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MADE IN  
BELGIUM

HAUTE COUTURE COLLECTION  
by Louis De Poortere





JUST AS IN FASHION,  
WHERE CLOTHING IS CREATED TO SEDUCE AND PLEASE,  
“HAUTE COUTURE” WILL BECOME THE TREND  
OF HOME INTERIOR TEXTILE DESIGN.

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# THE SLEEPING GIANT IS AWAKE

## “LIFE IS NOT A LONG QUIET RIVER”

This famous quote aptly describes the history of Louis de Poortere. Founded in 1929 by its eponym, Louis' company had by the 1960s, become the backbone of the carpet weaving industry in Europe. The company has been consistently recognised by the high quality of its products and its commitment to serve and satisfy its customers at all cost. The next chapter in the story has many highs and a number of lows, which at times almost jeopardised the company's future. After 2000, the company was taken over by new shareholders with a fierce desire to establish once again a company worthy of the illustrious name Louis de Poortere. The journey has been long but even in times of global economic turmoil the original philosophy of Louis de Poortere led to a real rejuvenation of the company, recording numerous commercial successes, each founded on quality and service and always with a focus on innovation. Today we can say with pride that our reputation continues and in the words of one of our most loyal customers "the sleeping giant is awake".

## PHILOSOPHY

The Louis De Poortere philosophy is based on a simple concept : we aim to be more than just a manufacturer of carpets. In branching into home decorating, we have had to increase our creativity to meet your aesthetic requirements, and this has stimulated us to transform the generic into magic.

Because people are increasingly seeking beauty, elegance, value and comfort for their homes, our designers and technicians have created entire collections that are modern and accessible, and designed to bring you the utmost pleasure. Because your demands are becoming increasingly specific and your tastes more assured, we have developed bold concepts that are simple and attractive and will enable you to easily reach ultimate sophistication in your floorcovering. At Louis De Poortere you will find rugs, carpets, stair runners and even border rugs, which you can freely mix and match to make your decorating "home sweet home" experience a pleasure. Our passion is to offer you this pleasure.



SINCE 1929





HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

HAUTE COOUTURE

ZAG

ARI

DIAMOND

ZIG

AGRA

BATIK

CORAL

JACOB

PATCH

SO CHIC

GIORGIO

KARL

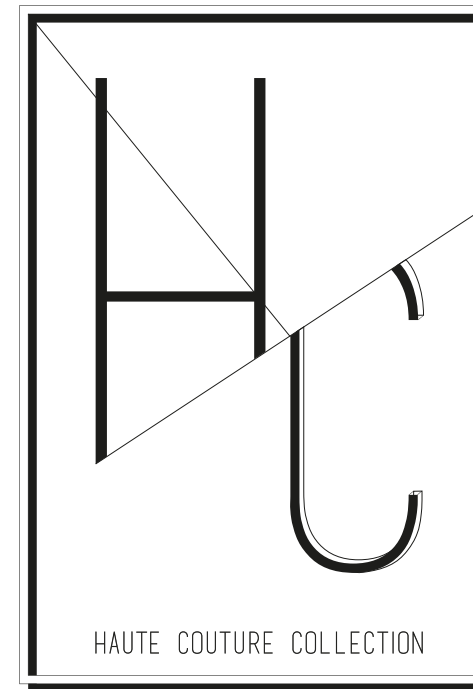
MIUCCIA



# HAUTE COUTURE

HAUTE COUTURE IS A PROGRAM CREATED IN THE TRADITION OF CARPETS AND RUGS WITH A JACQUARD DESIGN BUT USING A MODERN AND REJUVENATED TECHNIQUE THAT GIVES OUR TEXTILE A NEW ENERGY AND A GREAT SEDUCTION. JUST AS IN FASHION, WHERE CLOTHING IS CREATED TO SEDUCE AND PLEASE, "HAUTE COUTURE" WILL BECOME THE TREND OF HOME INTERIOR TEXTILE DESIGN. HAUTE COUTURE WAS DESIGNED TO DRESS THE FLOOR OF EACH INTERIOR ROOM OF APARTMENTS, HOUSES, OFFICES, AND WHY NOT, AIRPLANES, TRAINS AND BOATS ON THE WAY TO UNEXPECTED PLACES. HAUTE COUTURE COMES IN THREE DISTINCT FAMILIES, EACH MEETING THE MOST STRINGENT CRITERIA OF WEAR.

# A NEW ERA FOR BROADLOOM



Haute Couture mixing wool and chenille naturals with high gloss polyester in a 2.95 metre width, whether intricate patterning, electric colour or a combination of the two is desired. With individuality being added to the home there's no need to bow to convention, Haute Couture is a collection boasting inspiration from Morocco, Scandinavia and beyond.

Haute Couture's exquisite surface feel is matched by its high quality felt backing, allowing for extra comfort and a simpler installation process in both domestic and contract locations. Suitable for use with underfloor heating, durable when faced with castor traffic and excellent in its sound absorption, Haute Couture may shine in the aesthetic department, but also holds practicalities in equal regard.

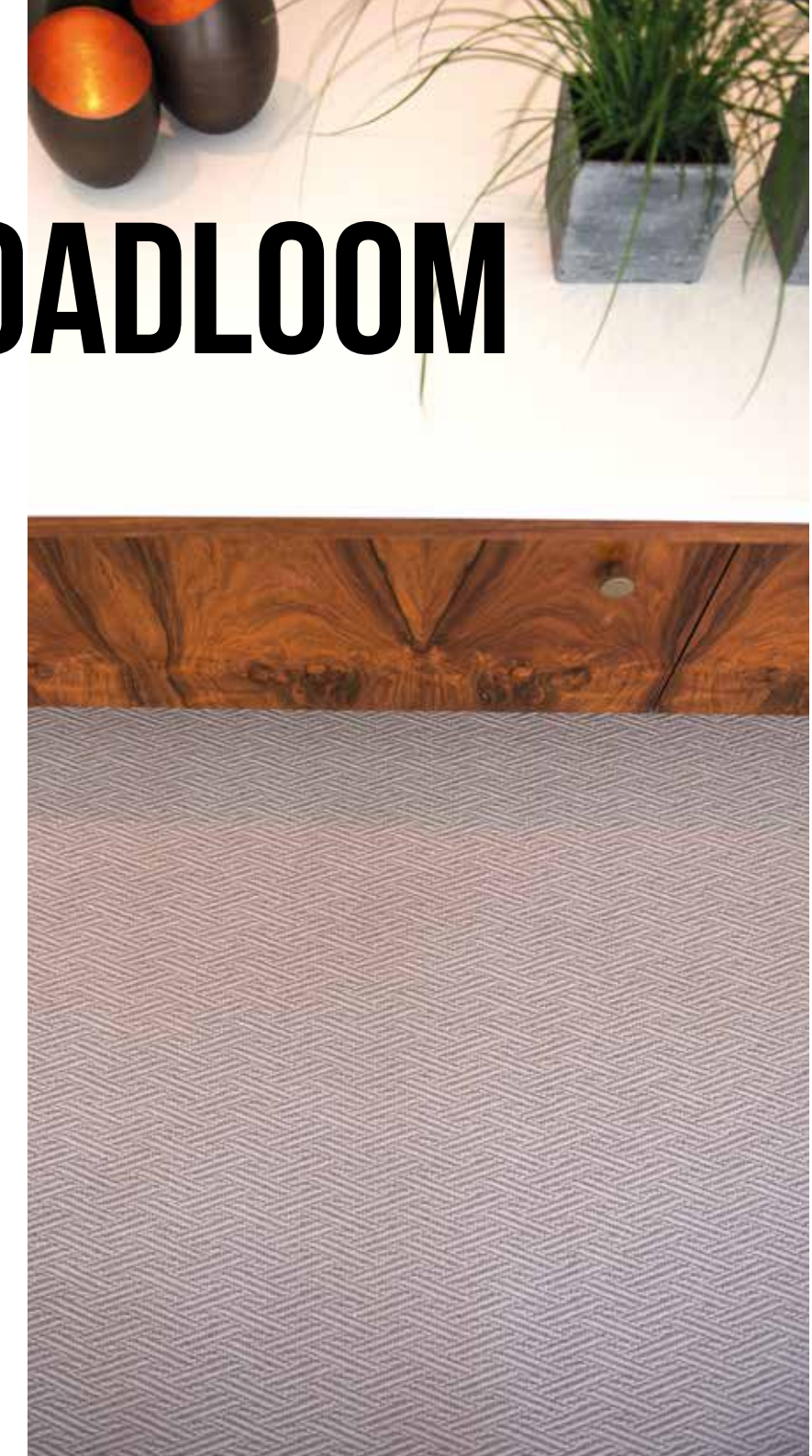
A culmination of years of advancements in weaving capability, this is an exciting new era for what is an established brand.

