



**PO!PARIS**  
DESIGN

WEAVING  
&  
EMBROIDERY

2022 COLLECTION

Rugs, cushion covers,  
bags & other accessories

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## THE LOOM

Weaving has been a lively tradition all over Albania for centuries. Each region has its specific patterns and techniques, geometrical in the south, naive and colourful in the mountainous regions of the North.

In the beginning of the 90's during the democratic transition from the collectivist economy, all the state workshops closed and weaving became a domestic based activity.

*Po! Paris* is now mobilising this talent by working closely with a local organisation of women and bringing designers from Paris while patiently re-creating the yarn production from the best local wool.

Today three different workshops weave our rugs, each one with its own specific knowhow.

## THE TECHNIQUES

The collaboration led to the creation of a new community based workshop where ancestral traditions and very qualified craftsmanship contribute significantly to the revenue for many households, capacity building and training for the new generations.

We use a wide range of techniques, from flat woven to hand knotted, an original mix of both and embroidered on flat woven, as shown in the picture above.

Three to four weavers working side by side weave our large rugs one by one by hand on a vertical loom.



## HAND KNOTTED PILE

In the isolated hamlets of Dukagjin, a mountainous region in the north of Albania, possibly the cradle of Albania's national culture, women have been weaving knotted pile rugs for centuries, bringing warmth and colour to their households during the long and cold winters.

Our rugs are still woven one by one on the same looms.

Two different pile techniques are used : a thick pile made with a twisted yarn, or a pile made with one or more non twisted yarn.

The warp is in cotton, the weft is in wool from local *Ruud* breed sheep, harvested in the beautiful valleys around Mount Korab.

As the workshop produces the yarn and colours, any size and colour combination can be made.



## THE MIX RUG BY PHILIPPE MODEL

Hand knotted thick pile.

Because the workshop makes it's own yarn, we managed to mix two to three colours per pile. There are up to 40 different colour combinations in this rug designed by Philippe Model for *Po! Paris*.

Designer : Philippe Model.

Standard size : 210x180 cm

Reference : S02MDL010

Other sizes : 100x50 cm  
100x100 cm

Reference : S02MDL01X

We can make any size. For larger sizes the composition is expanded proportionally, for smaller formats you can either choose a portion of the design or simply reduce the whole pattern to your size requirements.



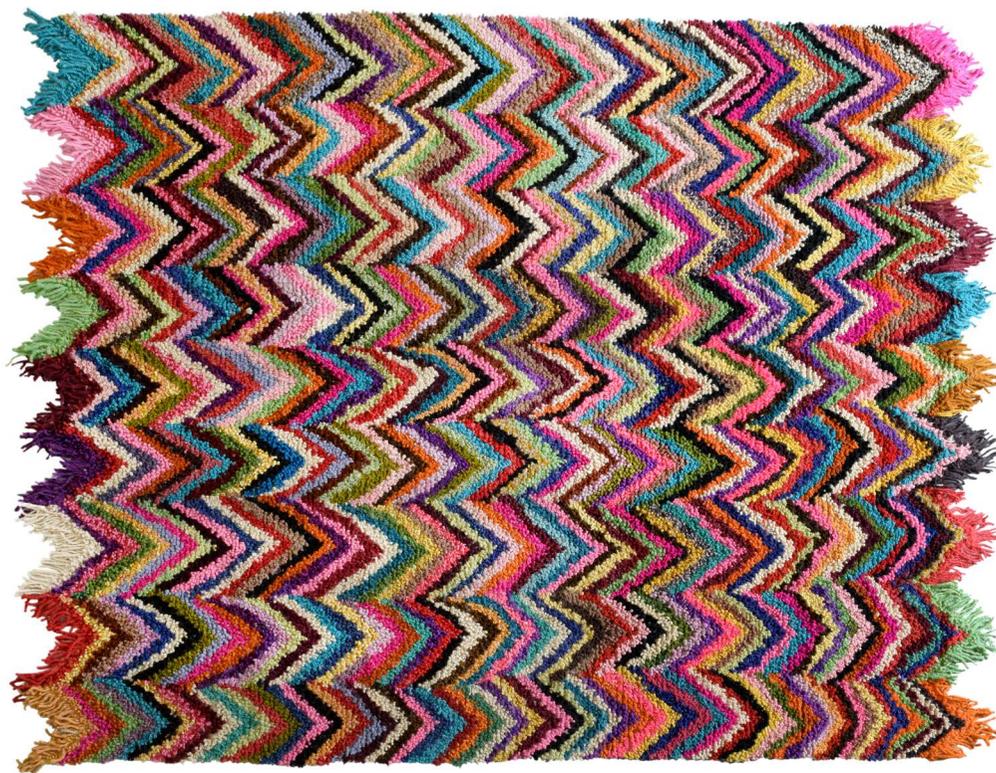
## ROSES

Hand knotted thick pile.  
Designer : John Felici.

