



WAFLE..
DESIGN



WAFFLE is a fresh range of home accessories based on the traditional waffle weave. A signature hand embroidery detail characterises each piece giving bursts of colour for a modern twist.

Combining a timeless aesthetic with natural materials and traditional craftsmanship to ensure textiles rich in character.

Each WAFFLE is lovingly embroidered in the UK using just a needle and wool to create delicate graphic pattern detail.

A timeless textured organic cotton with a quality handle that is unmistakably artisan. Woven in Kerala in communities that have spun and woven for generations. A percentage of the cost contributes to the social and economic stability of the craftsmen who weave it; it is a fair trade fabric which travels to the UK by boat, is organically dyed in Scotland, hand embroidered and finished in London.

The embroidery carried out in small batches, serves as a contrast to the rapid pace of mass production and chaos of daily life; a reminder to slow down and enjoy our time with simple pleasures.





fig rug, navy base

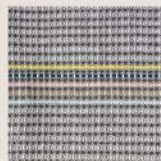


kew rug, light grey base

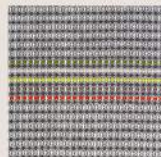
MINDFUL COLLECTION

Fresh multistripe designs with classic Scandinavian influence.

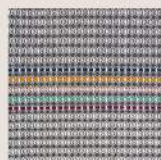
Mix and match three cheerful colour combinations to create a clean and bright feel for any space.



clarke



dill



hudson



50cm x 50cm



30cm x 50cm

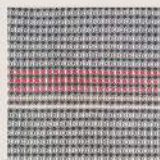


fig rug, light gray base

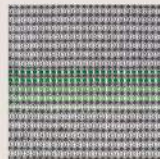
BOUTIQUE COLLECTION

For relaxed understated comfort the Boutique collection is designed to compliment any interior palette.

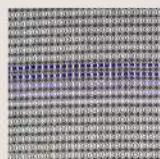
Five subtle gradient stripes to choose from on a charcoal waffle base.



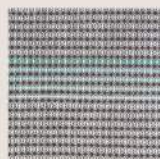
coral



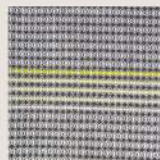
green



purple



teal



yellow



50cm x 50cm



30cm x 50cm

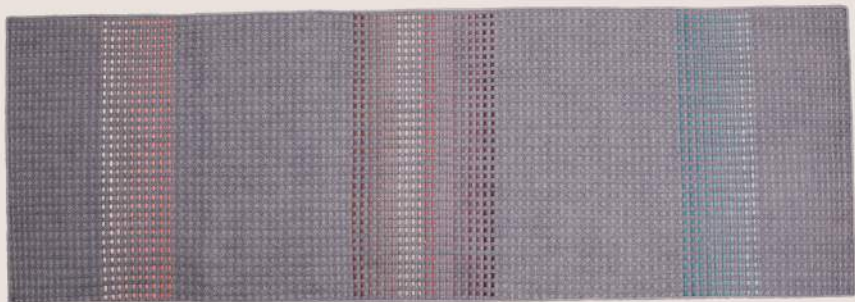
Handcrafted Rugs



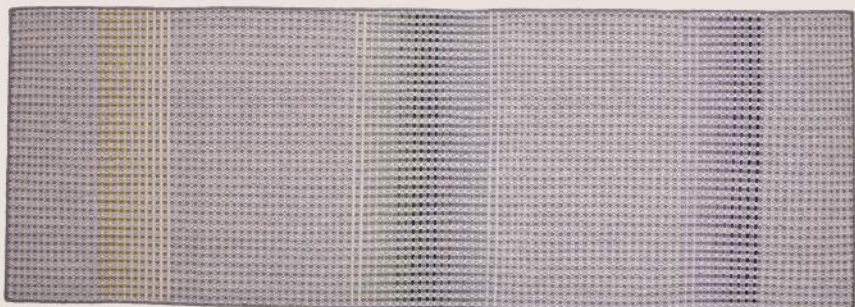
Combining traditional handweaving and embroidery techniques to create a fresh take on the classic basket weave.

Simple gradient stripes on a natural base of linen and wool bring a touch of relaxed luxury to your living space.

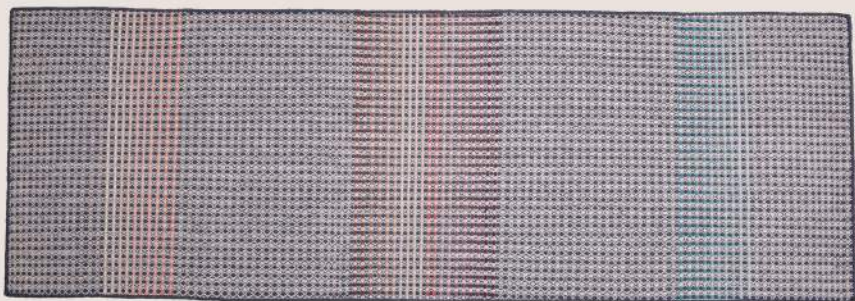
fig rug, light grey base



grey base



light grey base



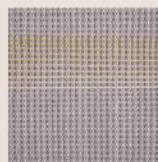
navy base



kew



fig



yellow



purple



coral



teal

Standard sizes

75cm x 230cm

120cm x 180cm

160cm x 230cm



THROWS

A satisfying weight and soft luxurious handle makes this a centrepiece of comfort, ideal as a bed blanket or a cosy sofa throw.