## THE BIRTH OF HAUTE COUTURE

Louis de Poortere enhances its reputation as a premium producer of rugs and broadloom carpet, taking manufacture of the latter to new levels with the introduction of the Haute Couture flatweave.

Wholly deserving of its "high fashion" name, Haute Couture is classy and elegant yet fitting for use in both traditional and contemporary settings. With no fewer than 80 designs ready to hold sway in a plethora of colourways, Zag, Zig, So Chic, Coral, Karl, Giorgio, Jacob, Diamond, Miucca, Agra and Patch prove that versatility was high on the priority list when the concept of Haute Couture was born.

There really is a myriad of design possibility with Louis de Poortere's latest in wall-to-wall product,



- ✓ EASY TRANSPORT
- ✓ EASY MAINTENANCE
- ✓ UNIQUE COMFORT
- ✓ INTEGRATED BACKING





**HAPPY FEET**

# INTEGRATED FELT BACKING

3MM JACQUARD FLATWEAVE HAUTE COUTURE CARPET

6MM INTEGRATED FELT BACKING

ALL IN  
CONCEPT 1  
INTEGRATED  
BACKING





ALL IN  
CONCEPT 1  
INTEGRATED  
BACKING

100% WOOL

POLYESTER BACKING

JACQUARD FLATWEAVE


MADE IN BELGIUM



2215<sup>Gr</sup><sub>WEIGHT</sub> | <sup>M<sup>2</sup></sup><sub>78oz</sub>


9<sup>MM</sup><sub>HEIGHT</sub>  
0,04"



295<sup>CM</sup><sub>WIDTH</sub>  
9'8"



GLUED<sup>fit</sup>


  
23

  
32

  
Bfl-s1







The full Haute Couture program has been tested on maintenance and fitting requirements.  
To get your maintenance advice and fitting instructions, visit our website [www.louisdepoortere.com](http://www.louisdepoortere.com).

NOTE : colours and contrasts may vary due to the composition and structure of the fibres.  
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100M WOOL





# 100% NATURAL WOOL

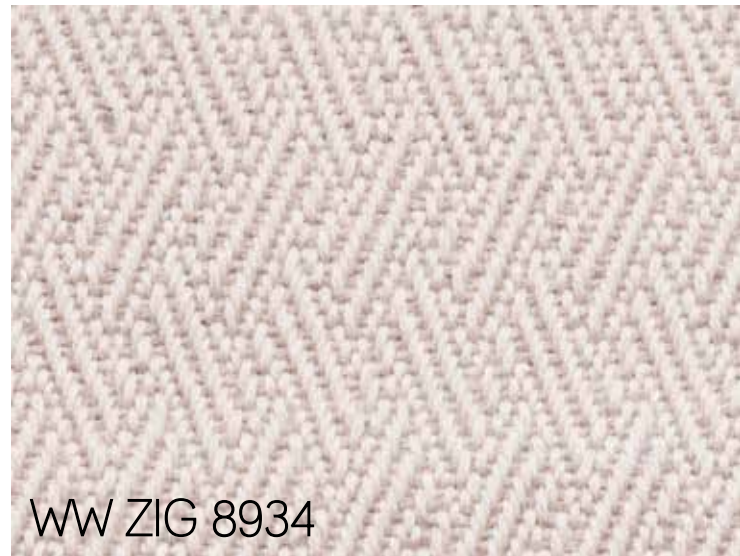
FIRMLY ROOTED IN THE TRADITION OF  
THE WORLD FAMOUS BRUSSELS WEAVE.  
NATURAL AND DARK GREY COLOURS.

**ARI**





WW ZIG 8935



WW ZIG 8934



WW ZIG 8932



WW ZIG 8933



WW ZIG 8934





WW ZAG 8450



WW ZAG 8451



WW ZAG 8452



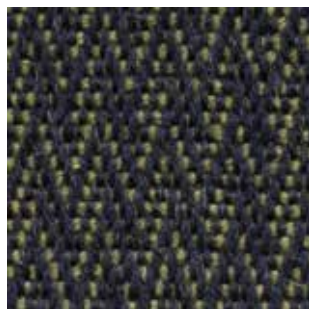
WW ZAG 8610



WW ZAG 8609



WW ZAG 8453



WW ZAG 8613



WW ZAG 8611



WW ZAG 8612

# ZAG







WW ARI 8456



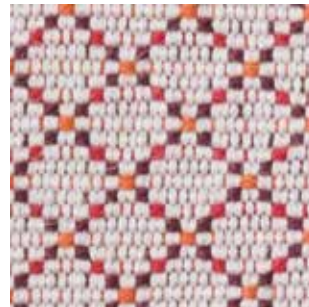
WW ARI 8457



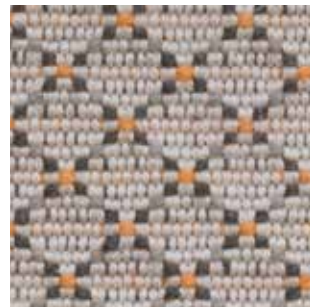
WW ARI 8454



WW ARI 8455



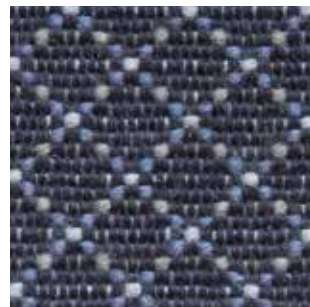
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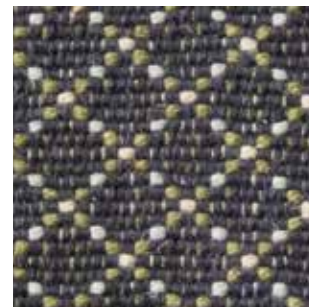
WW ARI 8619