Standard sizes :  
120x150 cm      Reference : S02RSE20  
150x240 cm      Reference : S02RSE01  
200x240 cm      Reference : S02RSEX

The rug can be made in many different colours.





## WILD CHEVRONS

Knotted rug, chevron pattern with 9 tips.

Designer : Philippe Model.

Standard size : 220x180 cm.

Reference (made to order) : S02MDL03X.

This rug can be made to your size requirements or done in two pieces like shown below.





## **WILD CHEVRONS CUSHION COVER**

Large cushion cover, knotted chevron pattern and flat woven background.

Designer : Philippe Model.

Size : 70x90 cm

Fits a 70x70 cm cushion

Reference : S02MDL13.





## IRREGULAR FLOOR RUG

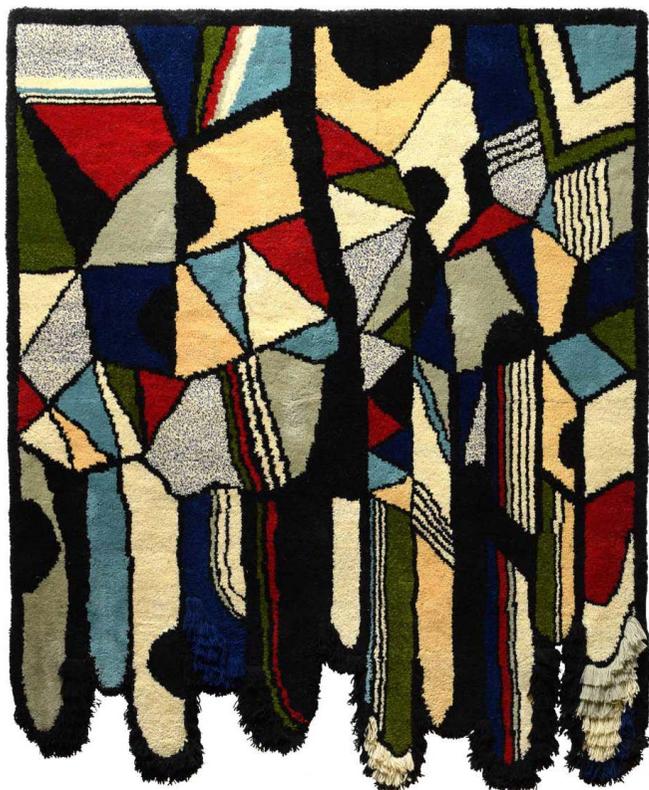
Thick hand knotted pile rug.

Designer : Philippe Model.

Standard dimensions : 150x210 cm

Reference : S02MDL020

Other colour combinations and sizes made to order.



## GEOMETRY RUG AND WALL DECORATIONS

Finely knotted rug for use on the floor or also as decoration on the wall.

Designer : Aurélie Mathigot

Standard dimensions : 150x180cm

Reference : S02ARL01.

Smaller sizes of the geometry rugs are suitable as wall decoration.

