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WELCOME TO FIFTY TO INFINITY

LUXURY RUGS IN ANY SIZE AND SHAPE

When selecting a finely made rug, your choice of color and design conveys a unique sense of context to your personal decorating style, transforming any room into an enchanting portrait of elegance. Color and design are important elements, but of equal importance is size. To truly make a statement, the rug must be sized to your living space.

With more than three decades of expertise in producing incomparable luxury carpets for the sophisticated home, Nourison brings you their newest program – Fifty to Infinity. A unique offering of high fashion rug collections, each unrivaled for exquisite design, meticulous craftsmanship, and quality... all custom sized to your needs.

All of the styles in this book are available in an unprecedented fifty area rug sizes and shapes. Choose from squares, rounds, rectangles, octagons and runners, accent sized to oversized. Need something truly unique? Custom sizes are available as well. Once your selection is made, your rug will be custom cut, serged and finished to your size specifications, all within two weeks of your order.

For the discriminating consumer, this book presents an unparalleled design resource for today's uptrend lifestyle. In these exceptional collections, you will find the perfect pattern and colorway to enrich and enliven any fashion environment. In each distinctive design, you will discover a flawless interplay of select luxury materials and sophisticated production techniques such as sumptuous New Zealand wool for incomparably lavish texture and luminous sheen, custom-spun and dyed yarns to create subtle accents of light and shade, hand carving and sculpting that endow a design with surpassing dimensional appeal and meticulous hand washing to impart the delicate patina that is the signature of the world's finest carpets.

This brilliant array of sizes, styles, luxurious materials, and unparalleled craftsmanship allow for creative coordination in one room or multiple rooms to create a truly custom look for your home.

The Fifty to Infinity Collection from Nourison. Begin the Journey.



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CATALOG GUIDE

SHAPE RANGE

Ordering your finely crafted, custom sized & finished rugs is as easy as 1-2-3!



ONE

Choose the collection, style, and color you wish to order.



TWO

Select the size and shape for your rug from the "Fifty to Infinity Size & Shape" Chart on pages 6-7.



THREE

Place your order with an authorized Nourison Fifty to Infinity Dealer.

Nourison will custom size and finish your rug and ship it to you (or your chosen retailer) in two weeks.

Choose from our in stock shapes & sizes or create something custom for your space.



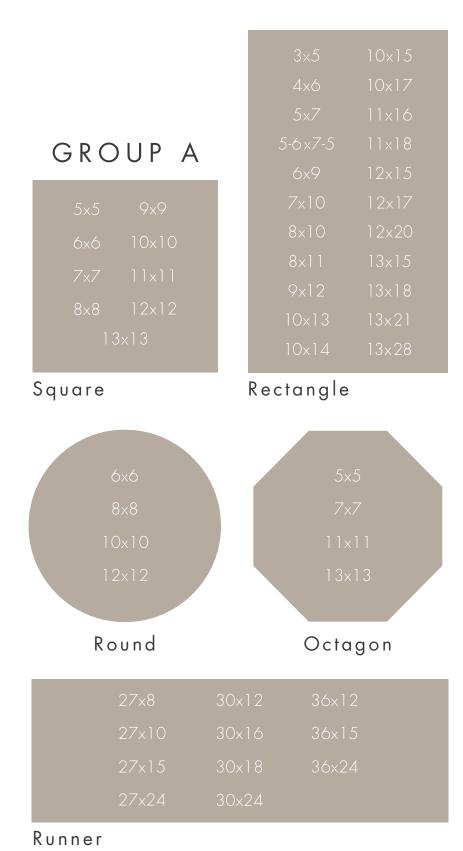


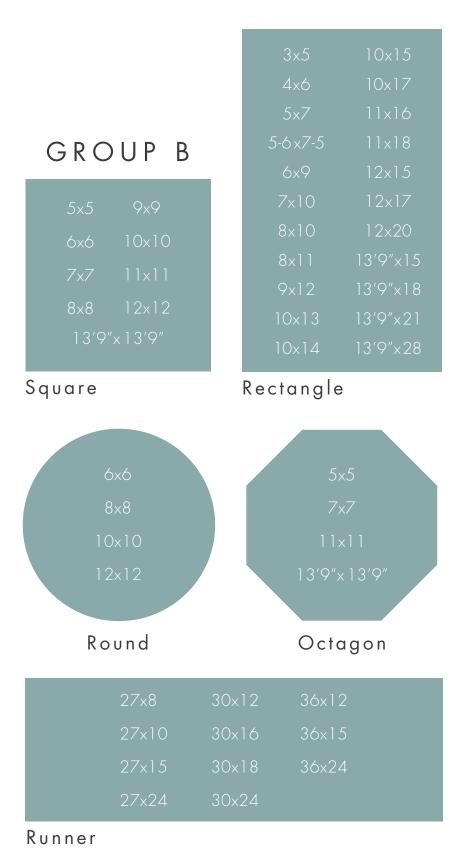


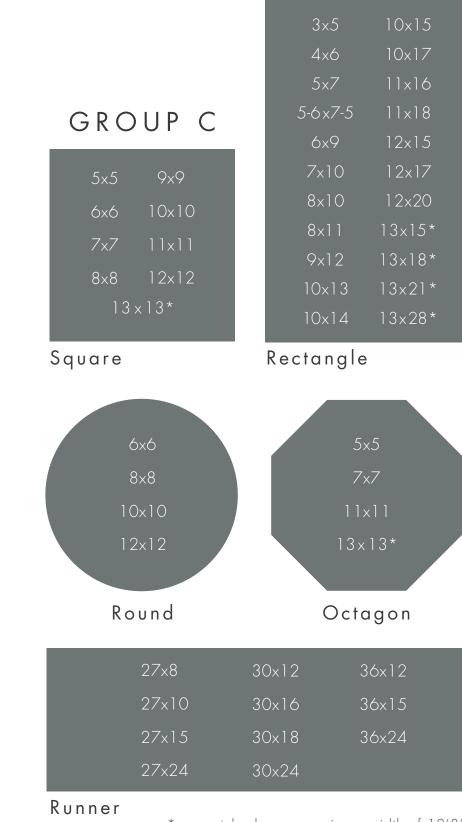












BEL AIR

85% New Zealand Wool/15% Nourlon™ Nylon Group A

Subtle striations and textural patterns make the Bel Air Collection the perfect statement of refinement for any space. Pure New Zealand wool combined with shimmering Nourlon™ Nylon accents bring even more depth to complex textured loop pile designs, creating a combination of exceptional comfort, quality, and style.





BEL AIR | CHANTILLY





BEL AIR | EASTGATE



BEL AIR | MULHOLLAND





BEL AIR | WESTGATE



BEVERLY HILLS

70% New Zealand Wool/30% Polyester Hand-Sculpted | Group A

The Beverly Hills Collection – an incomparable reflection of legendary style and glamour. Made exclusively from opulent New Zealand Wool and custom-spun polymer fibers for an elegantly subtle sheen and caressingly opulent texture. Specially dyed yarns create a delicately antiqued "abrash" effect. Exquisitely detailed patterns, hand-carved and hand-sculpted for a uniquely sophisticated dimensional appeal. Woven on state-of-the-art looms for flawless consistency of color and design continuity.