WW ARI 8458



WW ARI 8459



WW ARI 8461



WW ARI 8619

ARI  
WW ARI 8619



# DIAMOND



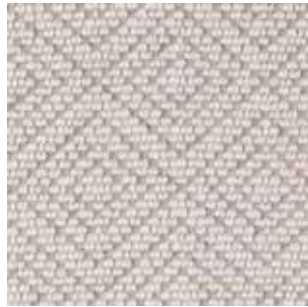
WW DIAMOND 8600



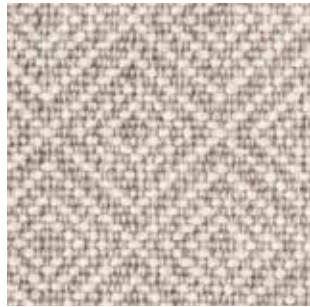
WW DIAMOND 8601



WW DIAMOND 8602



WW DIAMOND 8620



WW DIAMOND 8603



WW DIAMOND 8605



WW DIAMOND 8606



WW DIAMOND 8604



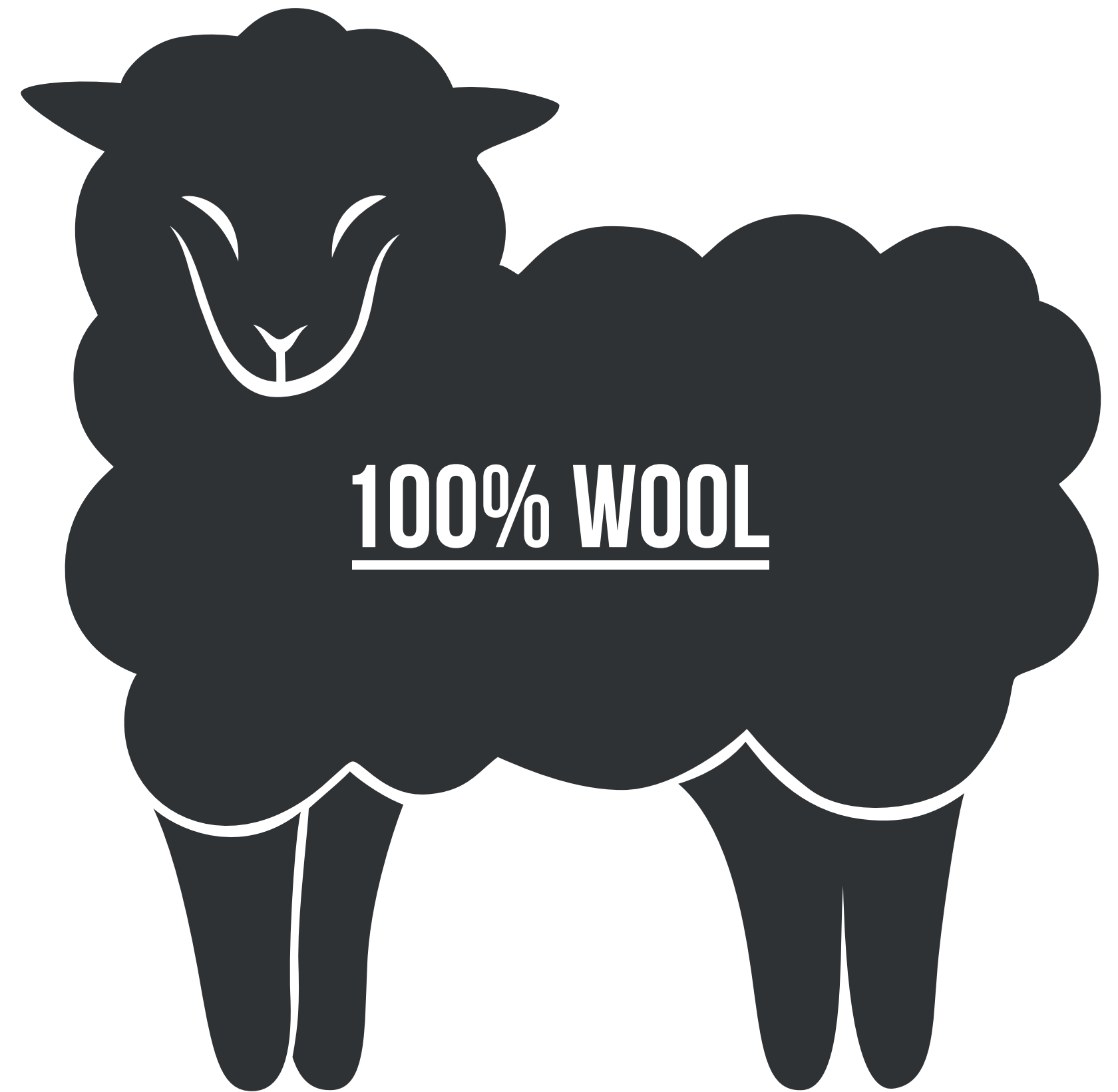
WW DIAMOND 8608





**THE DETAILS ARE NOT THE DETAILS.  
THEY MAKE THE DESIGN!**

- CHARLES EAMES -







ALL IN  
CONCEPT 1  
INTEGRATED  
BACKING

75%PA - 15%PE - 10%CO

POLYESTER BACKING  
JACQUARD FLATWEAVE

9<sup>MM</sup>  
HEIGHT  
0,04"

MADE IN  
BELGIUM

295<sup>CM</sup>  
WIDTH  
9'8"

2192<sup>Gr | M<sup>2</sup></sup>  
WEIGHT  
77,3oz

GLUED<sup>fit</sup>



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NOTE : colours and contrasts may vary due to the composition and structure of the fibres.

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CP  
COTTON POLYAMIDE





A SOFT AND SUPPLE FLATWEAVE CARPET IN POLYAMIDE CHENILLE,  
HIGHLIGHTED WITH THE USE OF A GLOSSY YARN.  
THE DESIGNS ARE A SURPRISING MIX OF ALL OVERS AND FAUX GEOMETRICS  
WITH A SPRINKLE OF VINTAGE.





AGRA



CP AGRA 8997



CP AGRA 8999



CP AGRA 8998



CP AGRA 9000

CP AGRA 8998



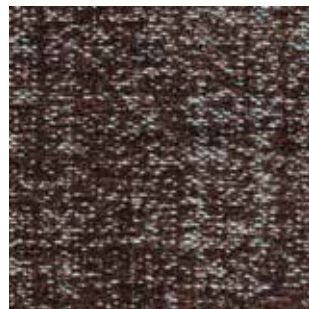


CP BATIK 8988

**IN ORDER TO BE IRREPLACEABLE,  
ONE MUST ALWAYS BE DIFFERENT.**  
- COCO CHANEL -



CP BATIK 8987



CP BATIK 8988



CP BATIK 8989

PATTERN REPEAT  
WIDTH : 295 CM / 9' 8" - LENGTH : 42 CM / 1' 4,5"



