

ELLY PREMIUM — FIRST LOOK

Made to differ. Designed to belong.

Layer · Shift · Borderless · Renee · Trace ·
Interplay · Nuance ·

ELLY
premium



CARPET 01
LAYER

CARPET 04
RENÉE

CARPET 02
SHIFT

CARPET 05
TRACE

CARPET 03
BORDERLESS

CARPET 06
INTERPLAY

CARPET 07
NUANCE

EVERY LAYER TELLS A STORY



LAYER

A Refined Interpretation of Depth.

Layer is born from the sense of depth created by different surface levels.

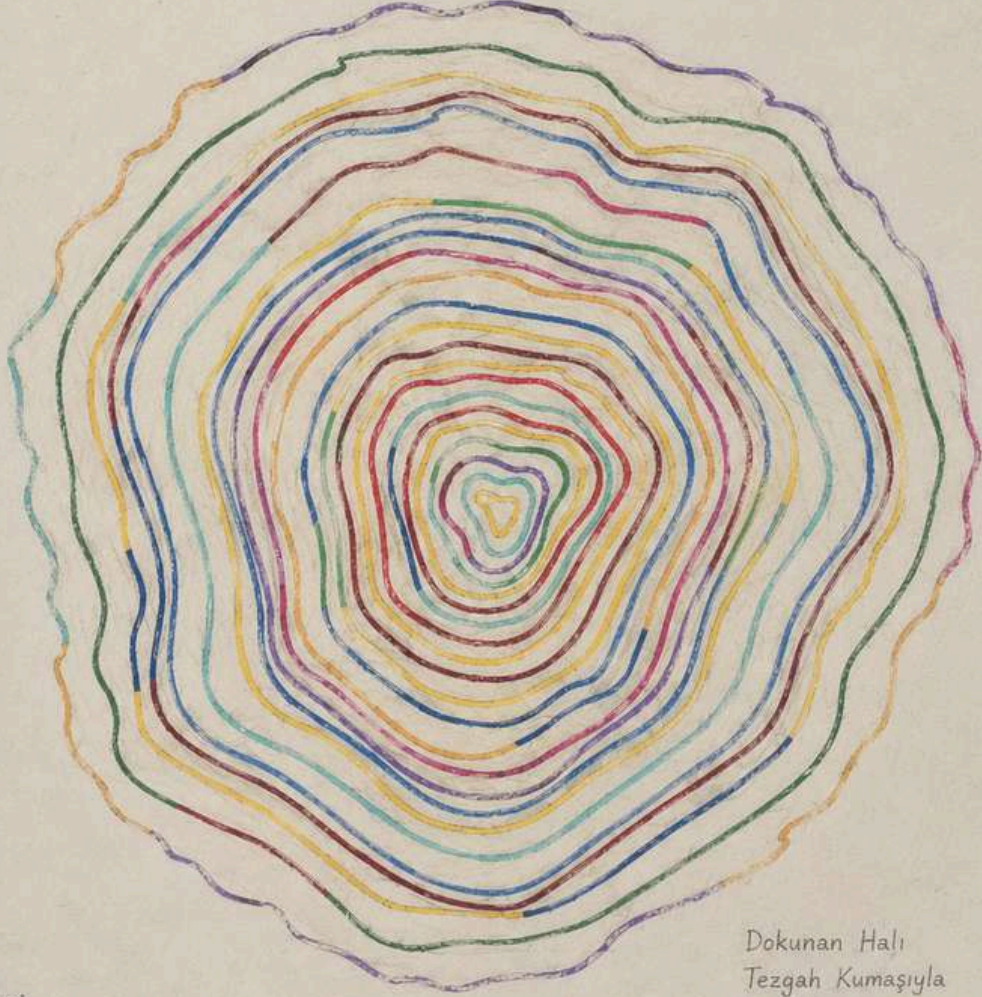
Subtle transitions between the layers create a calm rhythm across the surface, enhanced by light and shadow. As the light changes throughout the day, a new detail of the design is revealed.

An architectural presence. A tactile character.

Layer · Depth · Shadow · Dimension

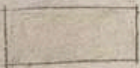
Elly Concept

Magaza Halısı-3
160 x 160 cm (Rev1)



Bej
Viskon

Viskon-Bukle



Dokunan Hali
Tezgah Kumaşıyla
Gönderilecek
Yarısı Extrafor-Etiket
Sirt Kumaşı Yapılacak



WHERE LINES BECOME MOVEMENT



SHIFT

The Moment Order Changes.

