



habit
collection

Index

Brand	Habit	4
Vision	Philosophy	5
Internationality	Heritage	6
Complexity & Uniquess	Production	7
Custom Rugs	Personalization	9
Perfectly Imperfect	Quality	10
One Rug, Infinite Colours	Methodology	11
Quality First	Mission	12
Collection	Carpets	14
Kinetic Collection	Zsuzsanna Horvath	16
Shadows Collection	Riccardo Giovanetti	38
Dialogues Collection	Atsushi Shinto	54
Natural Collection	Antrei Hartikainen	74
Elements Collection	Riccardo Giovanetti	90
Notes		102

Brand



Vision

Faithful to the brand's Indian cultural roots, Habit has consolidated its editorial status over the last years, with a dedicated range harnessing luxury craftsmanship and decorative merit in a contemporary key.

This has paved the way for contemporary carpets, no longer simply vehicles for style and fashion, and for the technical refinement and great aesthetic comfort dictated by increasingly sophisticated decorative schemes. The visionary products of Habit are characterised by individuality and attention-to-detail.



Internationality

Made from the very best materials, the carpets are crafted by the World's finest weavers using state-of-the-art techniques. Habit works for chain stores, wholesalers, retailers for their requirements of regular carpets and with international designers and architects for their projects of individual houses, villas, hotels, yachts and offices in all over the world.



Complexity & Uniqueness

The traditions of India, the Habit's homeland, represent such a vivid and significant cultural heritage that the family not only strives to keep it alive and well, but has also made it the focus of its business for over half a century. Hand-knotting and hand-tufted are an extremely fine and complex production techniques where every knot in the rug is made by hand. A Habit rug can have up to 232,000 individual knots per square meter. No machines are ever used in the production process and we still produce rugs the way that have been produced for centuries.



Custom Rugs

The custom made service is aimed at architects, interior designers, and design firms that operate within both the sphere of private homes and that of contracted work.

The carpets are custom created with exact specifications for yarn type, shape, size, and color. The materials used are the most luxurious: silk, cotton, wool, angora, hemp, mohair, linen, and cashmere. The choice of colors is almost endless with a palette of over 1,000.

Thanks to our logistic service, Habit is able to dispatch the custom carpet requested by our customers anywhere in the world. Direct from our loom in India, within 60 to 90 days, depending on the destination country.



Perfectly Imperfect

Our mission is that “a Habit Rug is Perfectly Imperfect.” This description captures the inherent spirit of handmade rugs: “perfectly imperfect.”

Our carpet are made by people who handle and shape each piece in many stages prior to the finished rug arriving in your home. Every step is completed by people. Each piece of our pottery goes through at least eight pairs of hands before finding its way into your hands.

Habit’s perfectly imperfect character tells the story of its origins, of the people who made it, of its journey from a set of materials to a functional carpet. This character creates a unique rugs line for your home, one which embodies “the beauty of things imperfect.”



One Rug, Infinite Colours

Every Habit rug is created as a unique product that can be produced in a wide variety of shapes and colours. Habit's strength lies in combining the flexibility typical of handmade production with the efficiency of a company with a long history behind it.

There are no limits to Habit's ability to produce a rug using different colours and materials: this is why every single rug can be produced in an infinite range of colours, ensuring that each piece is special and unique.



Quality First

Every Habit rug undergoes a thorough quality check to ensure it is produced and delivered in the best possible condition, using materials of the highest quality that stand the test of time.

Behind the manual work on the looms lies a great deal of planning, logistics and management, underpinned by cutting-edge technology, to offer customers a meticulous and reliable service.



Collection



Kinetic Collection

The collection stems from a skilful fusion of kinetic art and contemporary design, resulting in a series of highly refined graphic designs that are extremely dynamic in their composition. Each rug is the perfect combination of intersecting lines and volumes that balance one another to form unique geometric patterns, ideal for giving domestic spaces a fresh new identity.

Design

Zsuzsanna Horvath

Zsuzsanna Horvath is a designer and architect with a strong background in furniture design, constructing various outdoor installations and public building design. She worked as an architect in Finland for several years, contributing to projects like the Logomo Concert Hall in Turku. Subsequently she decided to pursue studies in the field of product and spatial design at Aalto University and graduated in 2018. Since then she resides in Denmark, where she runs her own architecture and design studio.

www.zsuzsannahorvath.com



Waves I

Typology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

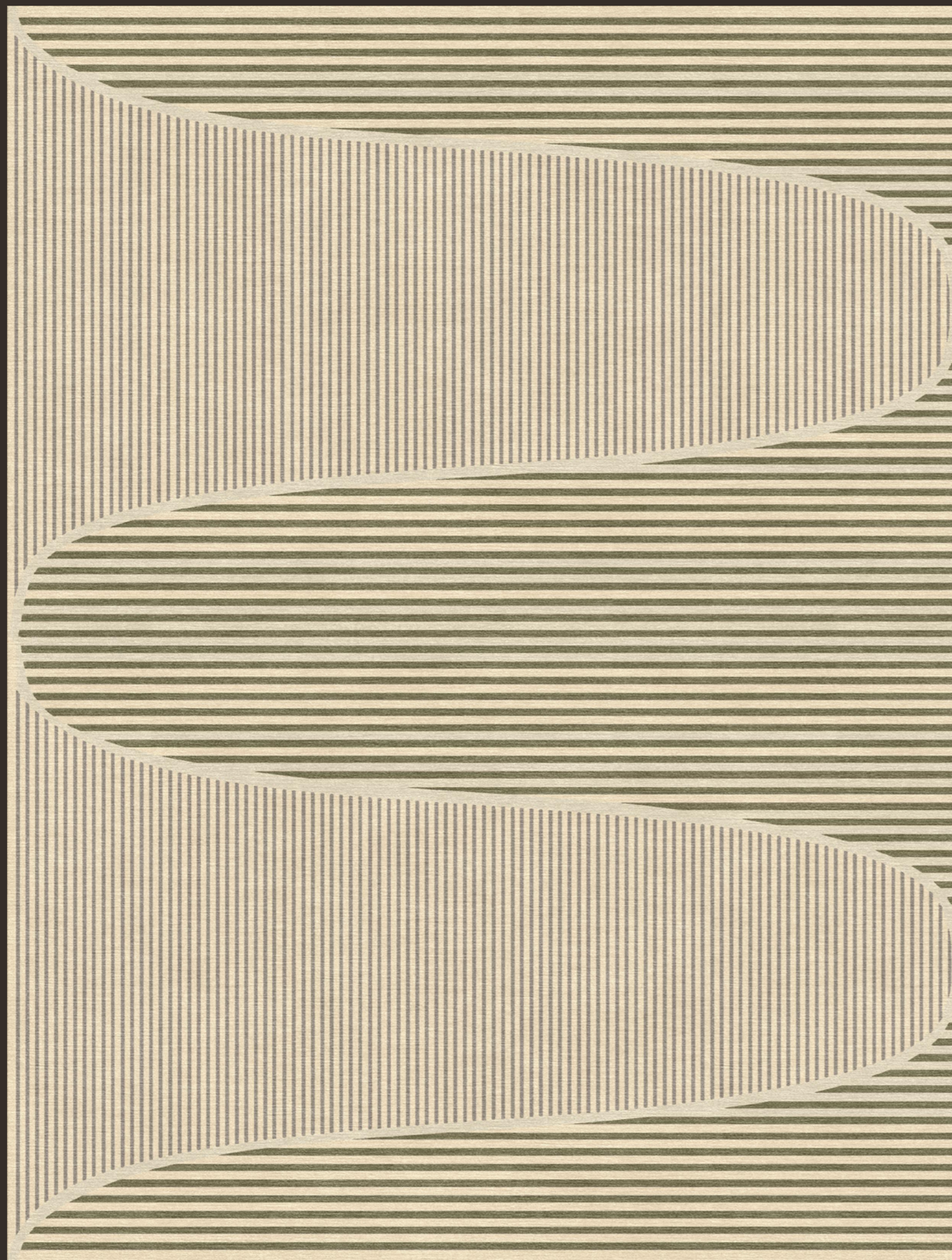
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Waves 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

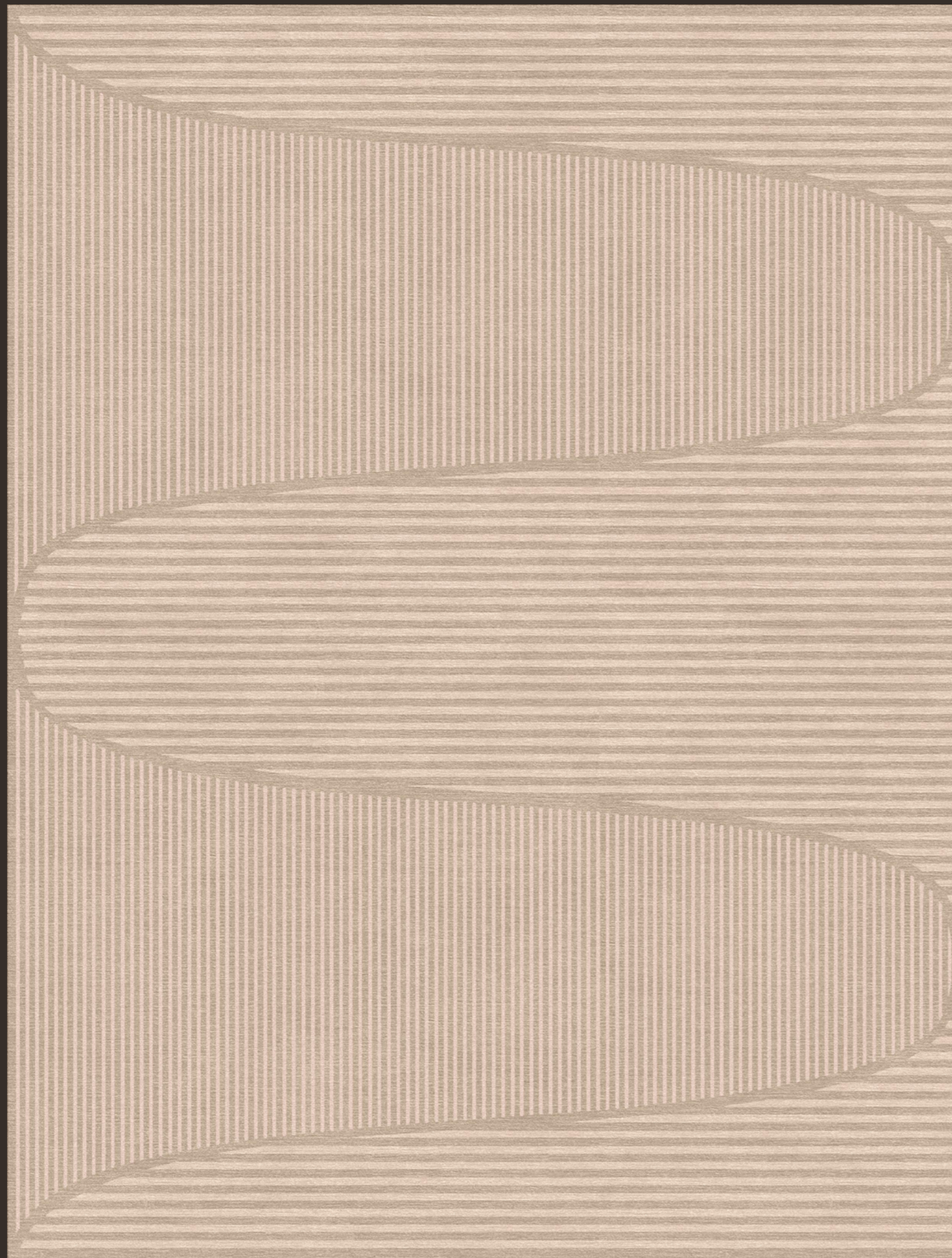
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Dunes I

