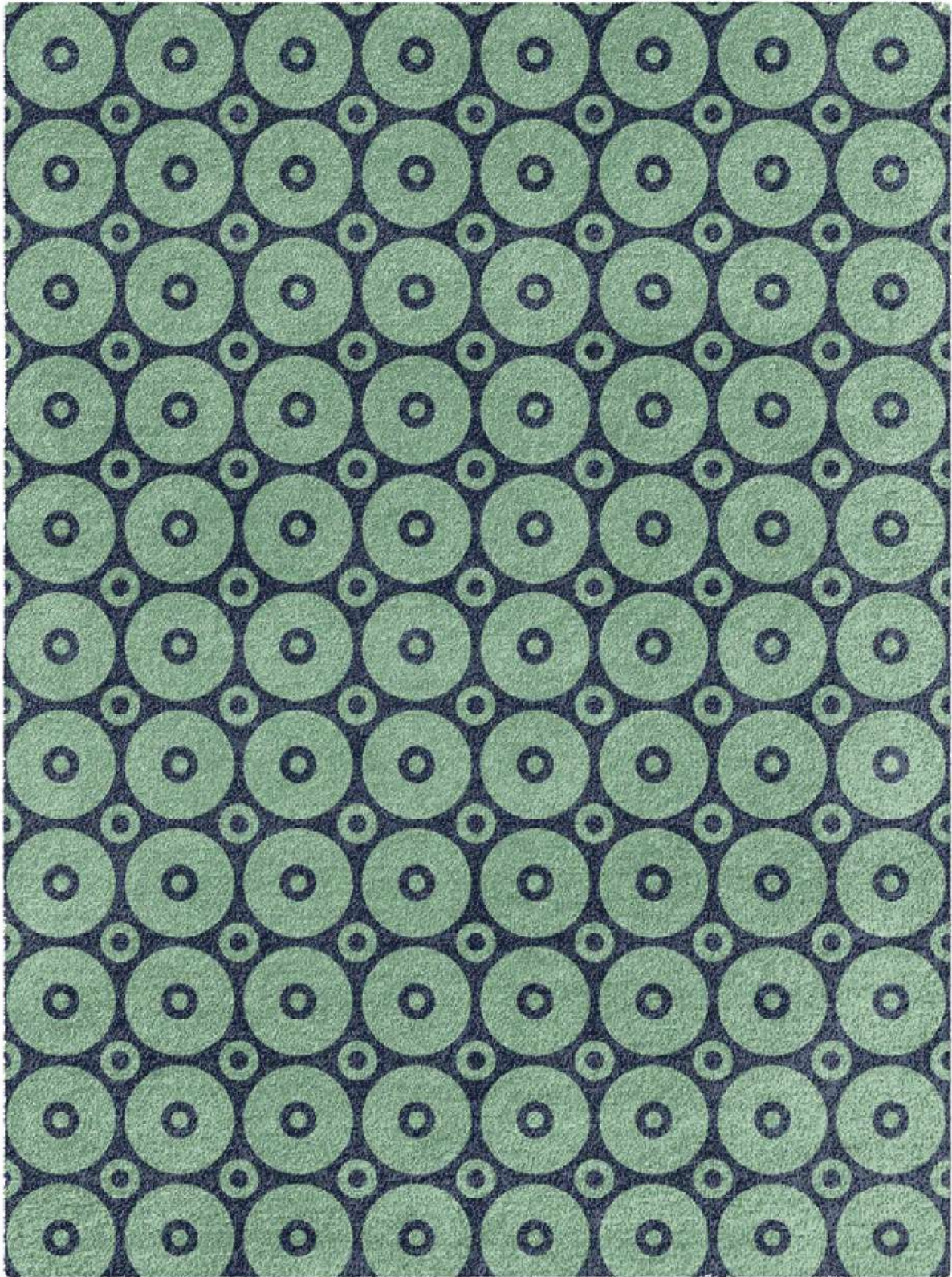


CONTEMPORARY COLLECTION



CONTEMPORARY COLLECTION



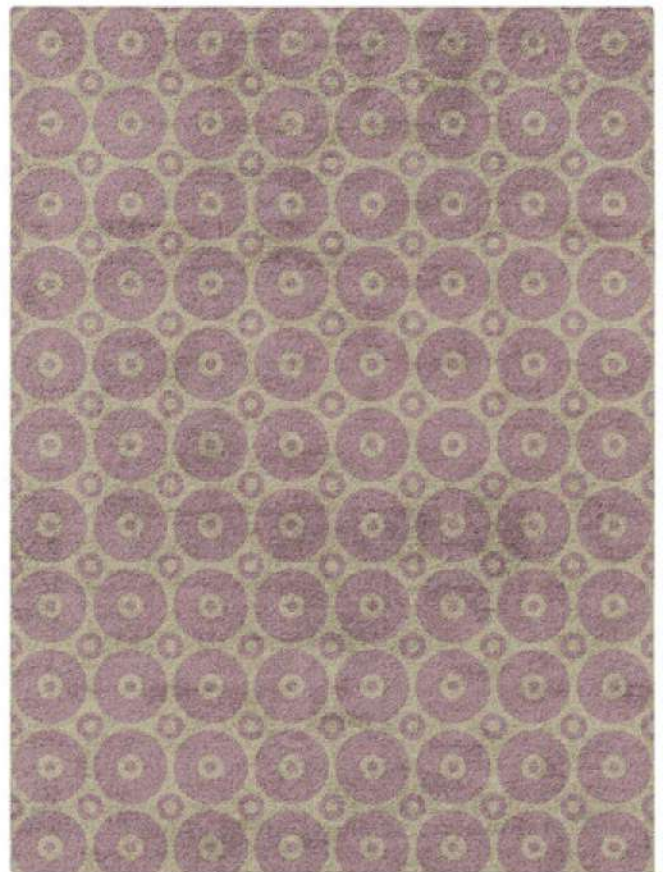