Shift emerges not simply from lines changing direction, but from the disruption and reconstruction of order.

Lines that converge, separate, and change direction break the familiar rhythm while creating a new sense of balance.

Because sometimes, change begins by disrupting order.

Elly Concept

Magaza Halisi-1

180 x 250 cm



Bej
Viskon

Siyah
Viskon





DESIGNED BEYOND BOUNDARIES

BORDERLESS

Beyond Boundaries.

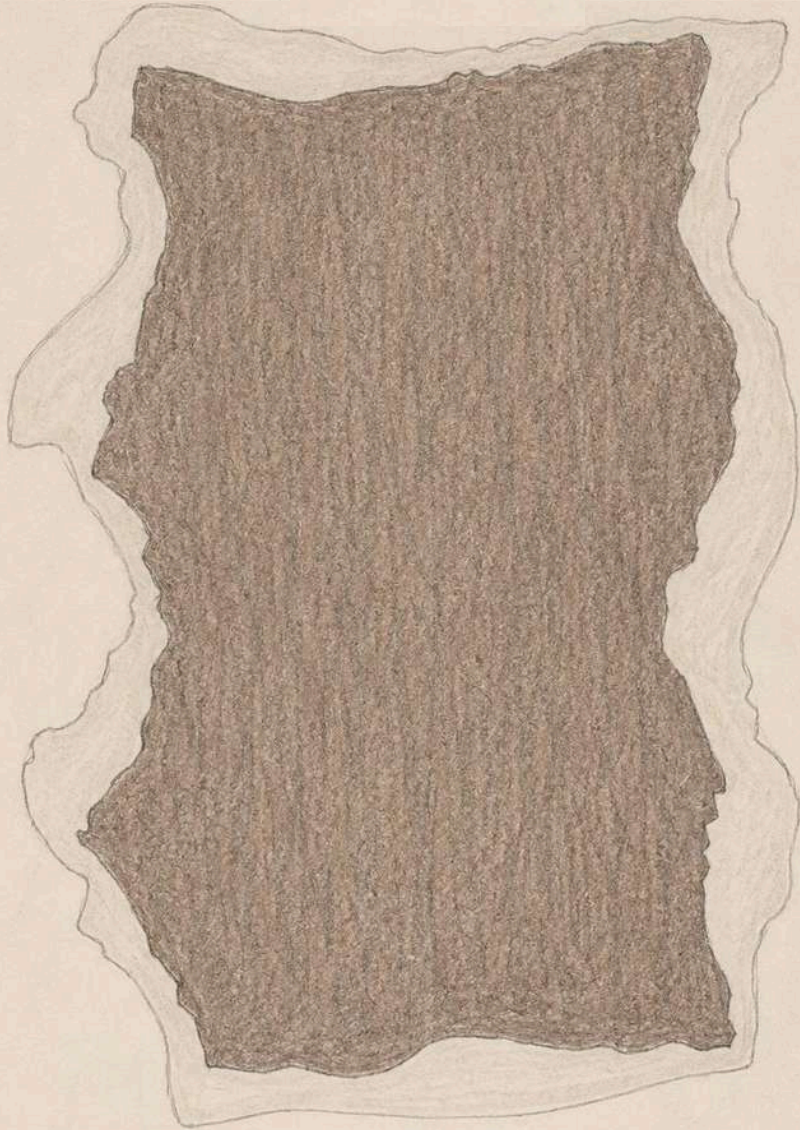
Borderless challenges the idea that a carpet should remain confined within a defined frame. The composition flows freely across the surface, allowing pattern and architecture to become parts of the same visual language. Made from 100% New Zealand wool, the design gains a natural, rich, and tactile character.

100% New Zealand Wool

Continuity · Freedom · Form · Architecture

Elly Concept

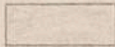
Magaza Halısı-6
170 x 240 cm



Kırçilli
Kahve
10mm



Bej
30mm
Viskon



ARCHITECTURE TRANSLATED INTO TEXTURE



RENÉE

A Memory, Reinterpreted.

A Memory, Reinterpreted.

