## **VEEDON FLEECE**

Uniquely, Veedon Fleece produce the leading quality custom made, bespoke carpets and rugs for whatever residential or commercial interior on an individual commission basis

# The Human touch – from inspiration to installation

### Carpets can only be woven to the Veedon Fleece level of quality by careful attention to detail.

Once an order has been placed the point papers (graph paper interpretation of final design) are drawn up by hand. This is important as the paper is then individual to the final carpet but most importantly, drawn up by hand with respect to the strengths of the weavers who will be accurately constructing the final work.

When an order is placed an individual group of weavers are selected whose skill set is best matched to the type of design requested. They will be responsible to see the manufacturing process from beginning to end, starting by liaising with the point paper artist who will match his hand drawn paper to their individual skills.

> The loom will be warped, the precious yarns dyed, before the time consuming process of creation starts with the first knots being hand tied. When complete the finished carpet is taken from the loom, washed by total immersion, dried, stretched and final finishing takes place before despatch.

> > A dedicated team are responsible for each commission with pride.



Veedon Fleece is a custom weaving house specializing in bespoke design. That means that each commission is created on a couture basis. Veedon Fleece carefully select the finest yarns and skilfully blend its elastic colour palette to create unique one-off creations designed and coloured for their intended interior.



Your choice . . . design, size, colour

Muga – Pashmina Silk – Veedon Best Tibetan wool

Veedon Fleece concentrate on producing many different leading qualities from our rare muga silk, through pashmina, to silk, the unique veedon and best hand spun Tibetan wool. This helps to create the ultimate carpet to suit your interior.

#### Veedon Fleece

#### Muga Silk

Muga, a natural golden silk is produced in mountainous Assam and has for centuries been used for royal robes and ceremonial garments. It is extremely rare, costly and beautiful. Having a natural golden colour and rich lustre, it really is the closest you could get to a legendary magic carpet. As a resource, muga is always in short supply and Veedon Fleece is the only company in the world to produce carpets from it.

#### Veedon Fleece

#### Pashmina

This is a high luxury product, the best quality pashmina is hand carded with a small quantity of the best quality Tibetan wool to give the carpet both subtlety of colour and touch, along with the longevity expected from a Veedon Fleece carpet.

#### Veedon Fleece

#### Silk

It took ten years to find a silk which we felt was of a suitable quality to use in our production. This amazing silk has been grown to satisfy our strict quality control. Pure silk carpets, which are naturally hard wearing due to the quality of silk (one of natures strongest natural fibres and to the density of our knot count) currently contribute to a large proportion of our production facility.

#### Veedon Fleece

#### Veedon

Always striving for something better, always looking for something special, our development of yarns has led us to this unique fibre. It is so wonderful, we gave it our name 'veedon' as really it is a material that we believe second to none.

Silk and Best Tibetan wool are hand carded and carefully blended before being hand spun and then dyed. The end result is a carpet with the subtle lustre and patina of the best quality antique carpets. 'For recreating classical designs or to allow beautiful subtlety into contemporary designs, this is as good as it gets' says Adam Gilchrist.

#### Veedon Fleece Silk & Wool

#### Veedon Fleece Best Tibetan Wool

There are ten different grades of Tibetan wool. We only use the best. We also hand wash our wool ourselves to keep as much of the natural goodness. In our opinion, over processed wool is spoilt and is not allowed into our workshops. Neither do we blend our best wool with less costly New Zealand wool. There is very little point in trying to save a little on the ingredients when you are producing leading quality bespoke carpets. Our wool is so carefully sourced that we even developed the seven Natural Colours of Wool, un-dyed natural colours, available from the local Himalayan range.

#### Veedon Fleece

#### Best 120 knot quality

For us, 'Best 120 knot' means 120 knots plus to the square inch. In judging the carpet's end quality it should be noted that it is not just the high knot count that helps make Veedon Fleece the leading quality producer from Nepal, but the fact that more of only the best quality wool is used.

#### Veedon Fleece

#### Pile heights

The depth of pile height of each Veedon Fleece carpet can also be specified and in many contemporary commissions a cut pile design giving an embossed look is desirable. Each decision, even down to how we finish the selvedge, is carried out to your specification after careful consultation.

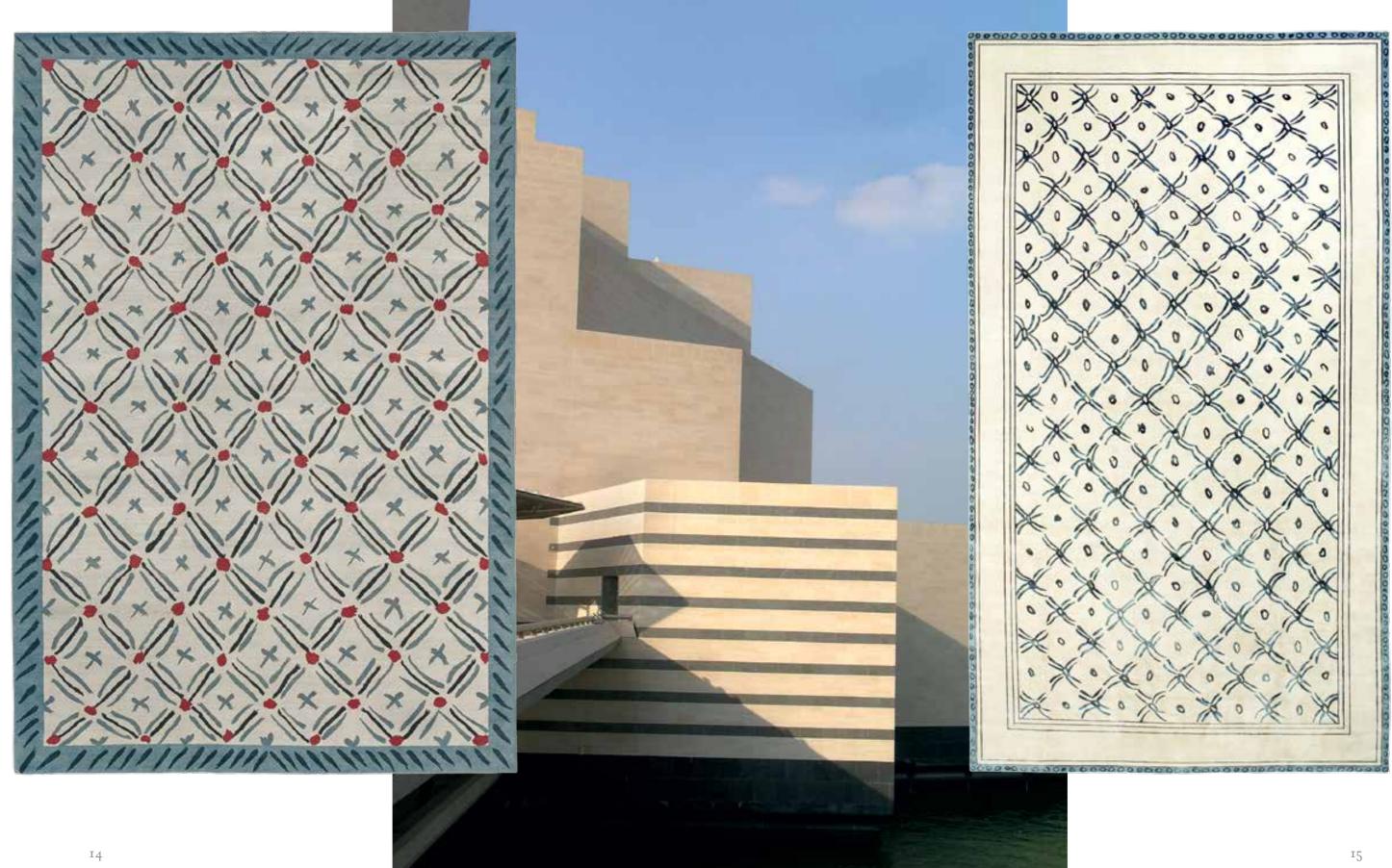
Self explanatory really. It starts with silk highlights in a veedon or best Tibetan wool carpet and continues to the point where some 60% of the design can be in silk. This application works particularly well with Veedon Fleece's damask designs and especially when working with a single colour, the silk reflecting the light to allow yet another shade, superb en grisaille.











