
alternative
Carpets, Rugs & Runners

The alternative home

Welcome to Alternative Flooring. If this is your first glimpse of our world, it's a great place to start.

Within the interiors landscape, flooring decisions affect every room, whether it be a carpet for the bedroom or a runner for the kitchen. Hopefully, this curated snapshot of what we are all about, will inspire and make those decisions a little easier.

We are firm believers that life's too short to life in dull spaces. We embrace texture, pattern and colour and hope you will too. We want to inspire you with our designs and this is just a glimpse, to see more you can always follow us @alternativeflooring on Instagram or Pinterest or head to the Floor Gazing section on our website, all bursting with inspo.

Ultimately though, this is about you. Your style, your space, your imagination and your vision, so kick off your shoes, comfy up and start feeling the love for your floors.



Lorna Haigh, Creative Director

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For us, it's never just a carpet, our brand ethos needs to shine in everything we do.

Product

Over the years, we've been giving textile lovers the inspiration to put their personality on their floor. People tell us they never knew they could feel this way about a carpet, rug or runner. This is flooring you can't help but fall for.

People

We put the care into carpet too, in the way we work with our customers and how we source and make our products. You know what you love; we know how to make it sing in your home. You can rely on us to be at your side and at your service from sample to fitting and beyond.

Planet

Last but not least, we're craftspeople with a conscience. Lasting, sustainable quality is woven into every Alternative Flooring fibre. Our carpets come with a 5-year warranty, but they're also ethically-sourced and climate-friendly, with a tree planted in our burgeoning Alternative Forest for every sample ordered. Different feels good in every way.

Scan to find out more on our planet page

Ecologi | climate action workforce

www.alternativeflooring.com

stairways

Step into style and let your floors do the talking. Your hallway and stairs set the tone for your home, so why not make them as bold and brilliant as you are? Our carpets don't just withstand life's daily dash - they do it with flair, turning every step into a showstopping moment - not to mention making the perfect stage for those impromptu dance parties!

Add the wow factor with a bespoke statement runner from our vibrant designer collection or create a custom design using the 'Make Me A Rug' service – get those creative juices flowing and let your imagination run wild. Step out of that hustle and bustle of daily life into an uplifting entrance that will bring you everyday joy.

www.alternativeflooring.com

Scan to visit:
showmemyroom.com

Try our room visualiser

Do you want to see our carpets in your room and on your stairs? Take a photo of your room or staircase, wait just a few seconds to then see your favourite carpet in your space.



Made-to-measure **Wool Candy Lollipop Floss** stair runner with an exclusive **Tramlines Warsaw** border with complementing **Wool Candy Cane Floss** hallway runner with an exclusive **Tramlines Prague** border.