Standard dimensions : 100x30 cm

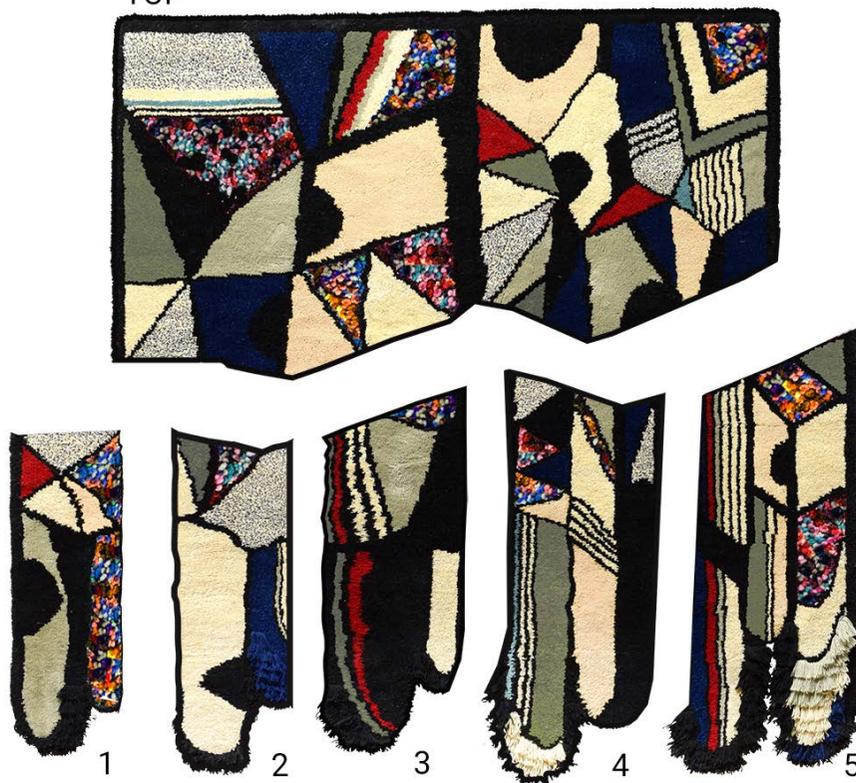
70x60 cm

100x100 cm

Reference : S02ARL01X.

Bespoke sizes are possible.

TOP



## GEOMETRY RUG PER PIECE

Our geometry rug can also be sold in pieces. To be put all together or to cover your walls separately, you can choose which piece would fit.

Designer : Aurélie Mathigot.

References :

S02ARL01X (top) : 142x65 cm

S02ARL01X (piece 1) : 70x26 cm

S02ARL01X (piece 2) : 78x27 cm

S02ARL01X (piece 3) : 85x29 cm

S02ARL01X (piece 4) : 91x33 cm

S02ARL01X (piece 5) : 95x35 cm



## AURÉLIE'S WAVES

Finely knotted rug for use on the floor or also as decoration on the wall.

Each section of the composition has a difference in the length of the knotted pile. Very short in the light blue part, thicker in the other parts and very long in between.

Designer : Aurélie Mathigot

Dimensions : 180x210cm

Reference : S02ARL02

Alterations in size and colours are possible, either by changing the scale of the design or, if the size should be smaller by choosing one fragment of the larger composition.



## AURÉLIE'S THOUGHTS

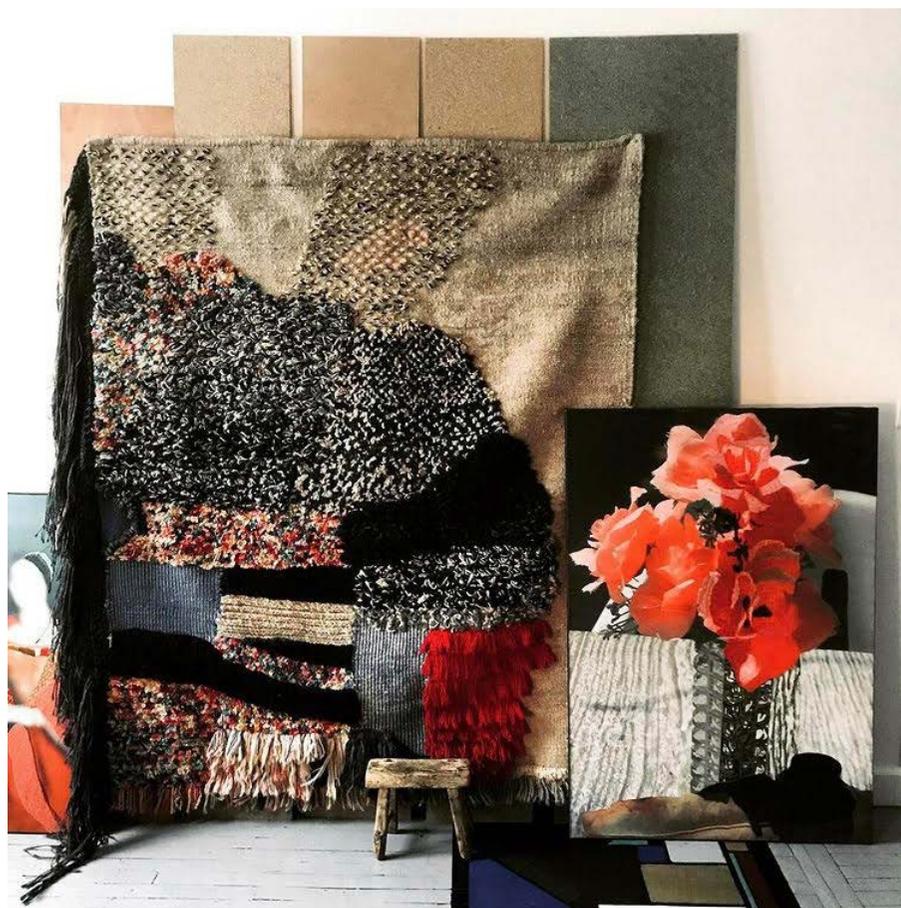
In itself an anthology of weaving, this rug is hand made, using 10 different weaving techniques on a vertical loom.