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7" x 9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Dunes 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Leaves 1

Typology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

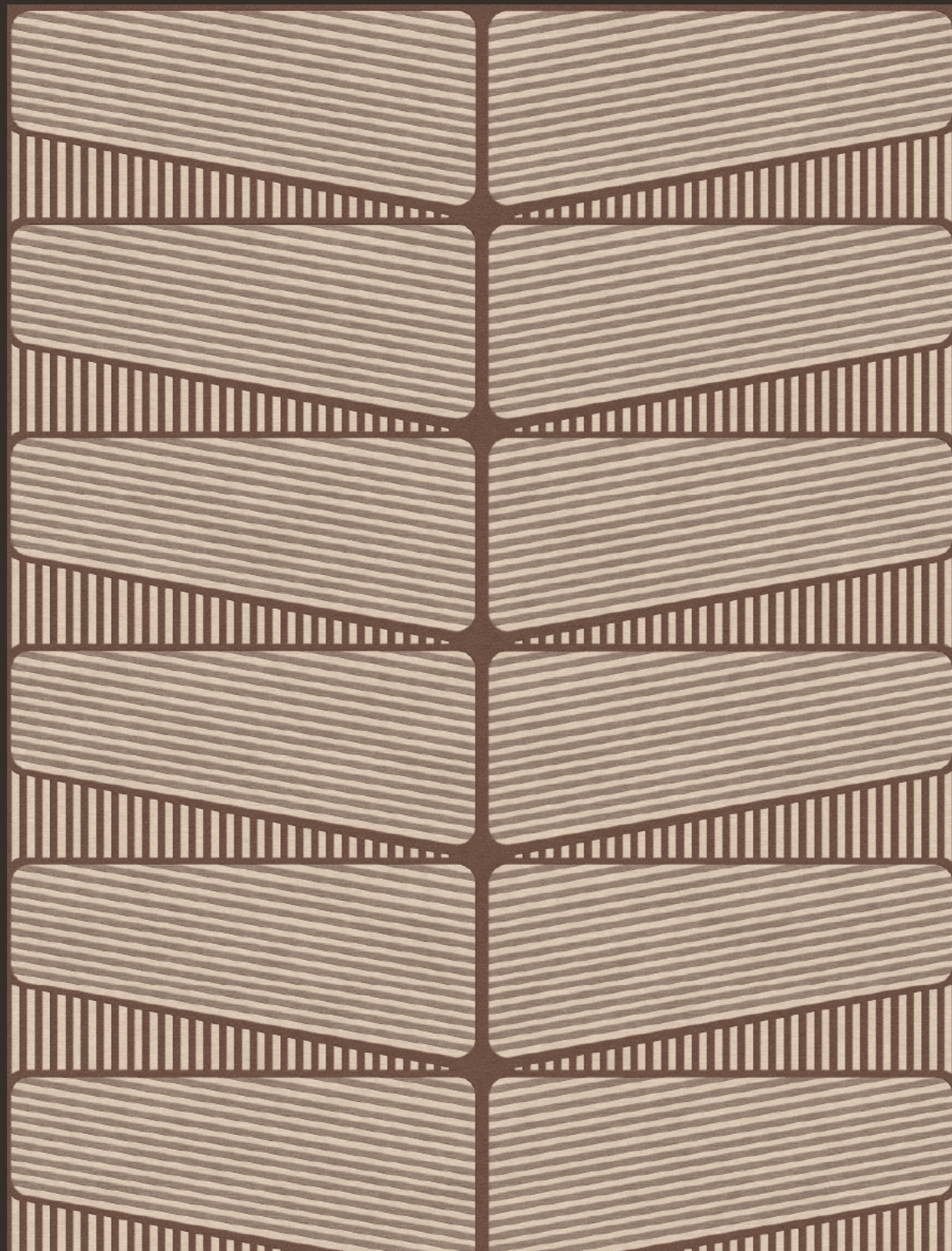
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Curves I

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

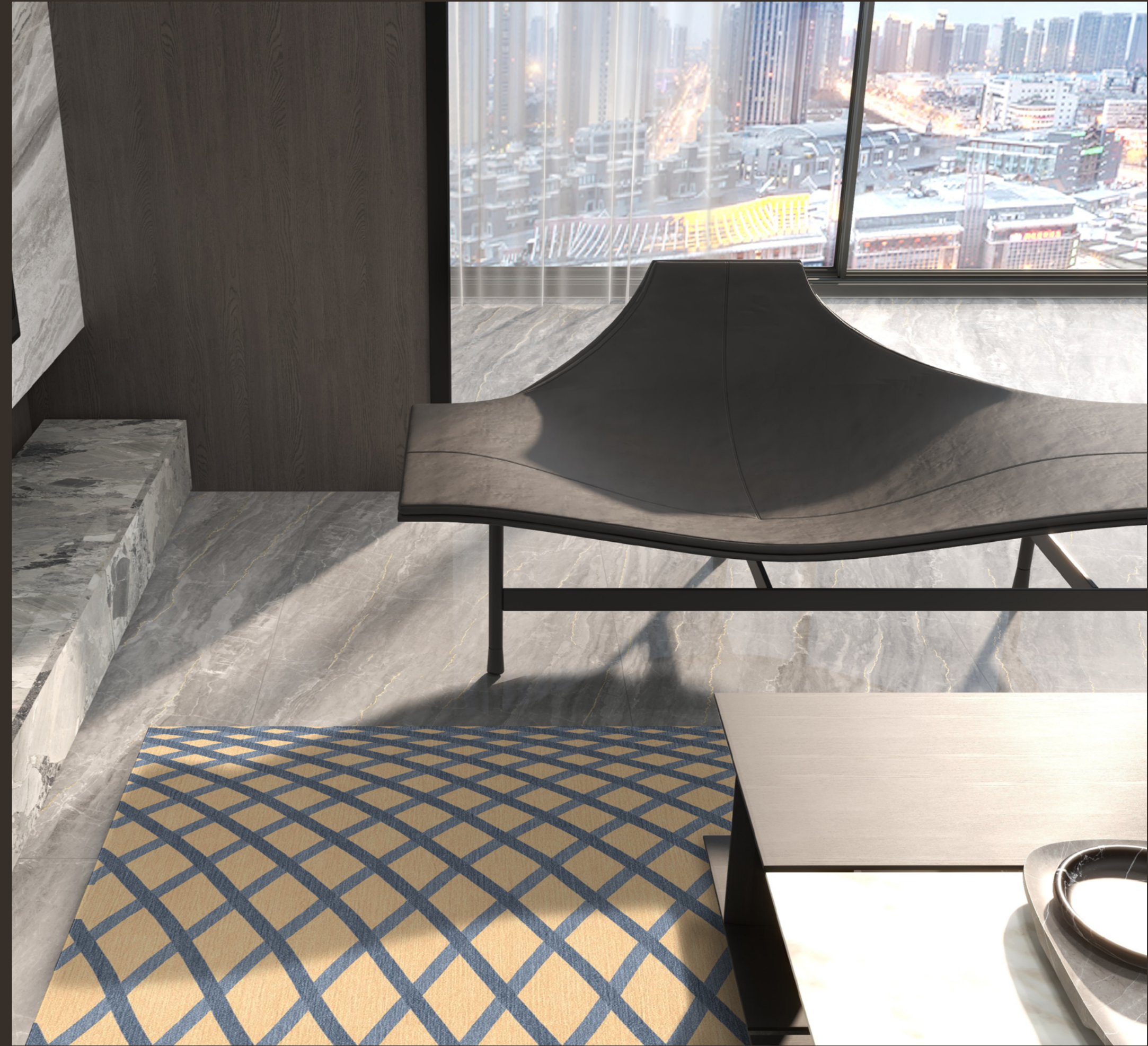
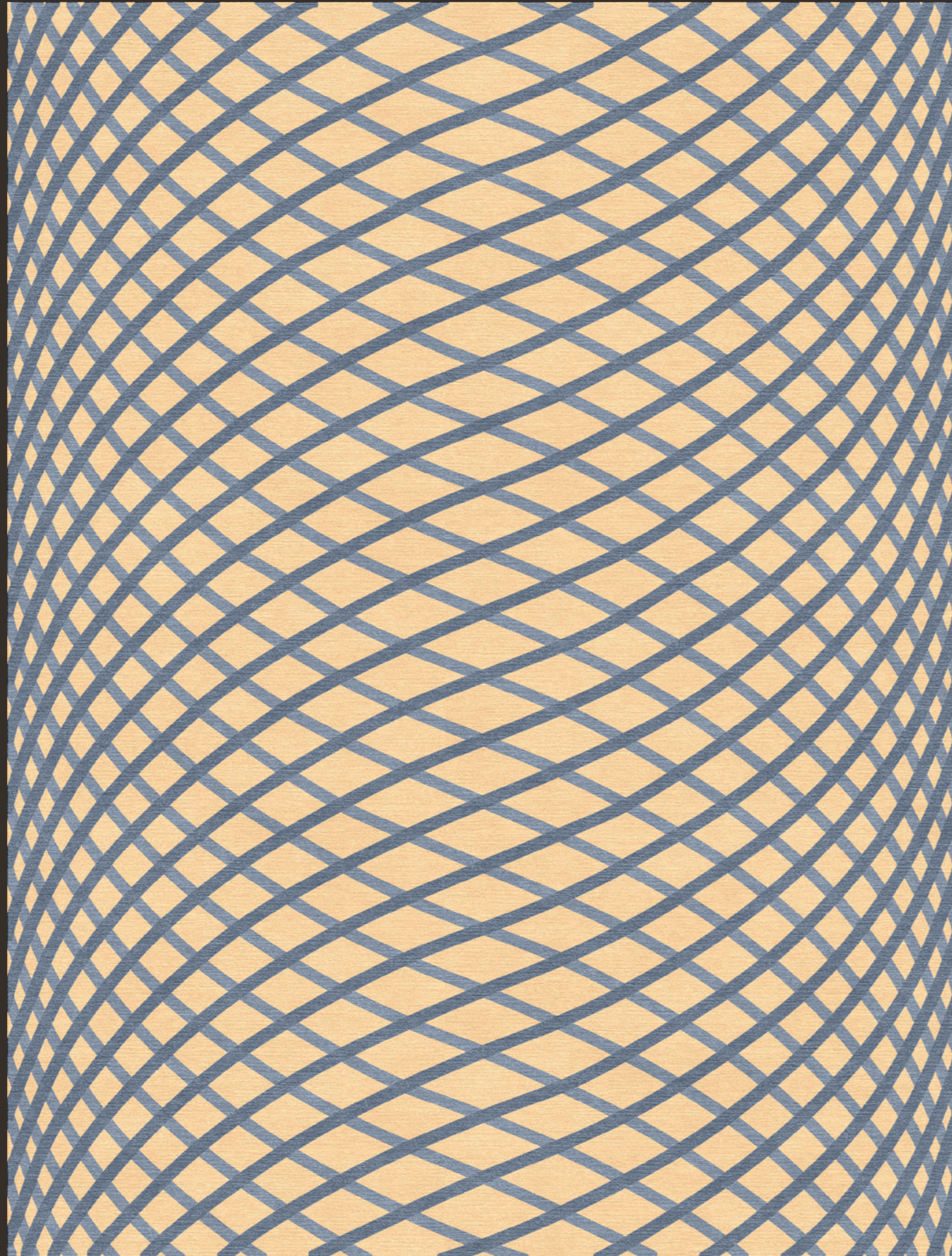
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Curves 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

