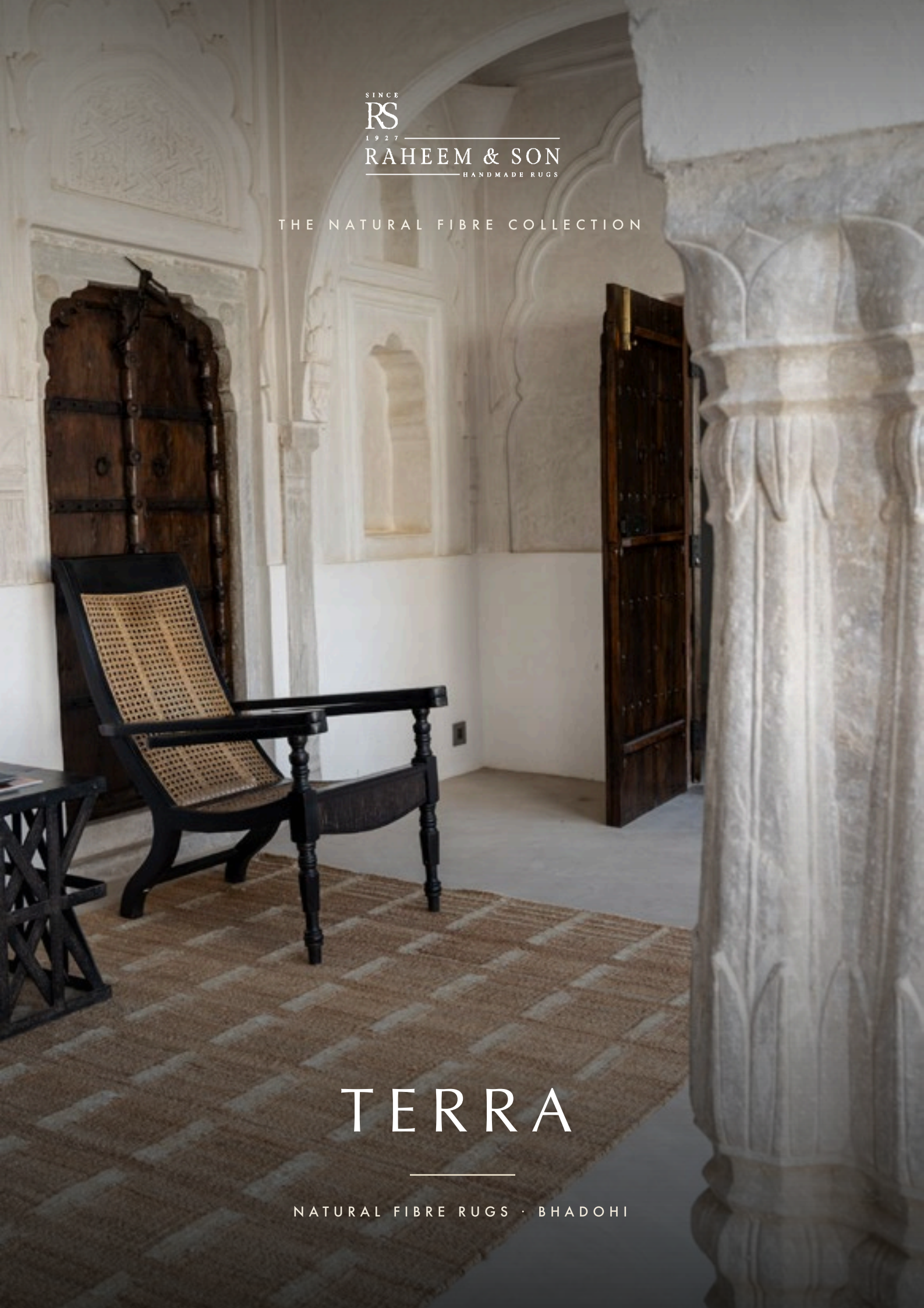


SINCE RS 1927

RAHEEM & SON

HANDMADE RUGS

THE NATURAL FIBRE COLLECTION