Designer : Aurélie Mathigot

Standard size : 70x80cm

Reference : S02ARL3X

This rug, also perfect as a wall decoration, can be made to custom sizes and in many colours, either by changing the scale of the design or by choosing one fragment of the larger composition.



## **LARGE RUG**

### **AURÉLIE'S THOUGHT**

Aurélié's rug is also available in a larger size.

Designer : Aurélie Mathigot

Dimensions : 143x180 cm

Reference : S02ARL03



## FLAT WOVEN KELEMS

Traditional Albanian kilim are decorated with characteristic oriental style geometrical patterns, a heritage of the long Ottoman presence in the Balkans.

During the collectivist era weavers were trained in the state run «Fabrikë artistikë» and became the pride of Albania's craft industry.

A few of those weavers are still active today.

This know-how is essential in the making of our new complex designs woven on vertical looms by three to four weavers working side to side.

The yarn is dyed by hand adding exciting vibrations to the patterns.

Our Kilims are woven one by one to your size and colour requirements.

Maximum width is 240 cm but more rugs can be joined with a nearly invisible seam.

We provide simulations of the colour combinations to help visualising the final effect.



## KUB RUGS AND CUSHION COVERS

Flat woven rugs and cushion covers.

Designer : John Felici.

Standards sizes :

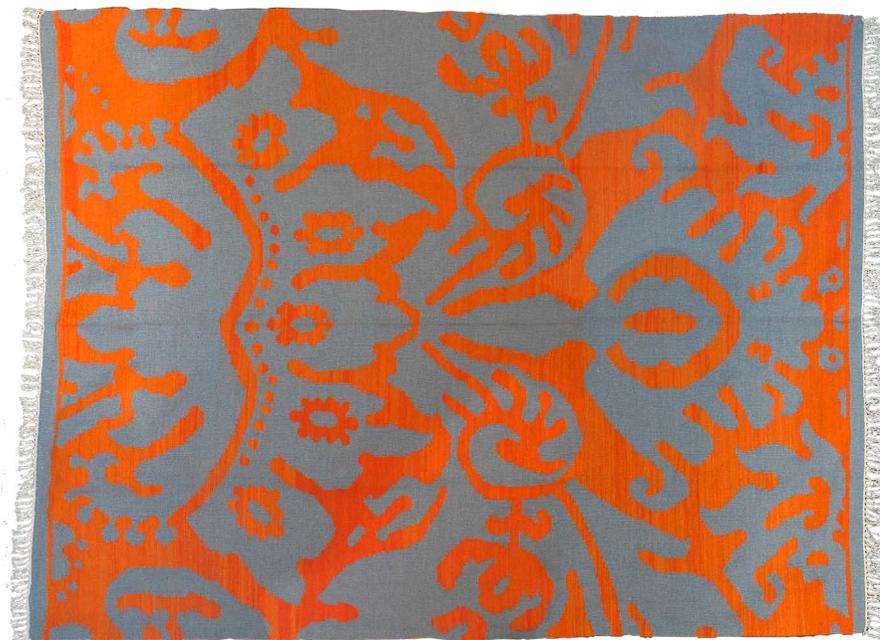
80x80cm	Reference : S02DSK02
150x240 cm	Reference : S02DSK01
120x150 cm	Reference : S02DSKX
200x240cm	Reference : S02DSKX

Cushion Covers :

Dimensions : 70x70 cm	Reference : S02DSK12
Dimensions : 55x55 cm	Reference : S02DSK13

More sizes and colour combinations are available.





## ACANTHE

Flat woven two coloured pattern.

Designer : John Felici.

Dimensions :  
150x240 cm      Reference : S02ACA02

Other bespoke sizes :  
200x240 cm      Reference : S02ACA02X

More sizes and colour combinations available.





## MIXED TECHNIQUE

Nathalie Lété is an artist based in Paris known worldwide for her colourful style and rich patterns.

We explored together new techniques to make her designs more visible on woven items.

Working with the weavers we developed an original mix of knotted and straight weaving and embroidery on rugs, baskets and cushions of many colours and sizes.

Each item of this collection is made on a vertical loom with flowers and butterflies embroidered or knotted between lines of flat weaving in a colour and size of your choice.