BEVERLY HILLS | WILSHIRE



BEVERLY HILLS | WINDSOR





BEVERLY HILLS | WINDSOR SQUARE



BRUSHWORKS

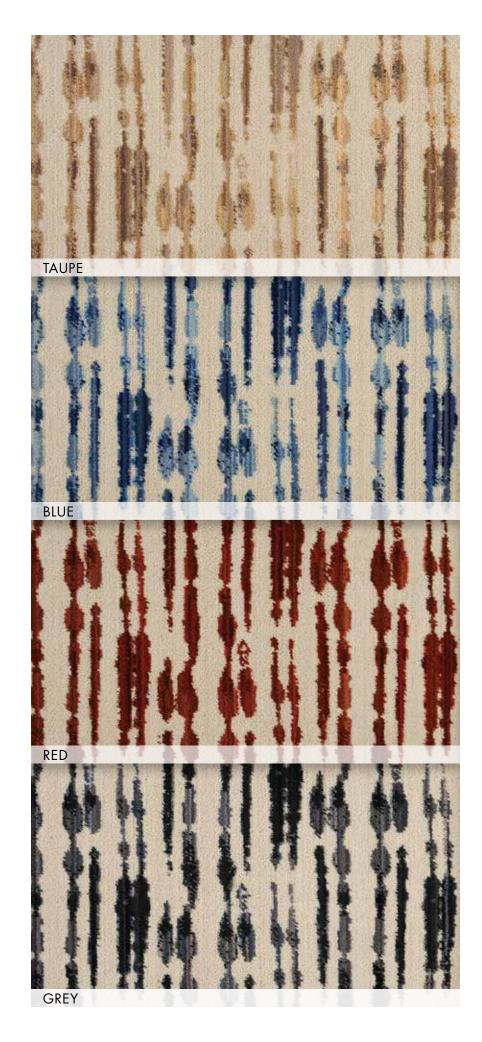
80% Wool/20% Nylon Group A

The Brushworks Collection is woven on Nourison's state of the art axminster looms in a blend of 80% Pure wool and 20% Nylon and can be used in both residential and commercial settings. Whether used in a dynamic wall to wall installation or as captivating custom-sized area rug the Brushworks Collection will create a dramatic work of art in any space.





BRUSHWORKS | DIFFUSED





BRUSHWORKS | VARIEGATED

COSMOPOLITAN

100% New Zealand Wool Hand-Carved | Group B

The Cosmopolitan Collection brings a signature sense of chic to the contemporary fashion environment. Made exclusively from luxurious 100% New Zealand wool yarns, expertly dyed for incomparable saturation of color. Woven on state-of-the-art precision looms for perfect uniformity of tonal values and design detail. Choose from an irresistible selection of patterns, each meticulously hand-carved for a truly distinctive and sumptuously dimensional texture.



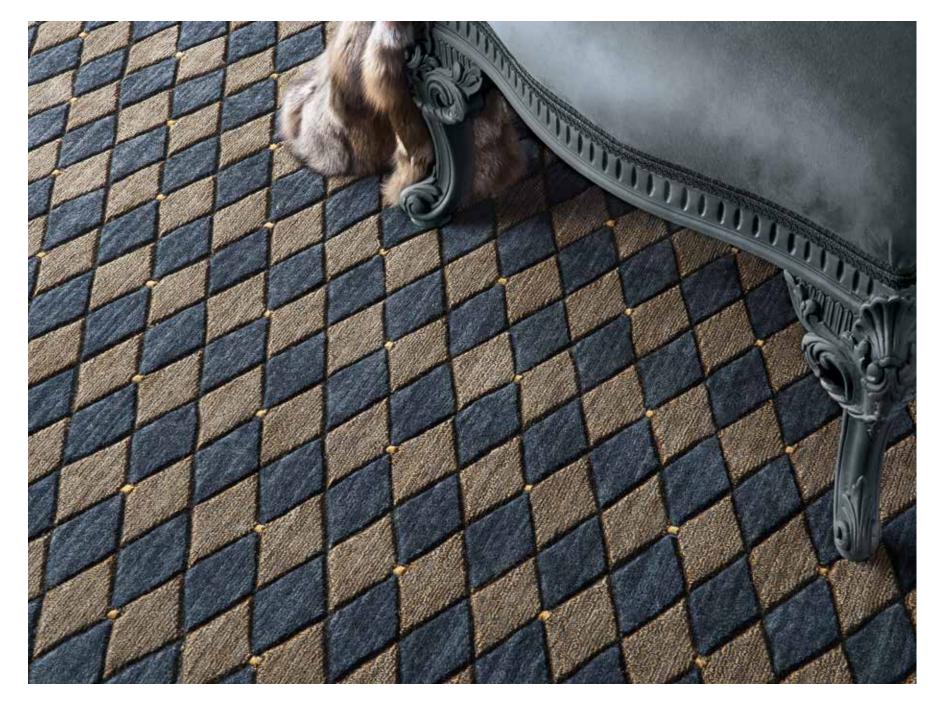


COSMOPOLITAN | CELESTIAL



COSMOPOLITAN | COSMO SQUARE





COSMOPOLITAN | MARQUIS





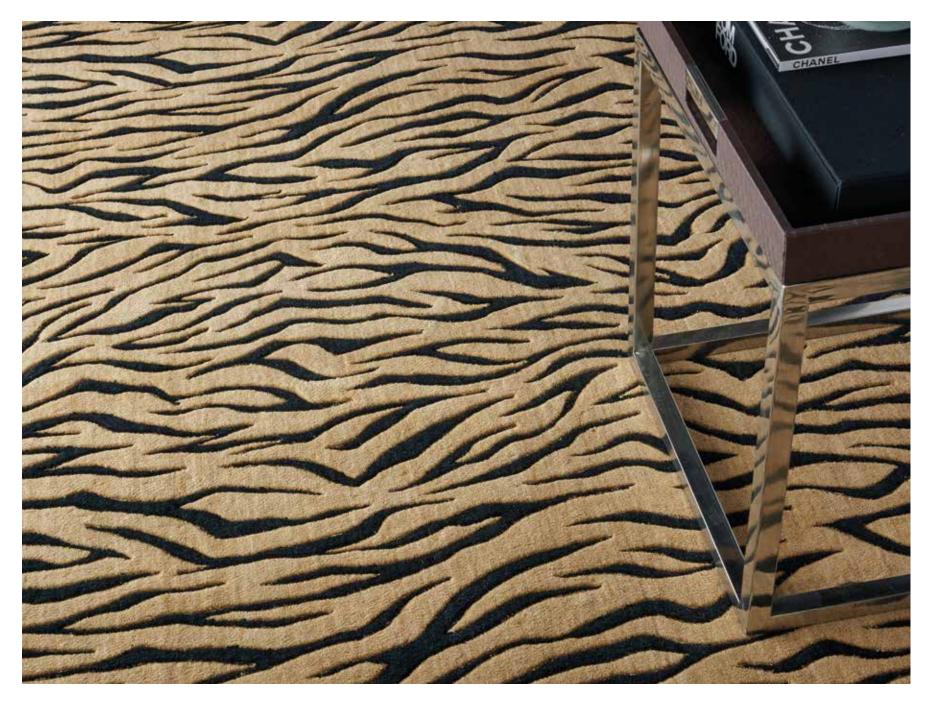


COSMOPOLITAN | SHADOWLURE



COSMOPOLITAN | SHADOWSCAPE





COSMOPOLITAN | URBAN TIGER



GINGHAM

80% New Zealand Wool/20% Nylon Group A

The crisp geometric appeal of a classic plaid imparts a smartly tailored look to both traditional and contemporary design environments. The Gingham Plaid Collection, woven on precision power looms for perfect consistency of quality and texture. An innovative combination of opulent fine wool and top quality nylon ensures superlative tactile appeal and long-lasting beauty. An array of richly saturated colors on soft neutrals – elegant and versatile choices for your personal decorating style.