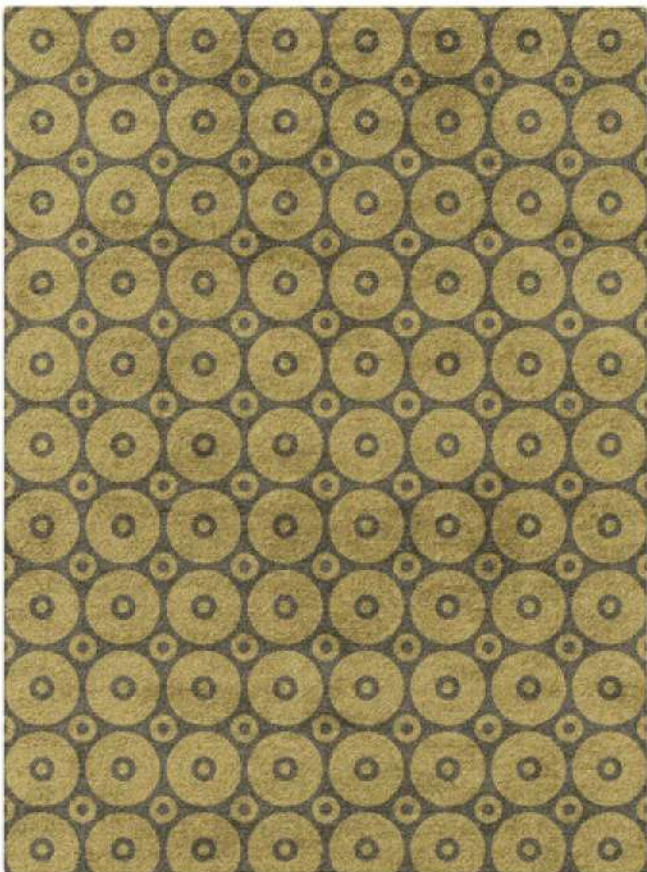
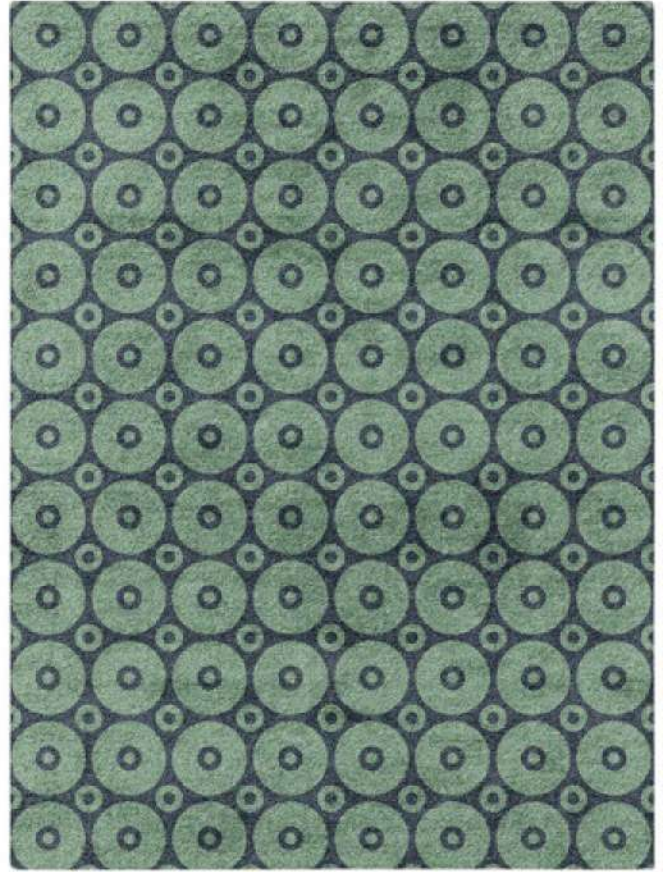
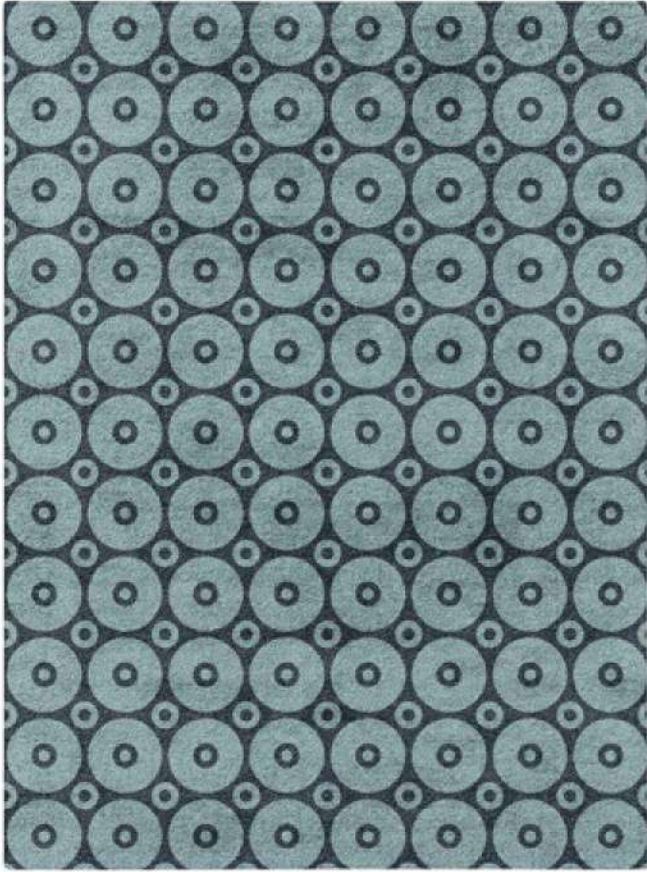


