



LINIE DESIGN

HANDMADE RUGS



ABOUT LINIE DESIGN

Established in 1980, Linie Design is a privately owned Danish design house rooted in craftsmanship and Scandinavian design. For more than 45 years, we have collaborated with trusted production partners, building strong relationships and ensuring handmade rugs of uncompromising quality.

Since 2008, we have been proud members of Care & Fair, having our own Linie Design School and supporting education and empowerment programs for weaving communities in India. Our commitment to trust, transparency, and timeless design has made us a preferred partner for retailers and contract partners in over 70 countries worldwide.

Linie Design in bullets

- All products are made by hand
- Our handmade rugs are made by skilled Indian artisans
- Award-winning design team constantly exploring new patterns and techniques
- Collections spanning all price categories, with over 100.000 rugs in stock
- Flexible solutions including quick ship US programme
- Custom sizes available in most designs
- Contract collection with short delivery
- Product samples available
- Reliable customer service and logistics
- Digital image bank with 3d files, images. product sheets etc.
- Brand Store in Copenhagen



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INNOVATION AND DESIGN

Innovation has always been a driving force behind our designs. Since our establishment in 1980, Linie Design has been a pioneer in the rug industry, dedicated to discovering new forms of expression and pushing creative boundaries. Our designs are born at the intersection of craftsmanship and creativity. By combining time-honoured techniques with innovative ideas, we transform rugs into timeless works of art that enrich and inspire interiors worldwide.

- **Innovative collaborations**

From the very beginning, we have collaborated with a wide range of talented weavers and designers, each contributing unique perspectives that expand the artistic and aesthetic scope of our collections.

- **Renowned designers**

Over the years, we have collaborated with leading Scandinavian designers such as Kim Naver, Helene Blanche, and Marie Louise Rosholm, each recognised for their significant contributions to the design world.

- **Creative leadership**

Our team of in-house and freelance designers is fronted by Head of Design Urd Moll Gundermann. In her role as designer, rugs serve as her creative canvas, working with form, structure and colour until a balanced and functional solution emerges.



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LINIE DESIGN SCHOOL

Since 2008, we have been a member of Care & Fair, supporting education and empowerment programmes for weavers, their families, and the surrounding communities in India. Care & Fair is a global initiative within the European rug and carpet industry that works towards ethical and socially responsible production. Since the middle of 2008, we have fully sponsored one of the Care & Fair schools – thereby named Linie Design School.

Our commitment includes:

- **Education for children**
More than 340 children receive free schooling at the Linie Design School, which is powered by solar energy.
- **Women's Empowerment Programme**
Mothers and older sisters of pupils can learn basic reading, writing, and maths, as well as sewing and hand-stitching skills at the Linie Design School, enabling them to support their families or sell products in the market.
- **Community impact**
By covering all running costs in the school, we help ensure the local community has access to education, creating a safer future with more opportunities for the next generation.