GLAMOUR

New Zealand Wool/Luxcelle Plus™ Hand-Washed | Group C

The Glamour Collection represents a unique evolution in home fashion. Exquisite floral motifs inspired by classic Persian carpets, elegantly reimagined in sophisticated designs for today's home. Made from a signature combination of opulent New Zealand Wool and silken Luxcelle PlusTM. Woven on state-of-the-art looms for a sumptuous pile accented by subtle points of light. Hand-washed for extraordinary softness and rich patina. Classic design and modern luxury for your own special style.





GLAMOUR | GLAMOUR KASHAN

GRAND PARTERRE

100% New Zealand Wool Group B

The majestic medallion motifs of traditional Persian carpets – a peerless heritage of beauty recreated for the contemporary home. Richly suffused color palettes for today's sophisticated sense of luxury and elevated style. The Grand Parterre Collection presents a richly dramatic range of high fashion designs in the uniquely opulent texture of 100% New Zealand Wool. Woven on state-of-the-art precision looms for flawless consistency of color and unsurpassed clarity of detail.





GRAND PARTERRE | GRAND MOGHUL





GRAND PARTERRE | KASHAN ELITE





GRAND PARTERRE | SAROUK

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GRAND PARTERRE | SAROUK

GRAND TARTAN

100% New Zealand Wool Group B

Rich in tradition and vibrant in spirit, the tartan box plaid brings a special exuberance to the world of classic textiles. Today, the Grand Tartan Collection offers these warm, distinctively colored designs in the sumptuous textures of 100% New Zealand Wool. Discover a selection of styles that will impart an elegant note of welcome to that special room in your home.





GRAND TEXTURES

100% New Zealand Wool Group B

Modern tonal design in a spectrum of uniquely striated fashionable colors. The Grand Textures Collection – a touchstone of style for today's cutting edge sense of interior décor. Woven of 100% New Zealand Wool for a flawless uniformity of color and unrivaled richness of texture, Grand Textures is the perfect complement of understated elegance and luxury for the modern home.







GRAND VELVET

100% New Zealand Wool Group B

The Grand Velvet Collection – an irresistible, ultra plush surface in sophisticated colorways define the concept of modern elegance. Velvety neutrals and lush darks paint a rich aura in a lavishly tactile construction of pure, 100% New Zealand Wool. Woven to ensure unvarying evenness of texture and depth of color Grand Velvet is a flawless complement of luxury for the contemporary home.







GROSSE POINTE

100% New Zealand Wool Petit-Point | Group A

Strikingly detailed patterns, an unparalleled selection of subtle fashion colors, and the luxurious textural appeal of the finest natural materials. The Grosse Pointe Collection offers a magnificent assortment of meticulously figured designs that will impart an aura of timeless elegance to any décor environment. A superb construction of opulent, lanolin-rich 100% New Zealand Wool creates the uniquely sophisticated look of a multi-level needlepoint stitch for a refinement of detail that will captivate and amaze.





GROSSE POINTE | CHANDLER



GROSSE POINTE | CHARLEVIOX





GROSSE POINTE | KERCHEVAL







GROSSE POINTE | LAKESHORE





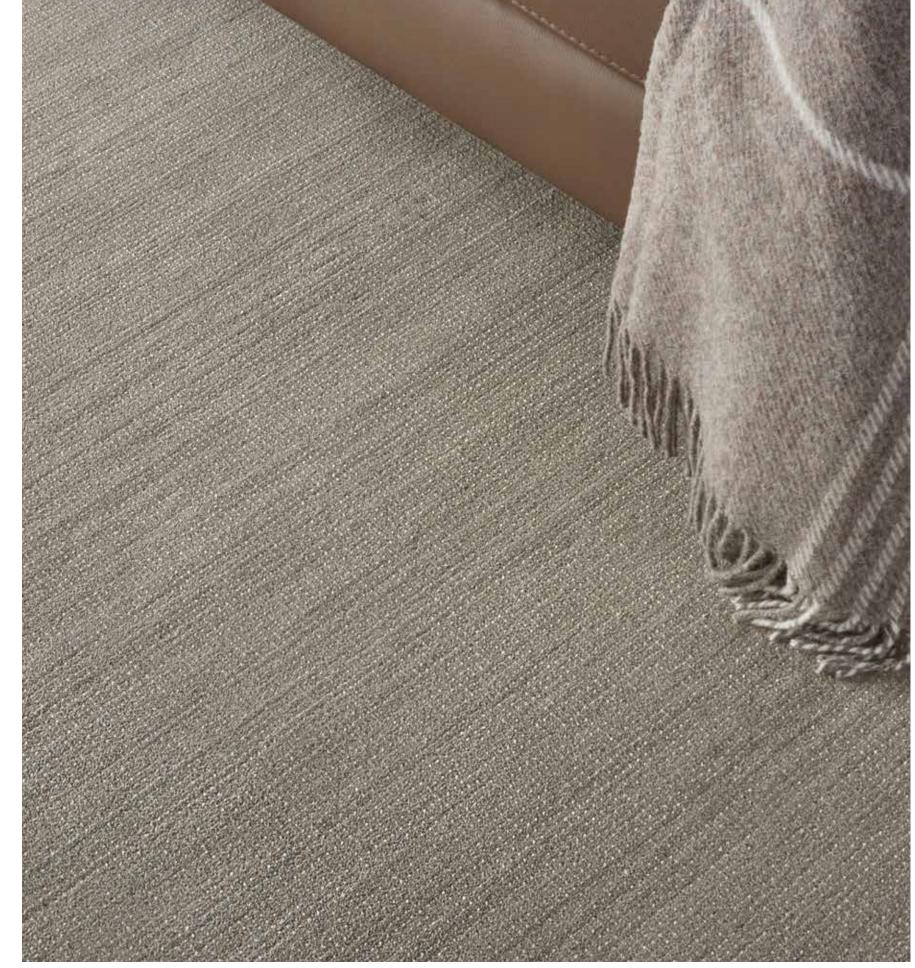
GROSSE POINTE | LOCHMOOR

ILLUMINATIONS

New Zealand Wool/Luxcelle™ Group A

The Illuminations Collection - subtle tonal designs that evoke the very essence of modern luxury décor. A dream-like landscape of light and shade to enhance the fashion profile of that uniquely special room in your home. Finely woven from a lustrous combination of New Zealand wool and luminous, custom-spun LuxcelleTM. The softness and patina will impart a final touch of subtlety and refinement to your personal decorating style.