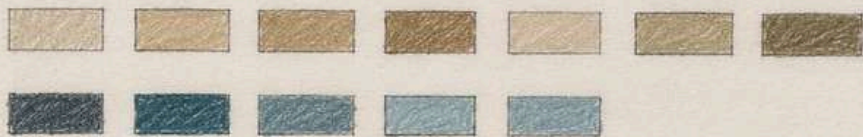
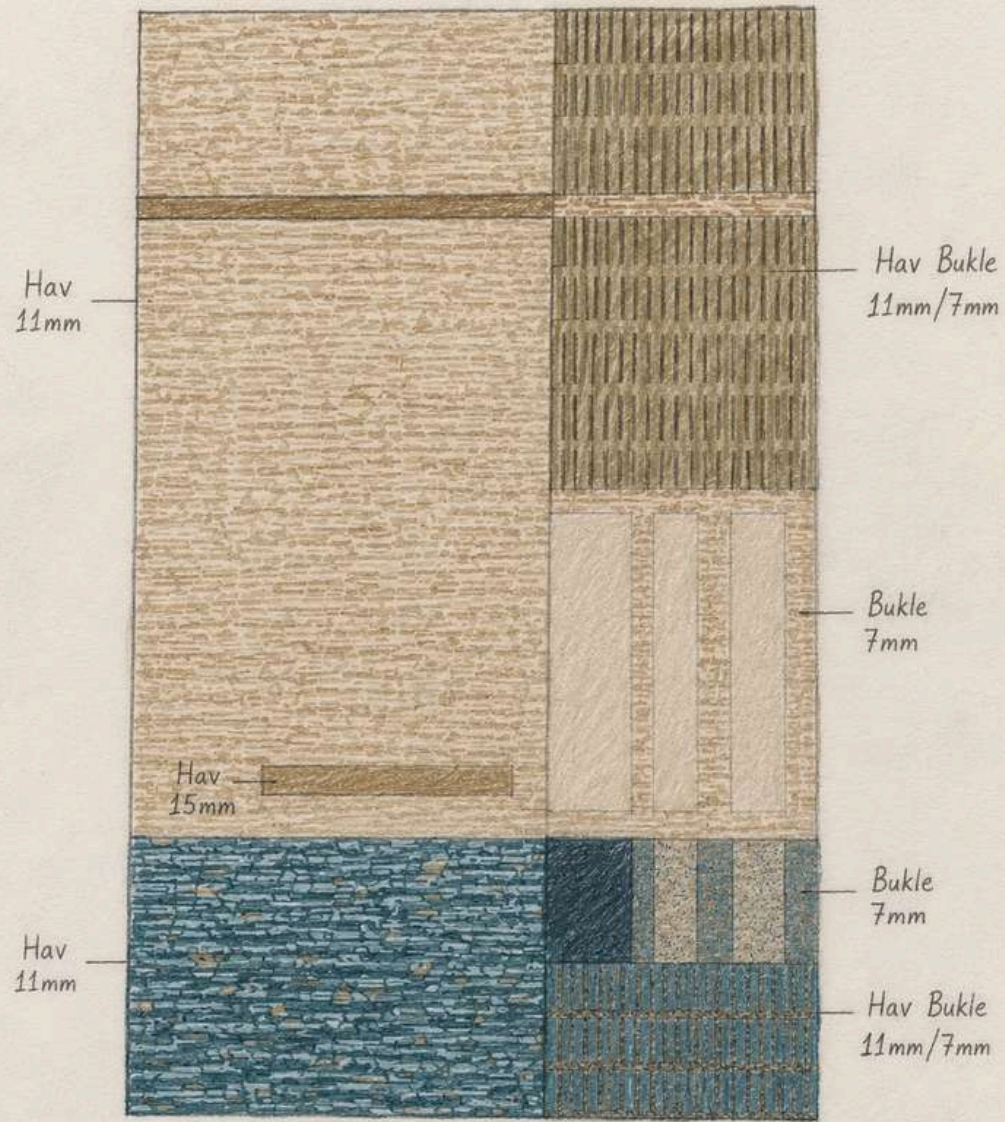
Renee's story began with a detail encountered in
Italy.

It was not copied; it was remembered.
Over time, that image was simplified, redrawn,
and transformed into an entirely new design,
gradually moving away from its original source.
From a fleeting encounter to a lasting surface.

Memory · Italy · Form · Interpretation

Elly Concept

Magaza Halısı-2
200 x 300 cm



ONE COLOR, INFINITE DEPTH



TRACE

Every Space Leaves a Trace.

Trace emerges from the lines of architecture.
Lines that appear, disappear, and intersect across
the surface create a composition that feels
discovered rather than designed.
A quiet trace left behind by movement,
proportion, and space.

