About the Collection

Who designed the rugs?
We teamed up with Thomas Coccimiglio of Les Éditions de Tapis, whose rugs you've been walking all over in our stores, to create nine limited-edition, made-to-order designs inspired by French luxury and LA nonchalance. Each one starts as a hand-drawn design before being hand-knotted by artisans in India using materials like wool, linen, and silk.

What are the rugs made of?
Most of the rugs are made from 100% New Zealand wool. It's known for durability, softness, and ability to age beautifully over time.

Are the rugs made sustainably?
New Zealand wool's a natural and renewable fiber, and each rug's made-to-order, preventing any overproduction.

Sizing & Ordering

Are the rugs made-to-order?
Yep. Each one is made-to-order specifically for you, which means production only begins after your order is placed.

How long will my rug take to arrive?
Good things take time — lead times will vary based on demand. Right now they are 4-6 weeks.

Can I order a custom size?
Unfortunately, custom sizes are not possible. Sorry.

Are the colors and dimensions exactly as shown online?
Each rug is individually made using natural wool, so slight variations in color, texture, and appearance may happen. AKA no one will have the exact same rug, which we think is pretty special.

Care & Wear

How should I care for my rug?
Check out our care guide.

Will the rug shed?
A new wool rug might shed a little. Especially in the first few months. Regular vacuuming and a carpet rake will help keep it looking its best.

Can I use the rug outdoors?
These rugs are designed for indoor use only. Keep them away from prolonged exposure to moisture and other outdoor elements. Same goes for red wine.

Do I need a rug pad?
We recommend a rug pad underneath to keep things in place, protect your floors and rug, and help it last longer.

Shipping & Returns

When will my order ship?
Your rug will ship once production is complete, approximately 4-6 weeks after your order is placed. You will receive an email once it's on its way.

Can I cancel or change my order?
Because each rug is made specifically to order, orders cannot be canceled or modified once production has begun. If you need to update your delivery address, reach out to love@thereformation.com and we'll help you out.

Can I return or exchange my rug?
All rugs are final sale and cannot be returned or exchanged. Please review the dimensions, materials, and product details before placing your order.

What if my rug arrives damaged or there is an issue with my order?
If your rug arrives damaged or you believe there is a manufacturing issue, contact love@thereformation.com within 3 days of delivery with your order number and photos of both the rug and packaging. Our team's happy to review and determine next steps.

Can I see a rug in person before ordering?
We've got swatches of every style at our stores in SoHo, Covent Garden, Beverly Hills, and Le Marais in Paris. Come have a look.

A Note on Natural Materials

Why might my rug have slight variations?
Since each one is handmade from natural wool, you might notice subtle variations in color, texture, pile, and pattern. These little differences come with working with real materials and skilled artisans.