



BARJIS<sup>®</sup>

LONDON

**BESPOKE**  
**RUGS AND CARPETS**

LUXURY WITH A CONSCIENCE

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## **BARJIS RUG STORY**

Barjis Rug studio was established in the year 2000 from humble beginnings. Barjis Chohan was heavily pregnant with her first child and wanted to work from home while raising her soon to be baby. During her pregnancy, she started painting to kill time. It was a eureka moment where she discovered that her paintings would look great as rugs. She researched the market and felt nobody was actually producing rugs that look like art. Hence she set up the studio taking small projects to supplement her income. Little did she know that in a year's time she would be awarded Entrepreneur of the year and Designer in International trade by Financial Mail on Sunday and Shell Livewire. The rest is history!

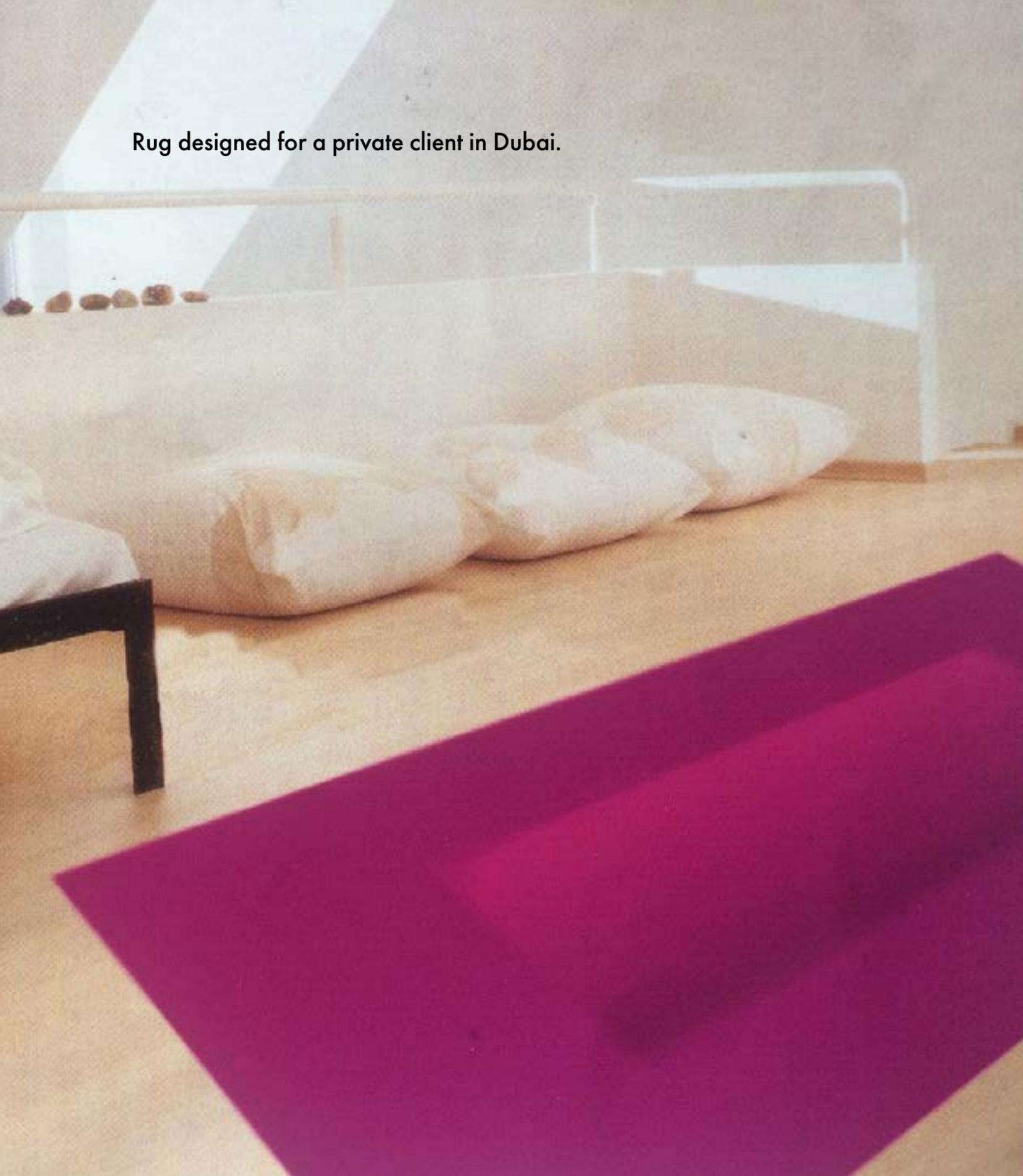
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## **BIOGRAPHY**

Barjis Chohan is the Founder and CEO of BARJIS. Her background is in Fashion & Textiles. Graduated from London College of Fashion and a MA in Design from Central St. Martins. She worked at Harvey Nichols, Vivienne Westwood and a French Fashion house in Monte Carlo before setting up her own design business. Barjis embarked on her rug designing accidentally, as Fashion did not fit in with her lifestyle at that time. The business has been built organically through the vision and dedication of Barjis Chohan. In 2011, the brand introduced a contemporary Fashion line, influenced by her multi cultural heritage.