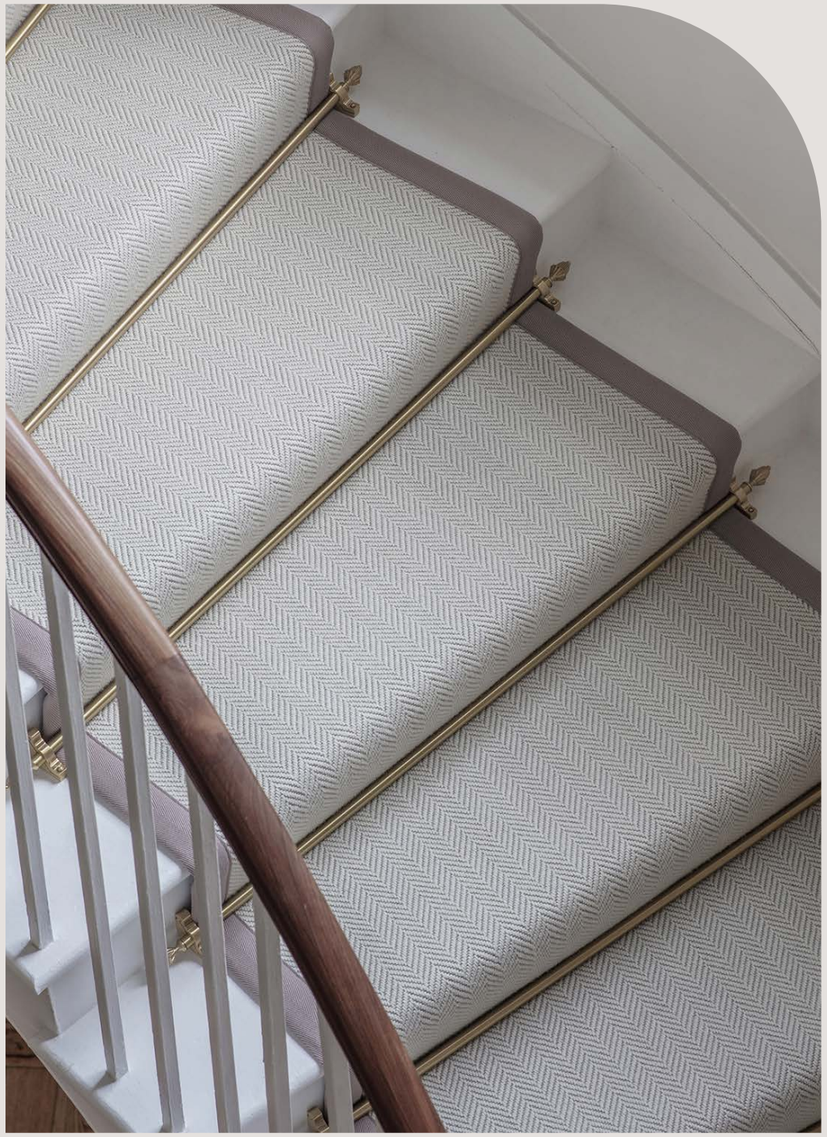
Order samples

You can order swatches of all our products online or through our retail partners and they will be delivered right to your door.



Above: **Margo Selby Stripe Frolic Westbrook** wool carpet.

Left: Made-to-measure **Anywhere Ca-rPET Bouclé Re-volution** stair runner with an exclusive **Tramlines Munich** border. The hallway runner has been crafted from **Anywhere Ca-rPET Bouclé Re-volution** with an exclusive **Tramlines Budapest** border.



Above: **Wool Iconic Herringbone Newman** bespoke stair runner with a **Cotton Herringbone Thistle** border.

Right: Made-to-measure **Sisal Herringbone Hockley** stair runner with a **Dolly Mixture Burnt Orange** whipped edge with a matching **Sisal Herringbone Hockle**y hallway carpet.



Feeling Inspired?

Time to order a sample and get a real feel. Order online or from your local retail partner.

Scan the QR code to go to our website.

living rooms

lounge

Transform your living room into the ultimate retreat, a place to unwind, relax, and feel at home. Picture cosy movie nights, peaceful reading nooks, and a floor that invites you to sink in.

From our joyful Wool Candy collection to our sophisticated Wool Herringstripe, our carpets provide the ultimate canvas for creativity, allowing you to express your personal style, from the floor up. Take it one step further by designing a personalised rug using our 'Make Me A Rug' service - choose from an array of textures, borders, patterns and sizes to create your dream living room rug, turning your floor into a must-see masterpiece.