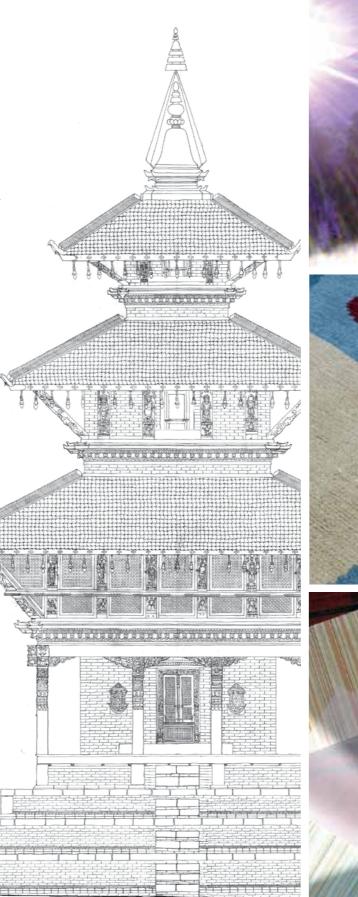






## Veedon Fleece,

a custom weaving house with a defined goal of creating excellence.









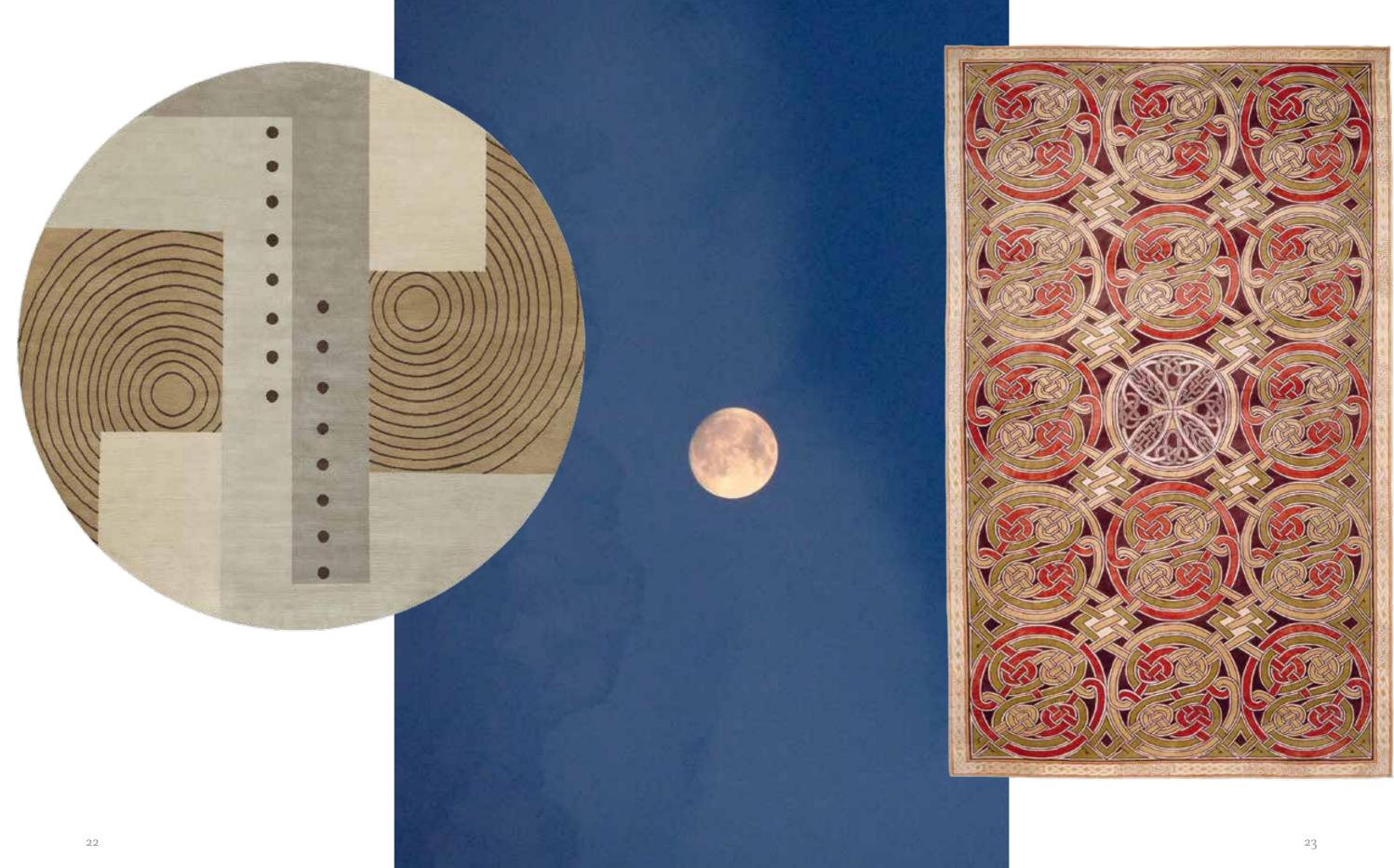