CP BATIK 8988





# CORAL



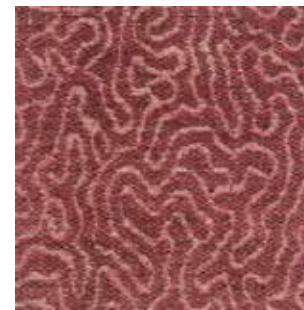
CP CORAL 9005



CP CORAL 9004



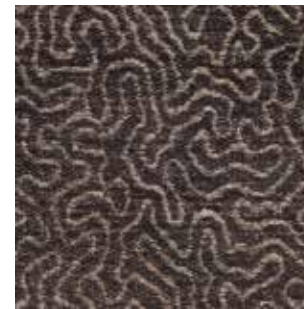
CP CORAL 9006



CP CORAL 9003



CP CORAL 9002



CP CORAL 9001



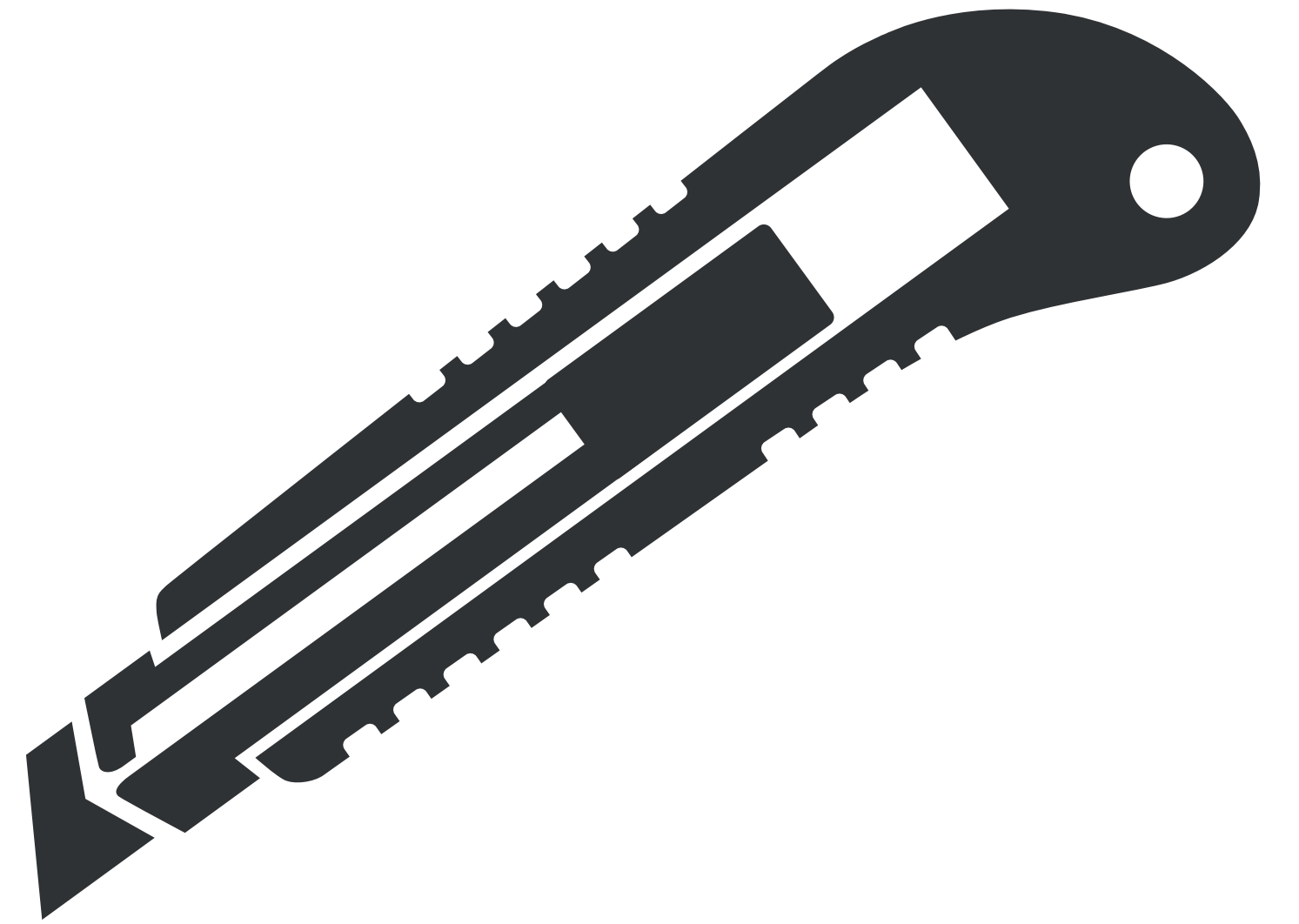
CP CORAL 9002

CP CORAL 9002





**EASY  
TO FIT**

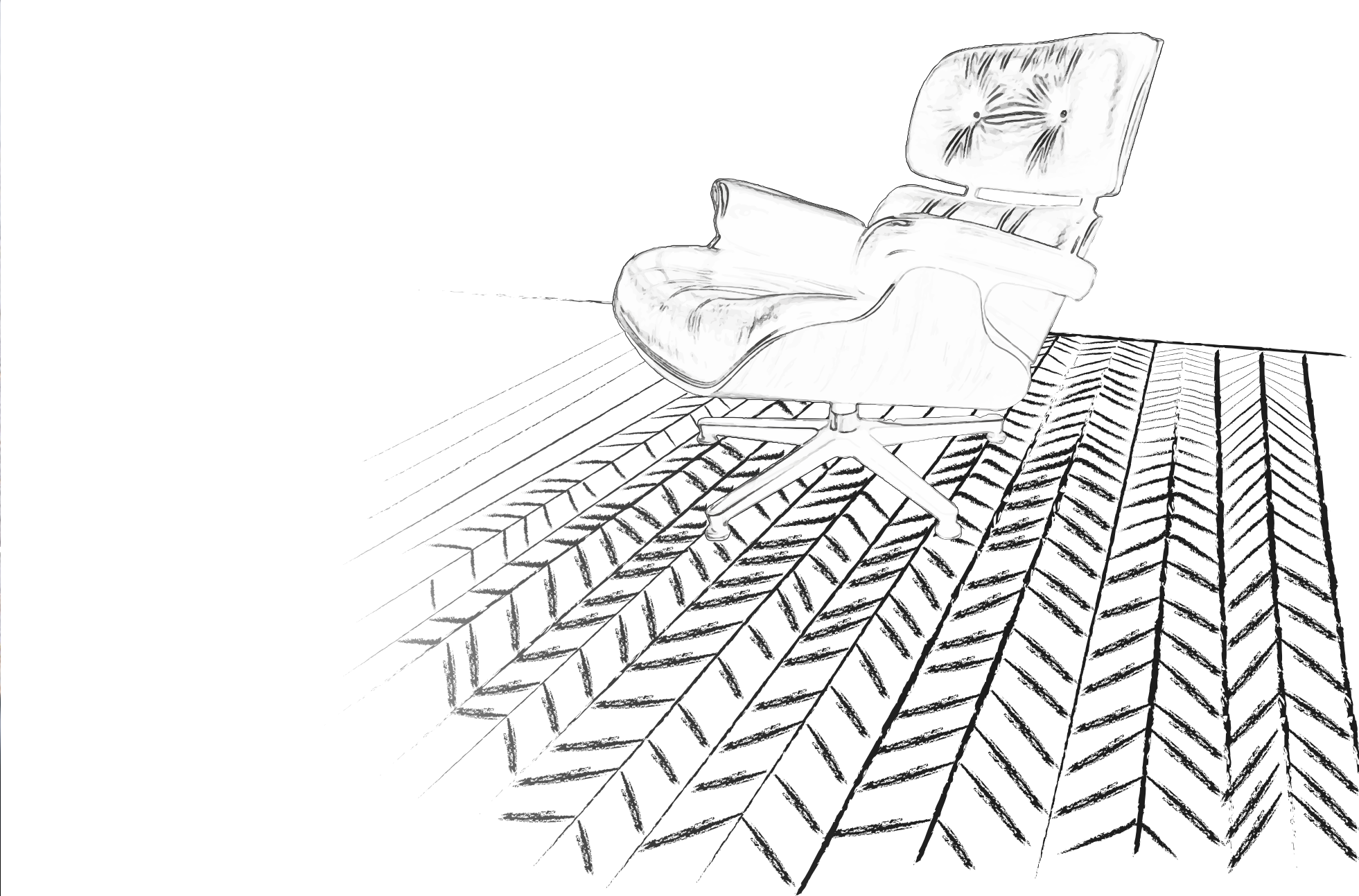


For the fitting instructions, visit our website [www.louisdepoortere.com](http://www.louisdepoortere.com).





CP JACOB 8983



**ELEGANCE IS THE ONLY BEAUTY  
THAT NEVER FADES.**

- AUDREY HEPBURN -



CP JACOB 8983

PATTERN REPEAT  
WIDTH : 295 CM / 9' 8" - LENGTH : 155 CM / 5' 1"