www.alternativeflooring.com



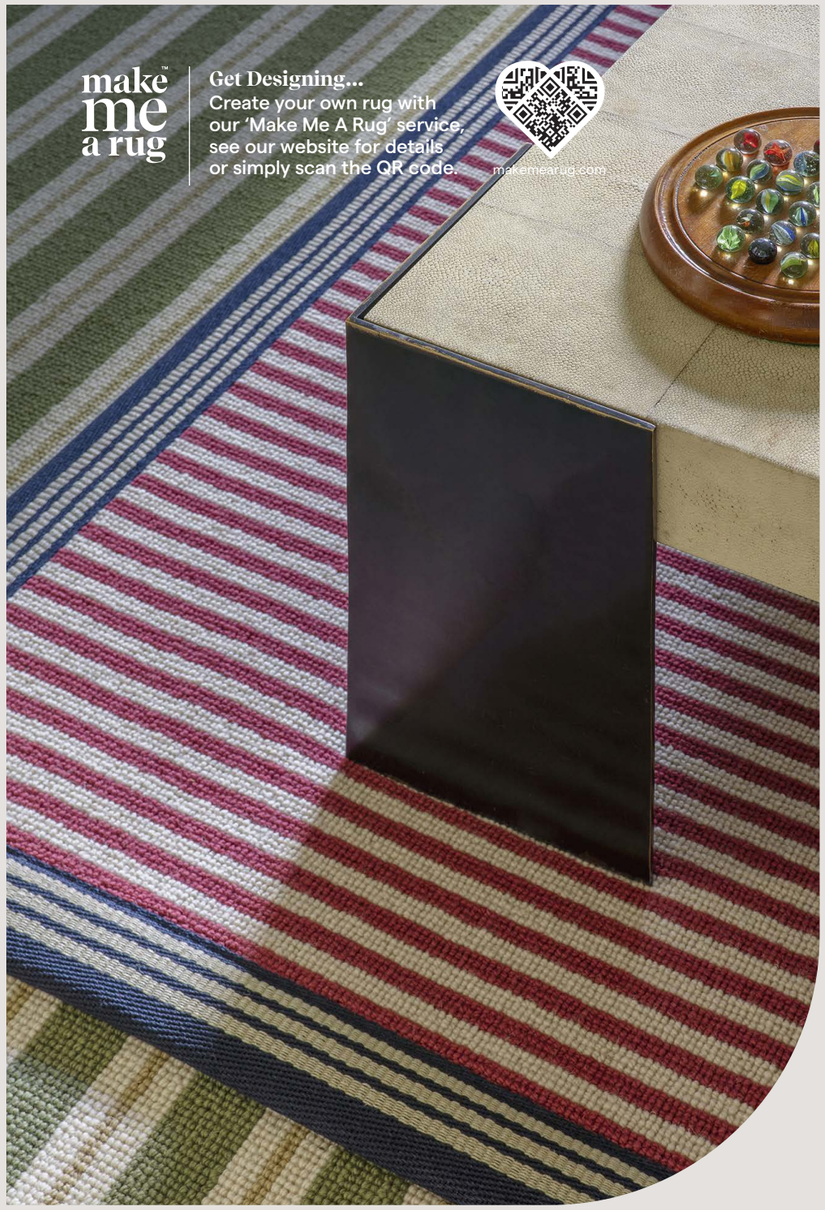
Made-to-measure **Wool Riverbed Kells** rug with a **Cotton Ginger** border layered over the **Anywhere Accents Turmeric** carpet.

Try our room visualiser

Do you want to see our carpets in your room and on your stairs? Take a photo of your room or staircase, wait just a few seconds to then see your favourite carpet in your space.

Scan to visit:
showmemyroom.com





Above: Made-to-measure **Wool Candy Cane Floss** rug with an exclusive **Tramlines Prague** border layered over the **Wool Candy Pinwheel Apple** carpet.

Left: **Sisal Kayal Periyar** carpet.



In detail...

Weaving together the hardiness and metallic lustre of sisal with the underfoot softness of wool, our Woosie collection is designed to last.



Order samples

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Above: **Woosie Bouclé Winsome** carpet. Right: **Wool Candy Pinwheel Toffee** striped carpet.

make me a rug™

your rug, your rules

Mix, match, measure, make. When you ask us to make you a rug, the possibilities for personalisation are almost endless. Choose your fabric, pattern, colour, size and border; hand over to us to create a gorgeous rug that's yours and yours alone. Will you go stripey or snuggly, trad or arty, designer or demure? Your rug, your rules.



Large or small, plain or patterned, get designing:
www.alternativeflooring.com

Make your perfect bespoke rug or runner with our easy to use rug designer.

Pick your flooring

Choose from any of our materials, in any size. With so many possibilities, the real you will always shine through. How liberating.*

Now your border style

Single, double or whipped. It's your call.*

And your border fabric

Choose from a selection of border fabrics, plain or patterned. Our rugs have the edge on personality.

Finally, the size

Go large, go small, go personalise your living space. Choose the perfect size for your home.*

Delivered to your door

Order online and we will deliver to your home or you can arrange collection from your local Alternative Flooring retail partner.

*Subject to product limitations.

Scan the QR code to go to:
makemearug.com

dine

The kitchen and dining area is the heart of your home - a place for feasts and family fun. That's why you need flooring that won't let you down, no matter what life throws at it. Whether it's accidental spills, scattered crumbs or muddy paws from your beloved pets, we've got you covered.