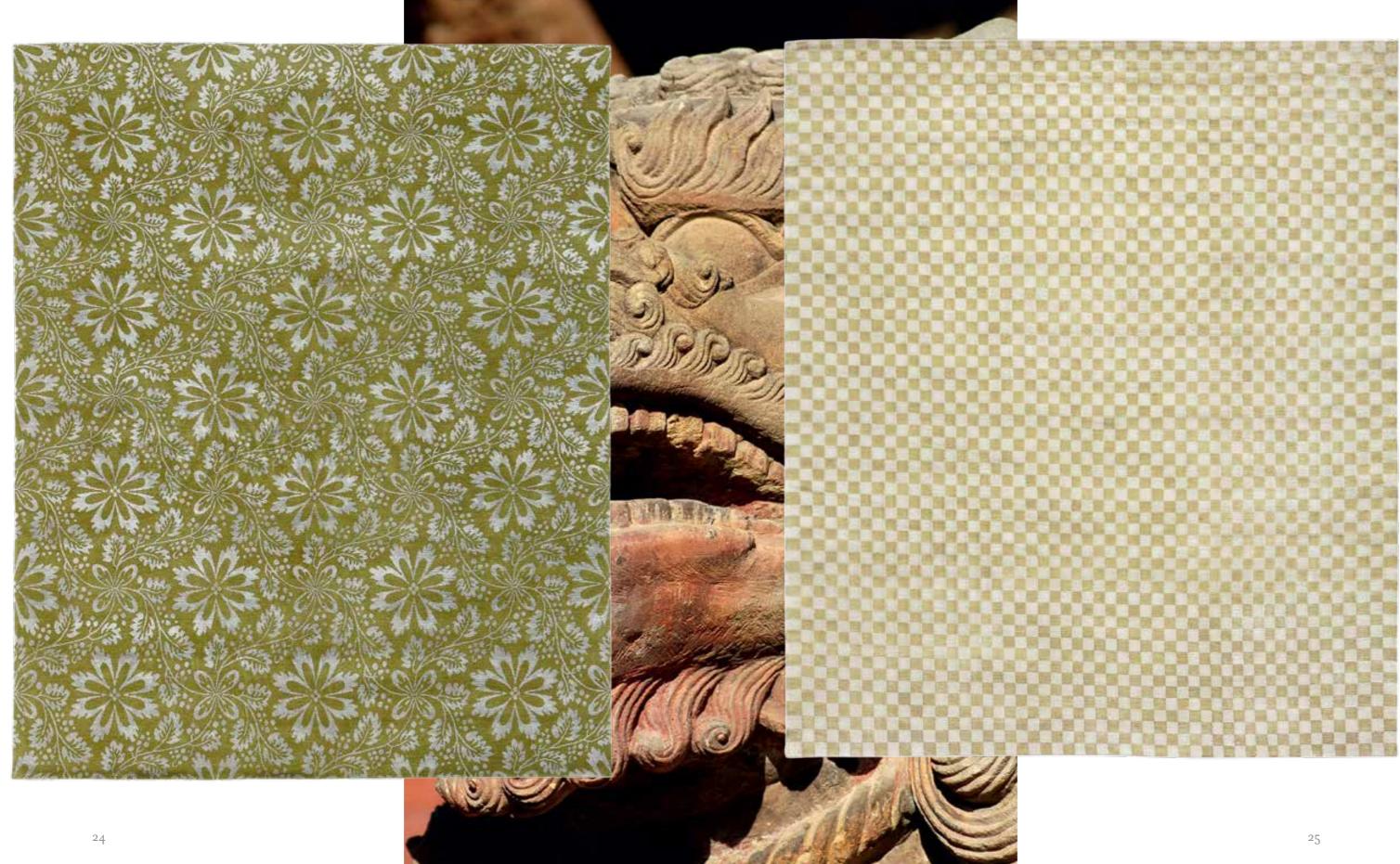


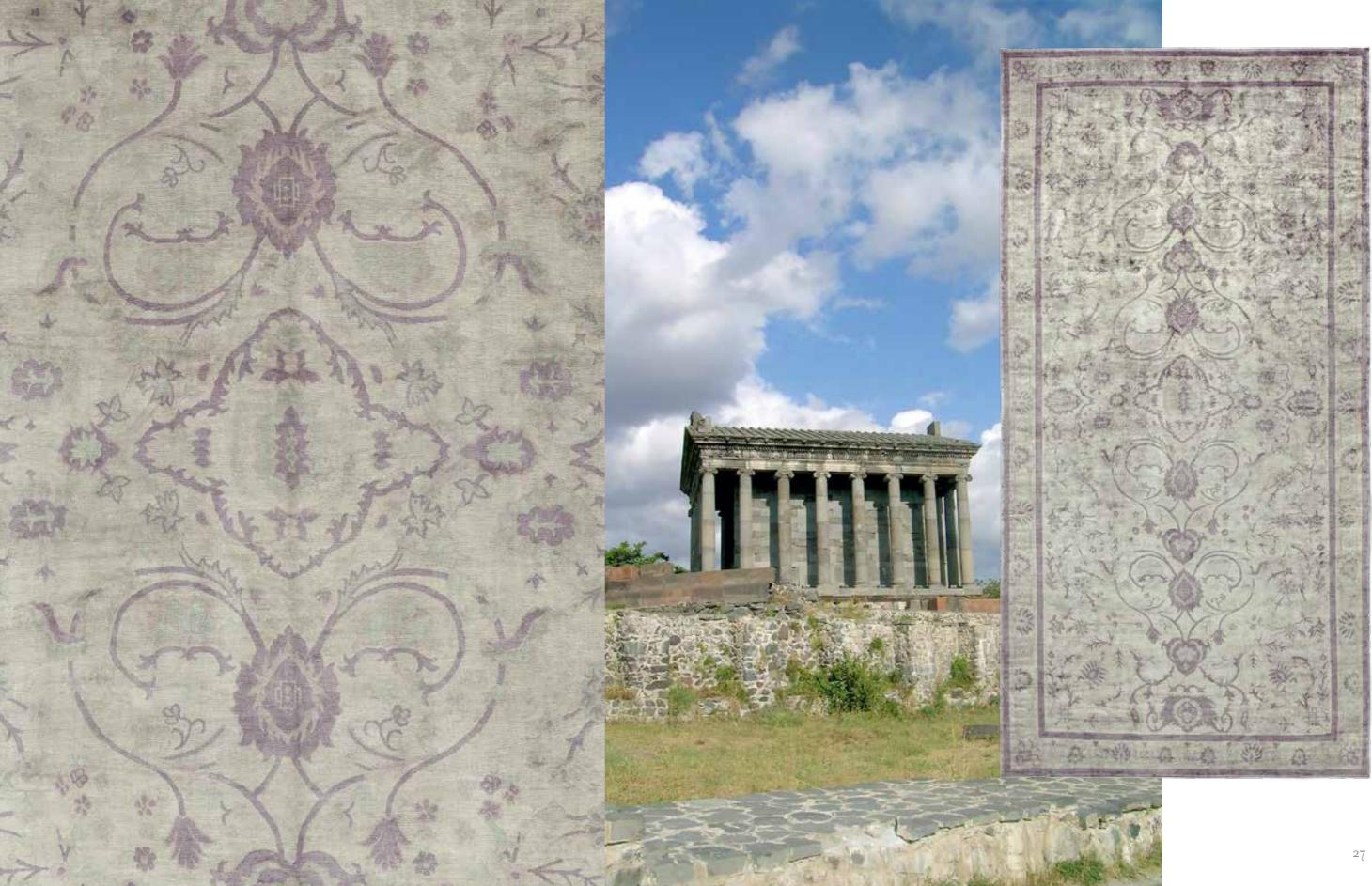


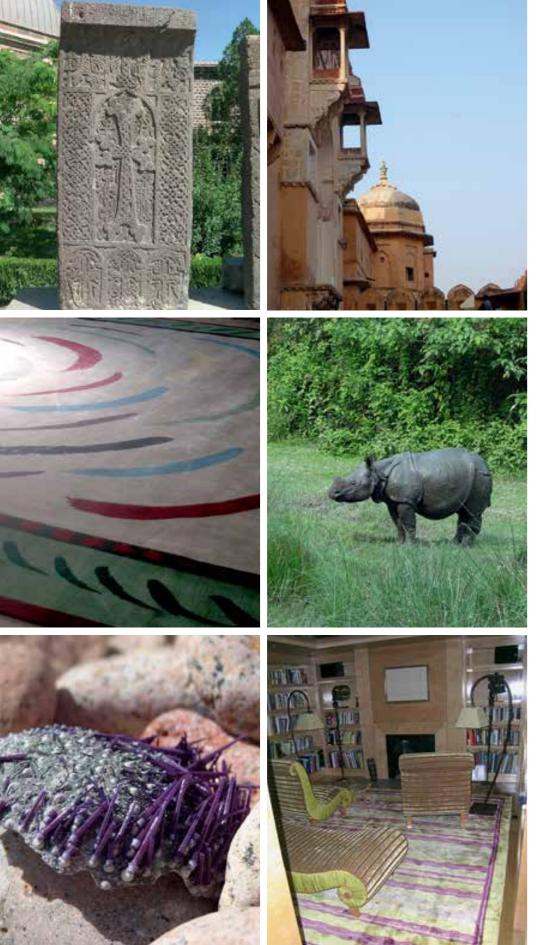








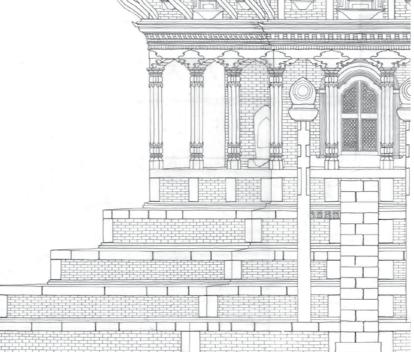




