

Gaia

PLAITED COLLECTION



FLOCK
HANDMADE LUXURY

ALL ABOUT WEAVE

As designers are increasingly returning to the grassroots of their craft, we at Flock present you with a collection of rugs and carpets applying traditional artisanal techniques using natural plant fibres

The renaissance of the handmade element in weaving meets our desire to preserve artisanal crafts in new and modern ways

A new contemporary aesthetic elevates the visual and the tactile appeal of woven flooring

The process of retting, scutching, hackling, drafting: the hand preparation of plant stems for spinning and weaving into yarns is steeped in history. Each piece is unique and tells its own story. The hand finished product has elegance along with environmental credentials

We at Flock have an unprejudiced attitude towards all plant fibres. We are constantly rethinking our use of common plant materials to create floorings of diverse character; highlighting the inherent beauty of the plant

PLAITED IS THE WAY WE LIKE IT

Inspired by nature and using a rich diversity of ecologically and sustainably sourced natural plant fibres, with their wide ranging natural colour palette and handcrafted by skilled artisans, Flock presents this unique range of handmade plaited rugs; both natural and hand dyed

The collection uses timeless techniques, which have their origins in traditional basket weaving. The raw fibres are carefully plaited which are then interlaced into a wider flat strip. These strips are then hand sewn together to create the final result

Our hand plating technique produces a surface texture that is both durable & resilient in everyday use. Each product is individual; the skilled artisans craft being apparent in producing the finest quality of natural plant fibre rugs

Natural tones, rich contemporary dyes and textures pre-dominate, providing a finished flooring product of the highest quality; providing beauty and style to contemporary and traditional interiors alike



HOGLA

An aquatic herb, hardy and perennial, commonly found in temperate and tropical regions

Growing in fresh water and marshy places, it is used as ornamentation in aquatic gardens

Its first recorded use is by the Egyptians as an insulating material





HOGLA

DESIGN CODE	HO
DESCRIPTION	Handmade
COMPOSITION	100% Natural Plant Fibre
FINISHING	Single border on both length ends
SIZES	Standard, Custom (inc. shapes) & Rolls



NATURAL HO-01



HYACINTH

A free-floating perennial aquatic native to tropical climates with broad, thick, glossy ovate leaves, which have long, spongy, bulbous stems. These stems provide a highly durable & flexible fibre

Strings of dried fibres are woven or interlinked together to form a cord

Water Hyacinth plants have many economic uses including bio gas and are ideal for waste water treatment as they have an ability to tolerate high levels of pollution & to grow rapidly





HYACINTH

DESIGN CODE	HY
DESCRIPTION	Handmade
COMPOSITION	100% Natural & Dyed Plant Fibre
FINISHING	Single border on both length ends
SIZES	Standard, Custom (inc. shapes) & Rolls



NATURAL HY-01



CARAMEL HY-02



PEACOCK HY-03



JUTE

Jute is known as the 'Golden Fibre' due to its golden brown colour and its importance; with global production and consumption being second only to cotton

Jute is environmentally friendly; the plants are easy to grow, with a high yield per acre and with little need for pesticides and fertilisers

Jute is a bast fibre, similar to flax and hemp with inherent strength, durability and versatility





JUTE

DESIGN CODE

JU

DESCRIPTION

Handmade

COMPOSITION

100% Natural, Bleached & Dyed Plant Fibre

FINISHING

Single border on both length ends

SIZES

Standard, Custom (inc. shapes) & Rolls



NATURAL JU-01



CARRARA JU-02



PEWTER JU-03



MAKAI

This tall & thin plant has similarities to Bamboo. It can grow up to 6ft. tall & 4in wide. Its large flat leaves are the source of the raw material we use

The fruits of the Makai plant are becoming widely used in bio fuel production. The leaves are discarded in the oil production process and can be used to make an eco-friendly product





MAKAI

DESIGN CODE	MK
DESCRIPTION	Handmade
COMPOSITION	100% Natural Plant Fibre
FINISHING	Single border on both length ends
SIZES	Standard, Custom (inc. shapes) & Rolls



NATURAL MK-01



OKRA

Native to Africa, Okra is now found across the Indian sub-continent

The plants have red stems, grow rapidly and may be harvested annually. They are primarily cultivated for their fruit; used extensively in food preparation