From the sumptuously soft comfort of Anywhere Ca-rPET to the natural textures of wool, sisal, and seagrass, our beautifully crafted floor coverings blend style with durability. So, whether you're hosting, toasting, or simply unwinding, you can create a welcoming space that looks good, feels good, and stands up to everyday life, stress-free.

www.alternativeflooring.com



Made-to-measure **Anywhere Ca-rPET Diamond Re-discover** with a **Cotton Frosted Pine** border.



Above: Made-to-measure **Coir Herringbone Natural** rug with a double border using the **Cotton Porcelain** as the inner border and **Cotton Ochre** as the outer border.

Right: Made-to-measure **Sisal Kayal Pamba** with an exclusive **Twill Rudu** border.

make me a rug™

makemearug.com

Get Designing...
Create your own rug with our 'Make Me A Rug' service, see our website for details or simply scan the QR code.

Order samples

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Above: Recyclable **Echo-CoRE Cleaves** bespoke rug with a taped edge.

Left: Made-to-Measure **Anywhere Ca-rPET Herringbone Re-set** runner with an exclusive **Herringbone Black** border.

show me my room

Not quite decided yet? Then try our room visualiser

Show Me My Room is an easy to use, online visualisation tool where you can quickly see and get a feel for any one of our floor coverings in your own interior space. There are only four simple steps with no fiddly masking or technical photo editing required - Show Me My Room does it all for you.

1. Simply scan the QR code to start or visit: showmemyroom.com
2. Search for your favourite carpet
3. Take a photo of your room or staircase
4. Wait just a few seconds to then see your favourite floor covering in your space - easy!

Scan to visit:
showmemyroom.com



bedrooms

snooze

A haven of comfort, your bedrooms should be a place to kick off your shoes, unwind, and get cosy. Sink into the deep, cloud-like comfort of our Barefoot carpets, or embrace the natural beauty of our seagrass, sisal and 100% wool collections. For added cosiness and a touch of charm, layer up with a patterned rug or runner and enjoy the luxurious softness underfoot.

With snuggly, plush textures and a variety of stylish colours and patterns, each design creates a warm and inviting space. Whether it's a slow Sunday morning, a fun play space, or relaxing nights in, our carpets, rugs and runners make every step feel like a welcoming hug.

www.alternativeflooring.com



Wool Iconic Herringstripe Laine carpet.



Above: Made-to-measure **Wool Riverflow Foyle** rug with a double border using the **Cotton Coral** as the inner border and **Cotton Cadet** as the outer border.

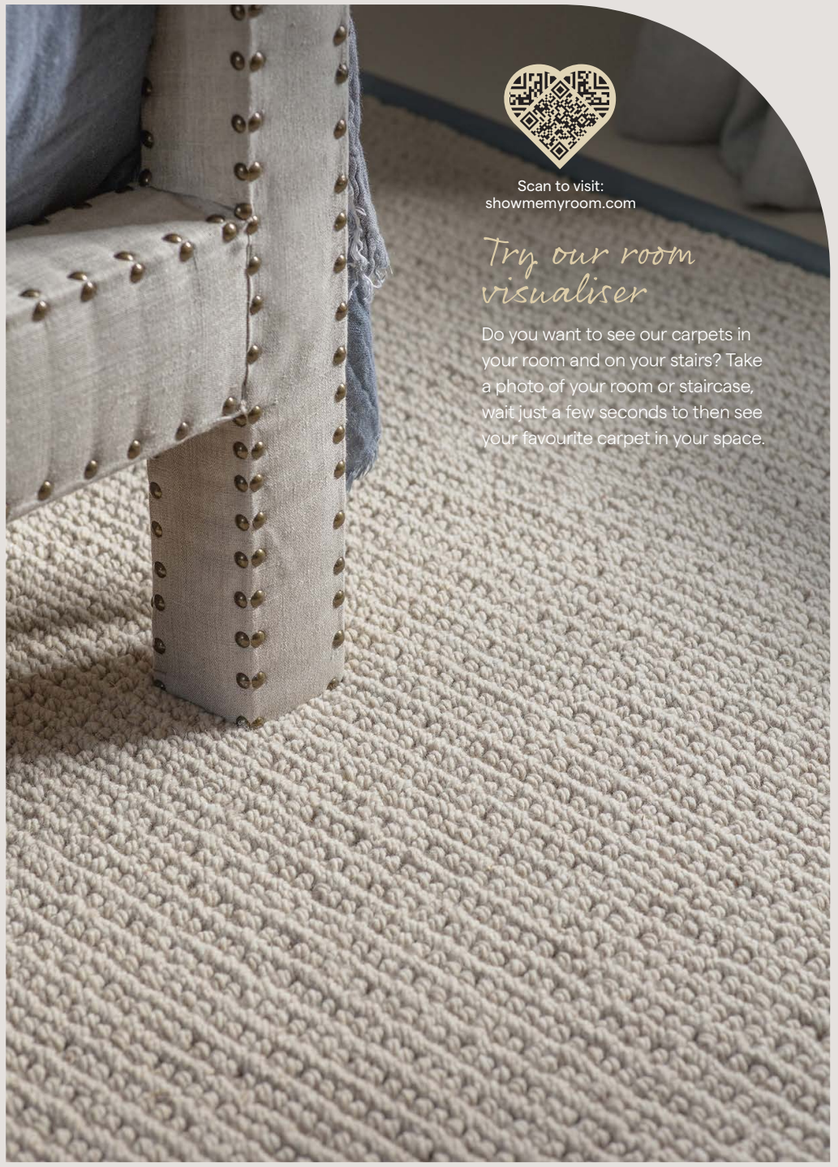
Right: **Wool Tweed Fortrose** rug with an exclusive **Chequers Churchill** border.





