



CLAUDIA AFSHAR DESIGN

Claudia Afshar Design is a specialist high-end interior design company with a transnational footprint.

Raised between London and the British countryside, Claudia apprenticed at her mother's award-winning interior design firm, Living in Space, while she learned architectural design and ground-up development from her father's successful, large-scale property firm. As such, she has a unique set of influences from which her sophisticated, sumptuous and refreshing brand has blossomed.

Claudia and her firm are now a go-to choice among sophisticated and discerning clients, both in Los Angeles and internationally. Her reputation within the intercontinental design community continues to grow, as does the list of brands that have made Claudia their featured designer to help drive product development and sales. She is sought out by clients and brands alike for her unrelenting passion, which she pours into her productions, her creativity, attention to detail and strong relationships.

Her exemplary portfolio, featured in Architectural Digest and other prestigious publications, is rich in global inspirations, revealing her vast knowledge of architecture, interiors and furniture history. Her clients range from families to bespoke brands, and from celebrities to high-end property developers. Her ability to visualize and interpret the personalized needs of such a diverse clientele is reflected in her work and numerous testimonials. Claudia creates clean yet luxurious environments that remain warm, functional and exude a sense of home.

THE COLLECTION

Steps / Sands / Surfaces / Strokes / Ripples / Formation / Contour / Archi



Steps

the qualities this striking, architecturally inspired rug brings to whatever room it's in. Its varying pile heights, the Oyster and Dove colorway and the dance between wool and silk materials create a 3-D stairway effect that adds levels of depth and play.

RUG DETAILS: Two pile heights. Main field in wool/silk blend that makes a flickering, lush look. Low areas are all silk. Standard size is 9-by-12 feet.

COLOR PALETTE: Oyster and Dove.



Sands

INSPIRATION: On the beach, there's one precious moment when time stops: The waves ripple back and the pristine sand exhales in calm peacefulness, before the water crashes into the stillness again. This calming moment is the separation between the earth and water. The timeless, elegant Sands rug is borne of sand and sea, of Earth's magical movements and textures. And just like fresh sand, when you step on the wool and silk blend, the rug seems to have a delicate sheen in its movement.

RUG DETAILS: Varying pile heights and textures of luxurious wool and silk bring elegant movement and dimension to this work of art. The rug comes standard in a 9-by-12-foot rectangle, with the main field (Oyster) a wool/silk blend and lines (Marino) in recessed silk.

COLOR PALETTE: Oyster (Oyster with Dove lines) and Oyster Blu (Oyster with blue marino lines).





Surfaces

INSPIRATION: Spacious, yet restrained. Surfaces is reminiscent of the shapes of the sheer white limestone walls in the Greek mountains — with natural, yet precisely clean cracks in the Earth. The thin, delicate incised silk lines bring a minimalistic nod to the intersecting forms. The organic shapes, divided into four asymmetrical quadrants, are further accentuated by medium piling on the upper right and lower left quadrants, contrasted by deep piling in the lower left and upper right.

RUG DETAILS: The main field of this 9-by-12-foot rug is a subtly shimmery wool and silk mix that creates a dynamic, dappled effect. The squiggly lines are deep and crafted in recessed silk.

COLOR PALETTE: Oyster and Dove.



Strokes

INSPIRATION: The artist clutches a paintbrush and drags it across the canvas in a zigzag; the thick gulp of acrylic paint thins as it leaves its mark, a trail of depth, contrast and color variations that tell a story without words. That's the inspiration behind this contemporary rug, a true piece of art. Different pile heights and tones enhanced by silk and wool bring this visual to life. Paint strokes don't only belong on the walls.

RUG DETAILS: This 9-by-12-foot, tone-on-tone design features two pile heights. The low pile is a wool-silk blend, whereas the high pile consists of separate wool and silk areas carefully positioned to embody the organic drag of a paintbrush.

COLOR PALETTE: Silver.





Ripples

INSPIRATION: As a rock is cast into the pond, the ripples first emerge close together, but they spread out farther apart as they travel. Now, imagine if you could straighten out these ripples vertically, fusing this moment in nature with flawless architectural detailing. That's the face of this sculptured and precise rug. The linear fluting is made of wool and silk, but where the silk lives between each ripple is darker, adding depth and richness. Ripples is at once both natural and architecturally inspired, made ultra luxurious by different pile heights that create a lovely squishiness on your bare feet. Almost like walking on water.

RUG DETAILS: This 9-by-12-foot rectangular rug features high and low piling in wool and silk.

COLOR PALETTE: Shadow and White.



Formation

INSPIRATION: The imaginative feature tiling on the wall catches your eye. Rectangular, textured slabs. What if you could translate that into a floor piece? That's exactly what this architecturally inspired, crisp rug accomplishes. Rich silk marks its collection of inverted abstract lines, creating a grand, dramatic statement. The darker hues and angular shapes hold a more masculine energy and bring purpose to the room.

RUG DETAILS: This 9-by-12 rug's field is made of a wool and silk blend, whereas its lines are recessed silk.

COLOR PALETTE: White Oyster and Dapple.





Contour

INSPIRATION: The gentle curves and silhouette of the human body sparked the vision for this luxurious, oval-shaped rug. With its extreme pile heights that create incredible shadowing and depth, Contour stands out as a contemporary feature piece — fashionable and editorial; it is powerful enough to make any room feel glamorous, but the neutral hues soften the various shapes and textures. Add to that the curvature of the actual pattern, with cut-out circles and shapes, and soft rounded edges.

RUG DETAILS: Roughly 9-by-12-feet is the standard size, with rounded corners to create an oval shape. The field is wool and the recessed detail and lines are handspun silk.

COLOR PALETTE: White. Also available in Oyster.