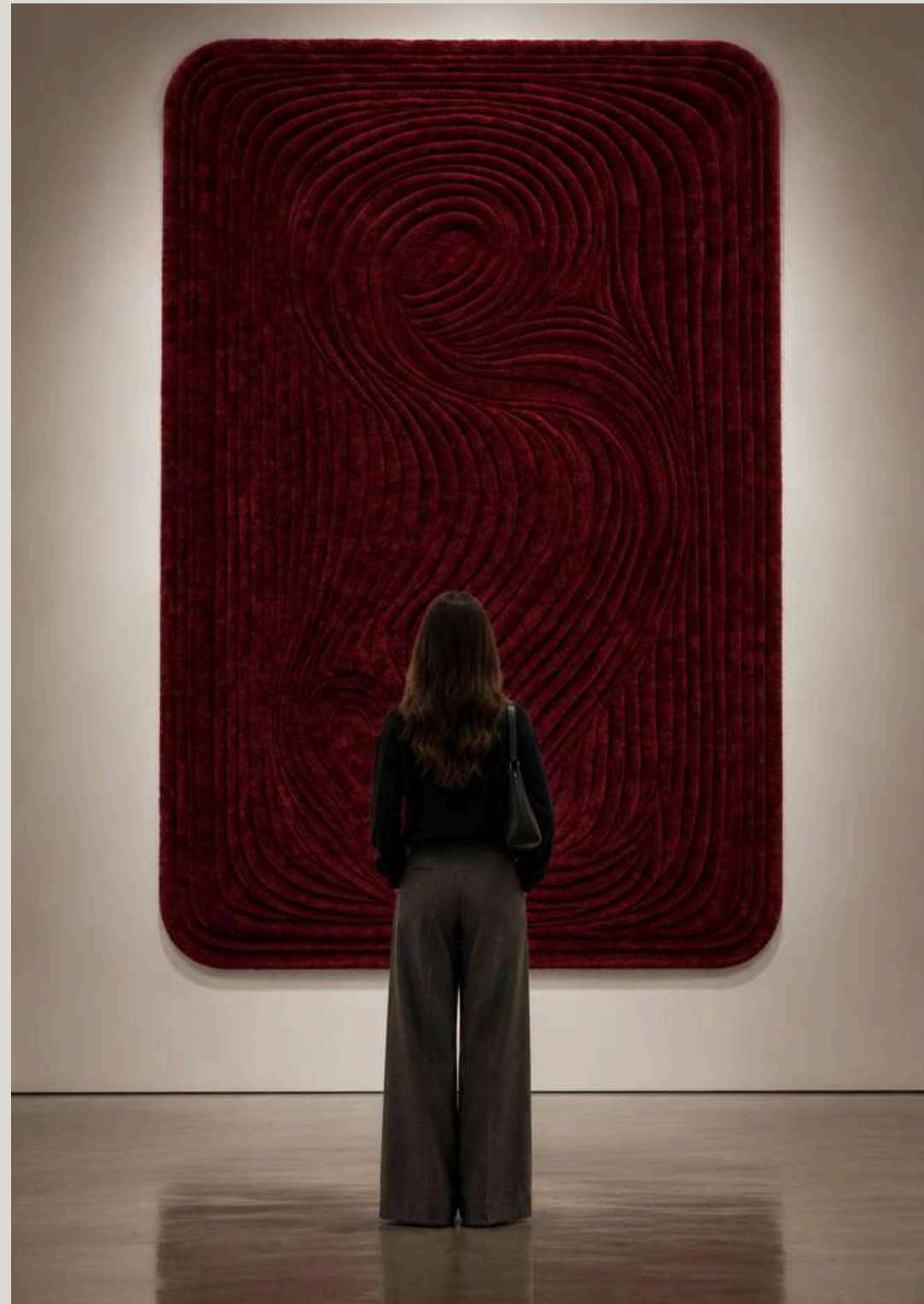
Line · Rhythm · Architecture · Trace

Elly Concept

Magaza Halısı - 5
200 x 300 cm



034 Yün



MADE TO DIFFER, DESIGNED TO BELONG

INTERPLAY

An Interpretation of Balance.

Interplay emerges from the relationship between different elements.

Texture meets form, light meets shadow, and depth meets simplicity.