## Veedon Fleece

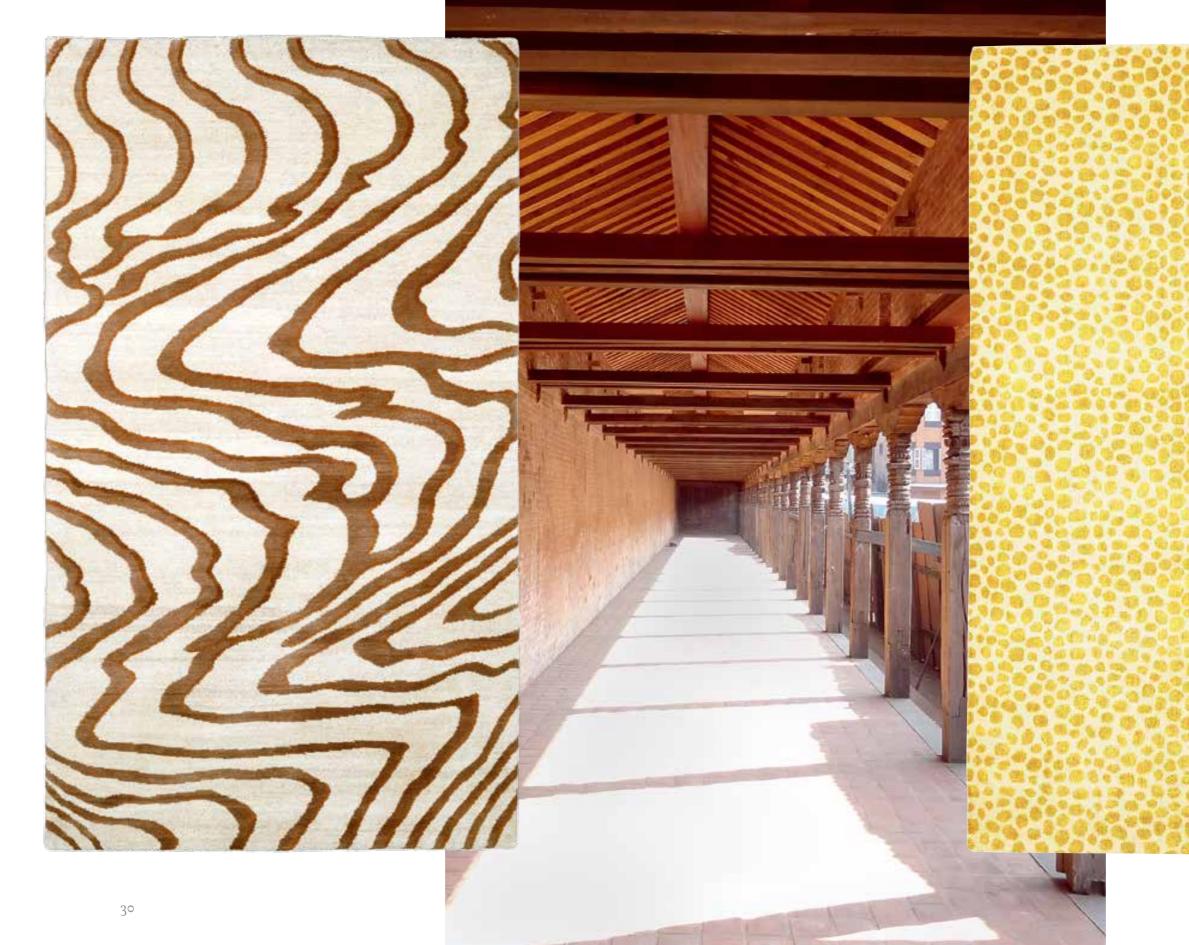
finds working with designers exciting, stimulating and visually rewarding, peoples' imagination is inevitably what takes us all forward.