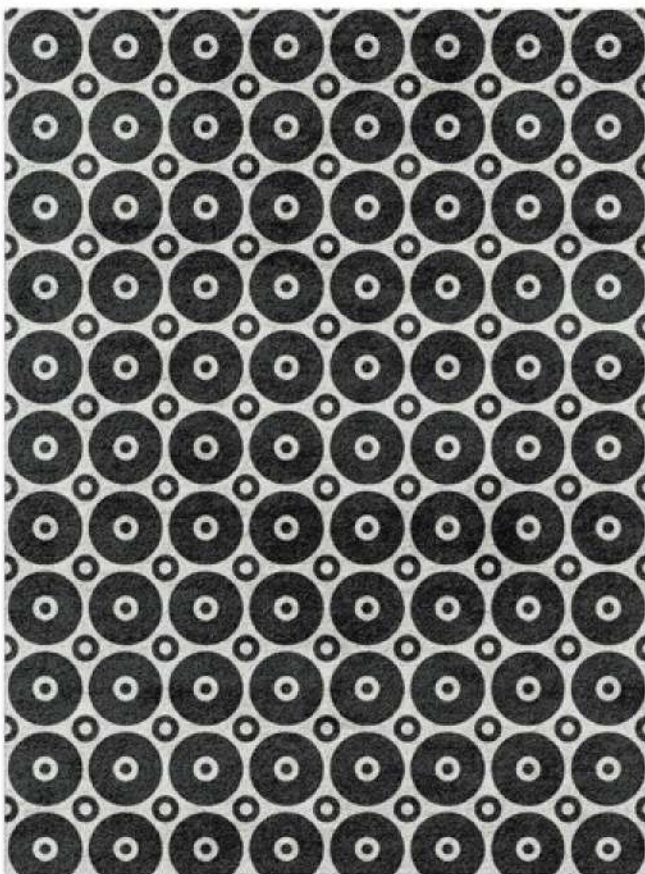
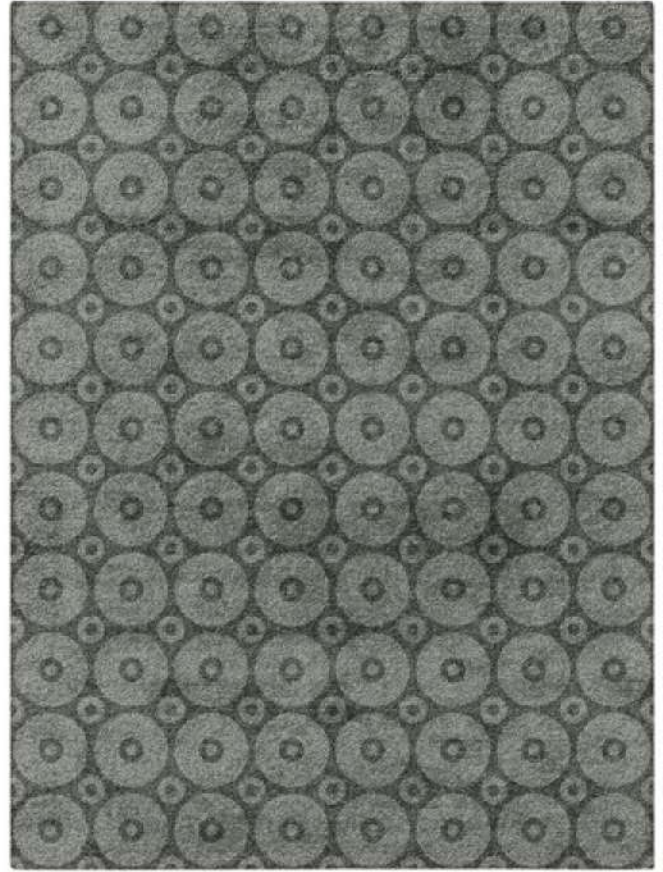
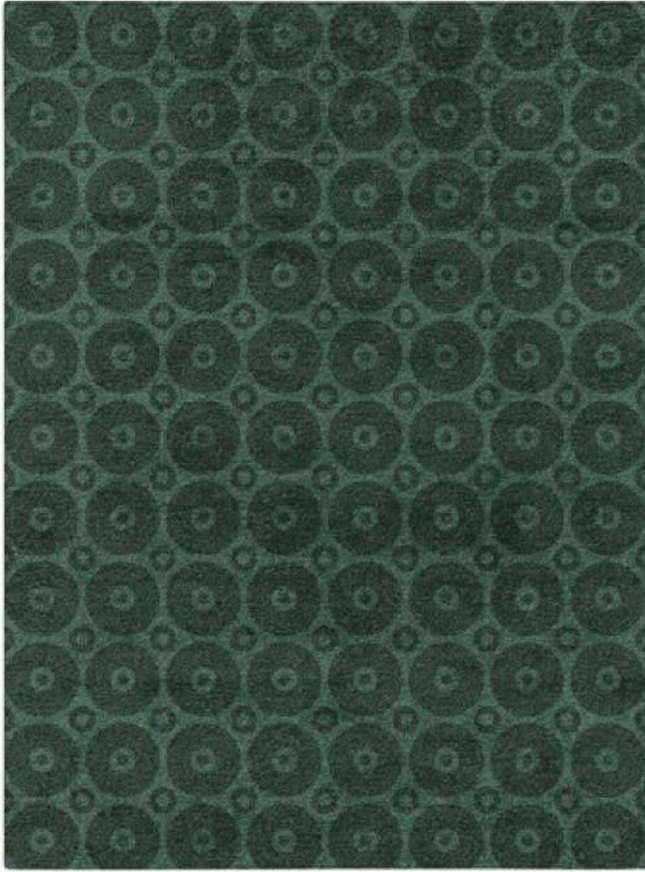
ECCENTRIC RUG

In the 'Eccentric Rug Design,' layers interplay, adding depth to any space. Circular, symmetrical patterns form a dance on your floor, harmonizing geometry and scale. This design is available in five dynamic color combinations, ensuring it breathes life into your room, creating a captivating play of shapes.

Note: This exclusive print is also available in wallpaper and fabric for a seamless interior design.