The choice of the colours combinations and the distribution of the pattern on the background is left to the creativity of the weavers, making each piece absolutely unique.



## NATHALIE'S BUTTERFLIES

Knotted and woven rug.

Designer : Nathalie Lété.

Standard sizes :

150x120 cm      Reference : S02NTL20

Bespoke size      Reference : S02NTL20X

Exemple : 200x240 cm.

70x70 cm

More sizes and colour combinations can be made.





## **NATHALIE'S SMALL FLOWERS**

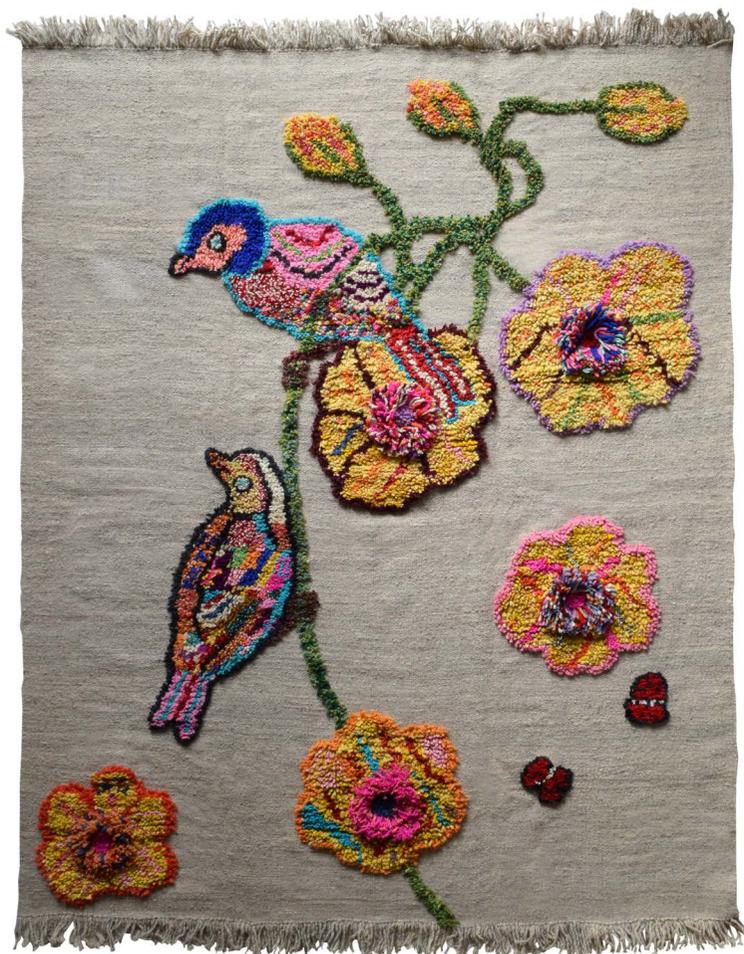
Woven and knotted rug.  
Designer : Nathalie Lété.

Dimensions : 200x240 cm  
Reference : S02NTL22.

Bespoke colours and sizes can me made to order.

The flowers are generally yellow with pink and red details, unless otherwise requested, but they are arranged in an aleatory way.

Each item is totally unique as none will be the same.



## NATHALIE'S BIRDS RUG

Woven and knotted rug.

Designer : Nathalie Lété.

Dimensions : 180x210 cm

Reference : S02NTL55

Bespoke colours and sizes can be made to order.

The weavers will adapt the composition to the new format if needed.

Each item is totally unique as none will be the same.



## NATHALIE'S OWL RUG

Nathalie's owl is a colorful addition to our bird collection. Mostly knotted with some woven and embroidered bits, this rug would be a beautiful feature for children's room. The main colour can be picked and the rest will be on our weavers' talent.

Designer : Nathalie Lété.

Dimensions : 142x65 cm

Reference : S02NTL56

Bespoke colours and sizes can be made to order.

The weavers will adapt the composition to the new format if needed.

Each item is totally unique as none will be the same.



## **NATHALIE'S SEA RUG**

Woven and knotted rug.

Designer : Nathalie Lété.

Dimensions : 180x220 cm

Reference : S02NTL60

Bespoke colours and sizes can me made to order.

The weavers will adapt the composition to the new format if needed.

Each item is totally unique as none will be the same.



## NATHALIE'S SEA CREATURES RUGS

Those beautiful sea creatures are mostly knotted with some partial woven parts - mostly here to put together the rug's shape.

Designer : Nathalie Lété.

*Carp*

Dimensions : 81x145 cm    Reference : S02NTL61

*Tigerfish*

Dimensions : 150x150 cm    Reference : S02NTL61

*Seahorse*

Dimensions : 48x150 cm    Reference : S02NTL61

Bespoke colours and sizes can be made to order.

