

massimo
copenhagen



Earth Natural

PRESS RELEASE

Earth Natural

When nature is everything.

The latest eco-conscious rugs collection by massimo copenhagen is a celebration of natural properties of wool. Earth Natural collection of rugs takes us back to basics and teaches us to appreciate the beauty of nature.

Going back to basics

Massimo cannot, and will not deny its Scandinavian roots. And this strong influence can also be seen in the Earth Natural collection, with the colour palette revolving around shades of grey, cream and beige. Although it appears plain in sight - massimo takes their wool rugs collections very seriously:

"We strive to create timeless pieces that will last. We want them to feel current today and, in the years, to come. This is why the quality has to be second to none. The weaving technique and a strength of the fibers is very important. The most important. Putting the latest colour trends aside - allows us to put even more focus on the technical side of the process. And this is where we're really thriving." - Chim Scavenius Sonne-Schmidt

When you strip everything and use only natural materials, it is the nature that dictates the palette. massimo is ready to embrace it. The confidence in doing so comes from their expertise and years of experience within the sustainable textile production.

When less is more.

Textiles play a big part in creating a good feeling in our homes. The beauty of this simple yet very contemporary collection is that it can work with any style and space. Minimalism, but with a comfortable, warm and welcoming feeling. Massimo believes in surrounding ourselves with less, but choosing better and enjoying it for longer. It's about forever pieces. It will never be sustainable to create a one-hit wonder. These timeless rugs will look stylish for years to come.

Beauty of natural wool.

Wool has thermo-regulating properties, is easy to care for, and can be repaired and enjoyed for years and years. Naturally stain-resistant, durable, and fire retardant, it can bring a touch of luxury and warmth to your interior.

Made from the highest-quality undyed natural New Zealand Wool, the Earth Natural will be available at selected retailers and on massimo.dk from July 2022.



Wool is the original eco fibre

Wool has long been accepted as an environmentally positive fiber choice with a number of benefits. From a sustainability perspective, wool is an entirely natural product that is fully biodegradable. It breaks down quickly, returning its nutrients to the soil without releasing plastic microfibers into the land and our oceans.





Quality:

Handwoven
100% undyed
New Zealand Wool

Pile height: 10-11 mm**Weight:** 4,0 kg/m²**Size variation:** +/-3%**Warranty:** 2 years**Available Sizes:**

170 x 240 cm
200 x 300 cm
250 x 300 cm
300 x 400 cm
Ø 300 cm
Wall-to-wall carpets

Certifications:

Colorfastness to light:
ISO 105-B02-grade 5
Flammability:
16CFR 1630 (FF-1-70)
Production: SA 8000

Custom sizes: Yes

dark grey



light grey



silver grey



light beige



ivory

massimo builds great interiors - one rug at a time

We believe that any interior can be elevated with uplifting colours and pleasant textures. At massimo we do it one rug at a time and with the greatest of attention to design, quality, sustainability - and you. Because all great results start with dialogue, quality and empathy.

We cannot and we will not deny our Scandinavian origin. We have a passion for subtle, natural colour schemes and long-lasting functional design - but are not afraid to challenge and tempt with a bolder, more colourful alternative. After all, a rug is the soul of a room - and some souls are simply more hot-spirited.



EARTH NATURAL | silver grey







EARTH NATURAL | dark grey and ivory

EARTH NATURAL | silver grey



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