

PRESENTS

ARRANGE
STUDIO



SENSOLOGY LUSH CURVY IN ROOIBOS

Your Space. Your Story. *Made Possible.*

YUDU is a South African rug brand specialising in custom and curated rugs for residential and commercial spaces.

Design your own rug online, or choose from our pre-made collection. Built on Belgotex – South Africa's leading flooring brand, YUDU draws on a longstanding legacy of quality, innovation and local manufacturing. Every rug is made in Pietermaritzburg with premium materials and skilled craftsmanship.

By combining considered design with the freedom to customise, we make it easy to create a rug that's a true expression of your style.

Through collaborations with South African designers and creative studios, we also create space for new ideas, perspectives and expressions of local design.

Made locally, made for you.



built on **BELGOTEX**

INTRODUCING

The Curvy Collection

A collaboration between YUDU and Arrange Studio.



Meet **ARRANGE** STUDIO

Arrange Studio is a Cape Town-based interior design studio led by Roxanne Ferreira, where modern restraint meets local spirit and every project is guided by the question: ***how does a space feel?***

Founded in 2016, the studio began with a focus on space planning, interior design and interior brand identity for retail and hospitality clients. Since then, Arrange Studio has evolved to include lighting and furniture design, creating considered spaces and objects that are proudly designed and made in South Africa.



CURVY IN ROCKPOOL

The Curvy Collection

Known for its bright colours and bold shapes, the Curvy Collection pairs a considered palette with a confident organic form. Every shape in the range is hand-drawn by Roxanne; every rug is templated, cut and finished by YUDU.

Available in a range of sizes, colours and textures, Curvy can be customised to suit any space you choose.



YUDU presents Arrange Studio

Roxanne brings an intuitive eye for colour and a confident sense of shape; YUDU brings material knowledge, colour systems and production capability – turning an idea into a rug designed to live well in a real home.

Curvy is also an expression of something bigger: what is possible when South African creative ideas are backed by local manufacturing.

“We wanted rugs that feel like punctuation marks in a room – warm, personal and gently expressive. The Curvy rugs’ organic shape lends them to any and every space.”

Roxanne Ferreira
Founder of Arrange Studio



CURVY IN MOSS



SENSOLOGY LUSH CURVY IN NOUGAT

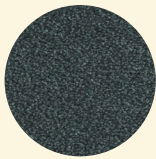
Mix & Match Your Rug

Our rugs are crafted in a considered yet playful palette, designed to bring depth, balance and character to your space. Each rug body colour can be used in combination with any of the colours below for your binding*.

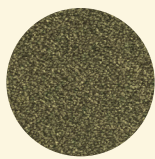


Soft Texture

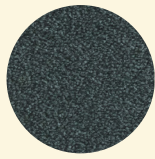
Westminster



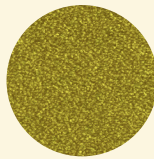
Rockpool



Moss



Stormy-Sea

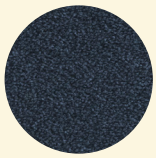


Chartreuse

Softology Ultra



Blush



Navy



Brick



Peach



Ultra-Soft Texture

Sensology Lush



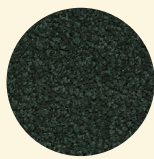
Cream



Nougat



Rooibos



Forest

*Sensology Lush features a naturally shaggy edge that requires no extra finishing. Choose to enjoy its natural edge or add overlocking for a more defined finish.



Textured

Attuned



Canopy

Merino



Oatmeal



Grass

Putt



Birdie

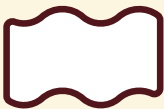
*Grass features durable fibres that need no extra finishing or overlocking.

Shapes & Sizes

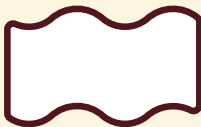
Our rugs are custom cut and available in a selection of shapes and sizes to fit your space.