They are also used to make antiseptics, have digestive properties and are used as the base of herbal teas

The stems also contain strong fibrous strands which give the plant its inherent strength and which are ideal for plaiting





OKRA

DESIGN CODE

OK

DESCRIPTION

Handmade

COMPOSITION

100% Natural & Dyed Plant Fibre

FINISHING

Single border on both length ends

SIZES

Standard, Custom (inc. shapes) & Rolls



NATURAL OK-01



DENIM OK-02



GREY OK-03



RATI

A graceful palm with a large crown & oversized leaves up to 13 ft. long and of a greyish green colour

Whilst it is commonly used for thatching, making mats and baskets, Rati also yields a soft fibre

This fibre is extracted by shredding the plant material to its core and retains a pale green colour once dried & woven





RATI

DESIGN CODE	RT
DESCRIPTION	Handmade
COMPOSITION	100% Natural & Dyed Plant Fibre
FINISHING	Single border on both length ends
SIZES	Standard, Custom (inc. shapes) & Rolls



NATURAL RT-01



SLATE RT-02



MÉLANGE

The Mélange collection delivers an intoxicating union of our various plant fibres; natural, bleached & dyed

Hand blended, the colour palette is inspired by the earthy hues of nature – a skilful mix of soft neutrals creating vibrant striated textures – warm and alluring





MÉLANGE

DESIGN CODE	PRODUCT SPECIFIC
DESCRIPTION	Handmade
COMPOSITION	100% Natural, Bleached & Dyed Plant Fibre
FINISHING	Single border on both length ends
SIZES	Standard, Custom (inc. shapes) & Rolls



VERONA JU-M-03



HONEYCOMB JU-M-04



PEACOCK JU-M-05



APRICOT JU-M-06



EBONY JU-M-07



MASAI JU-M-101

CARE & MAINTENANCE

Our rugs are infused with a rich history of ancient craftsmanship. To preserve their beauty and prolong their life, follow these rug care suggestions;

A simple maintenance programme of vacuuming – using the rug setting of your vacuum cleaner – will maintain your Flock products good looks. Shedding of loose fibre occurs when new. Do not use rotary head vacuum cleaners on textured rugs

Avoid direct or continuous exposure to sunlight & heat sources. Rotate your rug to promote even wear

Do not Steam Clean or Dry Clean – use of chemicals will accelerate the fading of your rug and could damage the fibres

These rugs are not machine washable

Professional cleaning is recommended to ensure the rug remains at its best for longer

SPOT & STAIN CLEANING GUIDE

Blot up excess liquids or remove solids with a colourfast cloth or paper towel. Do not use a knife or other utensil with sharp edges as it may damage the rug

Blot the stain with warm or tepid water (never rub or scrub) and repeat until no more stain transfers to the cloth. Where water is not sufficient to clean the rug, we advise using carpet or upholstery approved detergent with warm or tepid water

If using detergent, ensure that it is cleaned thoroughly to remove any residue

Do not soak as this may result in water stain marks

Allow to air dry

Speciality cleaners are available for more persistent stains

USABILITY

Flock rugs and carpets are handmade to the highest standards

Our Plaited collection are handmade from natural plant materials. Slight variations in colour and weave are inevitable and part of the handmade nature of the products rather than faults. They are subject to shade variations and fading over time and react to environmental factors such as humidity and sunlight

Many of the colours in our collection are produced using raw materials in their natural form. These are subject to fading. Direct sunlight may cause further fading on some of the bolder colours

The fibres used in our Plaited collection do not require watering with an atomiser

Due to the textured nature of some products please consider suitability of use

Do not use in wet areas

At Flock, we take quality control very seriously. All our rugs and carpets are inspected to ensure that they are within industry tolerances

Our handmade products are typically suitable for general domestic and light commercial applications. Please enquire about your specific requirements

Product liability is limited to manufacturing defects



"Weaving is an example of a craft which is many sided. Besides surface qualities, such as rough and smooth, dull and shiny, hard and soft, it also includes colour and as the dominating element, texture... Like any craft, it may end in producing useful objects, or it may rise to the level of art"

- quote by Anni Albers

FLOCK
it's all about the weave...

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