The weavers will adapt the composition to the new format if needed.

Each item is totally unique as none will be the same.



## **NATHALIE'S ANIMALS RUG**

Those beautiful animals are mostly knotted with some partial woven parts - mostly here to put together the rug's shape.

Designer : Nathalie Lété.

*Squirrel*

Dimensions : 80x88 cm    Reference : S02NTL56

*Cat*

Dimensions : 140x140 cm    Reference : S02NTL56

Bespoke colours and sizes can be made to order.

The weavers will adapt the composition to the new format if needed.

Each item is totally unique as none will be the same.



## NATHALIE'S CHARACTERS RUG

Those beautiful characters are mostly knotted with some partial woven parts - mostly here to put together the rug's shape.

Designer : Nathalie Lété.

*Teddy Bear*

Dimensions : 75x113 cm    Reference : S02NTL57

*Birdman*

Dimensions : 45x113 cm    Reference : S02NTL57

*Elephant*

Dimensions : 75x113 cm    Reference : S02NTL57

Bespoke colours and sizes can be made to order.

The weavers will adapt the composition to the new format if needed.

Each item is totally unique as none will be the same.



## BEDHEADS

Small, medium and large bedheads. The bird theme is woven and knotted on a flat woven base.

It can be placed on the wall bed head using the small eyelets behind the pompons.

If used as a rug, the embroidered parts of the rug are more fragile than the rest, it is recommended not to place it in highly frequented areas to minimise the risk of potential damage.

Designer : Nathalie Lété.

Dimensions

Small : 100x70 cm

Medium : 140x70 cm

Large : 160x70 cm

Reference : S02NTL05

Reference : S02NTL15

Reference : S02NTL25



## **BUTTERFLY CUSHION COVER**

Large and smaller cushion covers with a knotted pattern on a flat woven background.

Designer : Nathalie Lété.

Dimensions :

Small : 50x50 cm

Reference : S02NTL202

Large : 70x70 cm

Reference : S02NTL201

Please specify the colours you'd like in your order.



## NATHALIE'S FLOWERS CUSHIONS

Our Nathalie Lété cushions never gets old ! Colorful and flowery, they will give a springly feeling to any interior.

You can choose the background color from a large range of colours.

The weavers freely choose the best combination of coloured yarn for the pattern, making each and every piece absolutely unique.

Designer : Nathalie Lété.

Dimensions :

Large (with two flowers) : 70x70 cm

Reference : S02NTL110

Small (with one flower) : 55x55 cm

Reference : S02NTL120

More colours are available.



## **NATHALIE'S UNDERGROWTH**

Those two patterns are unique representation of Nathalie Lété's imagination. With a sunflower on one and the forest on the other, these pieces will bring Nathalie's dreams to your home.

Designer : Nathalie Lété.

*Sunflower*

Dimensions : 70x70 cm

Reference : S02NTL110-FLM

*Undergrowth*

Dimensions : 70x85 cm

Reference : S02NTL210



## **NATHALIE'S BIRD CUSHION COVERS**

The new Nathalie Lété's birds cushion covers join the flowery ones in our 2020 collection to bring a soft and springly feeling to your space.

You can choose the background color from a large range of colours.

The weavers freely choose the best combination of coloured yarn for the pattern, making each and every piece absolutely unique.

Designer : Nathalie Lété.

Dimensions :

Large : 70x70 cm

Small : 55x55 cm

Reference : S02NTL115

Reference : S02NTL125

More colours are available.



## **WEAVING AND EMBROIDERY**

Embroidery is a common activity amongst women in Albania.

Their natural sense for colour is perfectly in tune with Nathalie Lété's style.

We brought these two extraordinary talents together and developed a range of cushions and baskets embroidered by hand on a thick flat woven base using bright colours.

The pieces are woven and assembled in the workshop, while the embroidery is mostly done at home by women of the same area, adding income to a growing number of households of this town in the north of the country.



## EMBROIDERED CUSHIONS

Cushion covers flat woven and embroidered by hand with a floreal pattern.

The background comes in all sorts of colours.  
The weavers choose the best combination of coloured yarn for the pattern.

Cushions  
Small : 50x50 cm  
Large : 70x70 cm  
Bolster : 110x55 cm

Reference : S05NTL430  
Reference : S02NTL420  
Reference : S02NTL410



## **NATHALIE'S BIRD BASKETS**

Nathalie's birds baskets come in three different sizes. The two smallest ones can occasionally be used as tote bags but the large one is most commonly used for storage or decoration.