In detail...

Hand-harvested from the giant Corchorus plant, these soft jute fibres are natural and uplifting.



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Above: Made-to-measure **Wool Chunky Knit Bobble** rug with a **Cotton Cadet** border.

Left: **Jute Chevron Natural** carpet.



Ask the experts...

Find your perfect carpet, rug or runner with the help of our retail partners

We have hand-picked our local retail partners; whose expertise will guide you through the sometimes daunting project of choosing your new floor covering.



What our retail partners provide:

Expert advice

Our retail partners can provide tailored recommendations based on your needs, room size, lifestyle, and budget.

Get a feel

You can touch and feel different carpet textures, patterns and pile heights to see how they would look and feel in your space. Our retail partners can also arrange for additional samples to be sent to your home.

Wide selection

Access to the complete range of our different styles, colours and materials, allowing you to compare options side-by-side.

Professional installation

Our partners will ensure your carpet is fitted by experienced professionals. They will visit your home to measure, quote and expertly install your flooring.

To find your local retailer scan the QR code

www.alternativeflooring.com

bathrooms & outdoors

anywhere

As the name suggests, our Anywhere collection is designed to go - well, anywhere. It's hard-wearing for high-traffic areas, easily cleanable and moth-resistant. Whether you're fitting it wall-to-wall or creating bespoke rugs or runners with our 'Make Me A Rug' service, it offers endless possibilities.

Adding comfort and warmth underfoot, from the bathroom to the outdoors, this ingenious collection adds style and texture to any space, creating the look of woven natural fibre flooring without the worry of everyday wear-and-tear. With an anti-slip textured surface that keeps little feet steady, it's a dream for busy households with kids on the move! Designed to withstand sunlight and water, the Anywhere collection holds up beautifully in all conditions, so you can enjoy comfort underfoot come rain or shine.

www.alternativeflooring.com



Anywhere Ca-rPET Herringbone Re-act faux carpet.



Above: Made-to-measure **Anywhere Ca-rPET Panama Re-new** faux rug with an **Anywhere Red Baron** border.

Right: **Anywhere Herringbone Ice** carpet.

Show us yours...

Join our community. Follow us on Instagram for all of the latest on products and trends.

Tag photos of your new arrival with #alternativeflooring

@alternativeflooring



In detail...

Our ingenious range of Anywhere floor coverings open up possibilities everywhere, from outdoor rugs to kitchen, bathroom and conservatory carpets.

Below: **Anywhere Panama Syrup** rug with an **Anywhere Fairy** border.

Right: Made-to-measure A**nywhere Ca-rPET Herringbone Re-flect** faux rug with an **Anywhere Moor** border.







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