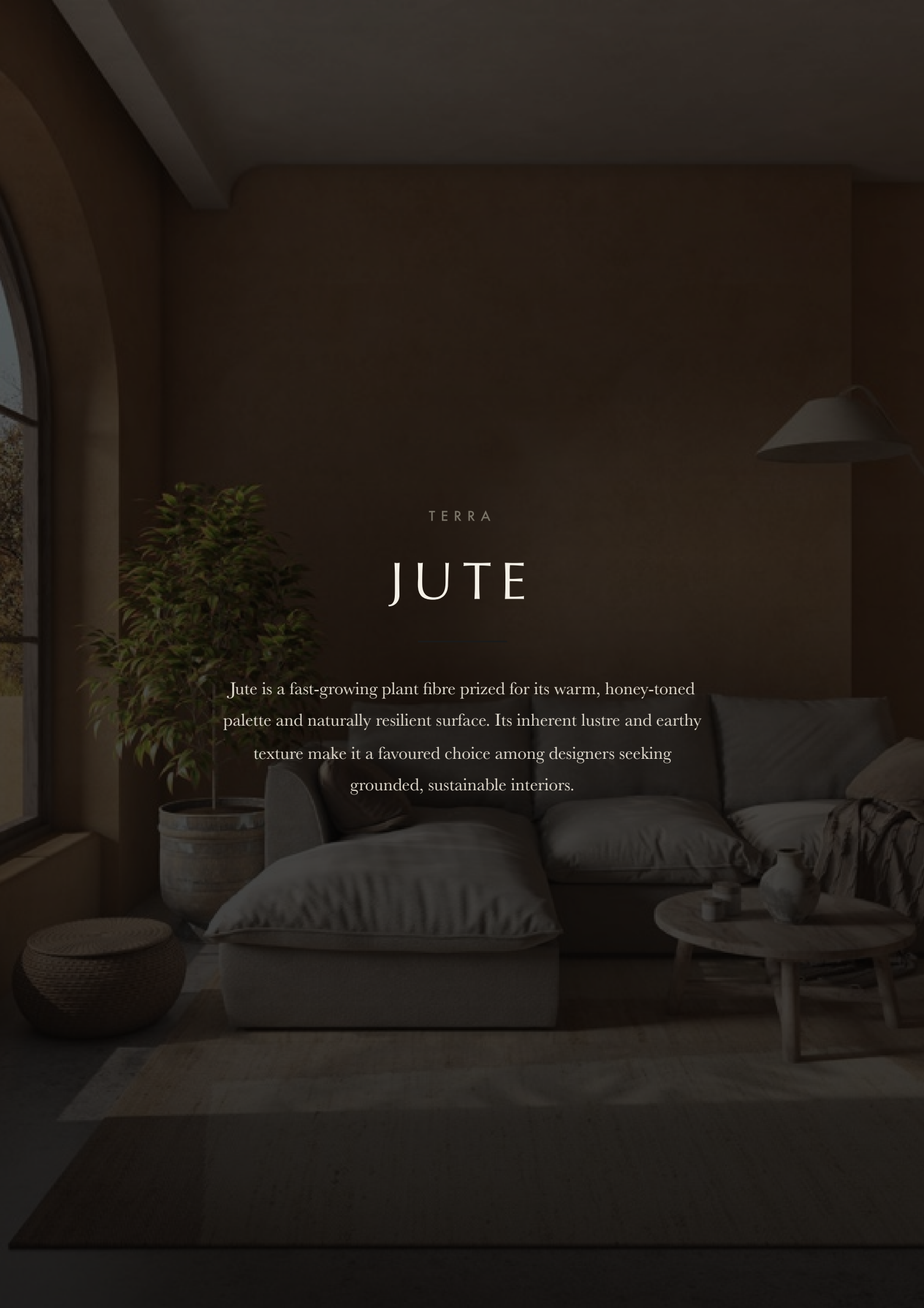
TERRA

NATURAL FIBRE RUGS · BHADOHI

THE COLLECTION

Drawn from the earth. Laid beneath your feet.