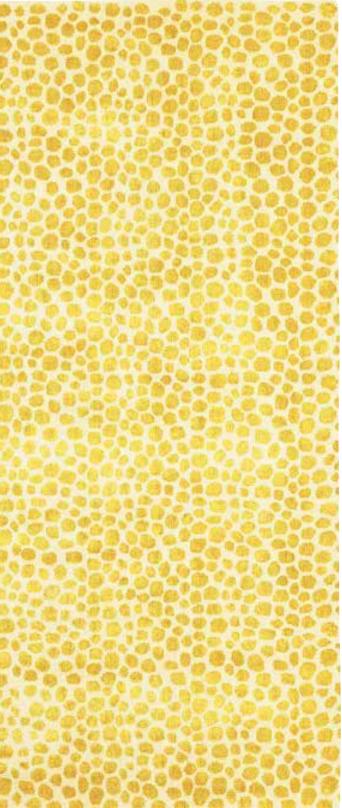


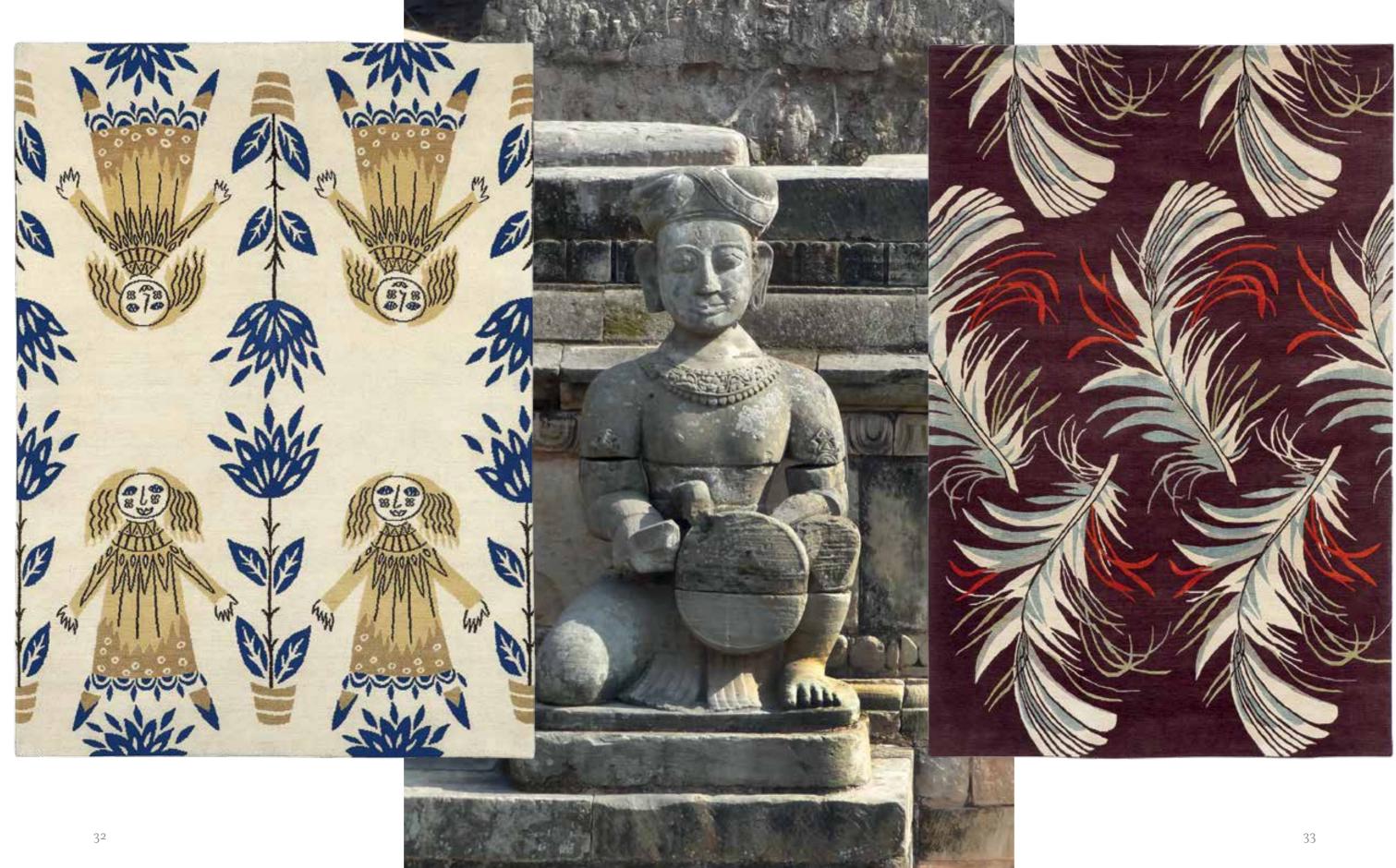








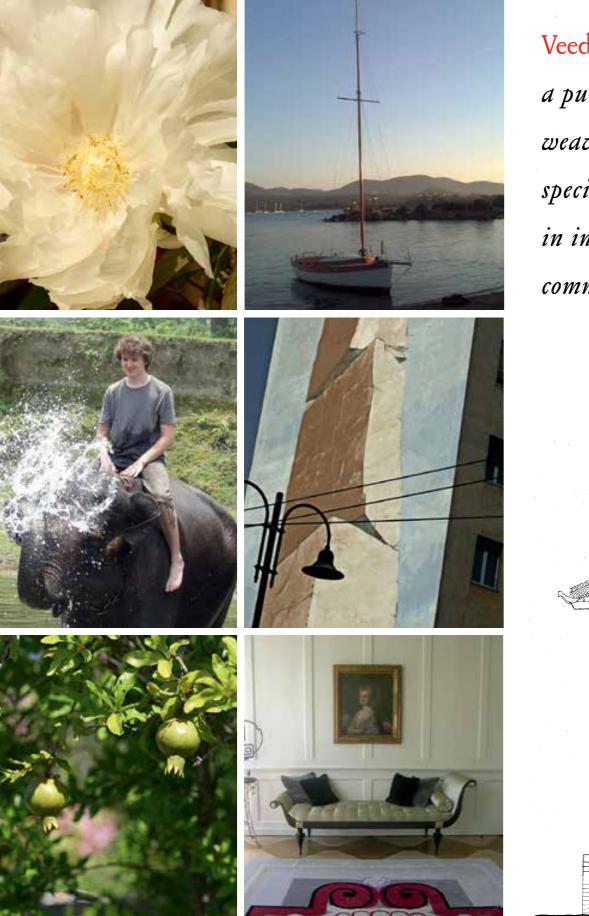












# Veedon Fleece, a pure custom weaving house specializing in individual