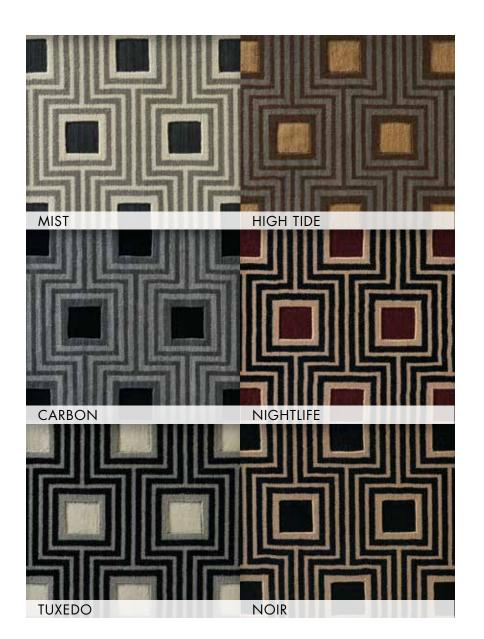


ILLUMINATIONS | HIGHLIGHTS

MANHATTAN

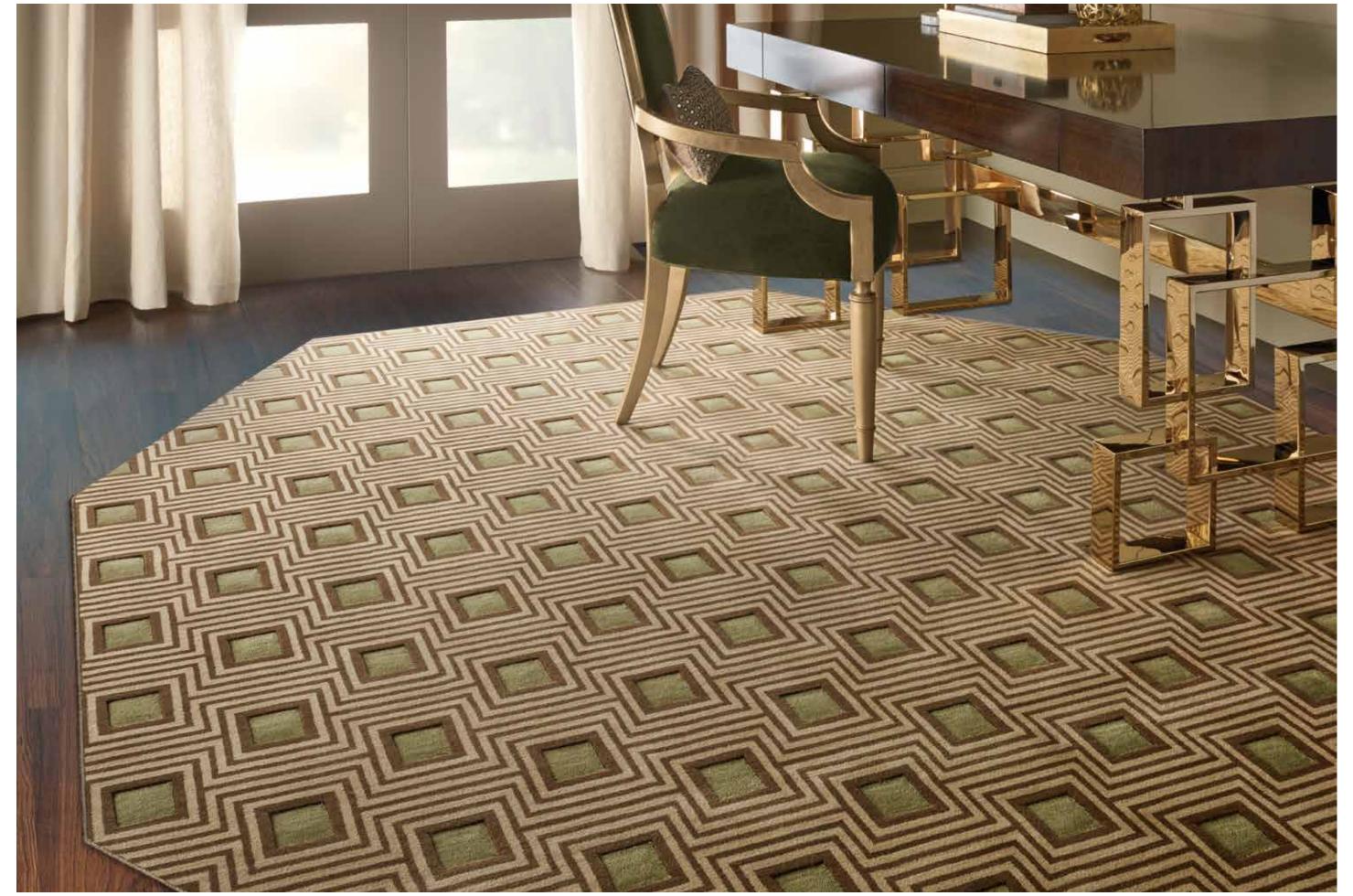
100% New Zealand Wool Hand-Sculpted | Group C

The Manhattan Collection – from the glamour of a Park Avenue penthouse to the laid-back chic of a loft in Soho. Discover a wealth of strikingly sophisticated designs, elegantly presented in an incomparably luxurious pile of 100% New Zealand Wool. Woven on the most advanced power looms for unsurpassed consistency of color and texture. Each design is artfully hand-sculpted for a uniquely contemporary dimensional appeal. The spirit of Art Deco, brilliantly re-imagined for today's high fashion environment.