Their unique patterns are on both sides of the bags except for the mini ones.

You can pick the colour of the background, we usually trust our weavers talent to pick the colour of the pattern which makes each piece unique.

Designer : Nathalie Lété.

Mini : 30x18x40 cm

Reference : S02NTL442

Medium : 40x30x50 cm

Reference : S02NTL435

Large : 50x35x60 cm

Reference : S02NTL425



## NATHALIE'S BUTTERFLY BASKETS

Nathalie's butterfly baskets come in three different sizes. The two smallest ones can occasionally be used as tote bags but the large one is most commonly used for storage or decoration.

Their unique patterns are on both sides of the bags except for the mini ones.

You can pick the colour of the background, we usually trust our weavers talent to pick the colour of the pattern which makes each piece unique.

Designer : Nathalie Lété.

Mini : 30x18x40 cm      Reference : S02NTL442

Medium : 40x30x50 cm      Reference : S02NTL432

Large : 50x35x60 cm      Reference : S02NTL422



## NATHALIE'S SMALL FLOWERS BASKETS

Nathalie's small flowers baskets come in three different sizes. The two smallest ones can occasionally be used as tote bags but the large one is most commonly used for storage or decoration.

Their unique patterns are on both sides of the bags.

You can pick the colour of the background, we usually trust our weavers talent to pick the colour of the pattern which makes each piece unique.

Designer : Nathalie Lété.

Mini : 30x18x40 cm	Reference : S02NTL447
Medium : 40x30x50 cm	Reference : S02NTL437
Tote : 50x25x40 cm	Reference : S02NTL437
Large : 50x35x60 cm	Reference : S02NTL427



## **NATHALIE'S SEA BASKETS**

Nathalie's sea baskets come in three different sizes. The two smallest ones can occasionally be used as tote bags but the large one is most commonly used for storage or decoration.

Their unique patterns are on both sides of the bags except for the mini ones.

You can pick the colour of the background, we usually trust our weavers talent to pick the colour of the pattern which makes each piece unique.

Different patterns are available, it can be a (or many) fish, a seahorse or a lobster as shown on the pictures.

Designer : Nathalie Lété.

Mini : 30x18x40 cm	Reference : S02NTL442
Medium : 40x30x50 cm	Reference : S02NTL436
Large : 50x35x60 cm	Reference : S02NTL426



## NATHALIE'S TOTE BAGS

Little bags with a woven back that can be made from each of Nathalie Lété's collection (flower, bird and sea).

The pattern is knotted on one side of the bag.

Designer : Nathalie Lété.

Dimensions : 35x24x42 cm

Reference : S02NTL446





## EMBROIDERED BASKETS

Flat woven baskets with embroidered birds.

Designer : Nathalie Lété.

Dimensions :

Mini : 30x18x40 cm

Small : 40x30x50 cm

Large : 50x35x60 cm

Reference : S02NTL441

Reference : S02NTL431

Reference : S02NTL421





## ALL COLOURS

The virgin wool used comes from sheeps from a race called *Ruud*, we chose it because of its rare quality traditionnaly used in Albania. It is then hand tinted in our workshop.

The white and grey nuances of our products are the natural tint of the animals, it is given to you in our sample as references, it might be slightly different depending the natural color of the animal.

The colored wools use the virgin base as well, therefore they might not be perfectly harmonious. We like these differences and believe they add to the unique character of our products.

For the products with patterns like flowers or birds, it is possible to specify to our weavers the colors you would like. Although, we always have trusted their inspiration to pick the right colors and we have never been disappointed.



## JUTE

In Tirana you can have virtually anything embroidered typically for special occasions such as weddings or engagements.

The women practice their skills on jute from coffee sacks. We decided to leave the up cycled fibre apparent as background of original designs by *Po! Paris* or Nathalie Lété and Sarah Wilkins.

The original prints of the brand of coffee beans can occasionally be visible.

The collection ranges from simple tote bags in two sizes, to cushion covers.

With time a group of women has become a small cooperative with help from our local partner in Albania creating a real business providing additional income to households in Albania.



Martin Luther King



Rosa Parks



Nelson Mandela



Michael Jackson



Adam & Eve



Amy Winehouse



Ruth Bader Ginsburg



Nelson Mandela & Desmond Tutu



Gandhi



Marilyn Monroe



Woody Allen



Lady Diana

## HEROES ON JUTE CUSHION COVERS

Albanian people usually chat and discuss politics and world affairs, and very often about celebrities. Here is a selection we made.

The back of the cushion covers are in cotton. Colours may vary according to availability.