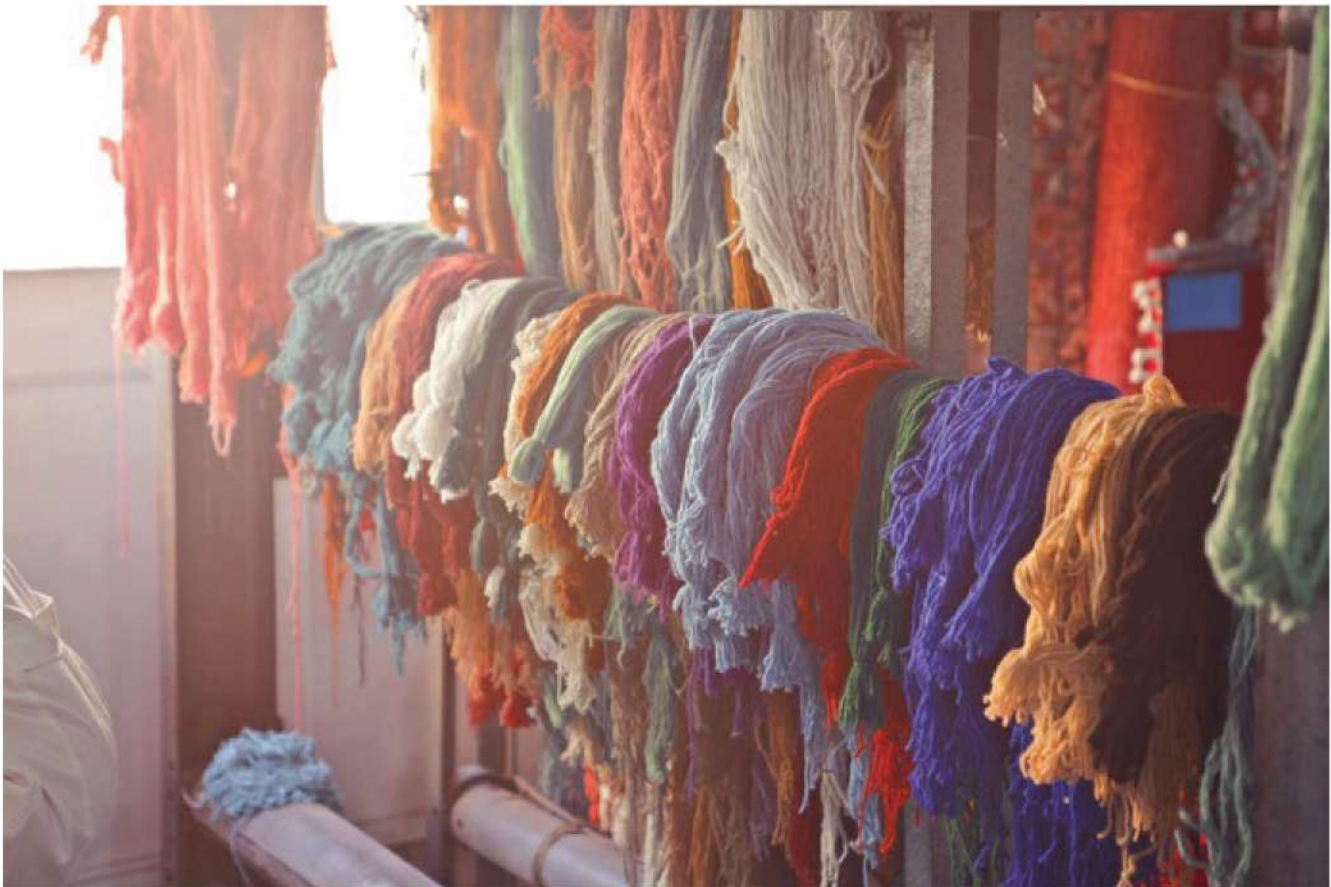






THE JOURNEY OF A RUG

Expertise, precision, and an unwavering commitment to perfection are the hallmark qualities that our skilled artisans bring to life in every hand-tufted rug they craft.



At Shop Seif, our dedicated artisans bring years of experience to the ancient craft of hand-tufting, allowing them to breathe life into the creative visions of our designers and clients. From the initial spinning and weaving to the precise knotting and looming, all the way to the final trimming of rug piles, these traditional methods have been cherished and passed down through generations.

Our enduring partnership with these craftsmen enables us to continually push the boundaries of innovation and expand our creative horizons. In this intricate design process, each craftsman plays a pivotal role, their exceptional skill ensuring that every hand-tufted rug is not just a work of art but a legacy that will withstand the test of time.

HOW TO MAKE A HAND-TUFTED RUG?

1. WOOL PREPARATION

The process begins with carefully selecting and preparing the finest wool. Skilled artisans card the wool, teasing and straightening the fibers to ensure their uniformity, quality, and longevity.



3. YARN SPINNING

The carded and prepared wool is then spun into long, unbroken strands, a technique that has been honed over centuries. This step ensures the creation of durable and luxurious yarn.



2. DESIGN BLUEPRINT

Every hand-tufted rug starts with a detailed design plan. The artisan creates a hand-drawn pattern specifying the colors, knots, and intricate details that will bring the rug to life.

4. DYE MASTER

The dye master takes the stage, meticulously crafting dye recipes for each color in the design. These recipes bring vibrancy and life to the yarn.

5. VIBRANT DYES

Only the finest Swiss aniline colors are used to dye the yarn, ensuring that the rug's brilliant hues will remain unfaded and vibrant over time.

6. HAND-TUFTING

Using the Tibetan hand-tufting technique, skilled artisans knot the yarn around vertical warp threads. The higher the knot count, the finer the rug's detail and texture.

7. TRIMMING

The rug is carefully sheared to the desired pile height, a technique that defines patterns and ensures a smooth, polished finish.

8. BINDING

To complete the rug, the sides are skillfully bound with yarn that matches the design, adding a finishing touch of elegance and durability.

9. WASHING AND FINISHING

After the hand-tufting process, each rug undergoes a meticulous washing to remove impurities and achieve a pristine finish. Wooden paddles are used to squeeze water through the pile. Finally, the rug is left to dry naturally in the sun.

10. INSPECTION AND SHIPPING PREPARATION

A final inspection is conducted to ensure quality. Once approved, the rug is prepared for shipping, with fringes sewn down, and adorned with important information and quality certification.

SUSTAINABILITY & GOOD PRACTICE



Shop Seif embraces sustainability as a core tenet of our luxury craftsmanship. We're committed to ethical, environmentally conscious, and socially responsible practices, not as mere buzzwords but as the essence of our brand.

Our unwavering dedication to sustainability is underlined by continuous reassessment, a history of integrating sustainable materials, and artisanal, low-emission processes that ensure both durability and eco-consciousness.

Beyond craft, our devotion extends to the welfare and rights of those involved in our journey. We provide sustainable employment, prioritizing well-being and equity.

At Shop Seif, we redefine luxury with the fusion of craftsmanship and sustainability, inviting you to discover responsible luxury in every handcrafted piece.



MATERIALS, QUALITIES & TECHNIQUES

Our relentless pursuit is crafting impeccable hand-tufted rugs with unwavering sustainability. Infusing decades of expertise, eco-conscious materials, and innovative techniques, our collections are a testament to our ongoing dedication.



Hand-tufted rug artistry unfolds a world of creative possibilities, fueled by diverse materials and techniques. Each material brings its unique characteristics – be it softness, luster, warmth, or durability. Skillful material combinations and hand-tufting methods yield rugs tailored to diverse preferences, from fine and flat to chunky and textural, or soft and shaggy, all meeting exacting standards.