Terra is a study in natural honesty — rugs born of jute, hemp, and wool that carry the warmth of the soil they came from. Each piece grounds a room with its texture and quiet character, offering a surface that is at once elemental and refined. Sourced and crafted in Bhadohi, India, since 1927.



TERRA

JUTE

Jute is a fast-growing plant fibre prized for its warm, honey-toned palette and naturally resilient surface. Its inherent lustre and earthy texture make it a favoured choice among designers seeking grounded, sustainable interiors.

CLOUD WHITE / NATURAL TAN

Thalassa

Thalassa traces a fine grid of natural tan on a chalk-white ground — a composition of quiet geometric discipline rendered in hand-woven jute. The open lattice softens the light and grounds any interior with restrained clarity.

MATERIALS	Jute
ORIGIN	Bhadohi, India
SIZES	180×270 cm / 6×9 ft

SAND / WARM IVORY

Gaia

Gaia unfolds in broad, shifting planes of sand and warm ivory — a sculptural composition born of natural jute. Its abstract geometry feels both elemental and contemporary, lending visual weight without colour.

MATERIALS	Jute
ORIGIN	Bhadohi, India
SIZES	180×270 cm / 6×9 ft

Daphne

NATURAL / NATURAL

Chloris

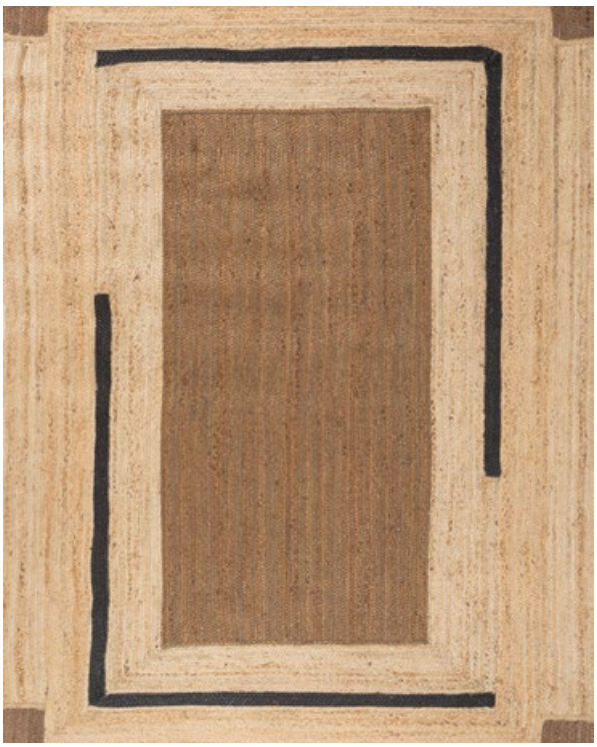
PEACH / MOCHA

Rhea

PEACH / CLOUD WHITE

Anthea

PEACH / CLOUD WHITE