Rug designed for a private client in Dubai.



Barjis is one of the pioneers in introducing tone on tone effect in rug making. This creates a paint like feel - replicating a piece of art.

Barjis strives to produce work of the highest quality - with 4 principles that echo the ethos of the brand:

**INTEGRITY**

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**SUSTAINABILITY**

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**QUALITY**

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**CUSTOMER  
SERVICE**

# PRODUCTION

## HAND KNOTTED

Hand knotted rugs are a part of history; recently there is a trend for over dyed vintage Persian rugs. At Barjis we give them a modern twist by working with the suppliers in Iran to create our own colour palette - complimenting a contemporary interior.

These rugs are perfect fit for a modern home while retaining the history of the rug. Each rug has a story and no rug is the same. The hand knotted rugs are produced in Nepal, Iran and Turkey.

## HAND TUFTED

Handtufted rugs are cost effective in comparison to hand knotted. For creative projects which require complex designs, hand tufted is the better choice. The rugs are a blend of silk and 100% New Zealand wool with natural vegetable dyes. For high traffic areas, a blend of viscose and wool would be the right choice. The hand tufted pieces are produced by vetted factories in China, India and Turkey.

## WALL TO WALL CARPETS

The Barjis team works to all budgets, whether it's a small rug for the lounge area or a wall to wall carpet for the airport. The carpets are made from Axminster and handtufted techniques; suitable for large scale projects such as mosques, hotels, corporate headquarters, and airports.

## REDUCE NOISE POLLUTION

Woollen rugs have acoustic properties which help reduce noise pollution. This is why they are used to replace traditional wall art in high traffic areas such as restaurants, lobby areas, airports and corporate lounges.

## SUSTAINABLE MATERIALS

Barjis is conscious of the toxic waste in textiles. All the factories are vetted to ensure that materials are eco-friendly and the staff and workers at the factories are treated with respect and care.

## LEAD TIME

The production of the rugs and carpets takes 8- 10 weeks, depending on the complexity of the designs.

Sample production – 2 weeks.

**Vintage Persian handknotted rugs given a modern Barjis touch with over dyed colours.**



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# THE BARJIS BRAND

Barjis has put in the time and effort to build a brand that is well trusted.

The 20 years tenure in the design world is a true testament to the integrity and global appreciation of the brand.

A collaboration with BARJIS echoes a shared value for excellence, integrity, transparency and an appreciation of luxury which is ethical and sustainable.