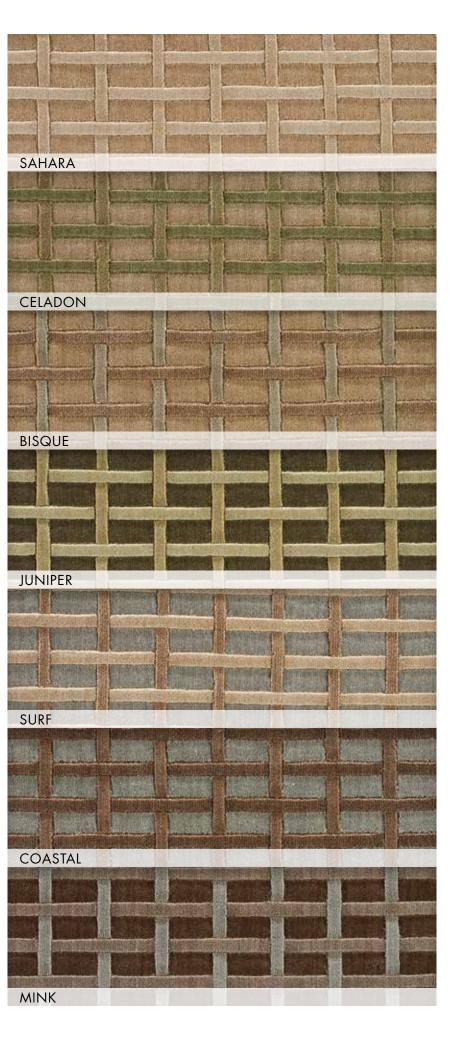
MANHATTAN | GRAMERCY



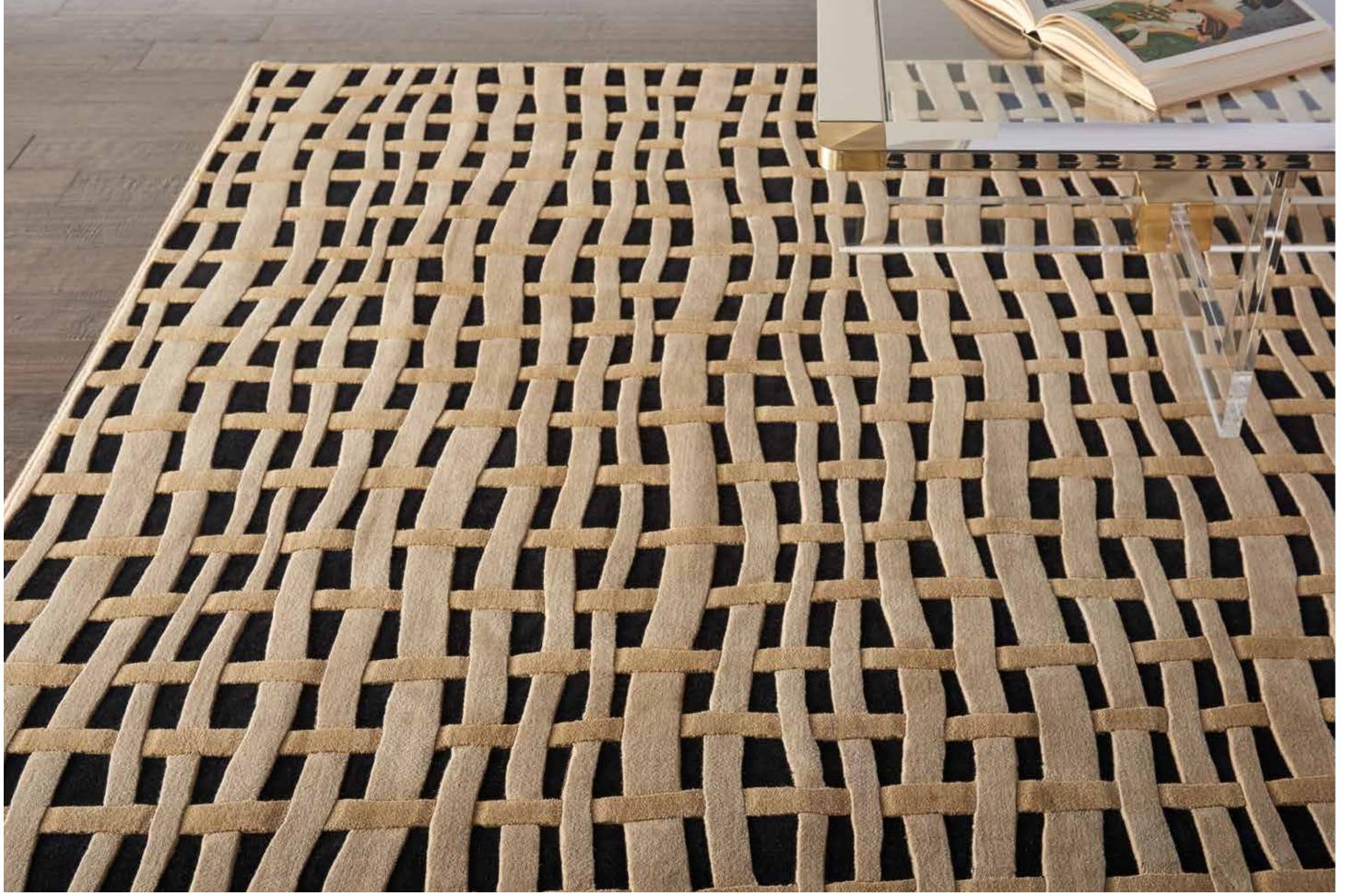


MANHATTAN | GRAMERCY









MANHATTAN | TRIBECA





MEDITERRANEAN

80% New Zealand Wool/20% Nylon Hand-Carved | Group A

Boldly sophisticated Greek Key designs and striking figurative motifs. The Mediterranean Collection interprets the classics of ancient artistry for the high fashion home of today. Made from a signature combination of top quality New Zealand Wool and resilient nylon yarns to create a surpassingly opulent and palatial pile. Woven on cutting edge power looms for flawless consistency of color and texture. The meticulous hand-carving adds a superlative dimensional appeal to the bold, geometric patterns.