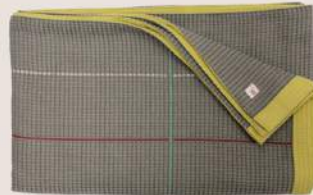
Pops of colour detail throughout add interest to any room.



navy/olive



navy/grey



taupe/olive



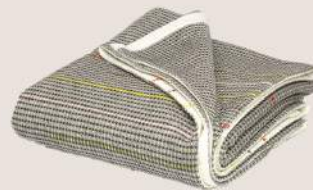
taupe/navy



charcoal/navy



charcoal/olive



reversible

Why we use 100% Organic cotton...

Organic cotton doesn't use dangerous pesticides and allows farmers to work within their limits and their environment in a safer and more sustainable way.

Organic cotton farming uses less energy and less water preserving our scarce and precious resources for the future.

Organic cotton benefits and protects both the environment and the livelihood of the farmers and their families.





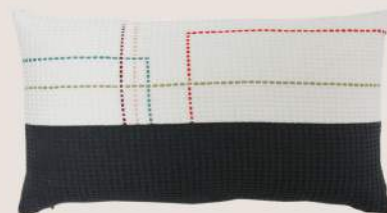


yellow rug, light grey base

PIPE COLLECTION

Inspired by layers and patterns in urban architecture the Pipe collection combines vibrant colour with detailed craftsmanship.

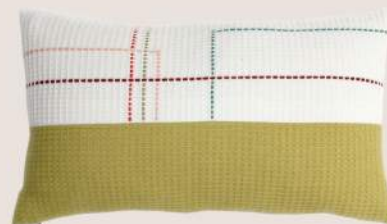
Mix and match colourways to create a fresh, bright statement in any room.



eccles, olive reverse



ely, navy reverse



herbert, navy reverse



fabric preparation

PIPE COLLECTION continued



albion, charcoal reverse



parnell, charcoal reverse



clyde, charcoal reverse



talbot, charcoal reverse



merrion, olive reverse



dawson, olive reverse



neon albert, claude & francis

NEON COLLECTION

The neon collection celebrates a calm aesthetic of multicolour stripes with just the slightest hint towards neon.

A contrast canvas reverse complements the waffle texture highlighting the embroidery detail.



40cm x 40cm jersey



40cm x 40cm albert



50cm x 50cm newport



50cm x 50cm claude



50cm x 50cm tyndall



50cm x 50cm francis



classic rectangle & square



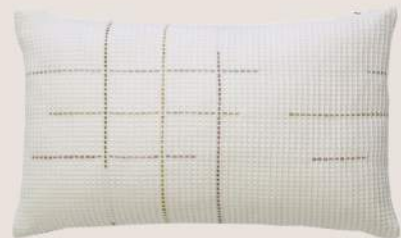
CLASSIC COLLECTION

The discrete and timeless approach of the Classic collection is inspired by a palette of soft neutral jute and aran yarns.

Skillfully stitched by hand for a delicate finish, the canvas reverse adds a rustic touch.



50cm x 50cm



30cm x 50cm



upcycled jute & aran carpet yarn

Additional Information

LOOKING AFTER YOUR CHERISHED ITEMS

To keep your cushions and throws looking their finest it is best to avoid sharp edges or jewellery that may cause snagging.

Cotton can be cold hand washed with care, however wool will felt in a hot machine wash, therefore dry cleaning is suggested.

WAFFLE recommends using non slip material under your rug to keep in place. Regular vacuuming is encouraged, using a brushless attachment. Avoid contact with strong sunlight. Professional cleaning is advised.

MATERIALS & MANUFACTURING

Committed to sourcing the best natural materials WAFFLE cushions and throws are made using 100% GOTS certified fair trade organic cotton, pure new British wool and upcycled carpet yarns

WAFFLE focusses on working with manufactures consisting of charities and small family businesses, who's key aim are to support marginalised communities.

WHOLESALE & TRADE

If you are interested in stocking WAFFLE products please don't hesitate to get in touch to request a wholesale pricelist WAFFLE also offers a trade discount for designers and architects on products and commissioned projects.

BESPOKE SERVICES

With a focus on high quality and a premium finish WAFFLE uses duck feather cushion pads and invisible zips as standard.


As a small company WAFFLE is happy to cater for personal requests; colourways and sizing can be customised.


Offering a full made to measure service on soft furnishings, WAFFLE collaborates with designers and architects furnishing projects.

Made to measure curtains and blinds are created using traditional techniques and craftsmanship.



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