





OUR COMPANY MISSION AND VALUES

Established in 1980, Linie Design is a leading Danish design house that creates quality handmade rugs with an authentic and timeless story. We combine our Scandinavian heritage and design values with traditional craftsmanship, contemporary aesthetics and uncompromising quality to create outstanding rugs that are designed to last.

All our designs are handmade in India by skilled artisans, predominantly crafted from natural

renewable resources like wool, cotton and linen. We are committed to upholding decent ethical, social and environmental standards, using certifications and programmes to monitor and improve sourcing and production processes.

Now sold in more than 70 countries worldwide, our business is still based on our original values of trust and transparency, ensuring excellence and professional integrity throughout all aspects of our supply chain.



INNOVATIVE PROCESSES
THAT PUSH CREATIVE BOUNDARIES

Although traditional processes and heritage are deeply woven into Linie Design's rug history, innovation has always been an integral driving factor. As first-movers in the Scandinavian rug production industry, we are on an eternal quest to discover new ways of expression by experimenting with new patterns, materials and techniques, and continually pushing creative boundaries to the limits.

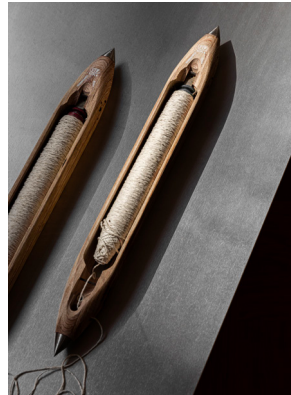
Our team of in-house and freelance designers is fronted by Head of Design Urd Moll Gundermann, who has been working at Linie Design since 2012, and was appointed Head of Design in 2019. Urd is in charge of developing 2-3 annual collections, as well as one-off exhibition pieces, creating hundreds of unique rug designs every year that end up on floors all over the world.



BUILT ON A HISTORY OF COLLABORATIONS
WITH EMINENT FEMALE WEAVERS

Linie Design is characterised by its long and successful history of collaborations with skilled female weavers, who over the years have helped define the company with their original and progressive portfolio of designs. The story originated back in 1980 when one of the founders, Hugo Anthon, visited a rug exhibition in Copenhagen. He was greatly impressed by the women designers' innovative fusion of quality craftsmanship and Danish contemporary design,

both aspects of rug production that appealed to his sense of aesthetics and business vision. He subsequently entered into lasting collaborations with master weavers Vibeke Klint, Trine Ellitsgaard and Kim Naver, creating beautiful handwoven rugs that remained true to Scandinavian design traditions. Over forty years later, the strong collaboration philosophy still exists, with the latest alliance being the Kindred Path collection with renowned Danish designer Helene Blanche.



UNIQUE HANDMADE RUGS USING TRADITIONAL ARTISAN TECHNIQUES

Since its establishment in 1980, Linie Design has specialised in designing and producing exclusive handmade rugs with timeless Scandinavian aesthetics. All our rugs are handcrafted in India by master artisan weavers, undergoing numerous lengthy processes from start to finish to ensure unique works of exceptional quality.

Each rug's individual characteristics are determined by the specific weaving, tufting or knotting techniques, with knotting, in particular

being extremely time-consuming and demanding great expertise that takes years of practise. Depending on the intricacy of the rug's design, an artisan can spend weeks or even months finishing a rug. Each weaver builds up their own unique style over time, which reflects elements of their traditions and culture in a woven narrative. We mostly use durable and long-lasting natural materials like wool, linen and cotton to create one-of-a-kind rugs that can be loved for generations.



A DEEP COMMITMENT TO ETHICS, EDUCATION AND COMPLIANCE

Linie Design is committed to maintaining and improving decent ethical, social and environmental standards. We use professional integrity and transparency throughout our entire supply chain to ensure all products comply with required European legislation. All our products comply with REACH regulations, which reduce and restrict the use of substances that can harm humans and the environment. We became members of Care and Fair in 2008 to ensure our rugs are made in a socially responsible way, supporting education and

empowerment programmes for the weavers, their families and the surrounding communities in India and Pakistan. We have subsequently fully sponsored a Care & Fair school since 2008, covering all the Linie Design School's running costs to provide regular schooling to over 340 children. Our code of conduct reflects our social and environmental engagement, providing a clear set of principles that uphold our values and ethics and help shape our way of doing business.



THE BRAND STORE - EXPERIENCE OUR
RUG UNIVERSE IN INSPIRING SURROUNDINGS

In 2023, Linie Design opened its own long-awaited brand store in Palægade, in the heart of historic Copenhagen. After 40 years as a European leader in the design, development and production of rugs, we conceded the need for a street-level presence in order to pursue our ambitious vision.

Our brand store welcomes customers into Linie Design's universe to offer them a full sensory experience of our product range, as well as providing a comprehensive understanding of the

intricate rug design and production process. The beautiful and inspiring interior space encourages visitors to interact with the handmade rugs and learn about the materials and traditional craftsmanship behind each design.

The lower ground floor is dedicated to professionals, offering architects and interior designers the opportunity to use creative tools for choosing and developing rugs for specific projects.



LINIE DESIGN

HANDMADE RUGS

“Scandinavian Legacy, Modern Sophistication in Every Thread.”

