

Luxury Meets Heritage: House of Moroccan Rugs Launches New Collection of Made-to-Order Berber Rugs



Tangier, Tangier-Tetouan Jun 13, 2025 ([IssueWire.com](https://www.issuewire.com)) - In a world increasingly driven by mass production, *House of Moroccan Rugs* is proud to unveil a breath of authenticity with its new **Made-to-Order Berber Rug Collection**, blending centuries-old craftsmanship with contemporary interior elegance.

Sourced directly from the heart of the Moroccan Atlas Mountains and woven by hand by skilled Berber women artisans, this collection stands as a testament to cultural preservation, sustainable design, and individual expression. Each rug is a one-of-a-kind piece — meticulously crafted from **100% natural wool**, dyed using traditional plant-based methods, and made to reflect **the client's personal taste**, size requirements, and interior style.

An Invitation to Co-Create

Unlike mass-produced rugs, the **Made-to-Order Collection** offers buyers the opportunity to become co-designers of their own heirloom pieces. Clients may customize:

- **Size** (ranging from small hallway pieces to oversized living room rugs)
- **Color palette** (neutral tones, bold pops, or natural hues)
- **Pattern style** (from minimalist Beni Ourain diamonds to playful Azilal symbols)
- **Wool texture and finish**

This tailor-made approach celebrates **intentional buying**, slow design, and a meaningful relationship between artisan and owner.

Rooted in Authenticity, Driven by Ethical Values

Every rug in the collection is handwoven in rural Morocco by women who carry forward an **ancestral weaving tradition** passed down through generations. *House of Moroccan Rugs* works directly with local cooperatives, ensuring **fair wages**, safe working environments, and creative autonomy for its weavers.

*"These rugs are more than décor," says **HASSAN**, founder of *House of Moroccan Rugs*. "They are living narratives — each design a story, each knot a gesture of cultural memory and female empowerment."*

Luxury Reimagined for the Modern Home

The Made-to-Order Collection is aimed at design-conscious customers looking for meaningful, timeless pieces that **elevate modern interiors** while honoring craft heritage. With global shipping, personalized consultations, and real-time design feedback, *House of Moroccan Rugs* makes it easier than ever to bring a touch of Moroccan soul to any space.

The new collection is now available exclusively through the brand's website:

???? www.houseofmoroccanrugs.com

About House of Moroccan Rugs

Founded in 2017, *House of Moroccan Rugs* is an independent brand committed to celebrating Morocco's rich textile heritage through handcrafted Berber rugs. From classic Beni Ourain to vibrant Boujaad, the company specializes in **authentic, sustainable, and customizable rugs** that support artisan communities and enrich homes worldwide.



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