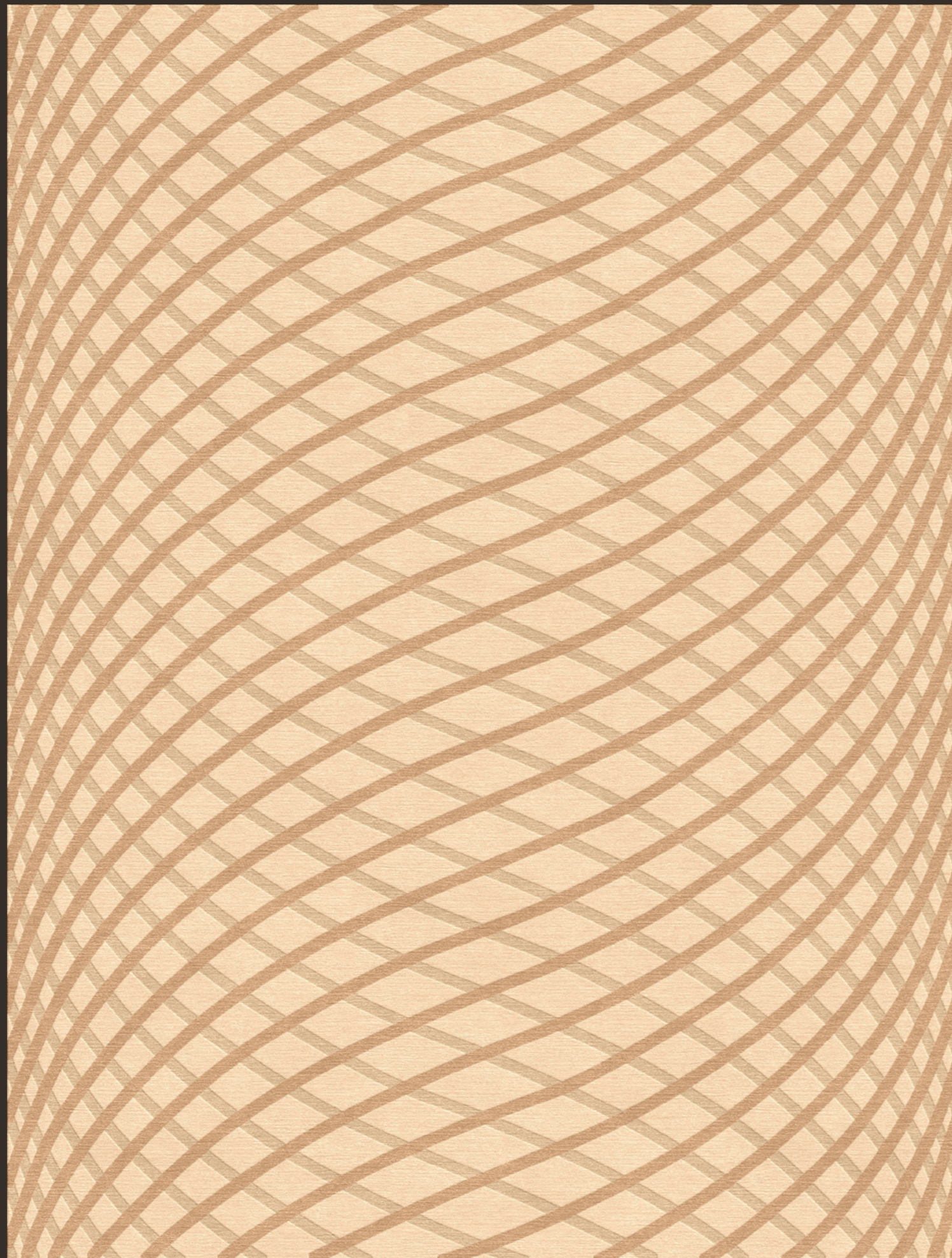
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Waves 3

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

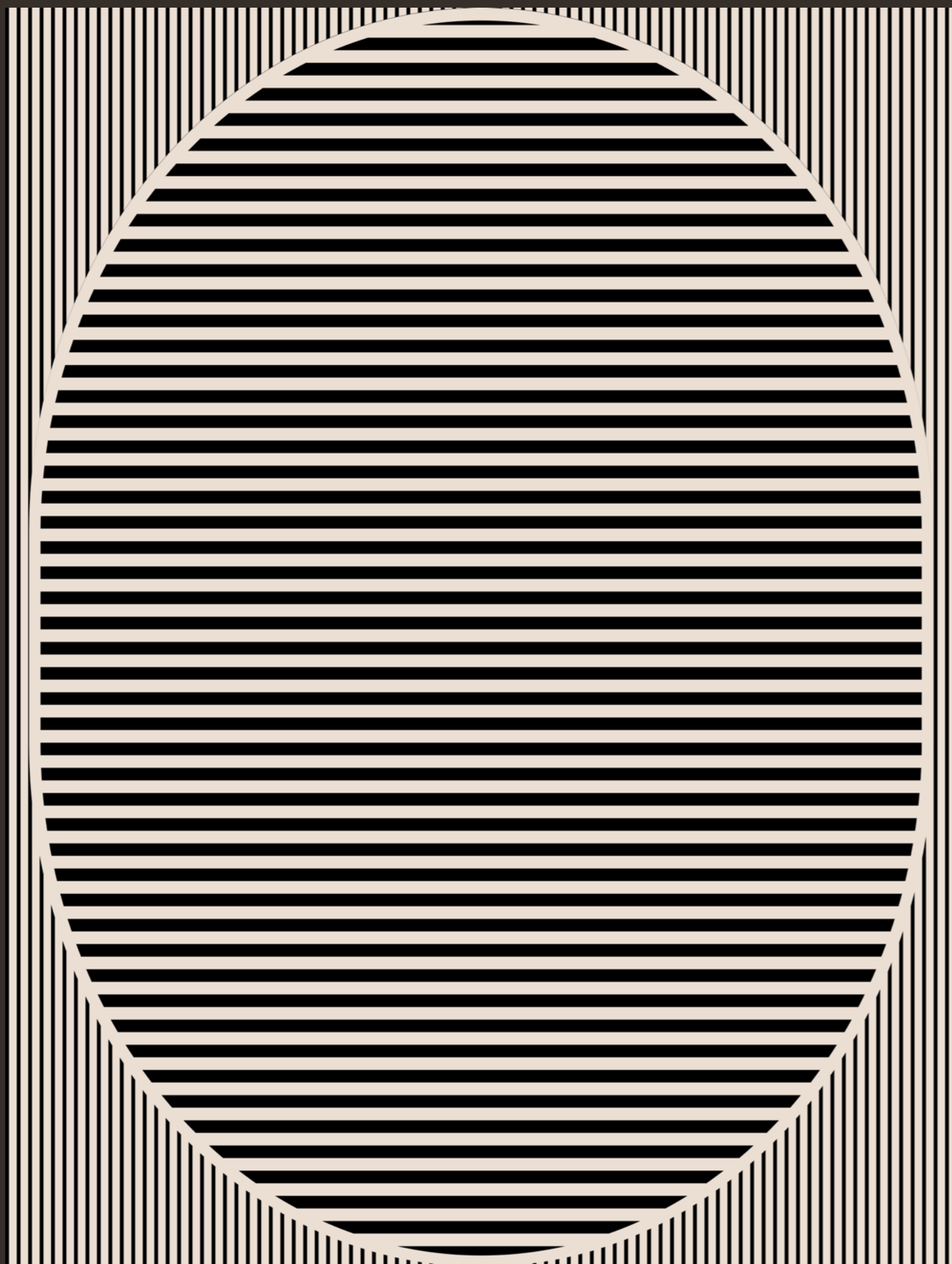
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Waves 4

Typology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

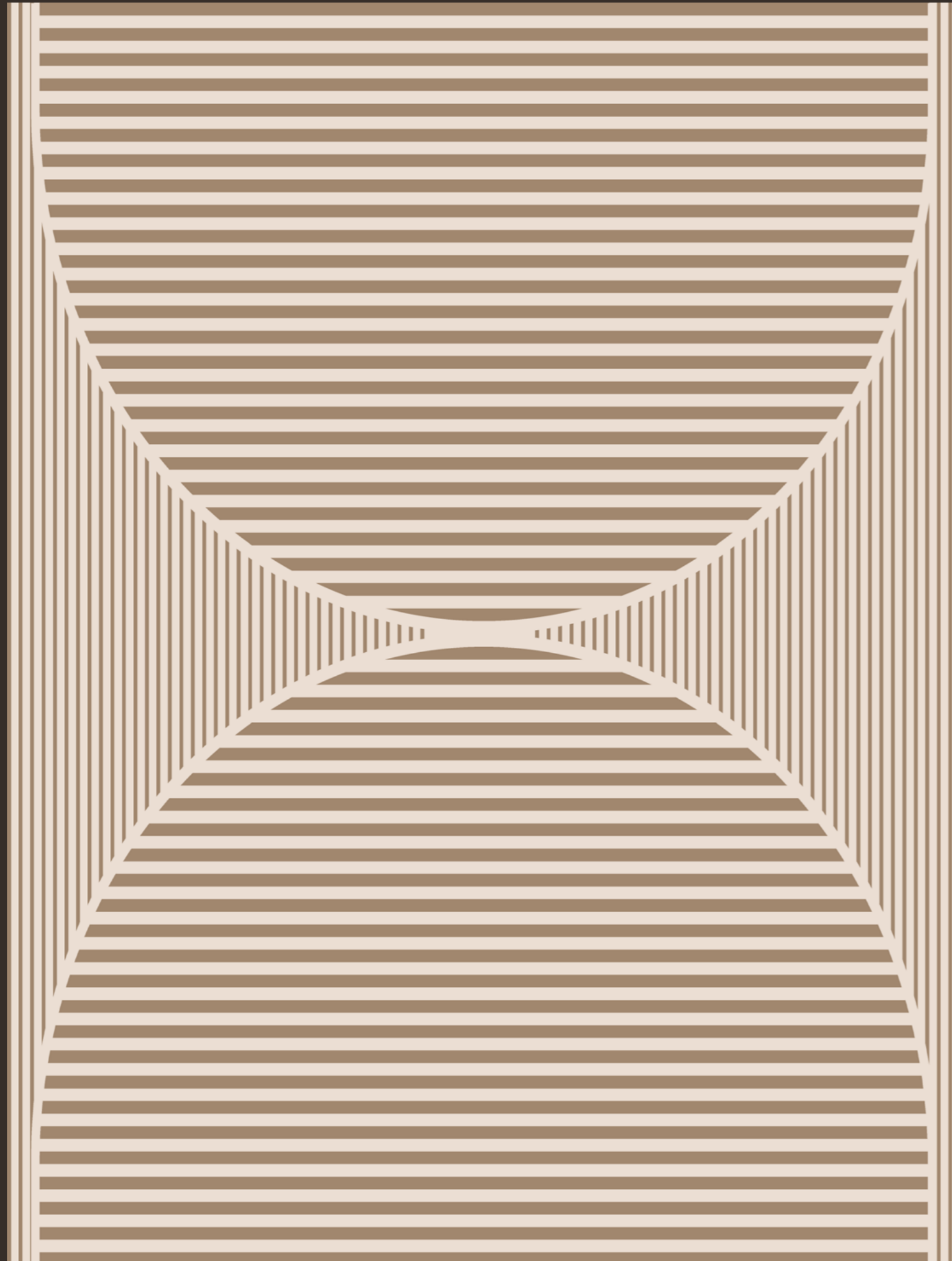
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Leaves 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Zsuzsanna Horvath