commissions $\bigcirc$ ¢ $\langle \rangle$









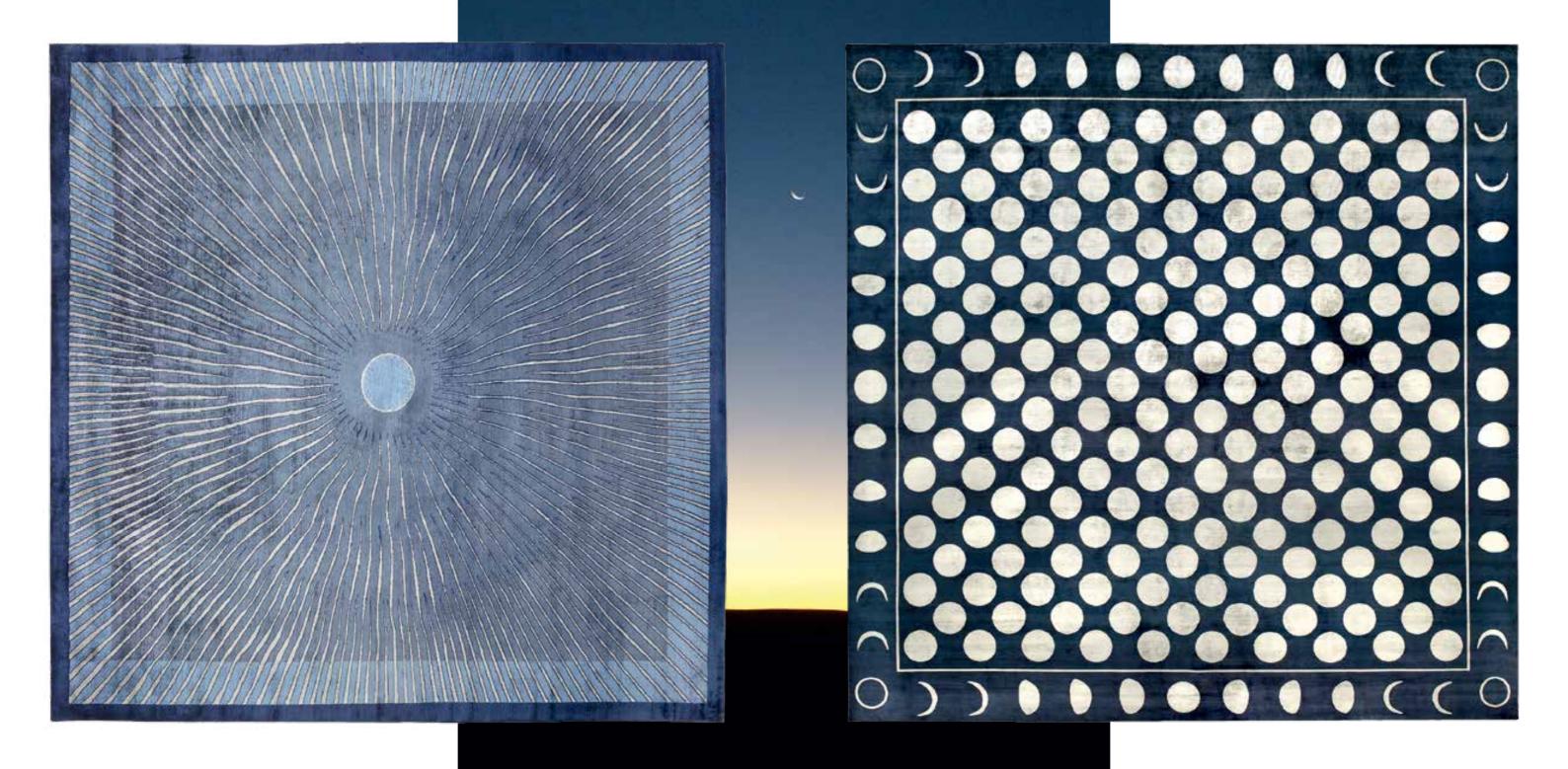


























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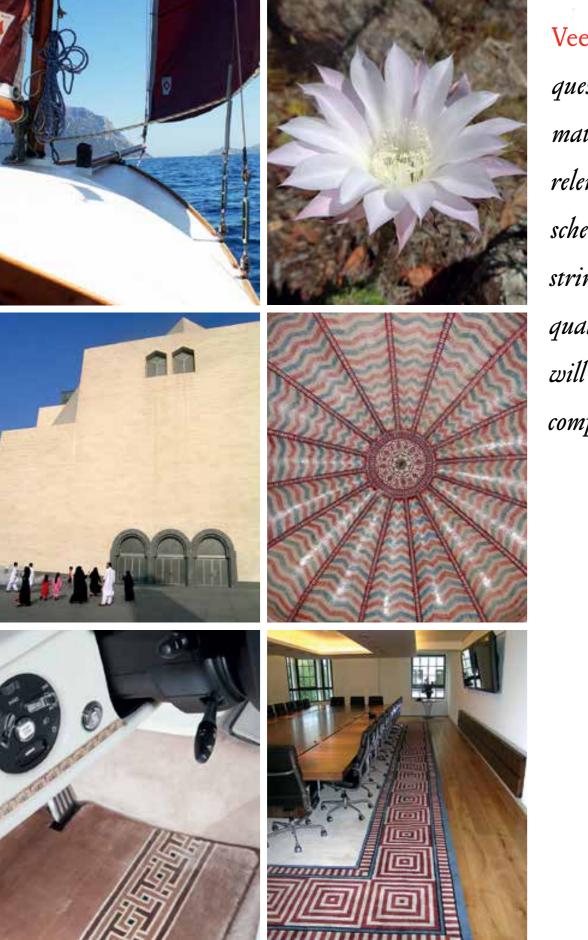