MEDITERRANEAN | LABYRINTH





MEDITERRANEAN | SPARTA

MIAMI

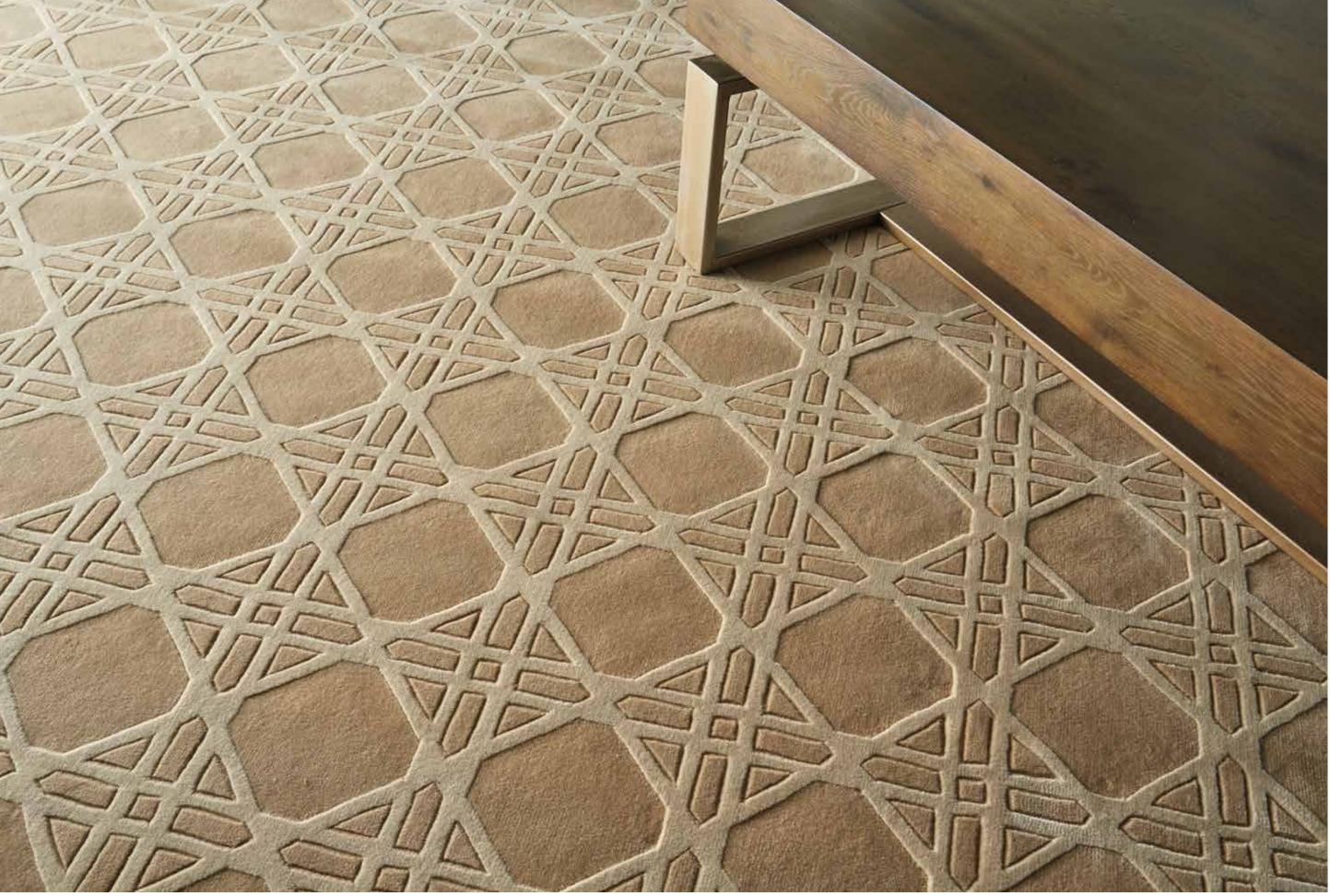
100% Woolsoft™

(70% New Zealand Wool/30% Olefin)

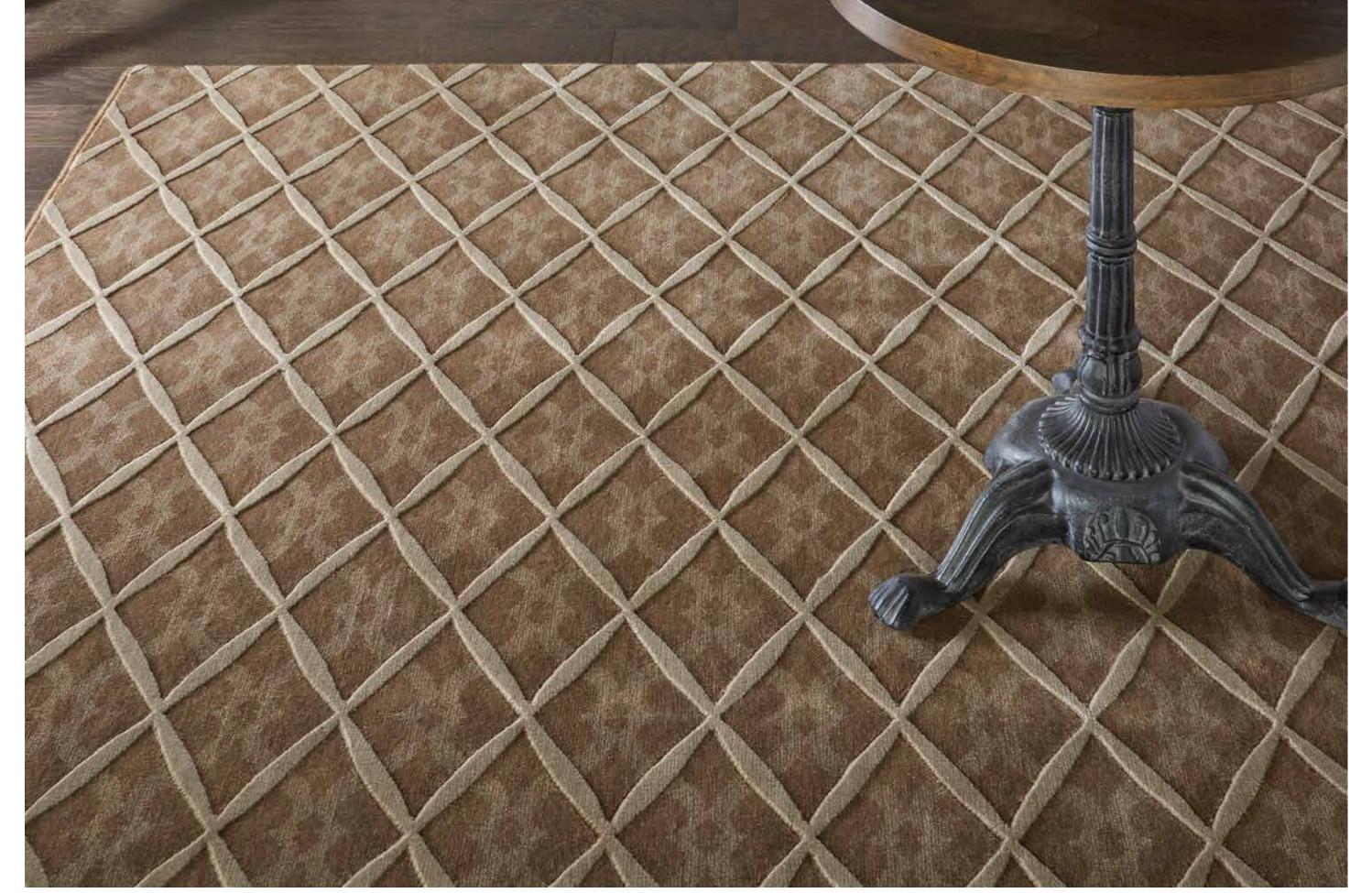
Hand-Carved | Group A

The Miami Collection is woven of Nourison's exclusive Woolsoft™ yarn offering a luxuriously soft, ultra dense, velvet like finish. Miami boasts specially dyed yarns of natural hues that bring beauty to any setting. Meticulous hand-embossing accompanied with a luscious soft pile create a truly unique, multi-dimensional work of art for the floor.





MIAMI | BAL HARBOUR







MIAMI | MIMO





MIAMI | SAN MARCO



NEPAL

New Zealand Wool/Luxcelle™ Hand-Carved | Group C

The Nepal Collection - the exotic aesthetic of traditional Nepalese carpets in an enchanting selection of designs for today's fashion-forward home. Discover a palette of subtle neutrals and earth tones inspired by the mystical beauty of the Himalayan landscape. Woven on the finest precision looms for consistently luxurious texture and unvarying fidelity of color. Authentic patterns of hand-carving evoke the characteristic "ribbed" effect of legendary tribal carpets. Meticulous hand-washing imparts a subtle patina and a final touch of elegance to this uniquely sophisticated collection.





NEPAL | BENGAL





BONE



QUARTZ



STORM

NEPAL | BHUTAN



NEPAL | EVEREST





NEPAL | HIMALAYA





NEPAL | KATHMANDU





NEPAL | LIMBU





NEPAL | POKHARA





NEPAL | RANGOUR



NU DIMENSIONS

New Zealand Wool/Luxcelle™ Hand-Sculpted | Group C

A strikingly modern sense of depth and sculptural elegance. The Nu Dimensions Collection will transform any room into a stunning portrait of contemporary sophistication. Discover the rich feel of premium 100% New Zealand Wool construction. Expertly woven for unsurpassed subtlety of shading and texture. Meticulous hand-sculpting reveals a sumptuous chenille base that presents the signature diamond pattern in a vibrantly dimensional relief. Choose your own perfect colorway from a fashion-forward palette ranging from golden neutrals to serene tones of soft green and ocean blue.





NU DIMENSIONS | INTERLUDE





NU DIMENSIONS | MATRIX

PERSIAN EMPIRE

New Zealand Wool/Luxcelle™ Group A

The outstanding qualities of the best Persian carpets are incorporated into this highly compelling collection. The intricate traditional patterns demonstrate the creativity and exotic aesthetic of the region. These timeless rugs are a treat for the senses and will turn any room into an inspired creation. New Zealand Wool and Luxcelle.