**Barjis collaborative project  
with Persian suppliers.**



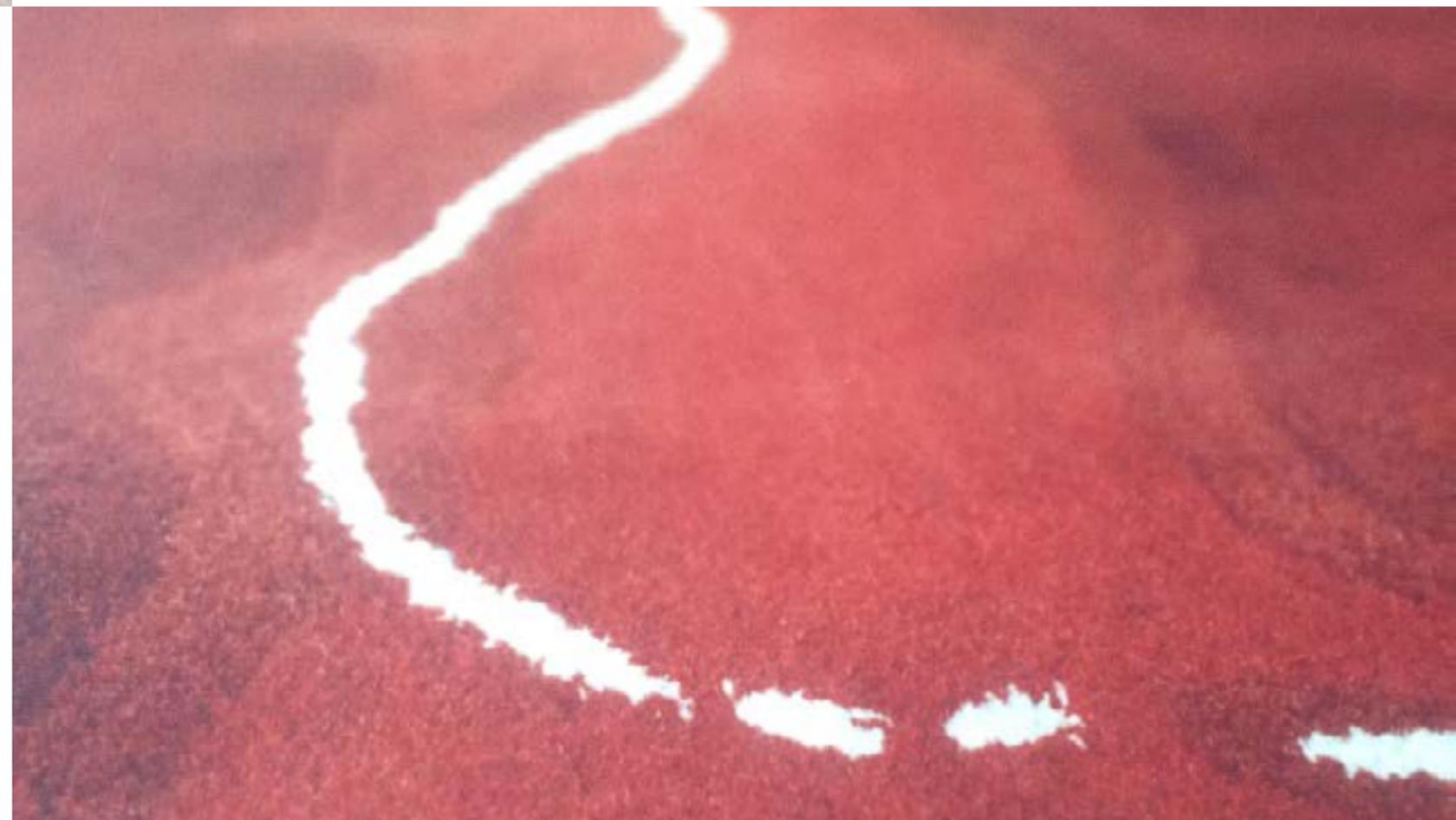


“We believe that the work should speak for itself.”

– **Barjis Chohan,**  
Founder, BARJIS

“I plan to add my rug designed by Barjis to my will.”

– **Private client in London**



# WHAT THE PRESS HAVE TO SAY...

Barjis Chohan was born in Pakistan and raised in Wandsworth. After completing an MA in Design at the renowned Central St Martin's College, and while waiting for the birth of her first baby, she decided to set up her own business designing contemporary rugs and wall hangings. After making a start producing designs on her kitchen table, she approached Wandsworth Youth Enterprise Centre at 88 Tooting High Street and embarked on their training programme. After being encouraged to enter the London Region Shell Livewire Awards in May, Barjis' parents proudly watched as their daughter was named as 'Young Business Person of the Year'. She then went forward to the national finals. In June she was named top young business person in England!



Meanwhile over at the Trident Business Centre (the commercial arm of WYEC at 89 Bickenleigh Road, SW17) Traveldonkey Limited has recently been awarded the Daily Telegraph's Small Business Award for Best Web Site. [www.traveldonkey.com](http://www.traveldonkey.com) is an online travel review site written by and for the traveller! The company was set up in January 2000 by Tally Maccham, Dave Green, Clare Dewille and Mike Green and has over 35,000 registered members. Traveldonkey Limited supplies its content and community tools to portals and web sites like Lycos, Excite and CXL, and the company is currently negotiating deals in Europe and the US. The Sunday Times recently included them on their list of '50



great British websites the world should envy'. If you are planning a trip, check them out - and when you come back, why not think about contributing your own reviews?

***"Absolutely beautiful rugs."***

– Evening Standard

***"Hopelessly modern works of functional Art."***

– Timeout

***"Barjis has harnessed her brilliant creative talents & combined them with solid commercial nous. Without doubt she will succeed."***

– Financial Mail on Sunday

# OUR CLIENTS

**Emirates Towers**  
Dubai

**Berkeley Group**  
London

**Hotel George**  
London

**Hotel Cayre**  
France

**The Rockefeller Group**  
USA

**The Landmark House**  
London

**Japan Airlines**  
Heathrow Premier Lounge.

**Numerous residential projects**  
in London, UAE, Germany and USA.



Luxurious Handmade rug  
for Hotel Cayre, Paris.



BARJIS®

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