



# ILLULIAN®

LUXURIOUS CUSTOM HANDMADE RUGS

## Illulian celebrates 60 years of luxury, tradition and innovation

**An important milestone for Illulian:** the prestigious and historic internationally renowned brand in the sector of luxury design and accessories **celebrates its 60th anniversary this year.**

A remarkable step in a path of **continuing growth and evolution** along which the brand has become **a reference point for the world of haute couture carpets**, with collections of exclusive decor proposals that become true works of art capable of conserving all their beauty intact over time.

*“For us, having reached this anniversary is a matter of great pride and satisfaction. Our history has distant roots, beginning with our grandfather and taken forward with success by our parents. A remarkable legacy, a precious cultural and artisanal background that has been passed down with passion and expertise, with the objective of making not only unique, distinctive products, but also creations that are able to transmit emotions and narrate stories,”* say Bendis and Davis Ronchetti Illulian, the owners of the brand.

**Founded in 1959**, the company – now run by Davis and Bendis Ronchetti Illulian – specialises in the **production of carpets knotted and carded by hand, of exemplary quality.**

Illulian's production stands out for refined stylistic research and a modern creative approach that establishes a fertile dialogue with the tradition, based on absolute quality and the use of the finest raw materials. This represents the **distinctive signature** of the firm: to bring innovation and creativity into the sector with proposals that reflect the perfect combination of know-how, expertise, tradition and a contemporary mood, open to the influence of design and fashion trends.

**The manifesto and veritable conceptual plot** of this philosophy is **Evolution**, the **Special Edition** created for this important anniversary, which **summarises the legacy of the brand while interpreting its innermost identity.** As in a Polaroid, to celebrate 60 years of activity Illulian proposes a surprising design that captures, in a single shot, the two spirits of its collections: antique and modern. Tradition and innovation are juxtaposed to form a whole that is simultaneously unity and contrast. A development of handmade excellence that reflects the evolution from the asymmetrical odd-number knots typical of the Persian tradition to the formal order of contemporary knotting, metaphorically marking the passage of generations of the Illulian family.

The history of the brand is also narrated through the exclusive models, organised in **six lines**, each of which stands out for its own precise character: **Limited Edition**, the most exclusive collection, featuring limited editions designed by celebrities and outstanding figures of the worlds of design, art and photography; **Design Collection**, innovative modern, trend-setting models; **Palace Collection**, modern carpets based on classic taste; **The Antique Rugs**; **Marina Collection**, exclusive furnishing complements for the world of yachting; and the **Kids Collection**, for the younger members of the household.

All the **Illulian** carpets can be made in two versions, **Platinum 120 and Gold 100**, two ways of interpreting the chromatic appeal of vivid **vegetable dyes**. **Platinum 120**, the more exclusive line, stands out for the use of **wool and silk of the highest quality, spun by hand** and applied with extremely complex workmanship – as many as 180,000 knots/m<sup>2</sup> – creating very dramatic “sculpted” effects. **Gold 100** offers carpets in wool and silk, also of great charm but with a density of 152,000 knots/m<sup>2</sup>.



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Illulian also provides **Custom Made** service driven by the desire to respond to any type of request for personalisation on the part of the most demanding clients: the colours, designs, measurements and forms are carefully studied to generate **exclusive one-of-a-kind pieces**. These prestigious works can be selected for residential or contract contexts, including museums, showrooms, hotels, restaurants and yachts.

Caption of the attached image:

**File: ILLULIAN\_Evolution.jpg**

The photograph shows the Evolution carpet by Illulian, a Special Edition created to celebrate the brand's first 60 years of activity. Made by hand with Himalayan wool, pure silk and vegetable dyes. Dimensions: made to measure. Price: by request.

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