

# ARMADILLO



A Canvas for Gentle Rituals

FEATURING  
PETRA



PETRA · SPARROW



PETRA • ARCTIC

PETRA REPRESENTS ARMADILLO'S FIRST FORAY INTO THE WORLD OF BERBER-STYLE RUGS, FRAMING THE HOME FOR THE PRACTICE OF GENTLE RITUALS. ELEVATED BY THEIR SIGNATURE PARED-BACK AESTHETIC, THIS MODERN TAKE ON THE TRADITIONAL MOROCCAN DESIGN OOZES EFFORTLESS LUXURY.

PHOTOGRAPHY ..... ANSON SMART  
STYLING ..... JOSEPH GARDNER  
VIDEOGRAPHY ..... JACK BIRTLES



PETRA • STORM



Petra is hand-knotted from New Zealand wool into a thick, lush pile – at 30mm, the most voluminous in Armadillo’s collection to date. Bookended by plaited tassels, the rug’s indulgent texture introduces a visual and physical softness into daily life, conducive to the art of slowing down.

Grounding ourselves on Petra’s cloud-like surface feels like moving through a meditation. So calming is the sensation underfoot that one is immediately transported to other moments of quiet nurture – the pleasure of the first scented wisp of burning incense, the steam from a calming cup of tea, or the indelible delight of morning shadows moving across a window. Our personal spaces become sites for movement and stillness, self-reflection and connection.

In an exercise of creative restraint, the 70s-inspired shag style is reimagined in five muted tones reminiscent of elemental purity – Storm, Arctic, Cloud, Blanc and Sparrow. This refined palette soothes and centres, enveloping interiors with a cool and contemporary laidback elegance that gives us occasion to pause.







PETRA • BLANC



AVAILABLE SIZES & RRP

1.7 X 2.4 M .....	\$ 2.400
2 X 3 M .....	\$ 3.350
2.5 X 3.5 M .....	\$ 4.800
3 X 4 M .....	\$ 6.450



AVAILABLE IN 5 COLOURS

- 1 ..... STORM
- 2 ..... ARCTIC
- 3 ..... CLOUD
- 4 ..... SPARROW
- 5 ..... BLANC



PETRA • ARCTIC & STORM





PETRA • CLOUD

## Contact Us

---

NSW / ACT

**Jen Berlin**  
jen@armadillo-co.com  
+ 61 415 893 475

VIC / TAS

**Frances Normoyle**  
frances@armadillo-co.com  
+ 61 449 973 079

WA

**Sara Gaspar**  
sarag@armadillo-co.com  
+ 61 404 769 361

QLD / NT

**Emma Stewart**  
emma@armadillo-co.com  
+ 61 425 264 856

SA

**Sandra Chambers**  
sandra@armadillo-co.com  
+ 61 418 801 868



The B Corp logo signifies that you are buying from a purpose-led business, independently certified as being kinder to individuals, communities and the environment. Learn more at [armadillo-co.com/our-purrpose](https://armadillo-co.com/our-purrpose).



[ARMADILLO-CO.COM](http://ARMADILLO-CO.COM)