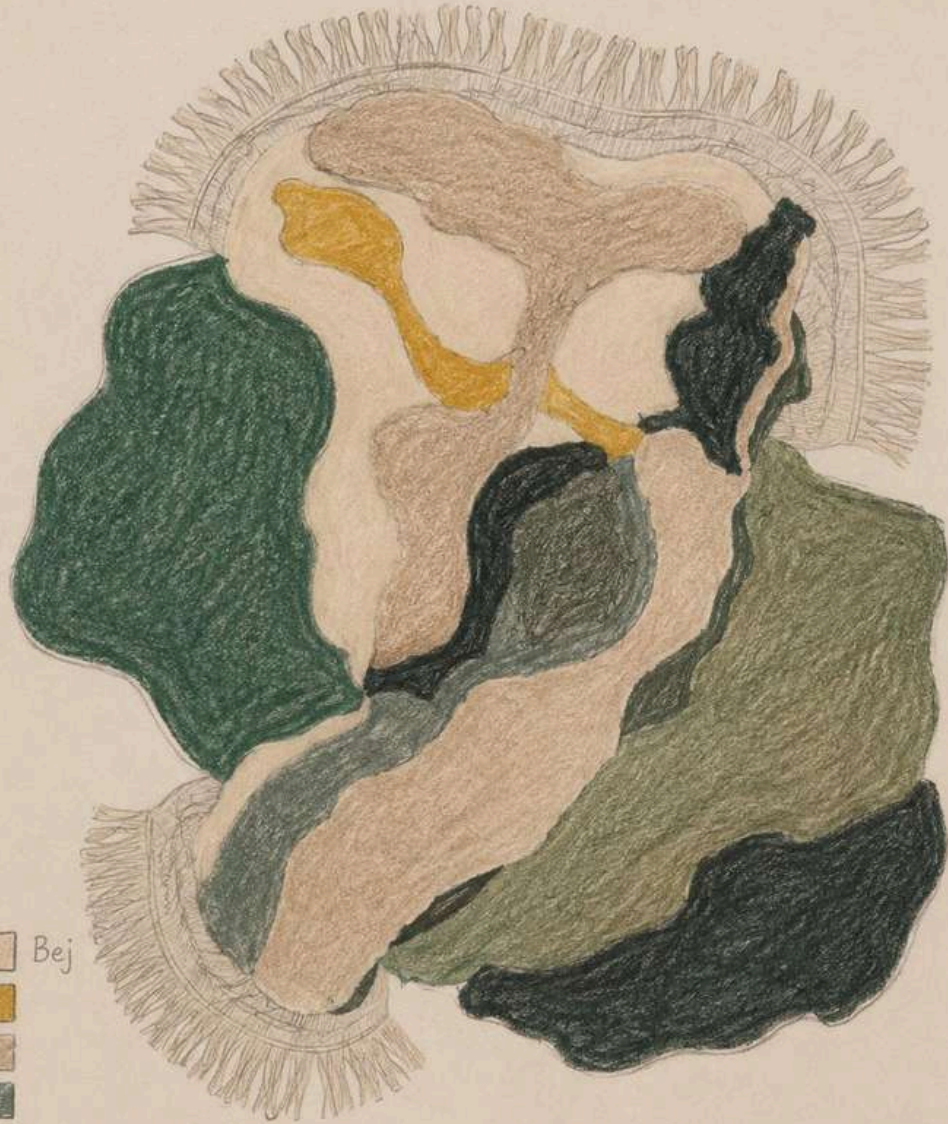
Distinct characters come together across the surface without competing, creating a sense of unity rooted not in symmetry, but in balance.

Different characters. One design language.

Contrast · Balance · Texture · Interaction

Elly Concept

Magaza Halısı-3
160 x 160 cm (Rev1)



Bej
Sarı
Kahverengi
Koyu Yeşil
Koyu Siyah
Siyah
Saçak: Bej



LUXURY LIES IN THE DIFFERENCE

NUANCE

The quietest expression of luxury.

Nuance draws its strength from subtle variations.

The natural softness of wool meets the refined sheen of viscose. As the light and viewing angle change, different tones and depths emerge across the surface.

Never static. Never in need of being showy.

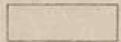
Wool · Viscose · Light · Tone

Elly Concept

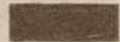
Magaza Halısı-4
200 x 300 cm



005 YünAçığı
Düşük Hav



10H Viskon
Kabartma



10C Viskon
Kabartma



ELLY PREMIUM

Designed to be different. Touched to belong.

A collection shaped by material, proportion,
and minimalist expression.

Designed for interiors where every detail has a
reason to exist in the space.



ELLY
PREMIUM CARPETS

TEXTURES
THAT TELL
STORIES

NEW COLLECTION

ELLY PREMIUM CARPETS