Thallo

NATURAL / RED OCHRE

Carpo

NATURAL / NATURAL

Auxo

HONEY YELLOW / LEATHER BROWN

Hyle

NATURAL / NATURAL

Ourea

HONEY YELLOW / LEATHER BROWN

Ananke

MEDIUM BROWN / LIGHT PEACH

Eunomia

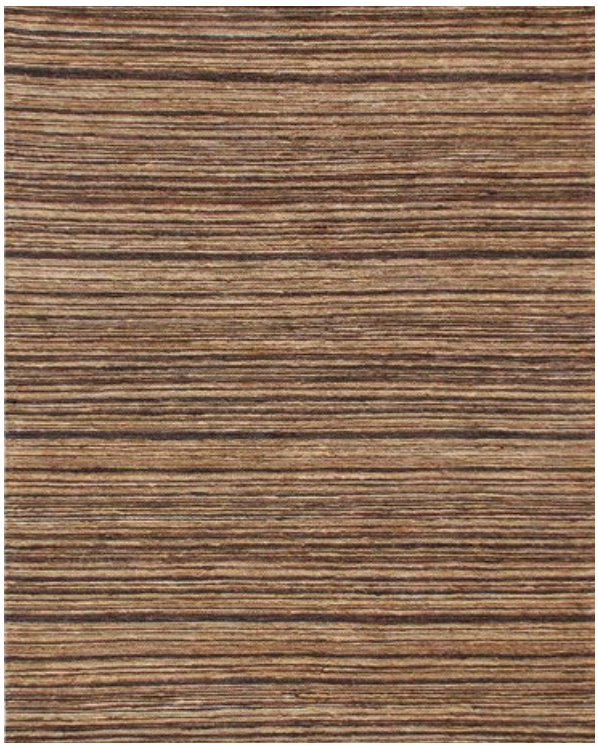
NATURAL CAMEL / NATURAL CAMEL

Karpo

MARIGOLD / DEEP CHARCOAL

Leto

CLOUD WHITE / COCOA BROWN



Maia

COCOA BROWN / COCOA BROWN

Dryope

LIGHT PEACH / TERRACOTTA

Melia

NATURAL / MIDNIGHT NAVY

Phyllis

BLUE / CHARCOAL

Selene

NATURAL / EBONY

Iris

EUCALYPTUS / NATURAL

Lyra

LIQUORICE / CLASSIC GRAY

TERRA

JUTE — RED SERIES

Rich terracotta, deep crimson, and harvest gold — this vivid group celebrates jute's remarkable capacity for depth of colour. Each rug draws on earthy, saturated tones to create a striking focal point within any space.

CRIMSON / CRIMSON

Eos

Eos presents an all-over field of deep, saturated crimson in hand-woven jute — a surface whose tonal shifts across the pile create movement without pattern. A statement of focused, elemental colour.

MATERIALS	Jute
ORIGIN	Bhadohi, India
SIZES	180×270 cm / 6×9 ft

TIBETAN RED / AMERICAN BEAUTY

Cybele

Cybele works an assertive composition of Tibetan red and deep rose — a bold interplay of warm terracotta tones set in jute. The rich, saturated surface holds a room with quiet authority.