Designer : John Felici.

Size : 40x40 cm

Reference : S04(NAME)01.



Butterfly



Butterfly



Hippy



Pour toi



Grandma



Grandma



Pink skull



Yellow skull

## THE OTHER PATTERNS

Any pattern can be applied on the bags or the cushion covers.

Designer : John Felici.

Dimensions : 40x40 cm

Reference : S04(NAME)01

Inner cushion sold separately.



Acanthe red



Peasley



Peasley



Butterfly

Eiffel Tower

Pour toi



Freud

M. Jackson

Hippy

Mata Hari

Skull



Cherry

Umbrella

Cake

Zoti Po!

Moka

Flash

Splash

## JUTE BAGS

All patterns can also be made as Jute bags. Here is an overview of all our bags in embroidered upcycled Jute. The bags are lined.

Small bag : 24x32 cm

Reference : S05(NAME)01

Large bag : 35x43 cm

Reference : S05(NAME)02

Designers (per line) : Nathalie Lété  
John Felici  
Sarah Wilkins



Nathalie Lete lives and works in Paris. In her work she combines different techniques and mediums ranging from illustration to ceramics, textile and painting.

Constantly on the move, she is inspired by her travels, vintage toys and old engravings of flowers and animals.

Her world is nurtured by popular and folk art of both of her Chinese and German origins.

Her work is colourful, naive and poetic, even strange. It has been said that it is close to being "Art brut".

She illustrates and produces children's and graphic books, knitted and stuffed toys, glass pictures, patterned dishes, but also postcards, ceramic sculptures, silkscreen printed t-shirts, rugs and jewels in limited edition... both for herself and for commissions.



Sarah Wilkins is a New Zealand born illustrator who lives between Paris and Wellington.

She spends her time creating illustrations with a unique combination of sharp-eyed visual wit, sophisticated colours and graceful hand-lettering.

Working with acrylic, gouache, pen & ink, Sarah's whimsical and elegant style has a refreshingly painterly feel. Her illustrations have been featured around the world in magazines and advertising campaigns, airports, museums, bookstores, on buses, murals, in the metro, as well as on bags, cups, books, toys...the list goes on.

Sarah's clients include *Barnes & Noble*, *American Express*, *UNESCO*, *Smithsonian*, *Time Magazine*, *The New York Times*...

## DESIGNERS



Decorator, stylist, scenographer, costume designer, museographer, Philippe Model transforms space in an enchanted territory.

He has gained fame worldwide creating shoes, hats and gloves and accessories for brands such as *Dior*, *Hermes*, *Lanvin*, *Jean-Paul Gautier*, *Kenzo*, *Yves Saint-Laurent* and *Thierry Mugler* -amongst others, until he decided to move on his own way.

His luxurious apartment in an "Hôtel Particulier" in the center of Paris became his own playground for his experiments with colours and textures in every corner.

Philippe Model likes to say colour is one of the great pleasures of life. The very particular taste and sensibility for colour of our Albanian weavers seduced Philippe who instantly designed a collection of rugs and accessories for *Po! Paris*.



Aurélie Mathigot, French Paris based artist, winner of the *Paris Grand Prix* award for creations and craft, elaborates her research performance at the Mac/Val, Valenciennes beaux-arts museums, in Geneva or in Rio or at the Centre National des Arts plastiques.

She uses yarn to create sculptures in rope, wool, cotton using crochet and other techniques associating various materials and everyday objects and photography.

She creates an illusion though textile textures, using objects and images to interfere with reality creating a new original nature.

Intrigued by her way of treating photography and embroidery we created a new connection between with Aurélie and a group of highly experienced rug weavers in the North of Albania.

## DESIGNERS



Mark Eden Schooley is an American photographer and designer based in Paris.

He specializes in home decor and design magazines such as *Marie Claire Maison*, *Bloom*, *Le monde d'Hermès*, *Elle Déco* and more.

As an independent designer he contributes to the collections of various brands with a distinctive and minimalist style and also has his own brand of lamps, often working with natural materials and metal.



John Felici is the founder of *Po! Paris*. His true talent lies in his ability of bringing distant worlds together.

Longtime Parisian resident, he has combined the flair of the capital of fashion and design with that Balkan genius some call madness.

Fond of collaborative design, he develops his creations working closely with the producers, inspired by their environment, culture and personal aspirations.

All his designs are the result of the combination of locally sourced materials, awareness for social and sustainable development issues, with a constant attention to quality standards of high end market products. To achieve his goal he combines his efforts with those of non-profit organisations in low income countries.

## DESIGNERS