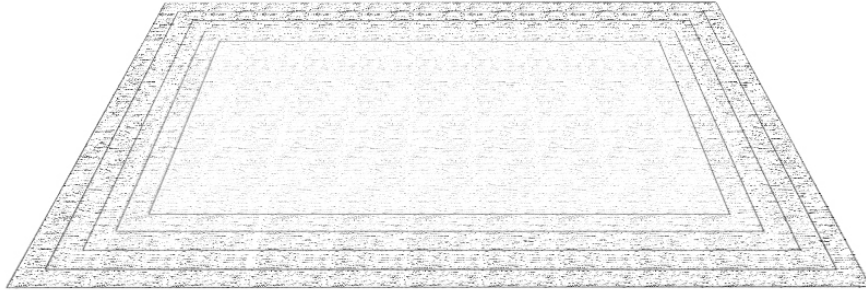


# FRAMED

2024 VALERIE VAN DER WERFF



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## DESIGN INSPIRATION

That lovely carpet, where you would lie on your belly for hours, warm and safe, in a world where Dad chased away the ghosts from under your bed and Mom kissed your scrapes all better... The history of shag rugs goes back to the ancient Greeks, with their 'flokati'. 'Framed' is a nod to that rich tradition, with a contemporary ton-sur-ton twist.



## VALERIE VAN DER WERFF

With her eye for creation and concepts, Valerie van der Werff put Vogue Living NL – among others – recognisably on the map. Creating entire interior and lifestyle stories is an innate talent, for which she finds inspiration in the beauty of everyday life. She founded VALERIE Creative Agency after her successful time as lifestyle director of Vogue Living NL. In the visual stories for both online and offline campaigns, she strives for a certain natural look: as if you can casually catch a glimpse of someone's life. She works with the best photographers and videographers on the most beautiful locations – as she did for previous photo shoots with LINTELOO. The connection with LINTELOO is now strengthened by her designs for 'The Weekend Collection'. A series of three stylish plaids, produced in collaboration with the iconic brand AaBe.



## SPECIFICATIONS

**Material:** 100% Zealand wool.  
**Pile:** 40 mm.  
**Production method:** Tufted.

## OPTIONS

**Colours:** 'Greige', 'Brown', 'Khaki' and 'Blue'.  
**Size:** Standard sizes are 170 x 230 cm, 200 x 300 cm and 240 x 340 cm. 'Framed' can be ordered in any (rectangular or square) custom size, with a maximum width of 400 cm. 'Framed' can also be ordered in a circle size up to Ø 400 cm.

## DIMENSIONS