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

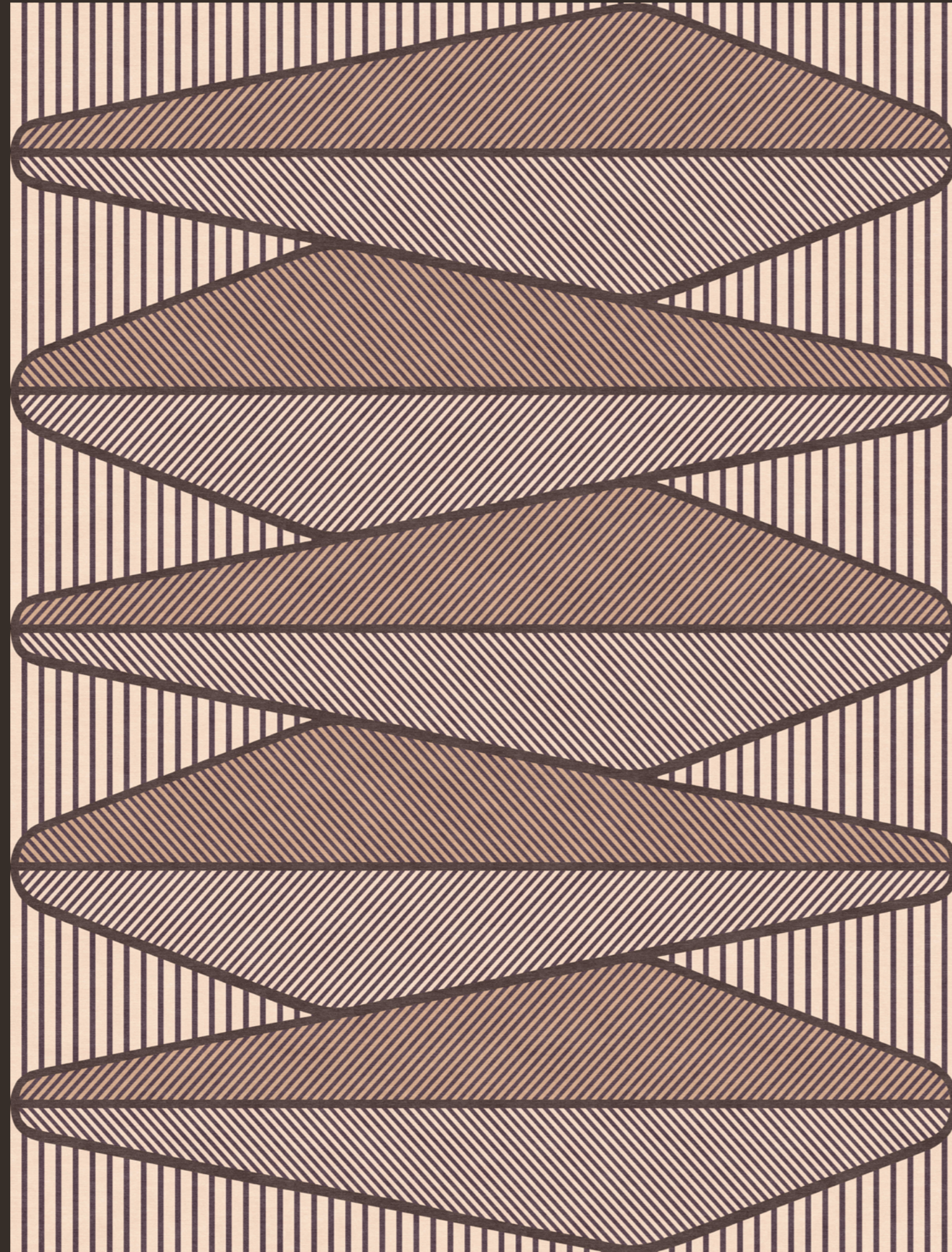
Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Shadows Collection

A collection of rugs inspired by the sophisticated interplay of light and shadow created by natural elements such as plants and flowers. Each design is the result of a combination of colour shades that accentuate the realism of every composition and create a three-dimensional effect, lending a distinctive depth to each design.

Design

Riccardo Giovanetti

Designer and architect, Riccardo Giovanetti was born in Milan, where he graduated in Architecture from the Politecnico di Milano and studied design at the Domus Academy. His design work spans a wide range of fields: in the world of design, he creates furniture, lighting and objects for many leading international design firms, including Cassina, Flou, Fast, Fontana Arte, Leucos, Whirlpool and many others. As an art director, he collaborates with leading companies on the development of new product collections. At the same time, he designs exhibitions for museums and prestigious venues in Italy and around the world, and, as an architect, his practice is involved in the design of major architectural projects such as villas, residential buildings and resorts in many countries.

www.riccardogiovanetti.it



Branches 1

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Branches 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

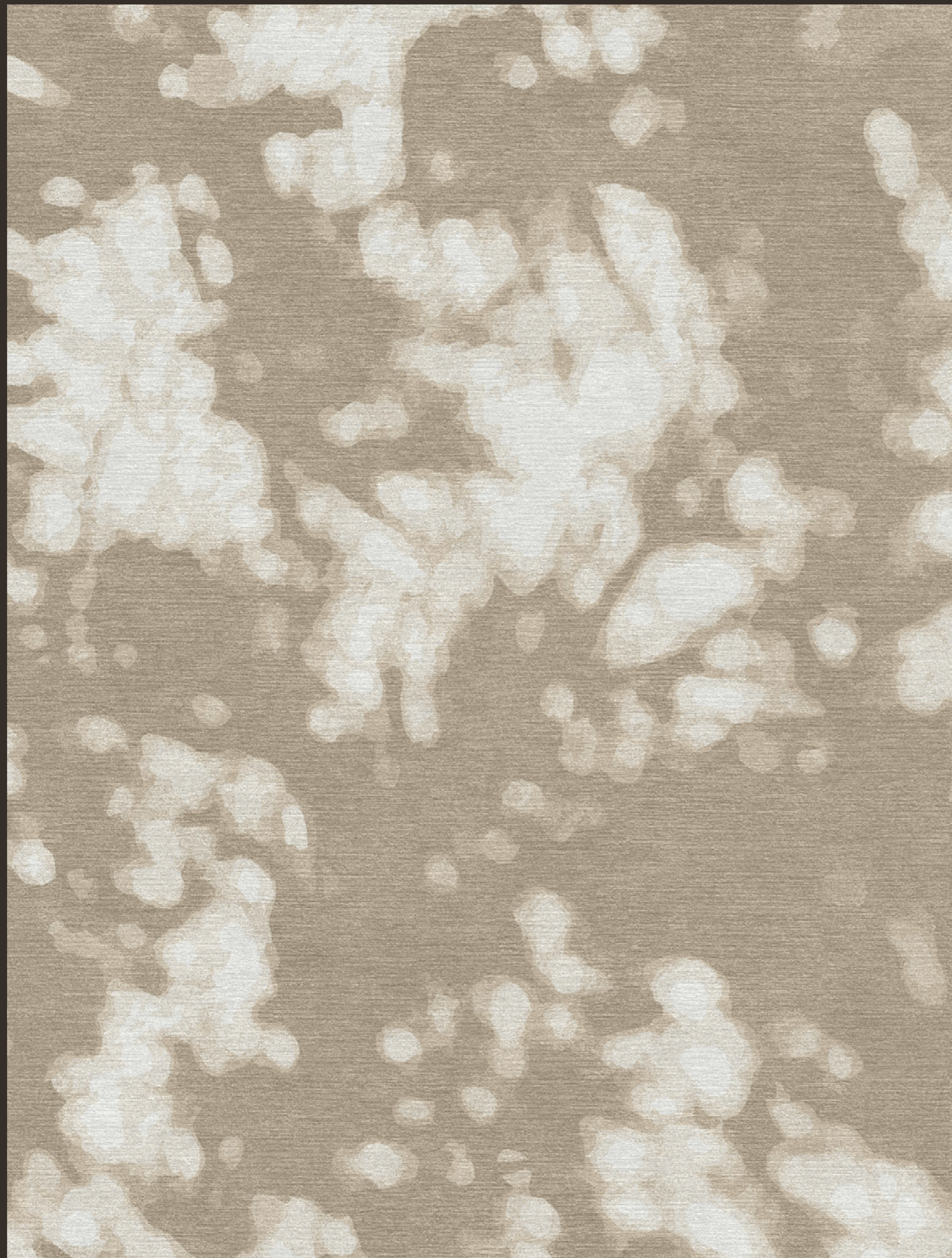
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Flowers