PERSIAN EMPIRE | MODERN KASHAN

SANDS POINT

100% New Zealand Wool Group A

The marvelous nubby texture of Wilton petit-point (a tight, uncut loop) gives endless appeal to the Sands Point Collection of superbly designed broadloom carpets. The collection encompasses a fabulous array of subtly colored stunning patterns, from airy plaids and herringbones to pleasing geometrics in elegantly repeating rhythms. Palettes focus on contemporary neutrals and soft, transitional hues. These broadloom carpets are woven to the highest quality specifications, in 100% New Zealand Wool for total comfort and lasting beauty.





SANDS POINT | COASTAL PLAID

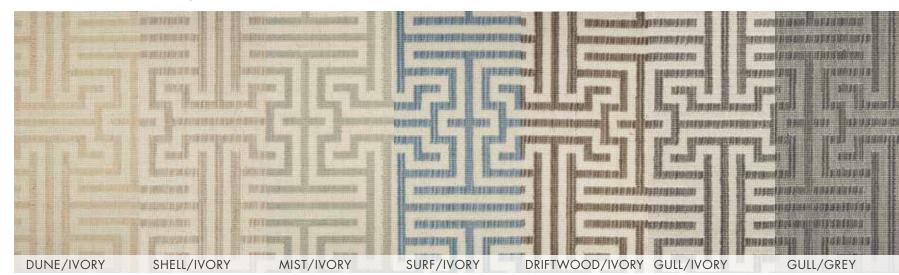


SANDS POINT | SEA CLIFF





SANDS POINT | SANDS KEY



STARDUST

New Zealand Wool/Nourlon™ Nylon Group A

A galaxy of high fashion looks for the contemporary home. The Stardust Collection offers you a cutting edge selection of stylish geometric motifs and magically elegant tonal designs. Made from rich and durable New Zealand Wool and resilient high luster nylon yarns for sumptuous tactile appeal and long-lasting beauty. Woven on state-of-the- art precision looms for flawless consistency of texture and refinement of detail. Choose from a luminous palette of mineral-inspired neutrals that will bring a feeling of spirited modernity to any room.





STARDUST | AURORA



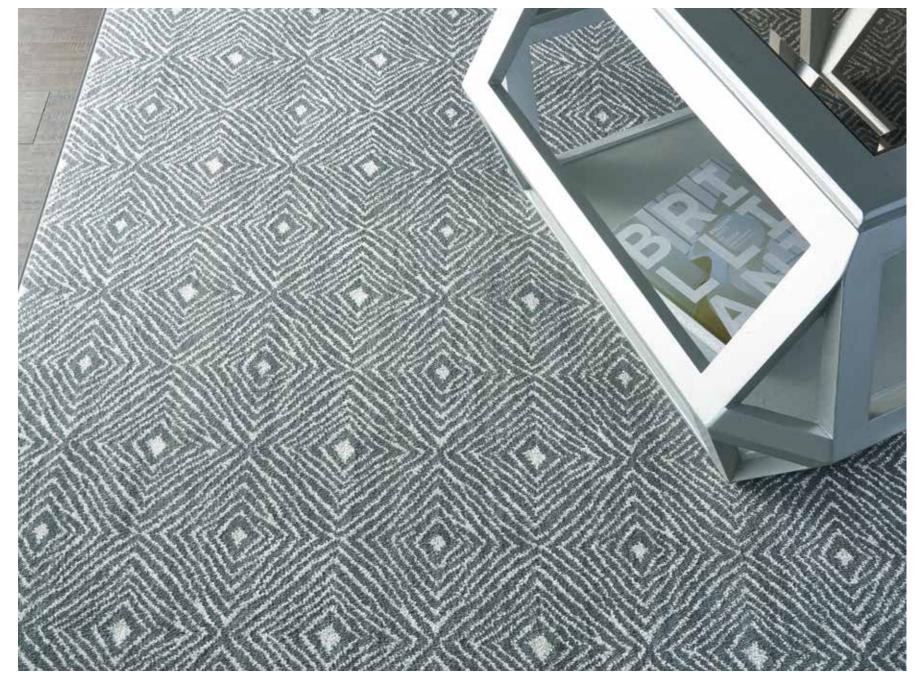


STARDUST | GALAXY



STARDUST | NEBULA





STARDUST | NOVA







STARDUST | STELLAR

STARLIGHT

New Zealand Wool/Luxcelle Plus™ Hand-Washed | Group C

Vibrant textural motifs that create a unique sense of light and energy. Elegant geometric patterns that express the essence of modern sophistication. The Starlight Collection - a constellation of unique designs to grace today's fashion-forward décor environment. Made from sumptuous New Zealand Wool and silk-like Luxcelle Plus™ yarns for a lavishly luxurious and luminous tactile appeal. Woven on today's most advanced looms to produce an incomparably opulent texture and exquisite refinement of detail. Meticulous hand-washing imparts a subtle patina and a final touch of elegance to each signature design.





STARLIGHT | KINETIC



STARLIGHT | REFLECTION





STARLIGHT | REVERB

SUNLIGHT	DAWN	DUSK	BLACKLIGHT





STARLIGHT | STATIC

TWILIGHT

New Zealand Wool/Luxcelle Plus™ Hand-Washed | Group C

The Twilight Collection – a fashion-forward assortment of superbly stylized geometrics, intriguing naturalist motifs, and sophisticated tonal designs. A signature combination of luxurious New Zealand Wool and silk-like Luxcelle Plus™ yarns creates a lush and luminous surface appeal. Woven on today's most advanced looms for stunningly opulent texture and flawless uniformity of pattern. Each enchanting design meticulously hand-washed for a uniquely subtle patina. Select the perfect match for your style from an elegant range of softly tinted naturals.





TWILIGHT | JAKARTA

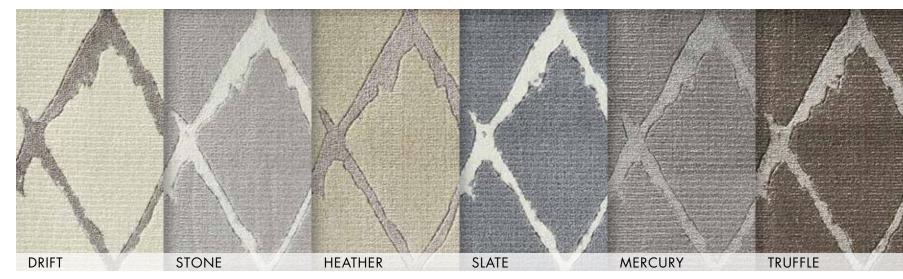


TWILIGHT | TWILIGHT STRIA





TWILIGHT | TWILIGHT TRELLIS







TWILIGHT | TWILIGHT VELVET

WILDLIFE

80% New Zealand Wool/20% Nylon Group A

A unique adventure in contemporary style. Vibrant animal designs reimagined for today's most sophisticated décor environments. The Wildlife Collection brings the exotic imagery of the African Savannah to a boldly dramatic assortment of luxury carpet and rugs. A premium combination of luxurious natural wool and resilient nylon yarns ensures incredibly sumptuous tactile appeal and years of lasting beauty. Woven on state-of-the-art precision looms for superbly even, lavish texture and flawless consistency of design detail.