At our core lies the use of premium materials. Two yarns shine above all: wool, a naturally sustainable base ensuring durability and comfort, and silk, adding luxury that stands the test of time. Additionally, bamboo silk and wool enrich our palette, each lending distinctive qualities to our diverse collection.



MATERIALS

Our commitment to crafting exceptional hand-tufted rugs begins with the selection of high-quality raw materials. Every rug in our collection is a product of meticulous evaluation, ensuring that the perfect yarns are chosen to breathe life into each and every design



WOOL

Prized for its softness, warmth, and durability, wool is an age-old marvel. Our Tibetan wool, known for its exceptional strength and springiness, is sourced from sheep fleeces brimming with lanolin, ensuring natural stain resistance. After meticulous hand-washing, the long fibers are spun into rich, textured yarn. This wool, both robust and luxurious underfoot, is our choice for crafting the world's finest rugs.

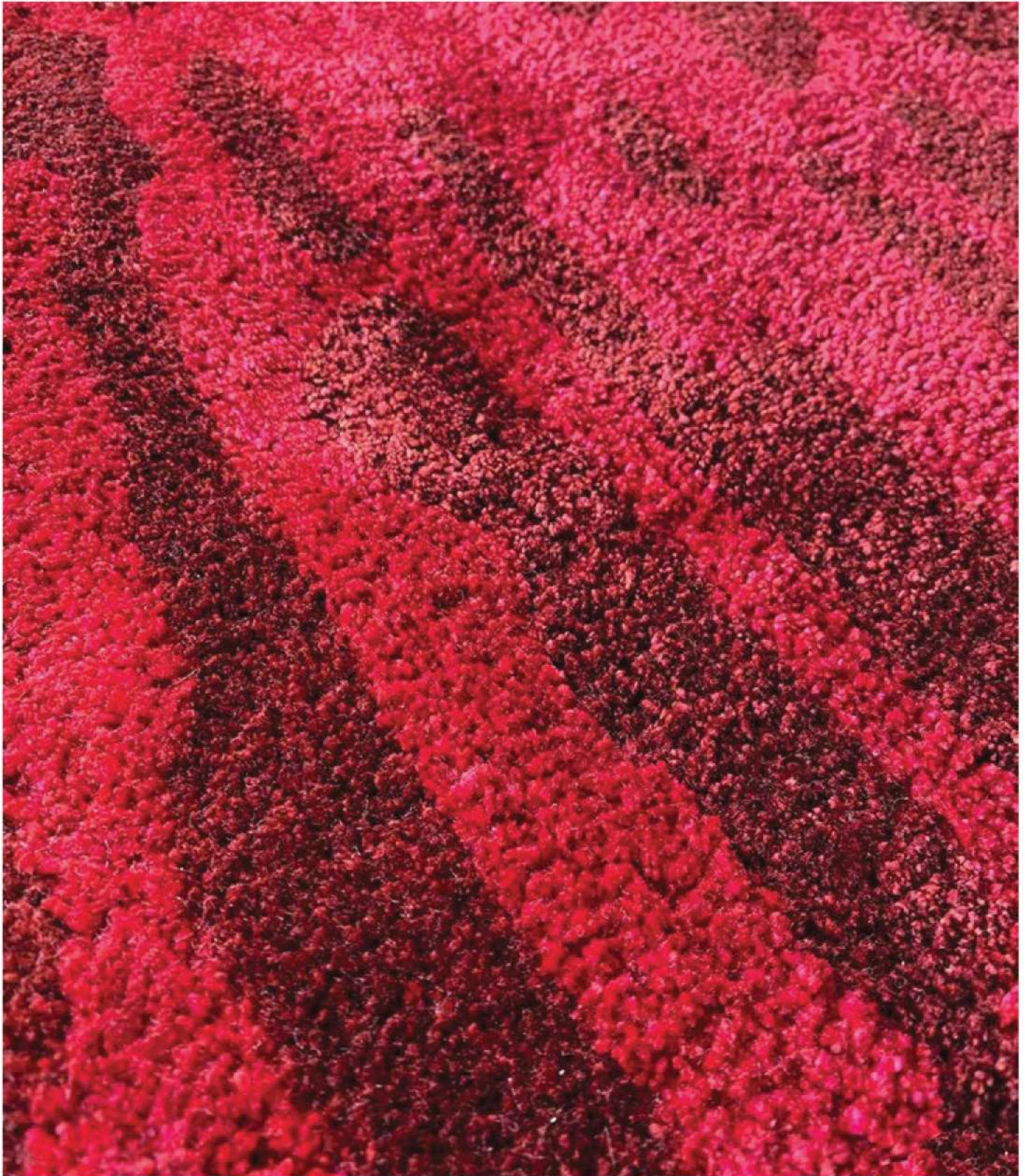


SILK

steeped in history, first graced our world in the 27th century BC, a discovery attributed to Empress His Ling Shi in Chinese legend. Since then, it has retained its exalted status as a material known for its unrivaled softness and opulent sheen. Silk's allure lies in the unique prism-like structure on each fiber's surface, which catches and magnifies light, intensifying color in breathtaking ways. Furthermore, silk boasts remarkable strength, with records showing its longevity surpassing even that of wool in antique carpets.



QUALITIES & TECHNIQUES



HAND TUFTED

In contrast to conventional rug making, hand-tufting presents a contemporary technique where a hand-held tool is employed to puncture the canvas with yarn, forming intricate patterns. This method opens the doors to immense creative liberty, allowing for boundless artistic expression.



CUT PILE

Through this method, the yarn loops are meticulously trimmed, resulting in an upright pile with exposed ends, delivering a plush, opulent texture.



LOOP PILE

In crafting this pile, knots are intentionally retained, shaping organic loops that yield an appealing, tactile texture.



FLAT LOOP PILE

For a level loop pile, the yarn is intricately knotted onto the warp without being trimmed, resulting in a denser texture compared to the typical loop pile.

After the rug is woven, the design undergoes precise hand-trimming to achieve varying heights, culminating in an intricate, three-dimensional character.



RAISED PILE



PLAIN

Creating a sophisticated plain surface involves meticulous artistry. Each thread is carefully aligned, allowing for an impeccably smooth, unembellished finish that exudes timeless elegance.