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Trees

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

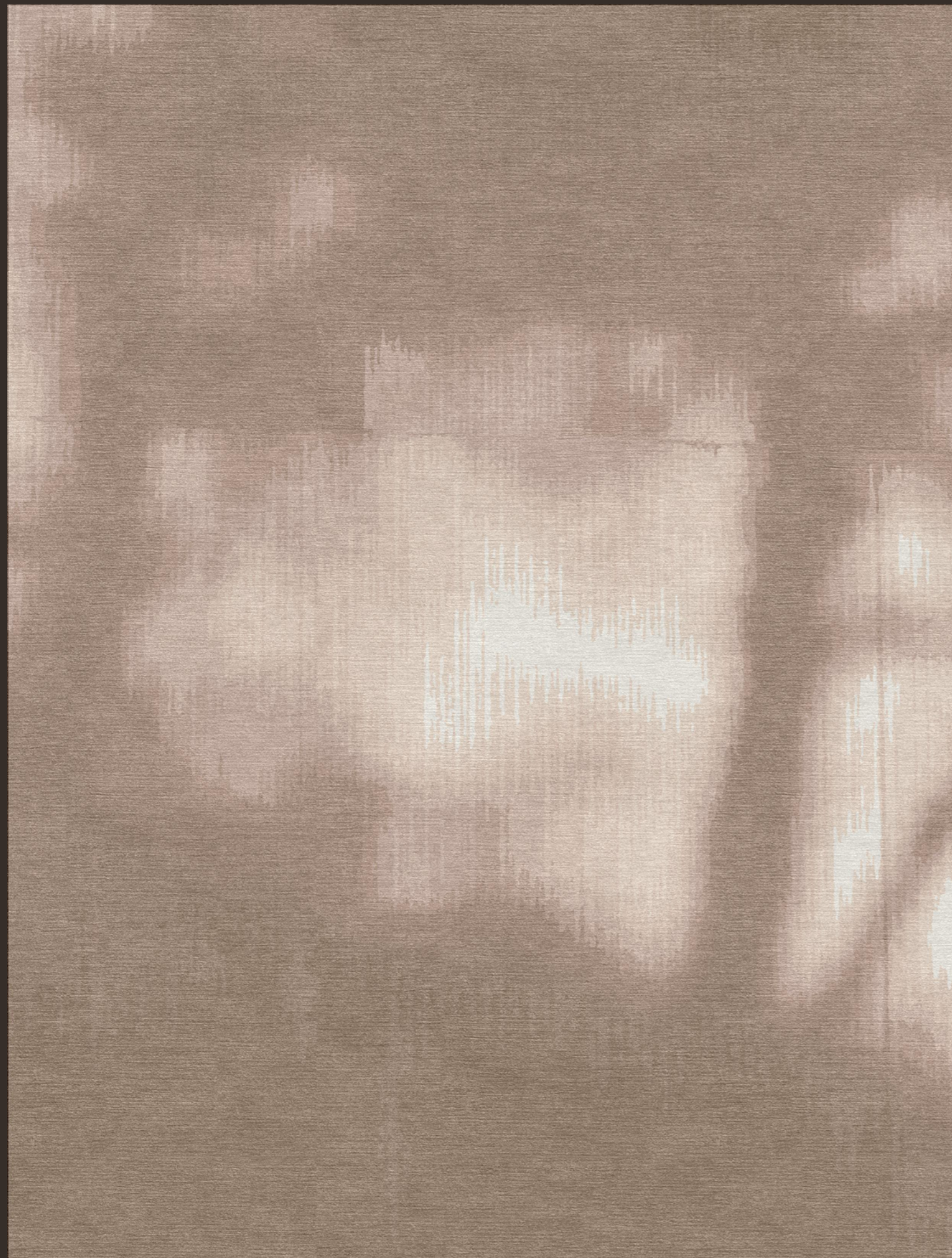
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Plants I

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Plants 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Plants 3

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Dialogues Collection

The carpet series explores the theme of "Dialogue with Nature," offering five graphics that reflect moments of life through natural inspiration. From the shimmering of light and shadows to forest echoes, honey, zucchini slices and a hidden pond, each design captures quiet, vivid beauty.

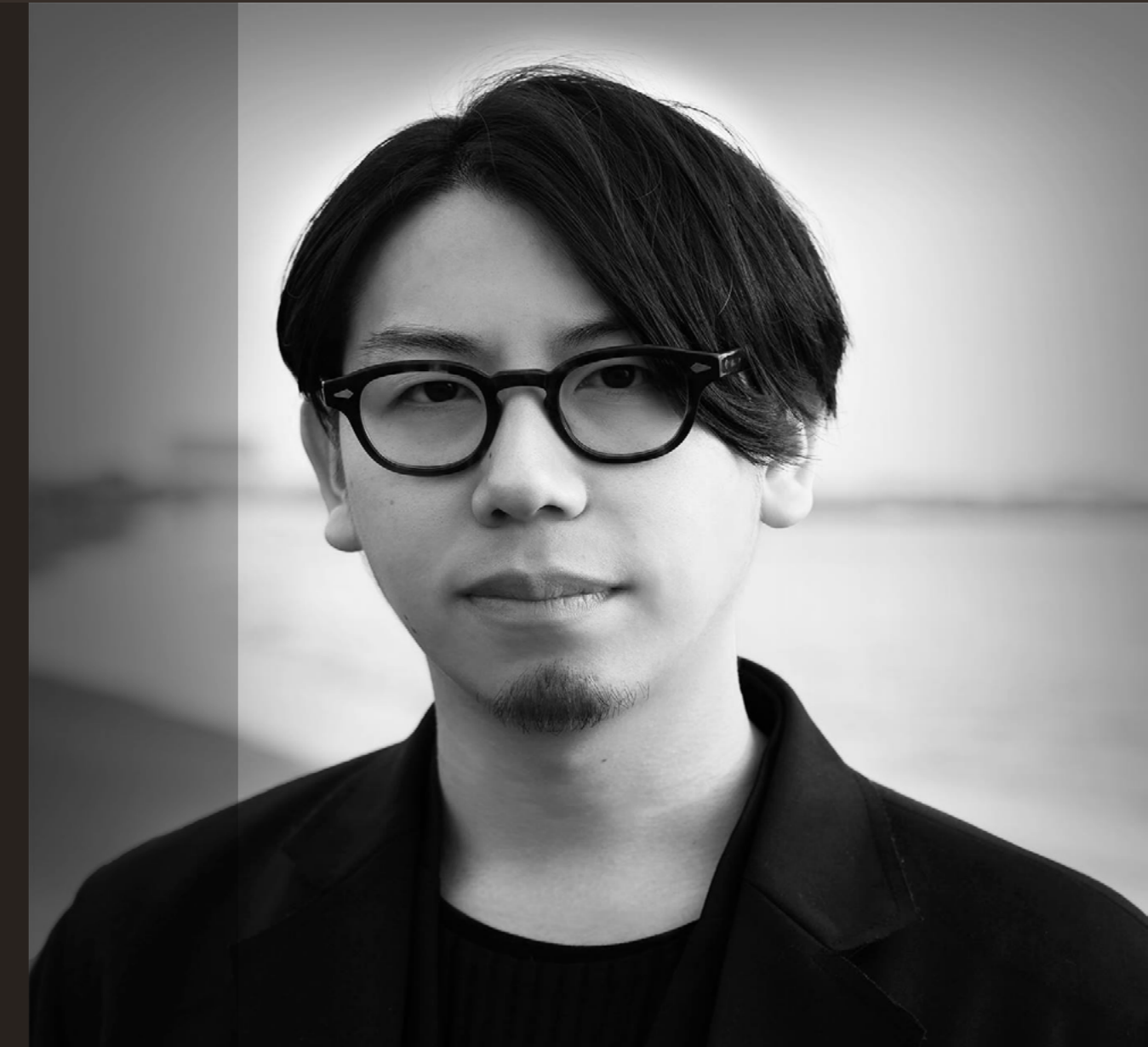
Design

Atsushi Shindo

Designer and artist Atsushi Shindo was born in 1991. After graduating from Tokyo University of the Arts in 2015, Shindo has been working as a corporate interior designer for hotels, offices, and large commercial spaces, while also working on personal projects. He has been presenting experimental products, spaces, and artwork to explore the fundamental appeal of design and art. While looking at the things and materials that are closely related to our daily lives, Shindo also explores new values and beauty.

As an interior designer, he has worked on a wide range of projects while pursuing independent projects on "designing atmosphere," exploring new possibilities in materials and a fundamental beauty.

www.atsushishindo.com



Honey I

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Zucchini I

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Zucchini 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Honey 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Echos 1

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

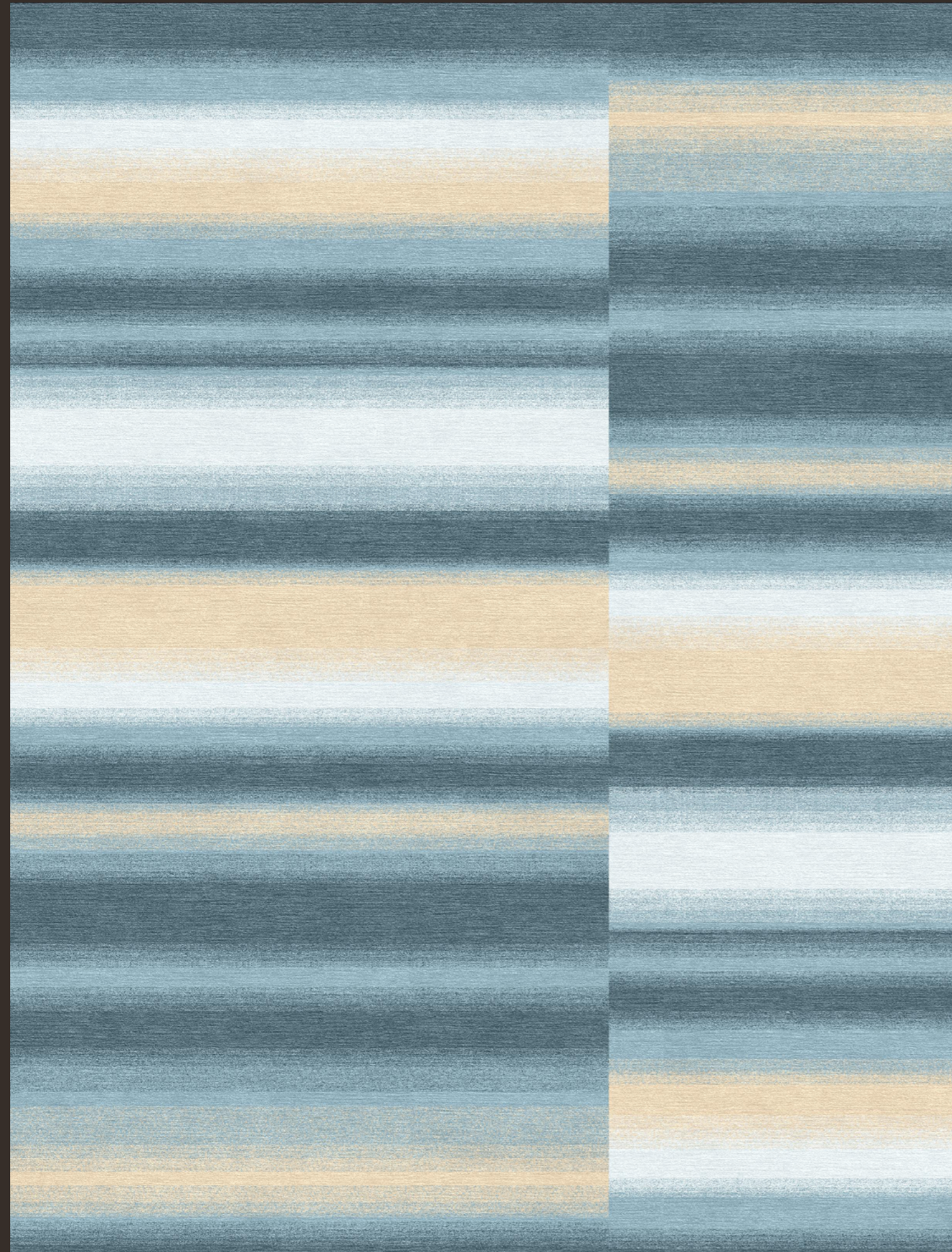
Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Zucchini 3