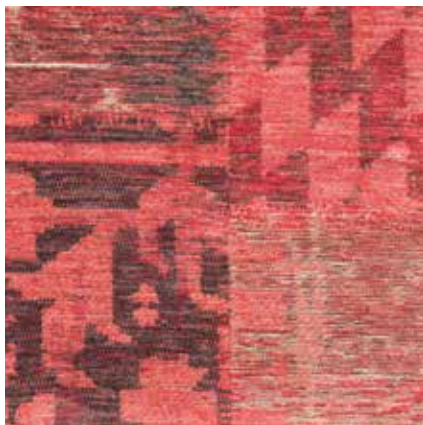
CP PATCH 8986



CP PATCH 8994



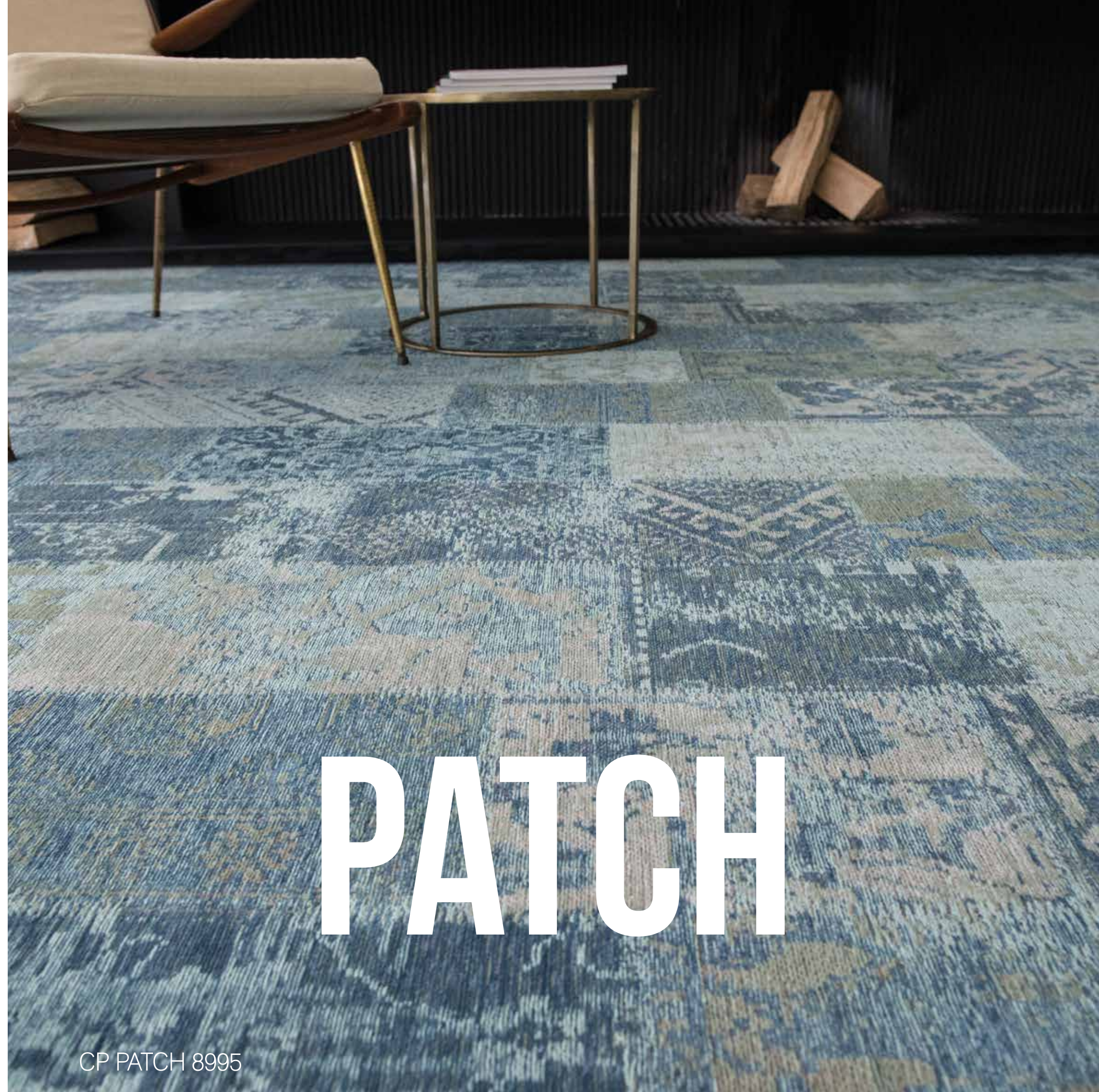
CP PATCH 8995



CP PATCH 8996



CP PATCH 8995



CP PATCH 8995



# SO CHIC



CP SO CHIC 8481



CP SO CHIC 8492



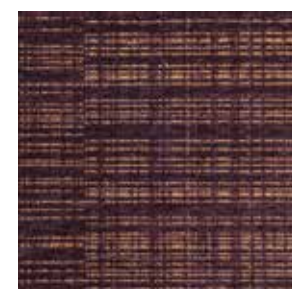
CP SO CHIC 8491



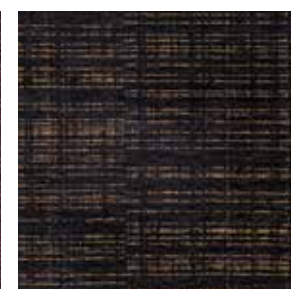
CP SO CHIC 8490



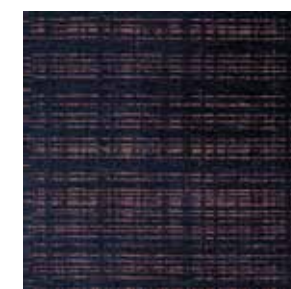
CP SO CHIC 8493



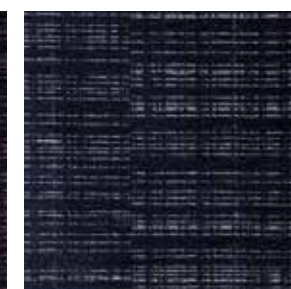
CP SO CHIC 8481



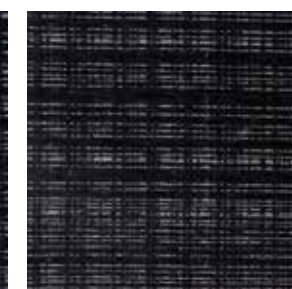
CP SO CHIC 8483



CP SO CHIC 8480



CP SO CHIC 8484



CP SO CHIC 8482

PATTERN REPEAT  
WIDTH : 100 CM / 3' 4" - LENGTH : 46,5 CM / 1' 6"





ALL IN  
CONCEPT 1  
INTEGRATED  
BACKING

75%WOOL - 25%CO

POLYESTER BACKING  
JACQUARD FLATWEAVE

9<sup>MM</sup>  
HEIGHT  
0,04"

MADE IN  
BELGIUM

295<sup>CM</sup>  
WIDTH  
9'8"