BUILD YOUR OWN

Innovation is a pivotal element of our artistic journey, and we extend the same invitation to our clients, encouraging them to embark on a similar exploration. Be it personalizing the color palette, configuring unique shapes, or selecting the yarn that forms the rug, the possibilities are boundless, inviting you to co-create with us.

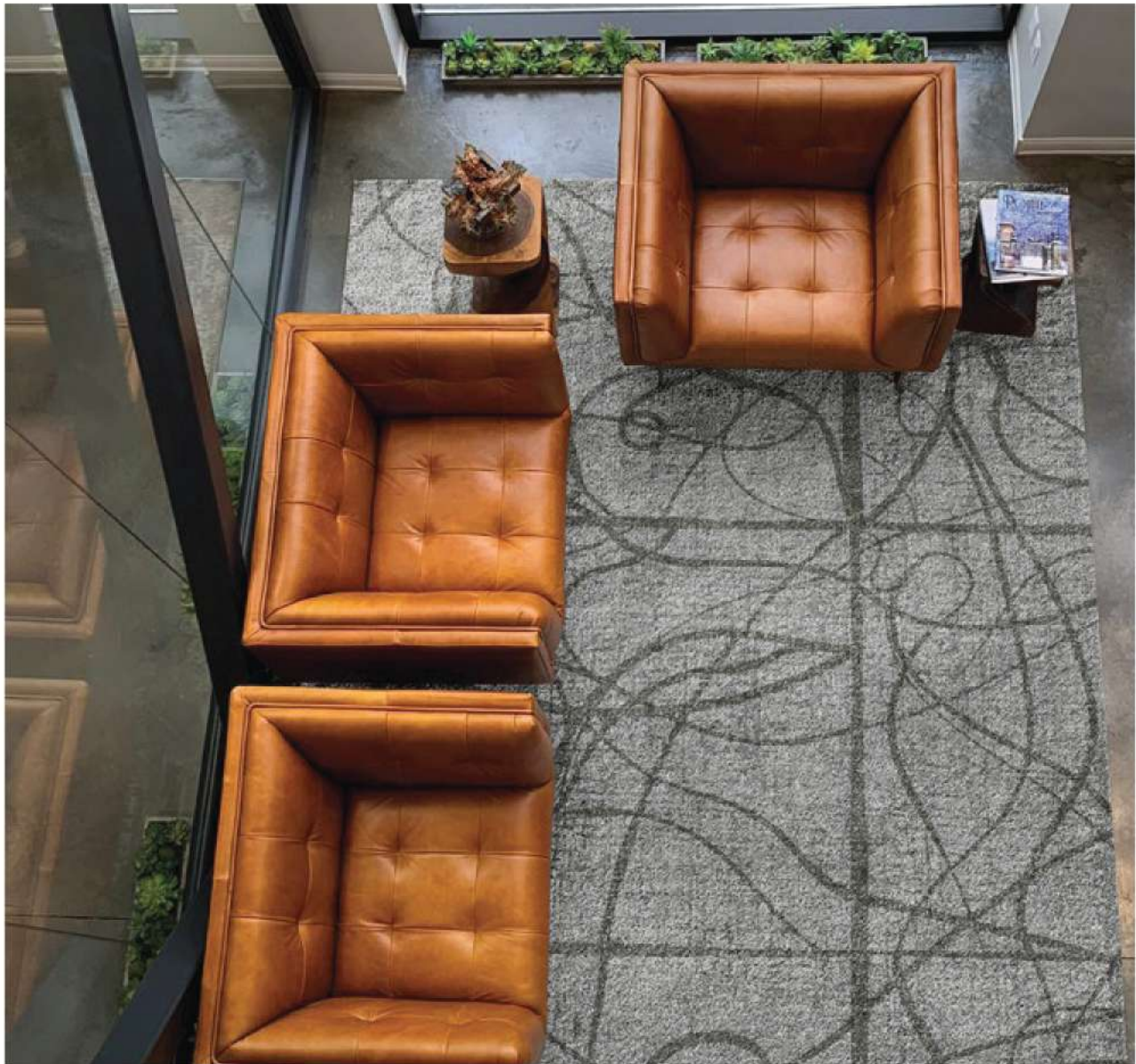


Our extensive library of rug designs offers boundless inspiration, serving as the perfect starting point for clients seeking unique creations. We can adapt existing designs to your exact specifications, guiding you through alterations in size, shape, and color. We also offer the option to scale patterns up or down to match your vision. For those yearning for an entirely bespoke design, our experts are poised to turn your ideas into reality while upholding our commitment to production values and sustainability. Crafting a custom rug may take time, but the enduring satisfaction of owning a unique piece will be cherished for a lifetime.



CUSTOM DESIGN

Our dedicated team boasts extensive experience in personalizing our existing designs to match your precise requirements. Illustrated below are several instances where they have adapted Diane von Furstenberg's renowned Climbing Leopard design to harmonize with diverse interior styles.

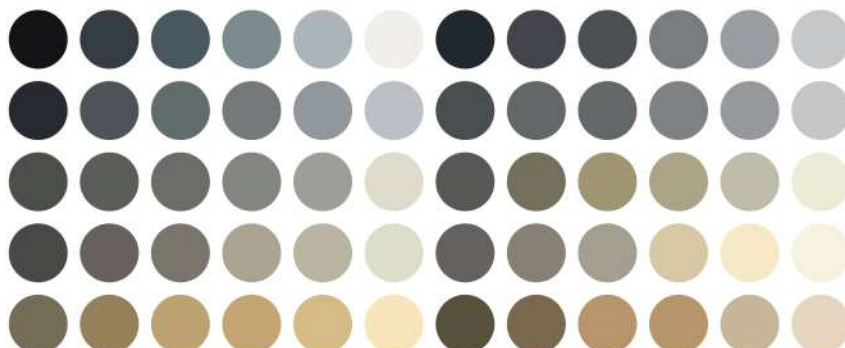
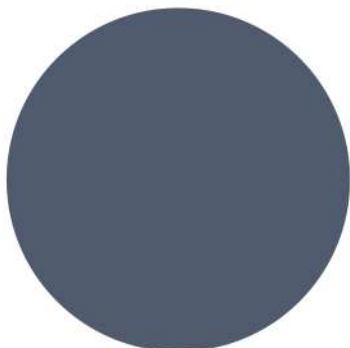


We recognize that our existing designs may not always align perfectly with your space, whether it's a matter of color, dimensions, or the need for something wholly distinctive. That's why we invite you to explore our Custom Service, empowering you to transform every facet of a rug. Dive into a vast palette of thousands of colors, with the option to create a perfect match if your desired shade isn't readily available. We're also adept at weaving designs into a myriad of shapes, accommodating wall-to-wall carpets and stair runners.