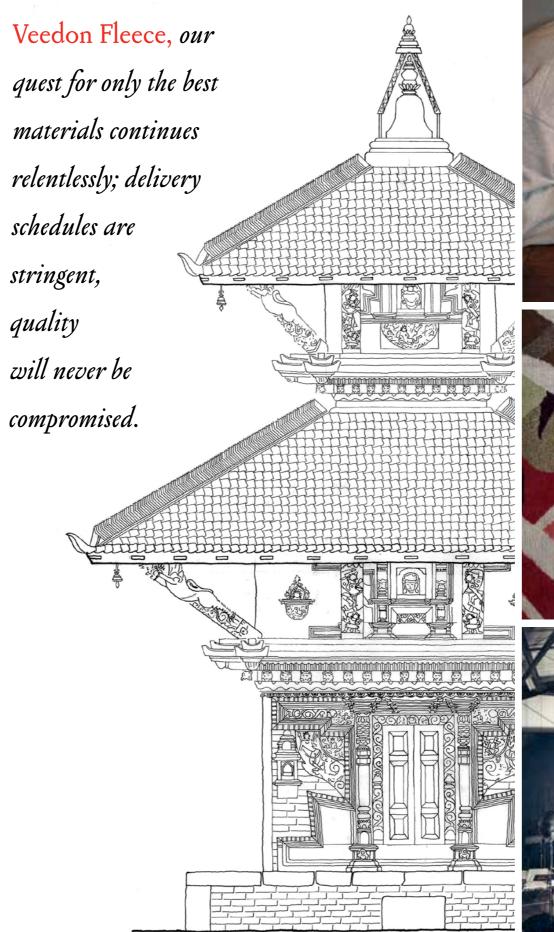














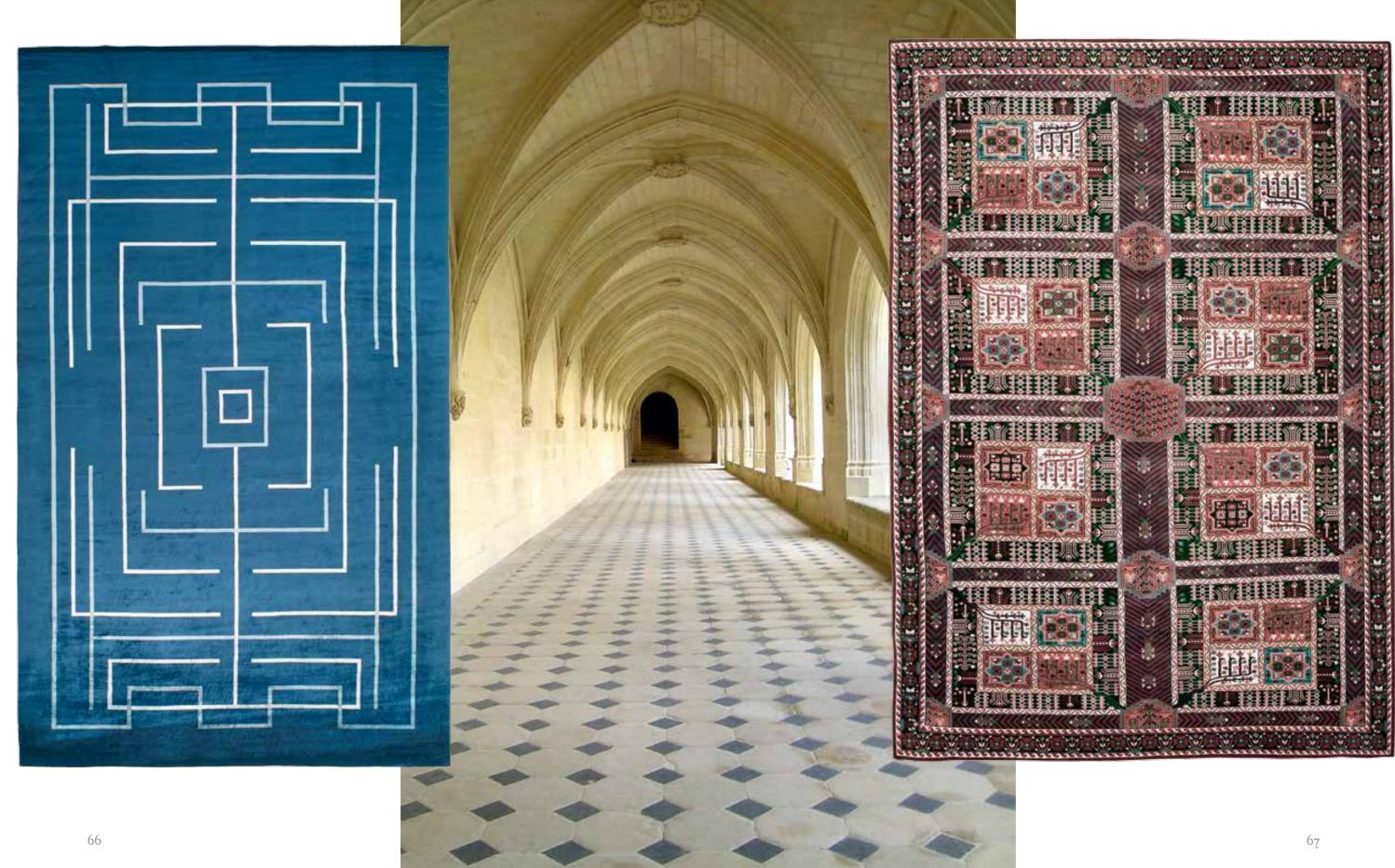
















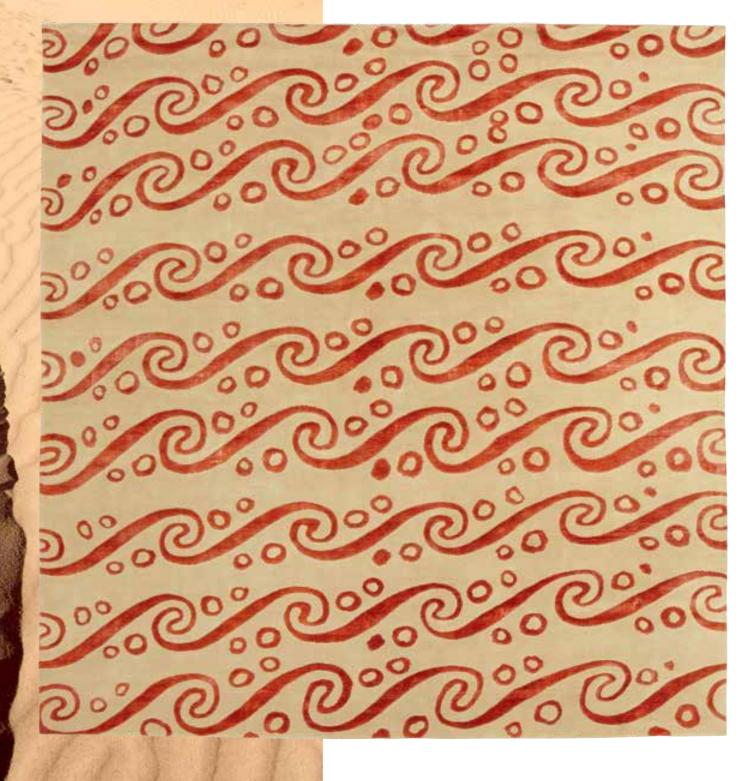










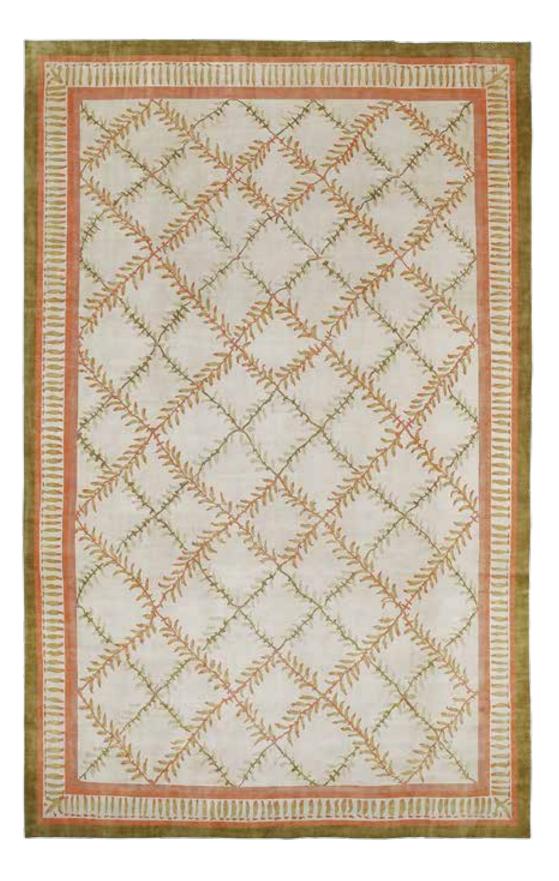






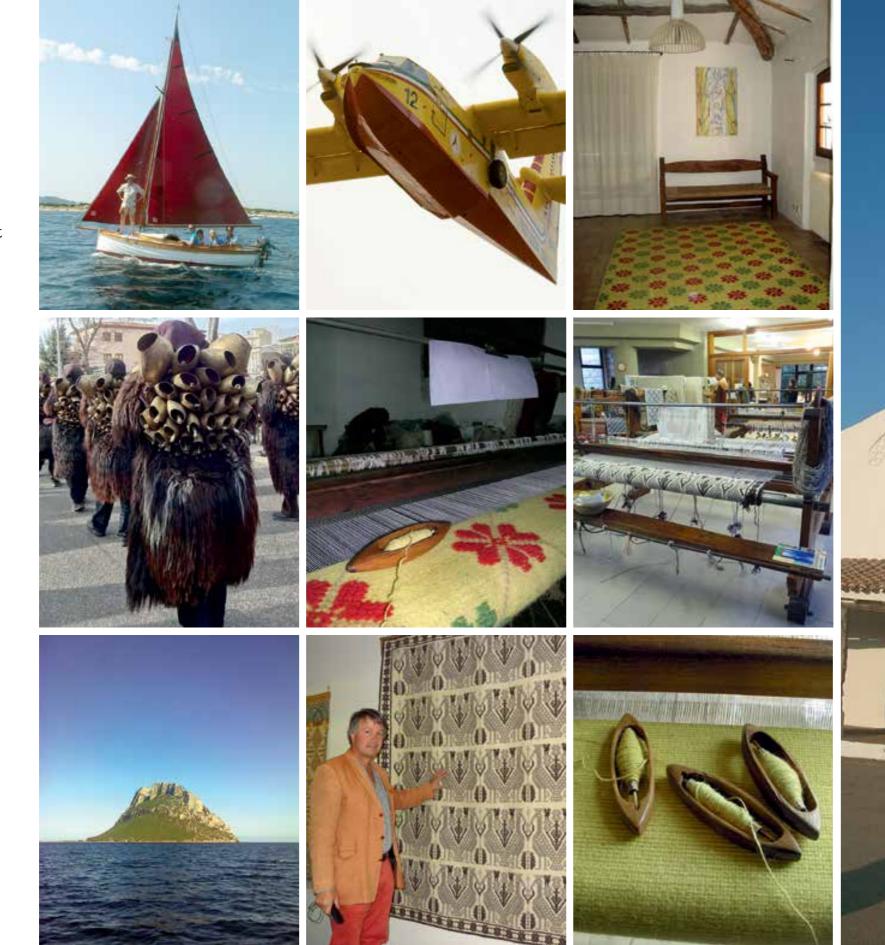
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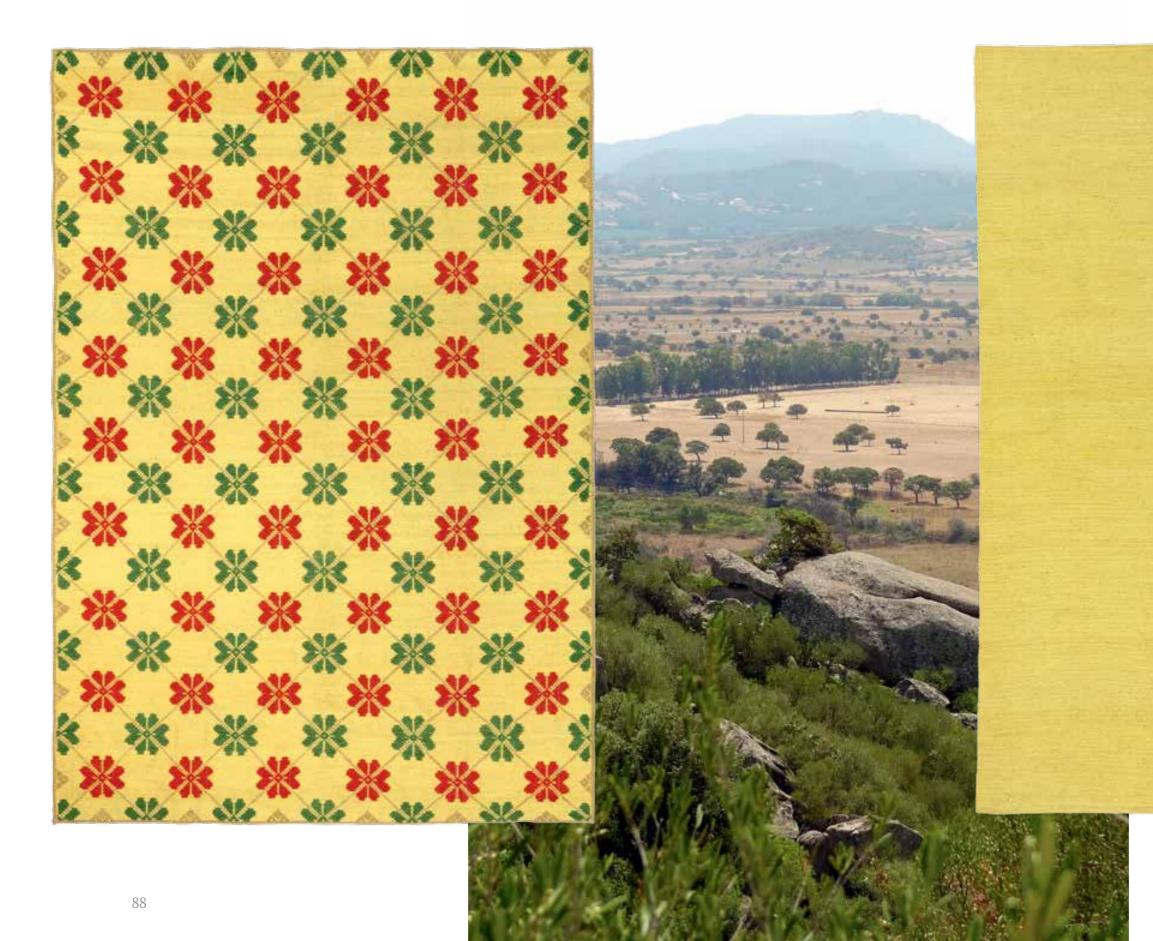


## Sardinian Synergy

Veedon Fleece collaborates closely with a number of independent Sardinian weavers to create individually coloured, hand-spun and naturally-dyed flat woven carpets. Sardinia has a fine and highly prized ancient tradition of carpet production. Working with the best weavers on an individual basis allows the versatility needed and gives the fiercely independent hand loom artisans the freedom that they need to join with Veedon Fleece to produce simple excellence in this technique known and loved throughout the Mediterranean.









Inchbald Competition stimulates creativity.

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Veedon Fleece is proud of its association with The Inchbald School of Design, London.



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CATHERINE PANG

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ANJI CONNELL

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Each year, students are encouraged to submit designs for inclusion in this event. The three lucky prize winners have their designs taken through to the finished product and are awarded their rugs as prizes.

This initiative was instigated to give the designers of tomorrow an understanding of how versatile hand made carpets can be and the importance of including them in luxury interiors. Some previous prize winning designs are shown here.



Evolution

Often described as couture, each Veedon Fleece carpet or rug is a oneoff design commission, hand woven in our own experienced workshops in the ancient city of Kathmandu, Nepal.

These workshops allow the ability to create the variety and uphold the quality of Veedon Fleece production. Each commission is treated as unique and is looked after from beginning to end by a dedicated in house team of skilled point paper artists, dyers, weavers and finishers.

Every Veedon Fleece carpet is a one-off commission, stock is neither made nor sold. Our carpets are made exclusively on a design commission basis.

Quality of design – Quality of materials Quality of workforce – Quality of service

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Many thanks to the Kathmandu Valley Preservation Trust for the use of the temple drawings