2032<sup>Gr | M<sup>2</sup></sup>  
WEIGHT  
71,7oz

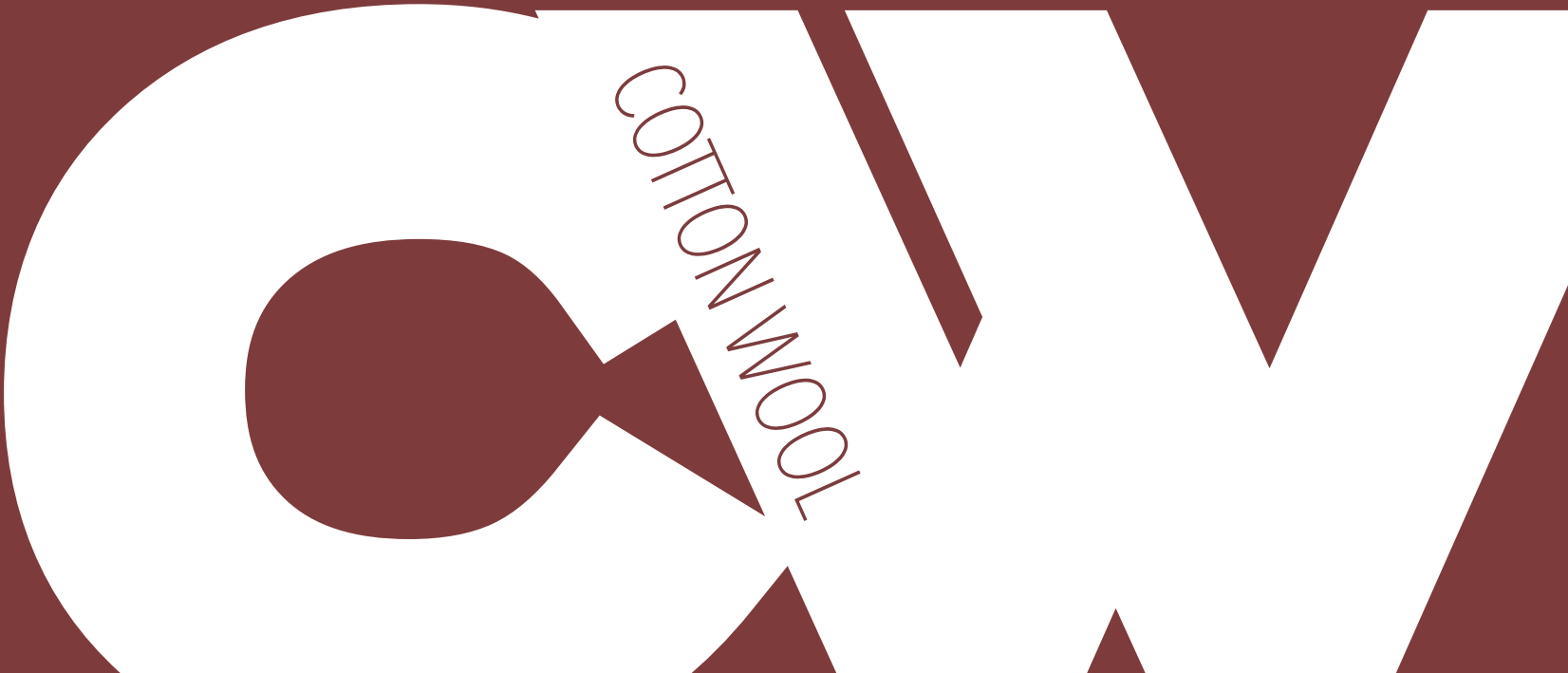
GLUED<sup>fit</sup>



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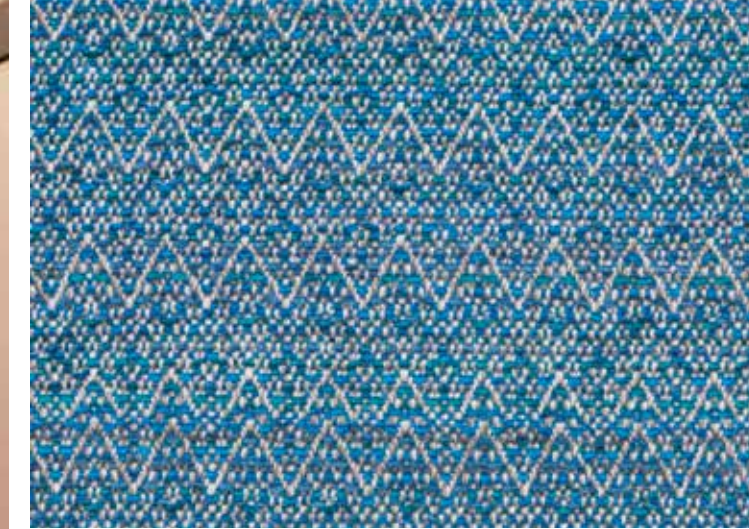
**BEAUTIFUL BLEND  
OF WOOL AND COTTON  
FOR A VERY  
“COUTURE” LOOK.**

CW MIUCCIA 8979

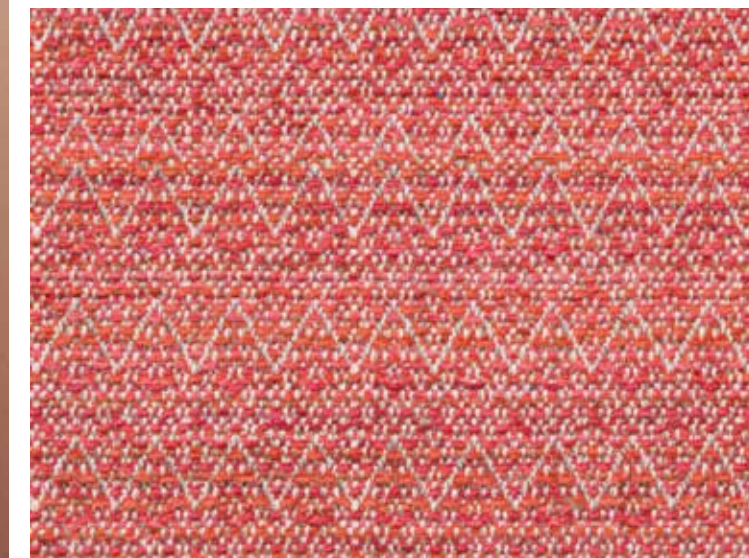




# GIORGIO



CW GIORGIO 8964



CW GIORGIO 8965



CW GIORGIO 8966



CW GIORGIO 8967

CW GIORGIO 8965

PATTERN REPEAT  
WIDTH : 3 CM / 1" 3/16 - LENGTH : 5 CM / 1" 31/32





CW KARL 8980



CW KARL 8980

# KARL

**SIMPLICITY IS THE ULTIMATE  
FORM OF SOPHISTICATION**

- LEONARDO DA VINCI -

PATTERN REPEAT  
WIDTH : 295 CM / 9' 8" - LENGTH : 105 CM / 3' 5"





# MIUCCIA



CW MIUCCIA 8976



CW MIUCCIA 8978



CW MIUCCIA 8977



CW MIUCCIA 8979



CW MIUCCIA 8979

CW MIUCCIA 8979



# A WORD WITH THE DESIGNERS

## JEAN-FRANCOIS FONTAINE

- ART DIRECTOR -



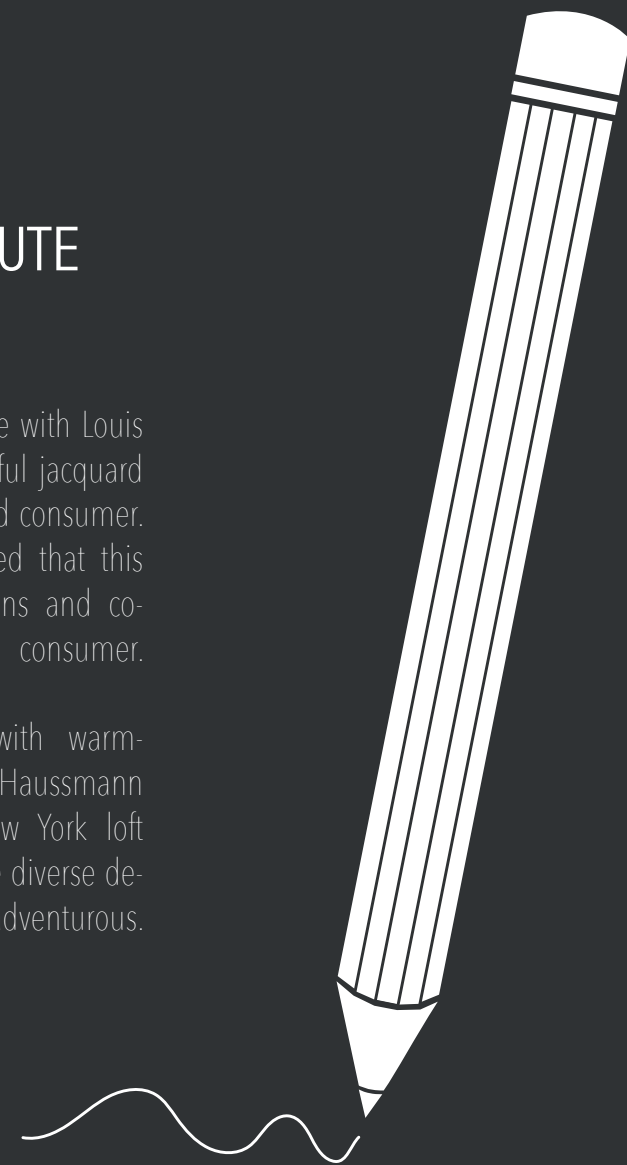
### HOW LONG HAVE YOU BEEN THE HEAD DESIGNER AT LOUIS DE POORTERE?

It has been my pleasure to work for the company for more than 10 years.

### WHAT IS THE INSPIRATION BEHIND THE HAUTE COUTURE PROGRAMME?

It is quite easy, it is one of the biggest challenges I have faced in my time with Louis de Poortere. For many years our team had the desire to develop a beautiful jacquard product for the floor but woven at a much more affordable price for the end consumer. When our technical team developed this impressive product, we realised that this latest innovation allowed us to create products with outstanding designs and colours, opening a whole new world of decorating possibilities for the consumer.

Imagine a Georgian Home with classical style, a cottage hotel with warmly panelled rooms, modernist offices with geometric contours, a Haussmann apartment in Paris mellowed by the years or even a London or New York loft apartment in post-industrial style. Haute Couture makes accessible all these diverse decorating styles, with colours and designs which can be both sympathetic and adventurous.



## CAROLINE LEROUGE

- DESIGNER -

### WHAT IS YOUR INTERPRETATION FROM A FEMININE PERSPECTIVE ?

Connecting people with their interior environment is an important aspect of our lifestyle and we can realise a modern and timeless taste in our home.