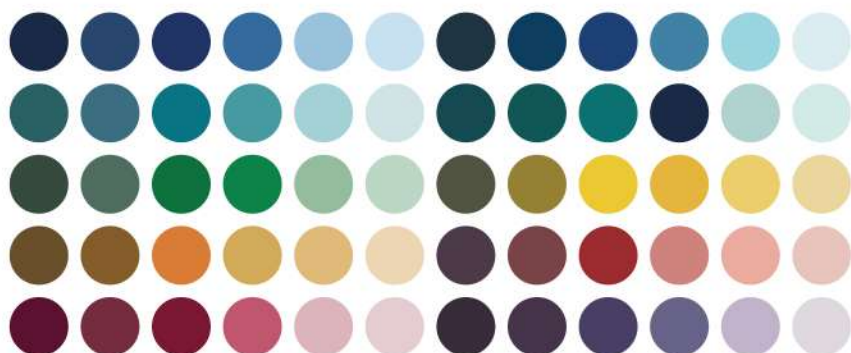
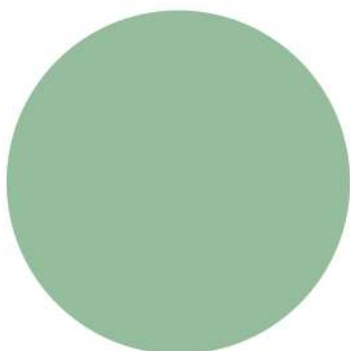
Our team is at your service, offering in-situ renderings of your new design and samples to ensure precise color matching, guaranteeing that your rug harmonizes seamlessly with your space.

1.SELECT A COLOR:

Neutrals



Brights



2.SIZE AND SHAPE:

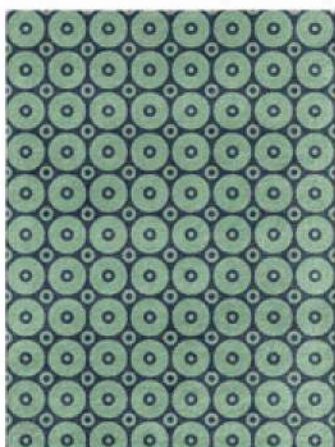


3.MATERIAL:

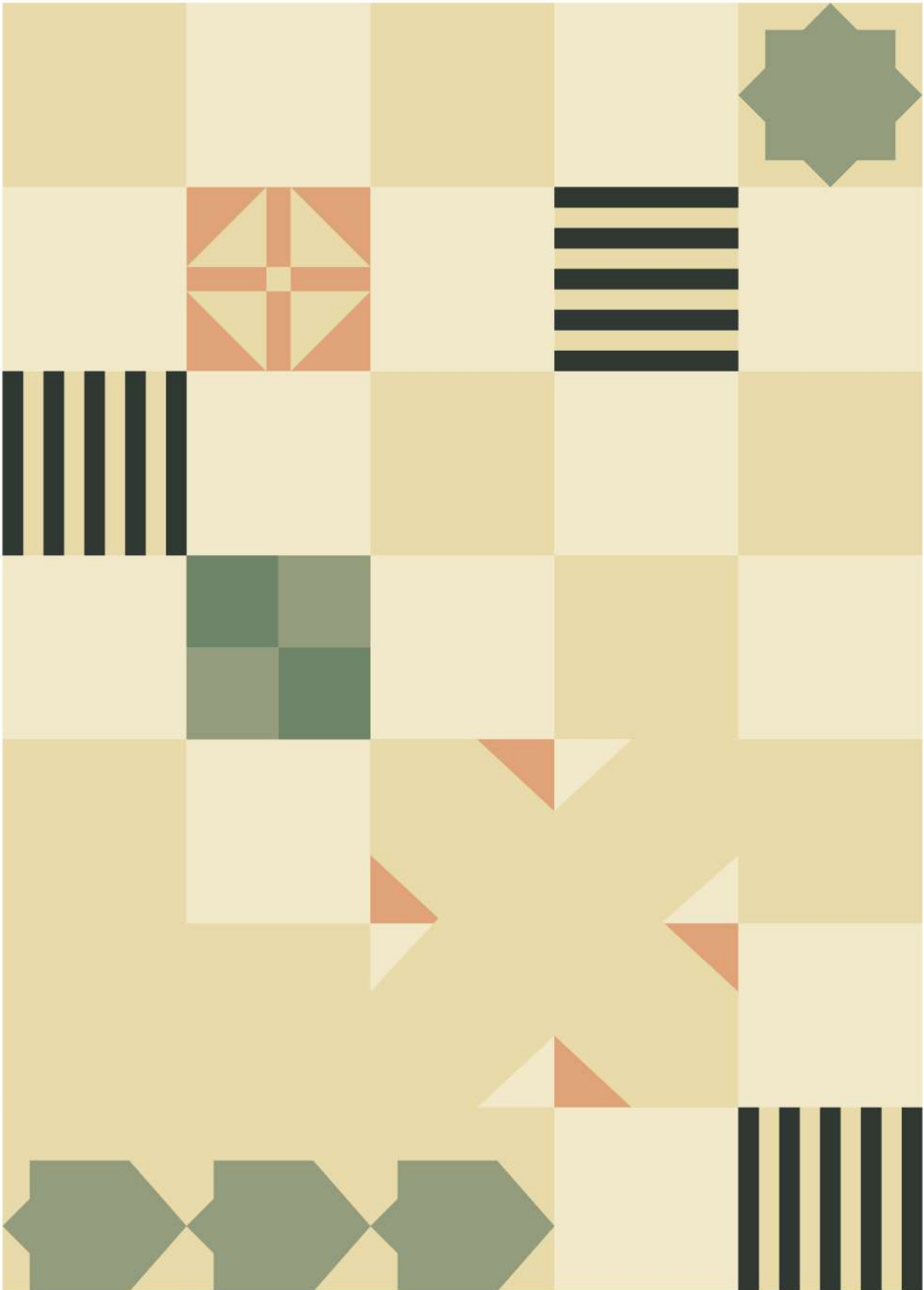
Wool and Silk - Wool - Silk

SUMMARY:

Colours #4F596B, #92BB9C
Length 274 cm Width 366 cm
Materials: Wool and Silk
Quality: Handtufted wool and silk
Shape Rectangle
Delivery 4-8 Weeks



BESPOKE DESIGN



BESPOKE DESIGN

When it comes to crafting the extraordinary, the possibilities are boundless. Allow your imagination to roam freely while our seasoned design team expertly navigates the practicalities, turning your creative vision into a remarkable reality.



it's the thrill of a unique challenge that truly invigorates us, especially when clients present us with their novel ideas.