MATERIALS	Jute
ORIGIN	Bhadohi, India
SIZES	180×270 cm / 6×9 ft

Phaedra

TIBETAN RED / AMERICAN BEAUTY

Xanthe

TIBETAN RED / AUTUMN LEAF

Zephyra

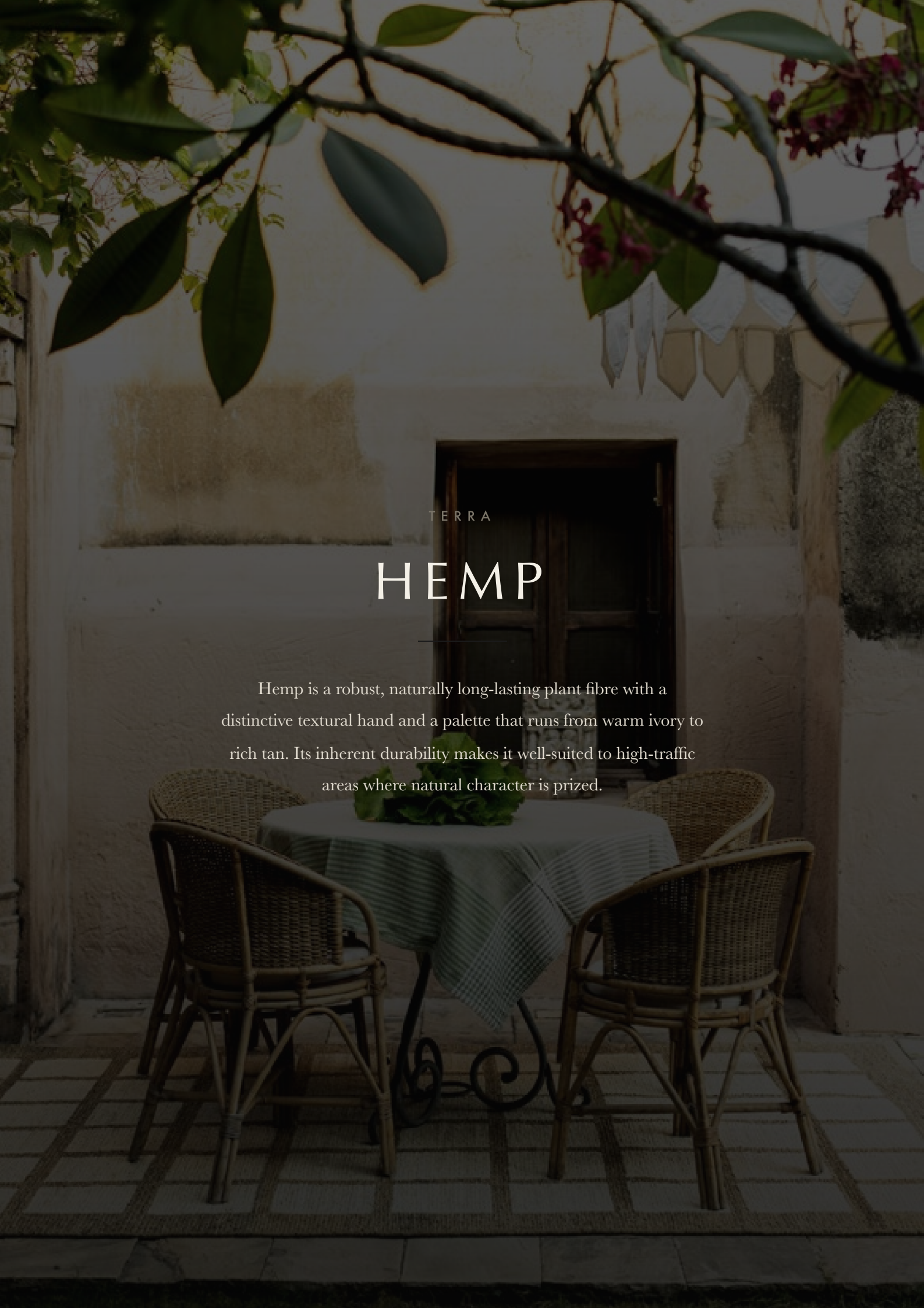
TIBETAN RED / AUTUMN LEAF

Andromeda

AUTUMN LEAF / AMERICAN BEAUTY

Doris

TIBETAN RED / AUTUMN LEAF



TERRA

HEMP

Hemp is a robust, naturally long-lasting plant fibre with a distinctive textural hand and a palette that runs from warm ivory to rich tan. Its inherent durability makes it well-suited to high-traffic areas where natural character is prized.

WHITE / TAN

Calypso

Calypso arranges a precise grid of chalk white and warm tan in dense-woven hemp — a play of geometric order and natural variation. Its light-filled surface brings quiet structure to any room.