With both broadloom and custom rug options, the Haute Couture programme obtains synergy between the beauty and harmony that can be obtained between your floors and your interior environment. Haute Couture allows you to visualise many decorative ambiances with such energy that they become natural and essential elements of your decoration.

## MARJORIE BERTHE

- DESIGNER -



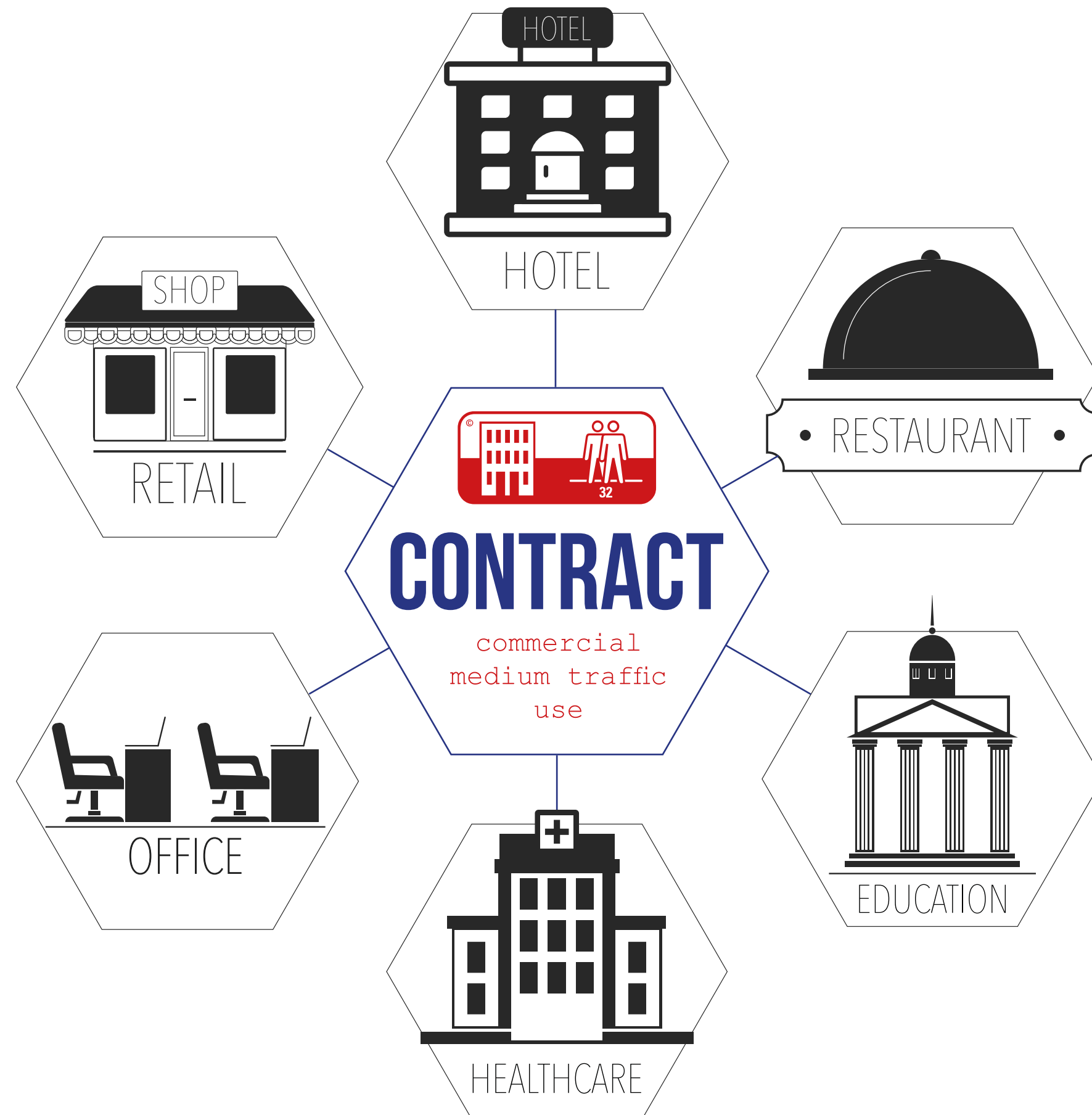
### HOW DO YOU THINK THIS COLLECTION IS PERCEIVED BY THE CONSUMER ?

The Haute Couture collection will be perceived by many as modernising the fabulous architectural movements and designs of the 50s and 60s. The famous golden sixties resulted in an outbreak of mad creativity through architecture, advertising and especially in everything that touched fashion.

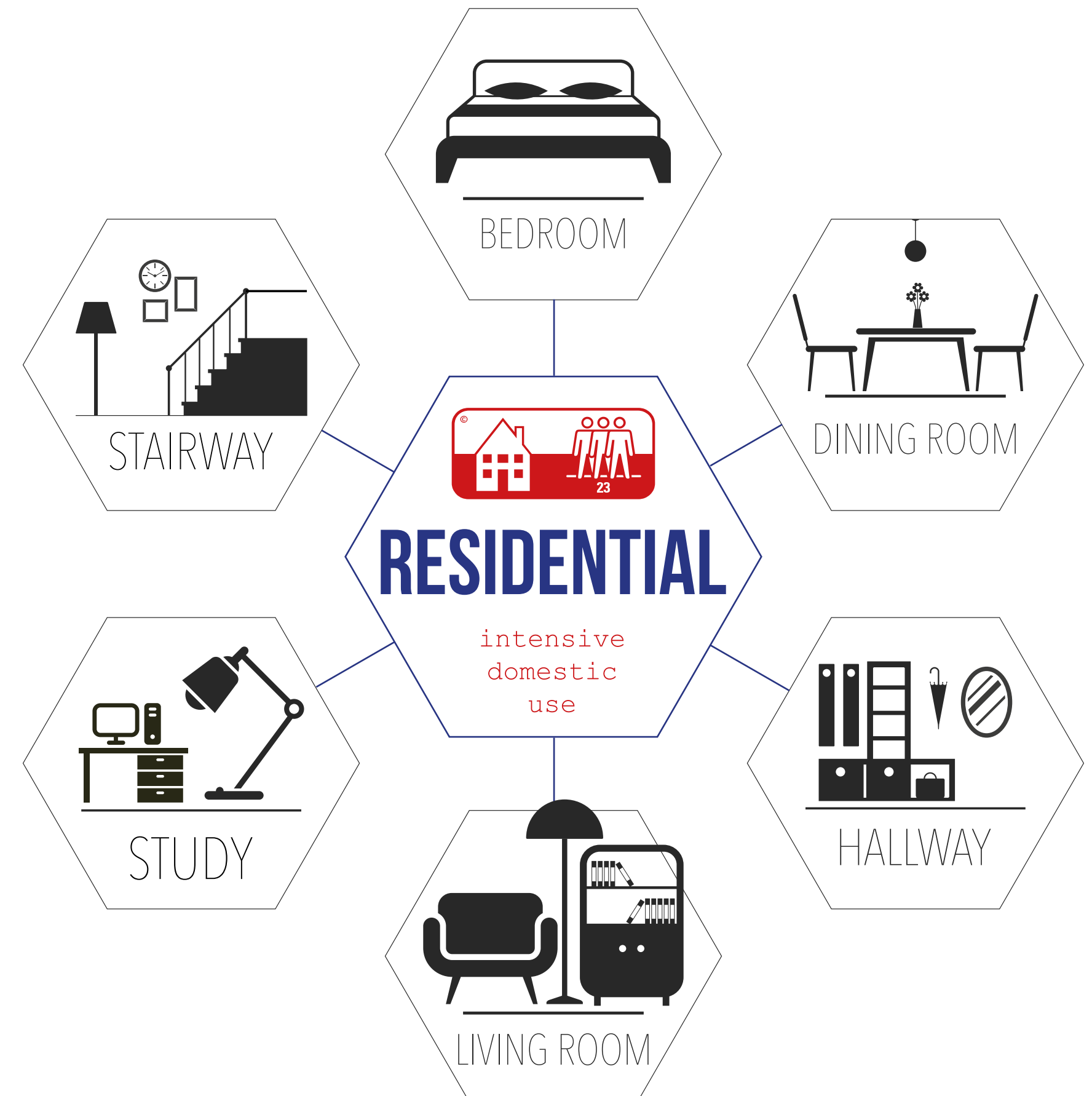
Indeed, Haute Couture is largely inspired by this pivotal time by creating a new trend of sensuousness in both design and colour for the floor.