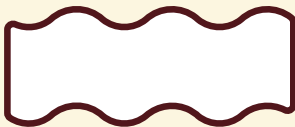
Mats & Runners



Mini Mat S
80 x 50 cm



Mini Mat L
100 x 60 cm



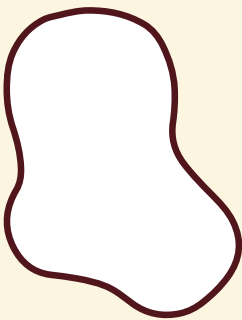
Runner S
2000 x 900 cm



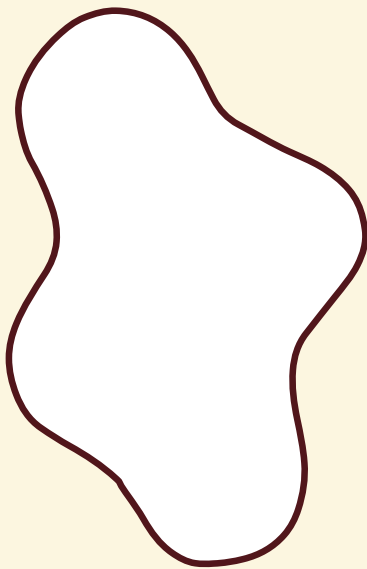
Runner L
4000 x 900 cm



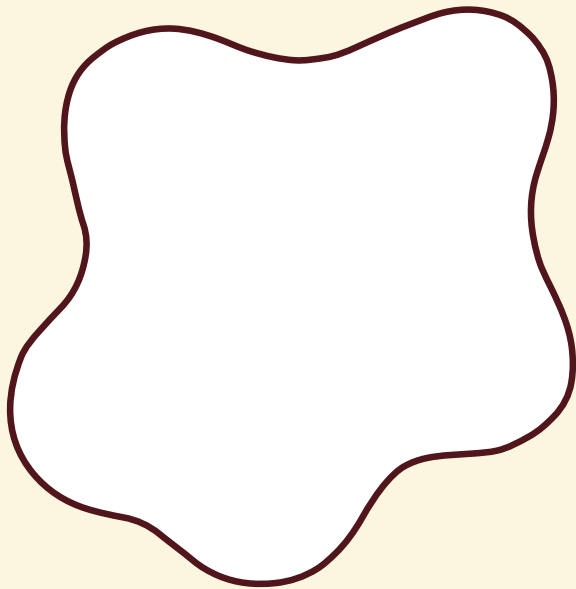
Curvy Shapes



Small
120 x 160 cm



Medium
200 x 300 cm



Large
300 x 350 cm



CURVY RUNNER IN ROCKPOOL

How Do I Order Samples?

Explore colours and textures at home and find the right fit for your space.

1



Get Started

Visit the Rug Builder at yudu.co.za.

2



Sample The Collection

Select 'Order Samples' to begin.

3



Make Your Selection

Select up to five Curvy samples.

4



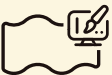
Place Your Order

Follow the prompts, add to cart and check out.

How Do I Customise My Rug?

From shape to shade, every Curvy rug is made to order to your specifications.

1



Build Your Rug

Visit the Rug Builder at yudu.co.za to get started.

2



Confirm Details

Select 'Curvy', then choose your size, feel, range, colour and edging.

3



Place Your Order

Follow the prompts, add to cart and check out.

4



Made & Delivered

Handcrafted to order and delivered within 7–10 working days.



CURVY RUNNER IN CANOPY

Bringing Your Curvy Rug to Life



Cleaning & Caring for Your Curvy Rug

A few simple steps to keep your Curvy rug looking its best for years to come. Refer to the YUDU Caring For Your Rug on yudu.co.za for extended cleaning guidelines.

1



Vacuum Regularly

Use a low-power vacuum to remove dust and dirt.

2



Stain Removal Method

Refer to the Caring For Your Rug cleaning guidelines on yudu.co.za.

3



Avoid Direct Sunlight

Prolonged sunlight exposure can cause fading over time.



CURVY IN BIRDIE



PRESENTS



Get in Touch.



+27 80 001 4777



orders@yudu.co.za



www.yudu.co.za

Follow us on social

@yudurugs | @arrangestudio