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

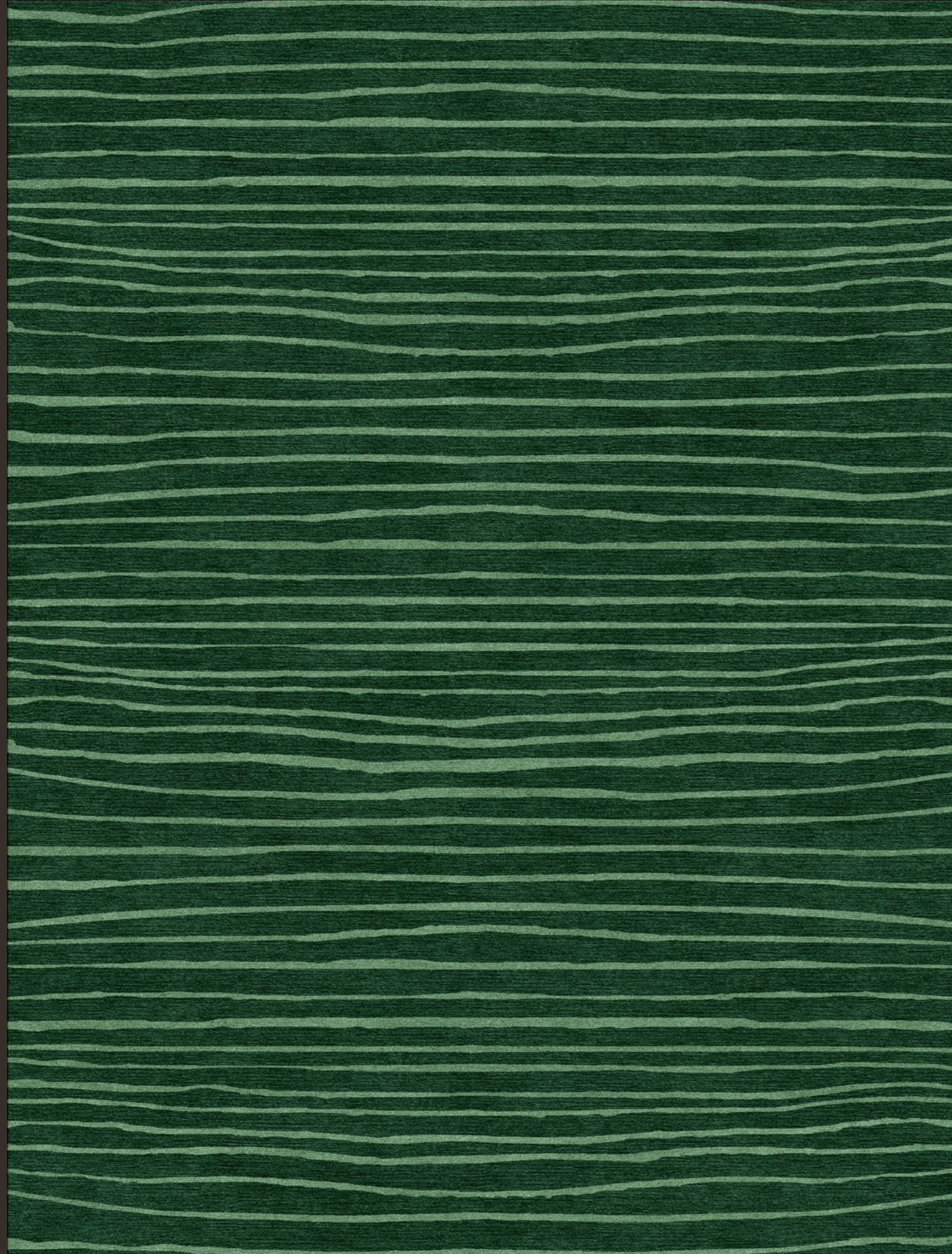
Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Oasis

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

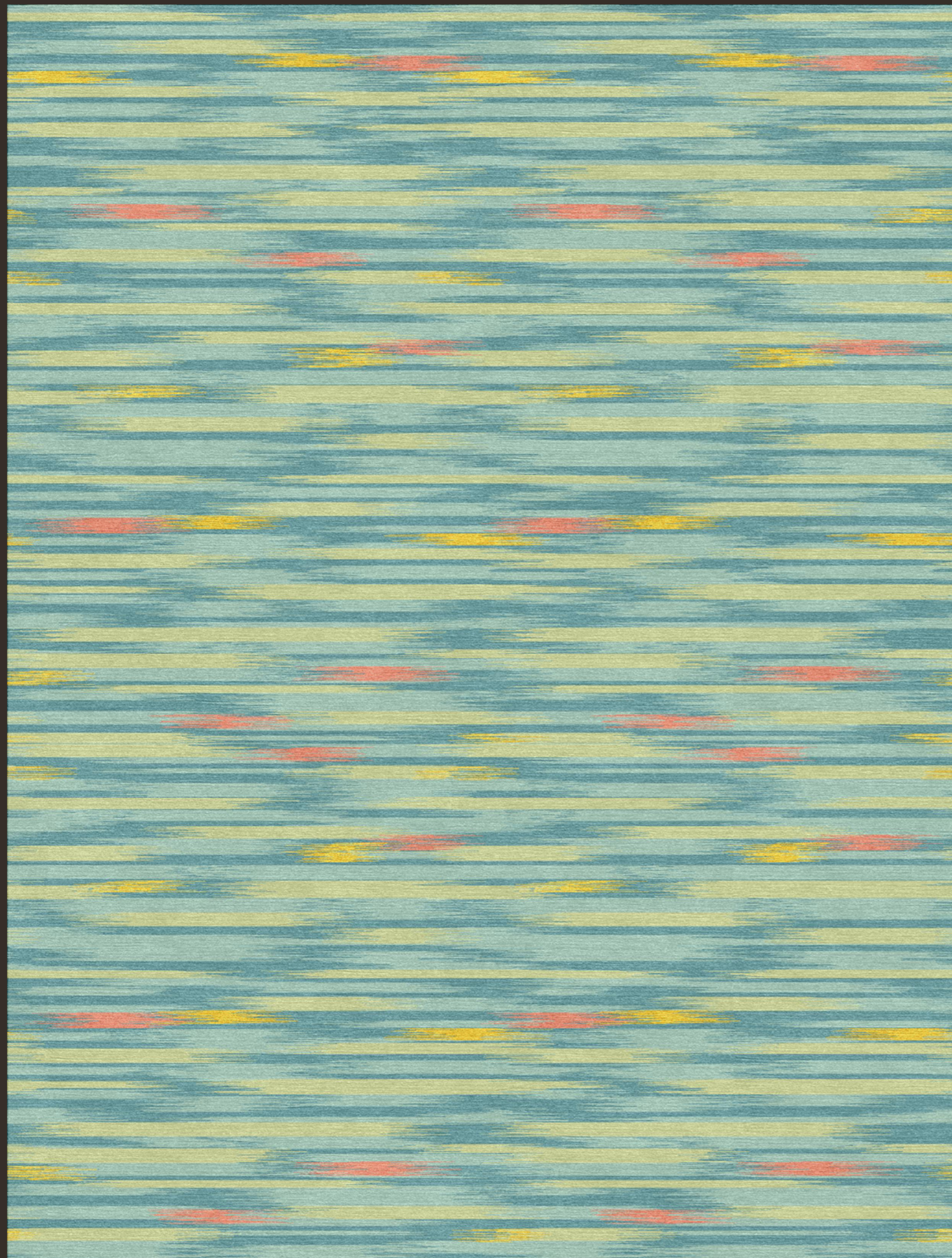
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Forest I

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Forest 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Atsushi Shindo

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Natural Collection

The goal of the design is to translate the subtle tones and atmospheres of Finnish nature into textile form, and to combine them with Habit's refined craftsmanship. The result is a series of rugs that offer both aesthetic depth and tactile quality – made to complement interior spaces with a sense of calm and connection. This concept is presented as a starting point for dialogue – to explore the opportunities and challenges involved in bringing these ideas into reality.

Design

Antrei Hartikainen

Antrei Hartikainen is a renowned Finnish master cabinetmaker and designer based in Fiskars, southern Finland. His award-winning creations, including functional objects, sculptures, and installations, constantly strive to challenge and blur the traditional boundaries between contemporary design and fine arts. Through a sculptural approach, he draws inspiration from natural materials, emphasizing the importance of sensuality, elegance, and exceptional craftsmanship. Hartikainen's works have been showcased in numerous solo and group exhibitions worldwide, gaining international recognition in the field of Scandinavian design and contemporary woodworking.

www.antreihartikainen.fi



Melting River 1

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Antrei Hartikainen

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Melting River 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Antrei Hartikainen

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Melting River 3

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Antrei Hartikainen

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Autumn Night I

Typology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Antrei Hartikainen

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Autumn Night 2

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Antrei Hartikainen

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Spring Snow I

Typology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Antrei Hartikainen

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Spring Snow 2

Typology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Antrei Hartikainen

Composition:

100% wool NZ

Sizes:

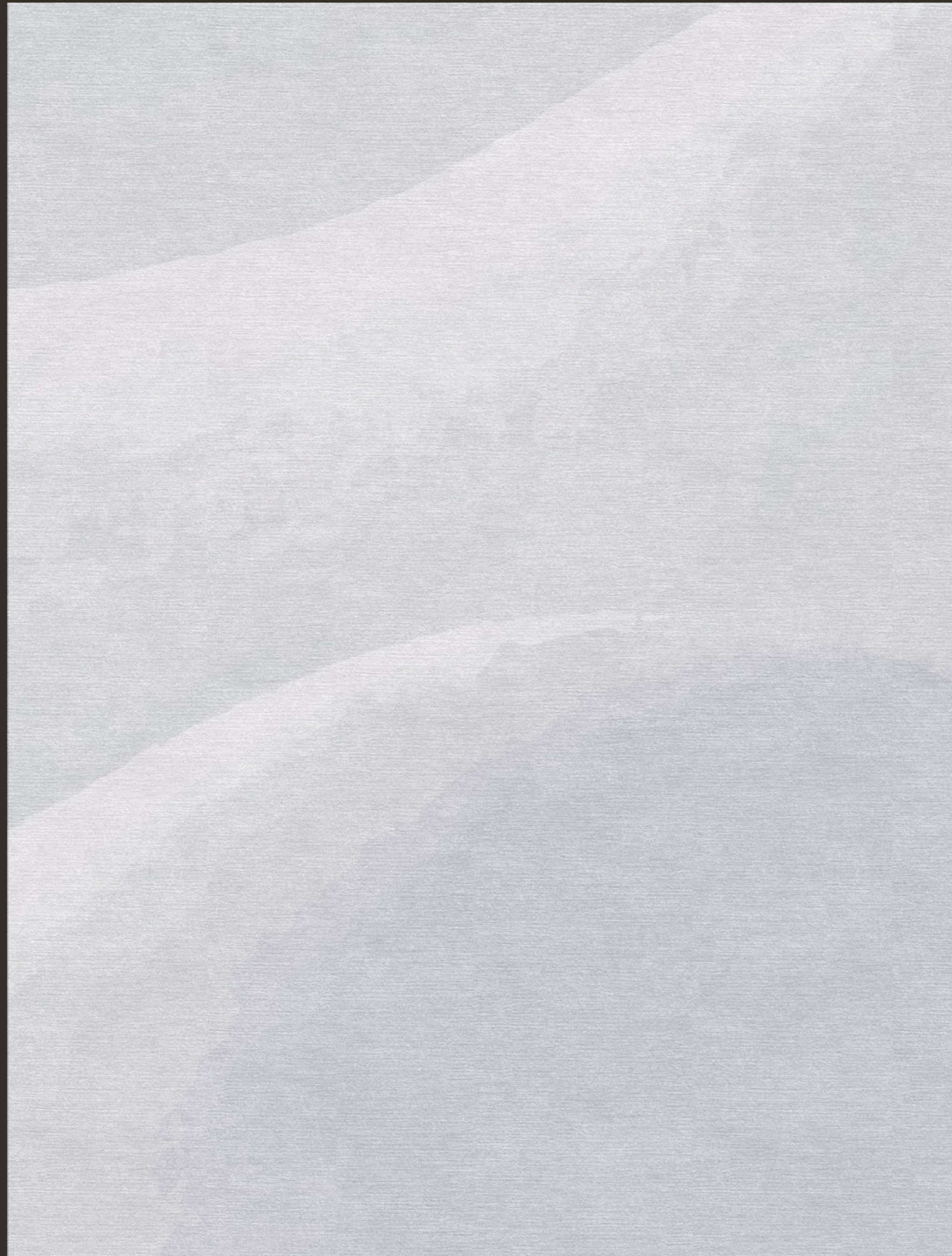
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Elements Collection