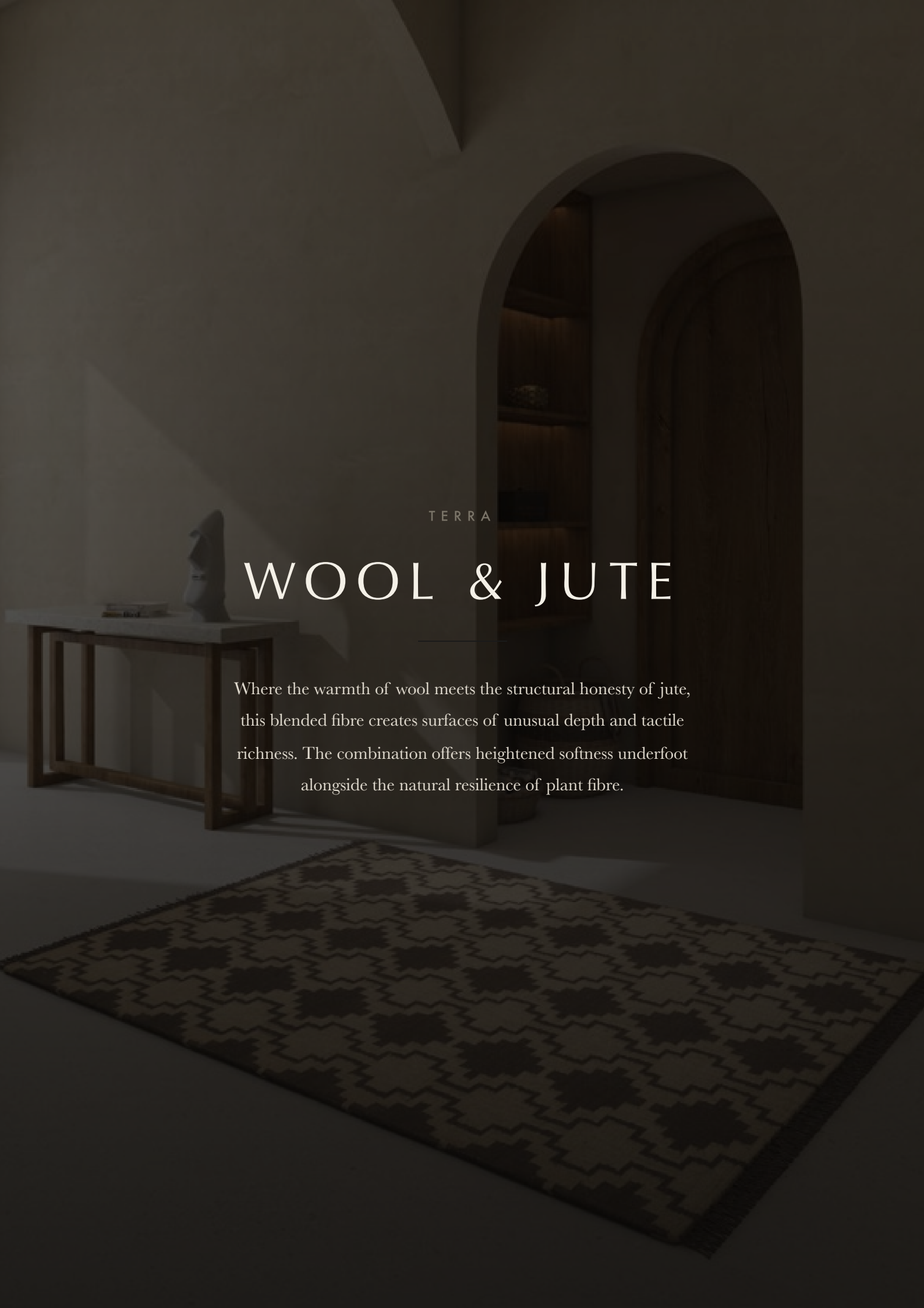
MATERIALS	Hemp
ORIGIN	Bhadohi, India
SIZES	180×270 cm / 6×9 ft

HONEY / NATURAL

Nerissa

Nerissa works a shifting rhythm of honey and natural tones across its surface, with an asymmetric block pattern that plays with positive and negative space. Tactile and quietly arresting.

MATERIALS	Hemp
ORIGIN	Bhadohi, India
SIZES	180×270 cm / 6×9 ft



TERRA

WOOL & JUTE

Where the warmth of wool meets the structural honesty of jute, this blended fibre creates surfaces of unusual depth and tactile richness. The combination offers heightened softness underfoot alongside the natural resilience of plant fibre.

NATURAL / EBONY

Callista

Callista brings together natural undyed tones and deep ebony in a blend of wool and jute that is both striking and soulful. The mixed fibre construction yields a surface of layered texture and quiet luxury.

MATERIALS	Wool & Jute
ORIGIN	Bhadohi, India
SIZES	180×270 cm / 6×9 ft

SINCE
RS
1927
RAHEEM & SON
HANDMADE RUGS

Raheem & Son

Bazaar Sardar Khan, Chauri Road

Bhadohi, 221401, India

HANDMADE RUGS · SINCE 1927