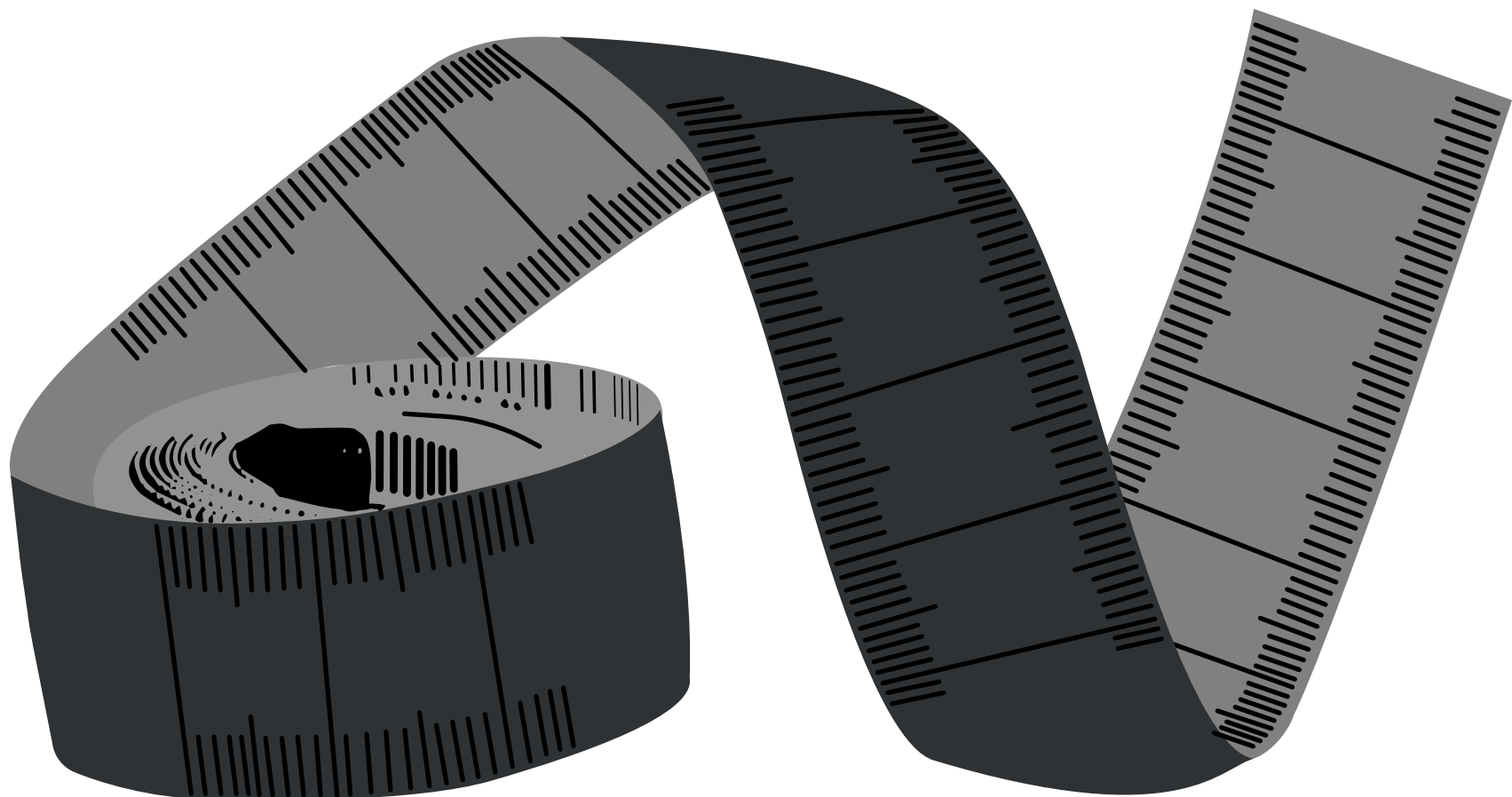
# SUITABLE FOR COMMERCIAL USE



# SUITABLE FOR DOMESTIC USE







# TECHNICALS



## HAUTE COUTURE COLLECTION 2016

### technical specifications

Qualité | Kwaliteit | Qualitätsbezeichnung | Quality

**WW**

Technique de fabrication | Fabricagemethode | Herstellungsverfahren | Manufacturation process

**Jacquard Flatweave**

Composition | Samenstelling | Zusammensetzung | Composition

**100% WOOL**

Composition double-dossier | Samenstelling rug tapijt | Zusammensetzung Teppichrücken | Backing composition

**100% PE**

Compostion totale | Totale samenstelling | Gesamtzusammensetzung | Total composition

**70% WOOL | 30% PE**

Largeur | Breedte | Breite | Width

**2,95m | 9' 8"**

Hauteur | Hoogte | Gesamthöhe | Height

**±9 mm | 0,04"**

Poids | Gewicht | Gewicht | Weight

**2215 Gr | m²**



Classification	General overall use Class 23/32 Luxury class LC1
Castor Chair	Intensive use
Stairs	Intensive use
Fire Rating	B-FL
Dimensional Stability	Dimensionally stable when glued
Thermal Resistance	0,106 m²K/W
Impact Sound	△ LW 31dB





HAUTE COUTURE COLLECTION 2016

technical specifications

Qualité | Kwaliteit | Qualitätsbezeichnung | Quality

CP

Technique de fabrication | Fabricagemethode | Herstellungsverfahren | Manufacturation process

Jacquard Flatweave

Composition | Samenstelling | Zusammensetzung | Composition

75% PA | 15% PE | 10% CO

Composition double-dossier | Samenstelling rug tapijt | Zusammensetzung Teppichrücken | Backing composition

100% PE

Compostion totale | Totale samenstelling | Gesamtzusammensetzung | Total composition

50% PA | 45% PE | 5% CO

Largeur | Breedte | Breite | Width

2,95m | 9’8”

Hauteur | Hoogte | Gesamthöhe | Height

±9 mm | 0,04”

Poids | Gewicht | Gewicht | Weight

2192 Gr | m²



Classification	General overall use Class 23/32 Luxury class LC1
Castor Chair	Intensive use
Stairs	Intensive use
Fire Rating	B-FL
Dimensional Stability	conform for glued
Thermal Resistance	0,10 m² K/W
Impact Sound	△ LW 30dB



HAUTE COUTURE COLLECTION 2016

technical specifications

Qualité | Kwaliteit | Qualitätsbezeichnung | Quality

CW

Technique de fabrication | Fabricagemethode | Herstellungsverfahren | Manufacturation process

Jacquard Flatweave

Composition | Samenstelling | Zusammensetzung | Composition

75% WOOL | 25% CO

Composition double-dossier | Samenstelling rug tapijt | Zusammensetzung Teppichrücken | Backing composition

100% PE

Compostion totale | Totale samenstelling | Gesamtzusammensetzung | Total composition

50% WOOL | 30% PE | 20% CO

Largeur | Breedte | Breite | Width

2,95m | 9’8”

Hauteur | Hoogte | Gesamthöhe | Height

±9 mm | 0,04”

Poids | Gewicht | Gewicht | Weight

2032 Gr | m²



Classification	General overall use Class 23/32 Luxury class LC1
Castor Chair	Intensive use
Stairs	Intensive use
Fire Rating	B-FL
Dimensional Stability	conform for glued
Thermal Resistance	0,098 m² K/W
Impact Sound	△ LW 29dB





**Graphic Design :** Louis De Poortere  
**Text :** Louis De Poortere  
**Photography :** Louis De Poortere

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