A series of rugs based on complex and original geometries: colors, shapes, and materials create a surface designed to blend elegantly and discreetly into a domestic or public space. Complex designs lend a strong identity to any interior space without necessarily shouting its presence, but rather proposing new color harmonies.

Design

Riccardo Giovanetti

Designer and architect, Riccardo Giovanetti was born in Milan, where he graduated in Architecture from the Politecnico di Milano and studied design at the Domus Academy. His design work spans a wide range of fields: in the world of design, he creates furniture, lighting and objects for many leading international design firms, including Cassina, Flou, Fast, Fontana Arte, Leucos, Whirlpool and many others. As an art director, he collaborates with leading companies on the development of new product collections. At the same time, he designs exhibitions for museums and prestigious venues in Italy and around the world, and, as an architect, his practice is involved in the design of major architectural projects such as villas, residential buildings and resorts in many countries.

www.riccardogiovanetti.it



Aldous

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Bricky

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Blossom

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

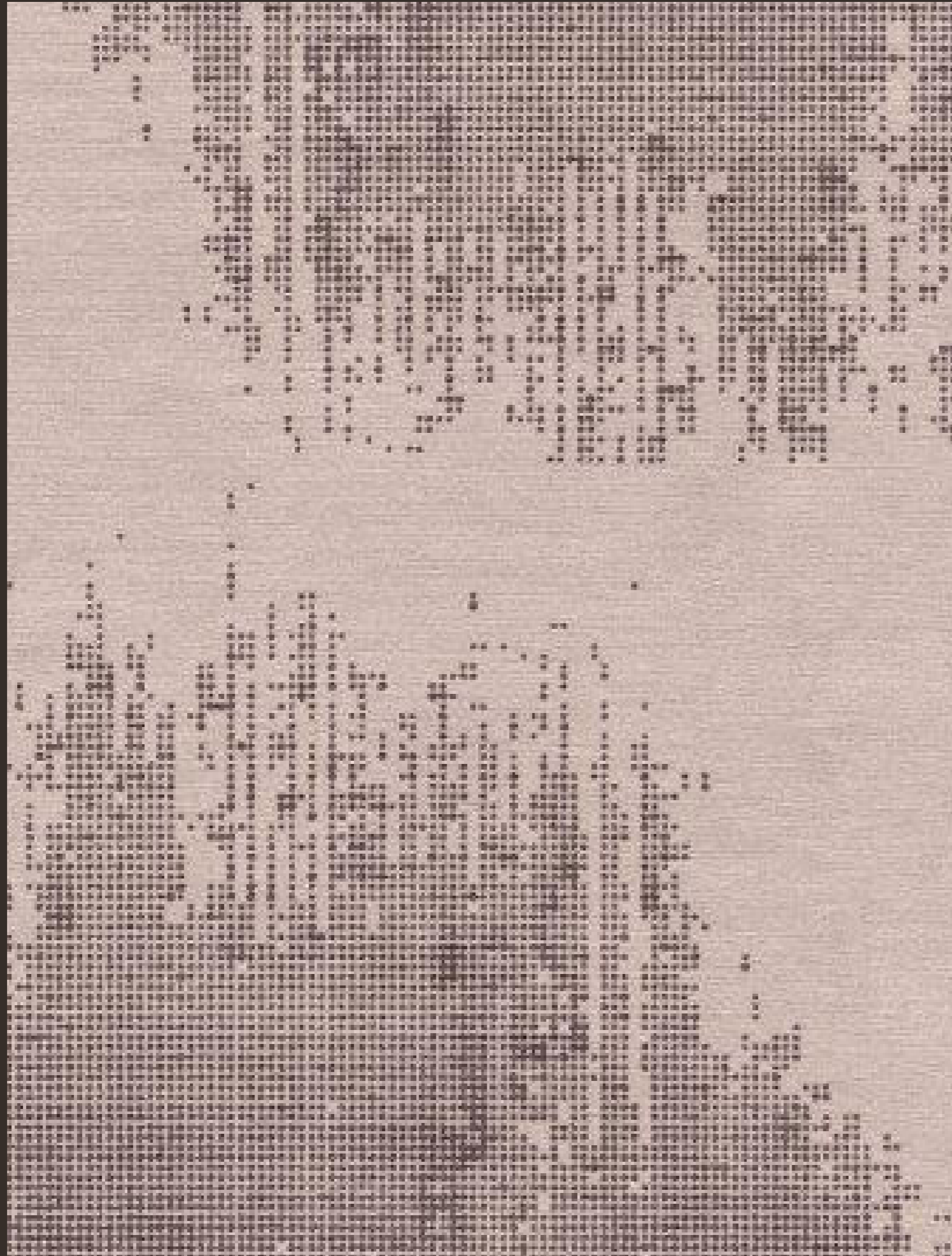
Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Carlyle

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Aster

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Hole

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

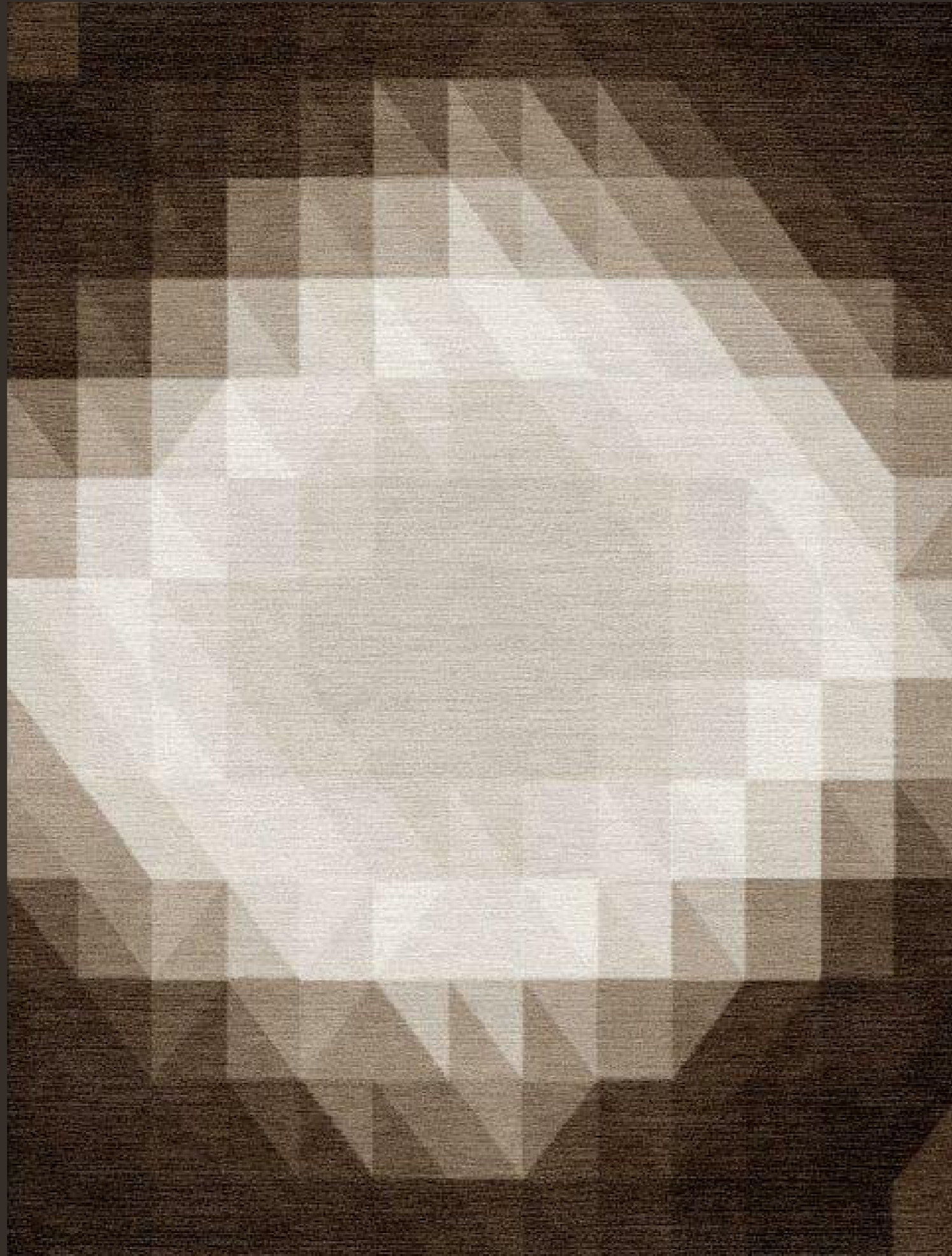
Weight:

4000 gr/m2 HT-750

117.97 oz/sq yd

Customization:

**Custom size, shape and
composition on request**



Dot

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

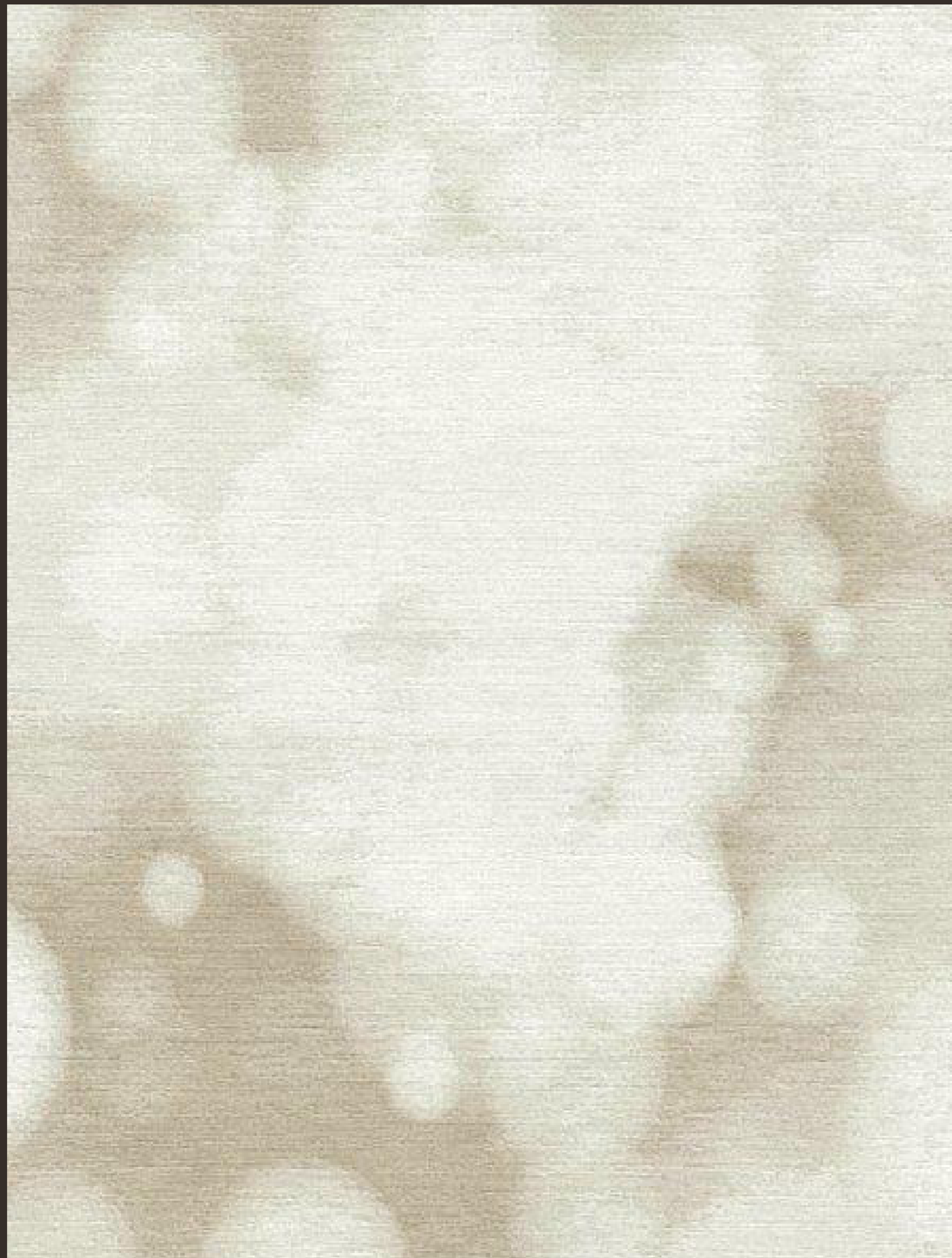
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Align

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

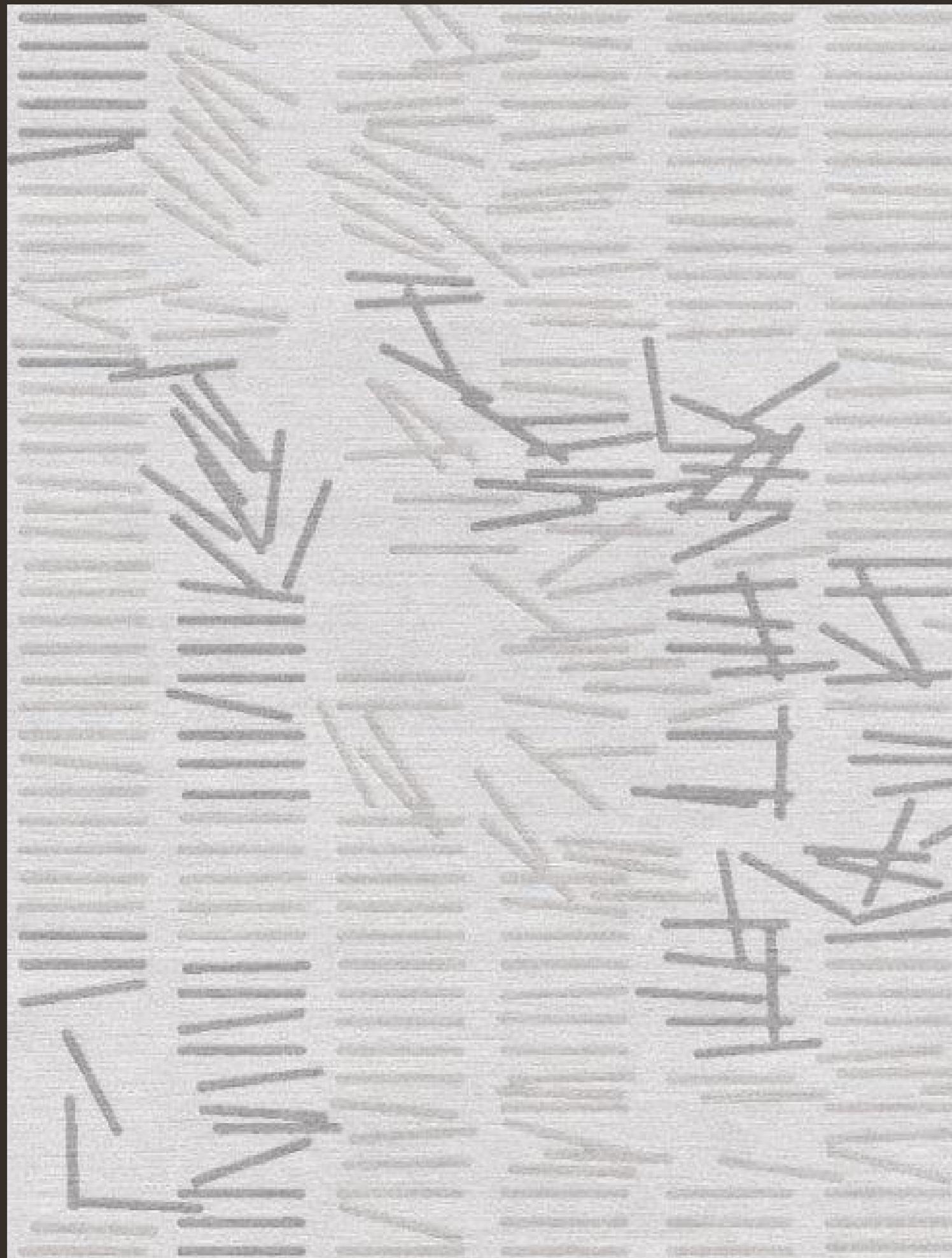
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Packy

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Meteor

Tipology:

Indoor

Fabrication:

**Hand Knotted, HandTufted,
Flatweave**

Designer:

Riccardo Giovanetti

Composition:

100% wool NZ

Sizes:

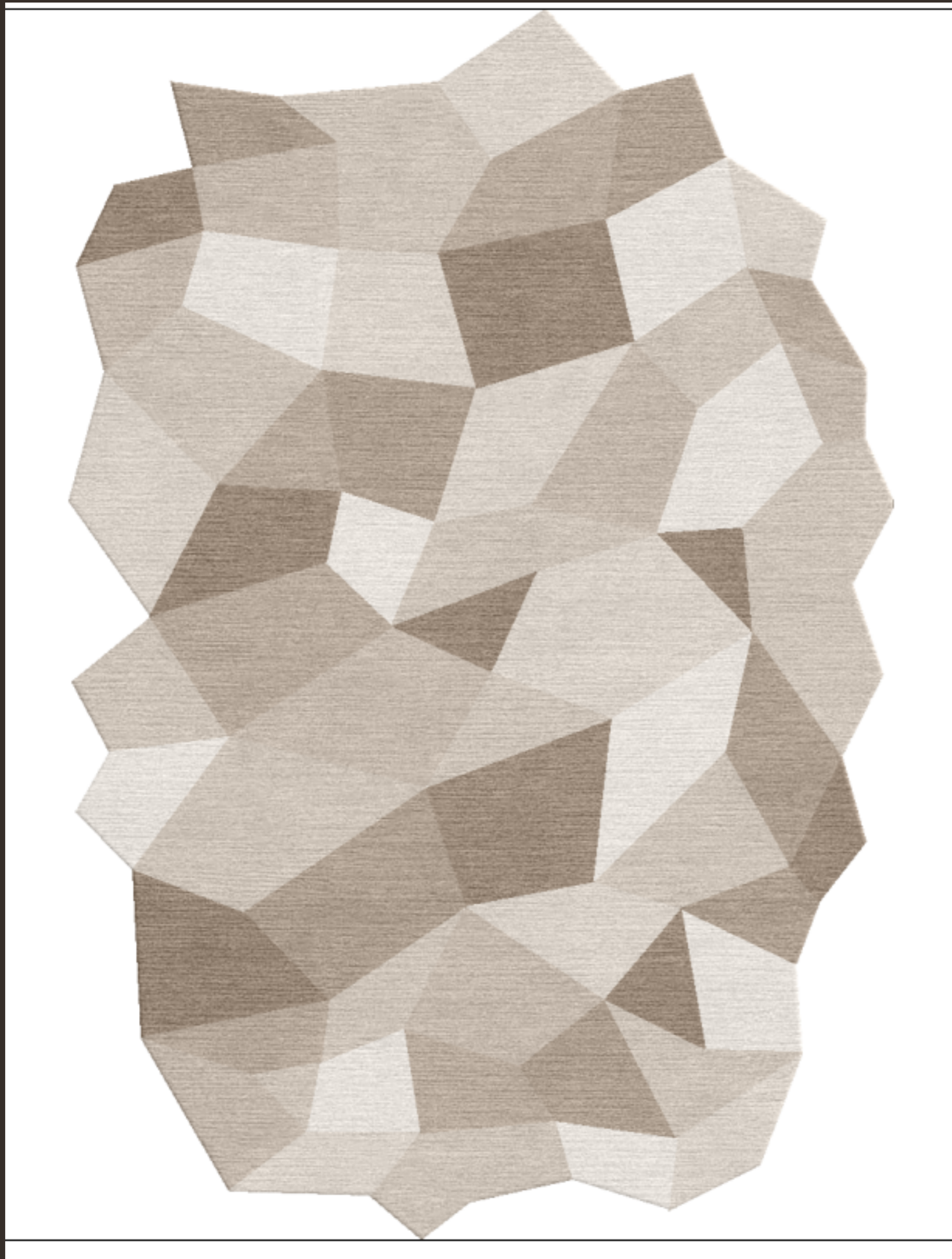
200x300cm / 6'7"x9'10"

Weight:

**4000 gr/m2 HT-750
117.97 oz/sq yd**

Customization:

**Custom size, shape and
composition on request**



Notes

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