Whether you approach us with a mere whisper of a concept reminiscent of the Ottoman splendor or come bearing detailed drawings that bridge the past and present, our adept design team stands ready to seamlessly transform your vision into a bespoke work of art.

OUR SERVICES

At Shop Seif, our pursuit of perfection knows no bounds. We're committed to ensuring you find the rug that resonates with your vision. From offering in-home consultations to let you feel the rug within your personal space, to delving into our extensive archives, our seasoned experts utilize their rich experience to guarantee that the final masterpiece aligns seamlessly with your aspirations.



OUR SERVICES



Sample Viewing and Home Approval

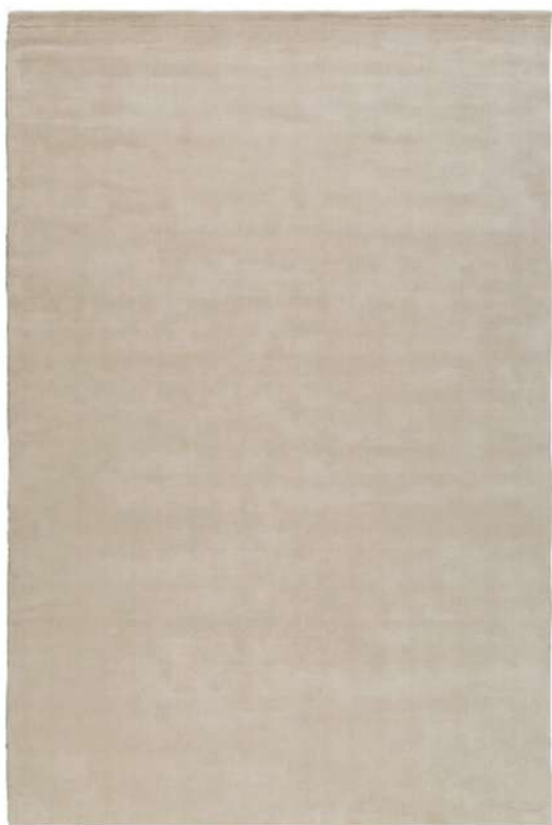
We understand the significance of seeing a rug in your own space before committing to a decision. Our Home Approval Service offers you the opportunity to assess the rug's color, shape, and texture right in your surroundings, ensuring it perfectly aligns with your vision.

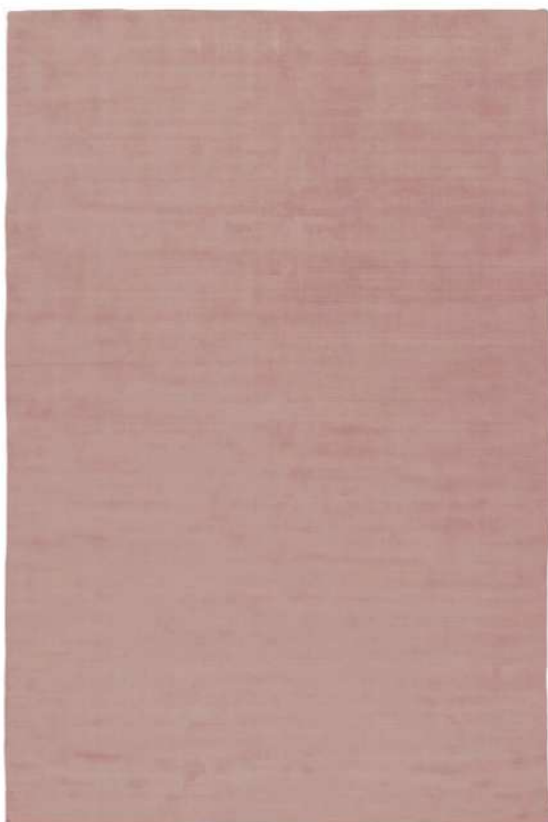
Expert Delivery and Installation

Our highly skilled technicians, with a wealth of experience in various projects, personally handle the delivery and installation of your rug whenever possible. It's our commitment to ensure that your rug not only meets but exceeds your expectations.

PLAIN RUGS











Care & Cleaning

At Shop Seif, our unwavering commitment to the use of sustainable, enduring materials and time-honored crafting methods guarantees that every hand-tufted rug we create is designed to stand the test of time. These rugs are not mere decor; they are timeless pieces of art, meant to be cherished and enjoyed for generations. When you invest in a Shop Seif rug, you invest in the future, knowing that it can always be meticulously cleaned, expertly repaired, and will never be relegated to waste.

Maintenance

To ensure your hand-tufted Shop Seif rug maintains its beauty, we recommend a regular cleaning regimen. For everyday spills, gently cleanse the affected area with a mild soap and warm water solution. Our experts are always available to provide guidance on restoring or repairing your rug should it require attention.

Fluffiness

In the final stage of production, depending on the weaving technique employed for the rug, the entire surface may be hand-trimmed to achieve the desired pile depth. When you first unroll your rug in its new location, some shedding may occur as excess fibers naturally come loose. A simple vacuuming will quickly address this, and over time, the shedding will naturally diminish.

Abrash

The term 'Abrash' finds its origin in the Arabic word for variation. This sought-after textural appearance is a distinctive hallmark of hand-tufted Shop Seif rugs, signifying their high quality. Abrash also signifies that yarns do not take dye uniformly, creating a subtle striped effect that adds character to the rug.

Color Fastness

Although we utilize the highest-quality dyes that are highly resistant to fading, prolonged exposure to sunlight can impact the rug's color over time. To ensure an even fade, our experts recommend periodically rotating your rug to maintain its vibrant appearance.



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SHOPSEIF