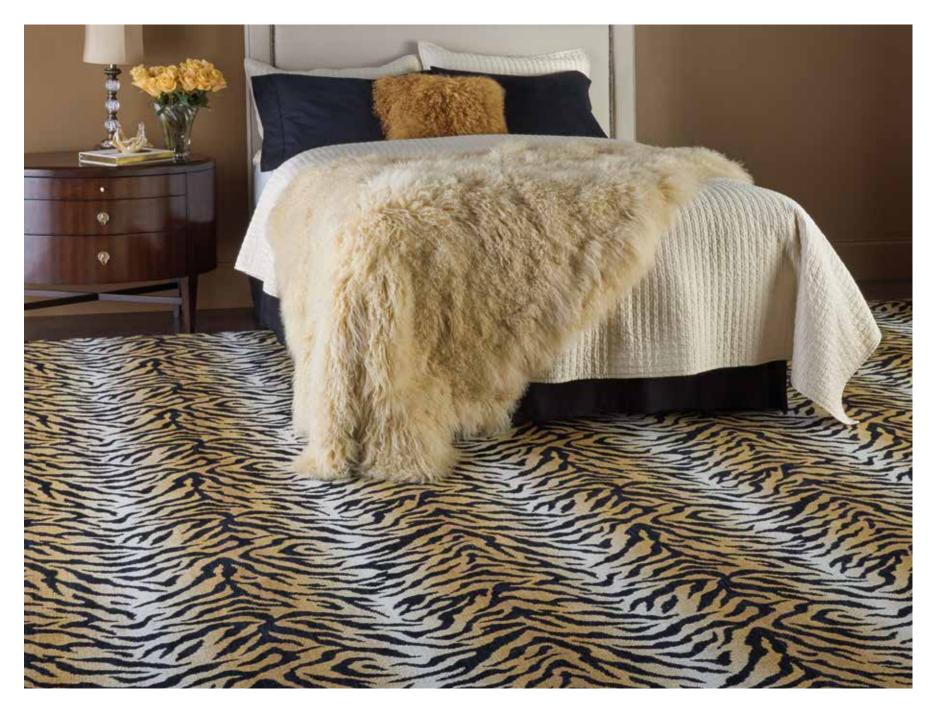


WILDLIFE | PLAINS ZEBRA



WILDLIFE | JUNGLE CAT





WILDLIFE | BENGAL

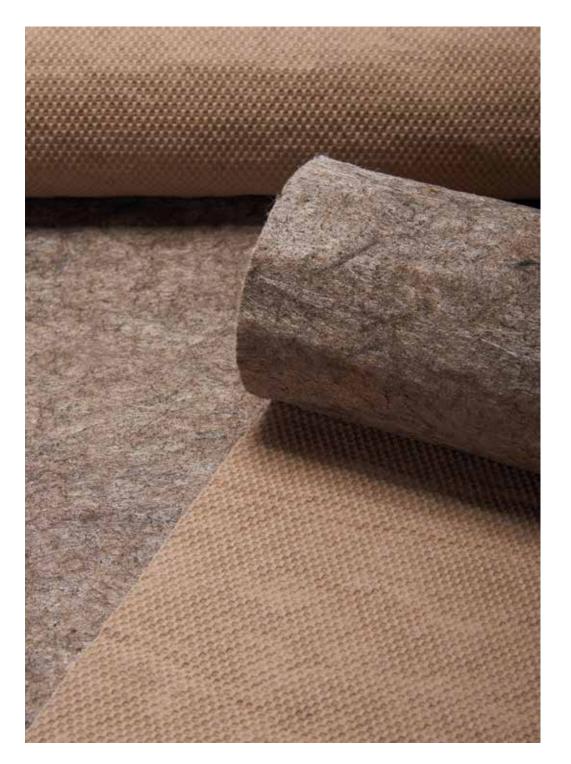






WILDLIFE | SNOW LEOPARD

Why is a Rug Pad *Essential* for Every Rug in the Home?



Nourison Rug Loc rug pads provide your custom area rug with exceptional stability and support that are vital in extending the life of your rug. Using a rug pad helps protect the rug from premature wear and moisture, while also providing additional cushioning and insulation that helps reduce sound levels in your home. Rug Loc's superior thickness is ideal for tile and uneven surfaces, and it will help reduce rug puckering under furniture. Rug Loc is reversible and can be used both with hard surfaces and carpeting. Use with the needle-punched fabric down while on carpet, and with the textured waffle backing when on wood, tile, and other hard surfaces. The needle-punched fabric and textured waffle backing provides improved gripping power that will keep your rug in place.





RUG LOC FEATURES

10-year guarantee

Non-slip safety

Comfort cushioning

Sound proofing

Flame retardant/moth proof

100% recycled fibers

Safe on hard surface or carpet

Indoor and outdoor use

Easy to clean

Green Label Plus™ Certified

AVAILABLE IN THE FOLLOWING PRE CUT SIZES

RUG PAD SIZE RUG SIZE

30" × 50"	3' × 5'
20" x 90"	2′ x 8′
40" x 60"	4' × 6'
56" x 90"	5′ × 8′
65" x 95"	6′ x 9′
90" x 116"	8' x 10'
90" x 128"	8′ x 11′
102" x 138"	9′ x 12′
114" x 162"	10' x 14'
138" x 174"	12′ x 15′

All sizes are approximate, cut with household scissors to fit to fit your custom rug.

Rug Loc can be cut to order for custom rugs larger than 15' in length.

*with proper care

RUG ESSENTIALS | NOURI-GUARDTM

Keep your Nourison custom rug looking it's best by adding Nouri-GuardTM fiber protectant.

Nouri-Guard™ bonds to each fiber forming a protective barrier which helps block stains from penetrating the fiber. Nouri-Guard™ helps to repel oil and water based stains, most food stains, most beverages and dirt while maintaining the original look, color and feel of the fabric. The added layer of this state-of-the-art polymer protection allows for much easier stain removal and cleaning of your rug.

Non-Toxic

Non-Flammable

Hypo-Allergenic

Safe For Use Around Children & Pets



Figure A shows what carpet looks like immediately following a spill. Figure B shows the same area immediately after the spill has been gently blotted with a clean cloth.

BEFORE



AFTER





CLEANING SPILLS

Spills should be attended to immediately.

Fold several paper towels and place them over the site of the spill and allow them to absorb the liquid. Do not rub the spill site.

Continue this process until all of the liquid has been absorbed. Once absorbed, gently blot the area with a clean, white cloth. Do not aggressively rub the area or you may damage the fibers.

LUXURY RUGS IN ANY SIZE & SHAPE

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Atlanta Merchandise Mart 240 Peachtree St NW, Space 3F2 Atlanta, GA 30303 404.584.7255

Las Vegas

World Market Center, Building C 455 S Grand Central Pkwy, Suite C112 Las Vegas, NV 89106 702.454.2600

High Point

International Home Furnishings Center (IHFC) 210 E Commerce Ave, InterHall IH101 High Point, NC 27260 336.841.6900

www.nourison.com/custom





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