EATON SQUARE



BESPOKE CUSTOM RUGS:

Crafted for Distinctive Interiors

A bespoke rug is more than a decorative feature. It can define an entrance, reinforce a brand identity or bring balance to a carefully curated interior. Designed specifically for its setting, every rug is an opportunity to create something entirely unique.

Eaton Square Flooring works closely with architects, interior designers and clients to produce handcrafted rugs for luxury retail, hospitality and commercial spaces. Whether inspired by architectural details, interior finishes or a client's own vision, every piece is individually designed and expertly manufactured to complement its surroundings.



Liberty London

Few retail destinations are as instantly recognisable as Liberty London. From its iconic Tudor Revival façade to its celebrated prints and carefully curated interiors, every detail reflects the brand's commitment to craftsmanship and timeless design.

For Liberty's main hall, Eaton Square Flooring created a bespoke hand-tufted rug designed to make an immediate impression while complementing the character of one of the world's most iconic department stores.

Working closely with the client, we developed a striking monochromatic chevron design that brings contemporary elegance to the space without competing with the building's rich architectural features. Positioned at the heart of the store, the rug welcomes visitors while reflecting the quality and craftsmanship synonymous with the Liberty name.

The project demonstrates how bespoke rugs can become an integral part of an interior, combining visual impact with the durability required for one of London's busiest retail environments.



Royal Bank of Scotland Headquarters, Edinburgh

The headquarters of the Royal Bank of Scotland is a landmark building where grand architecture and traditional craftsmanship define the interior. Marble floors, intricate cornicing, solid oak doors and impressive ceiling heights create a space rich in character and heritage.

Our brief was to design a series of bespoke hand-tufted wool rugs that would complement these architectural features while making a confident statement within the interior.
Taking inspiration directly from the building itself, the rug design echoes the intricate stonework found within the ceiling, creating a visual connection between the architecture above and the floor below. A bold blue palette, complemented by carefully selected accent colours, introduces warmth and definition while respecting the grandeur of the surrounding space.

The result is a collection of handcrafted rugs that sit naturally within the historic interior, adding colour, texture and comfort without detracting from the building's remarkable architectural detail.



Crafted Without Compromise

Every bespoke rug begins with a conversation. From concept sketches and colour development to material selection and manufacturing, Eaton Square Flooring creates rugs that are designed specifically for the spaces they inhabit.

Whether enhancing a luxury retail destination or complementing the heritage of a landmark building, our bespoke rugs combine traditional craftsmanship with contemporary design to create pieces that are as individual as the interiors they belong to.





