



west elm
+
ShawContract®

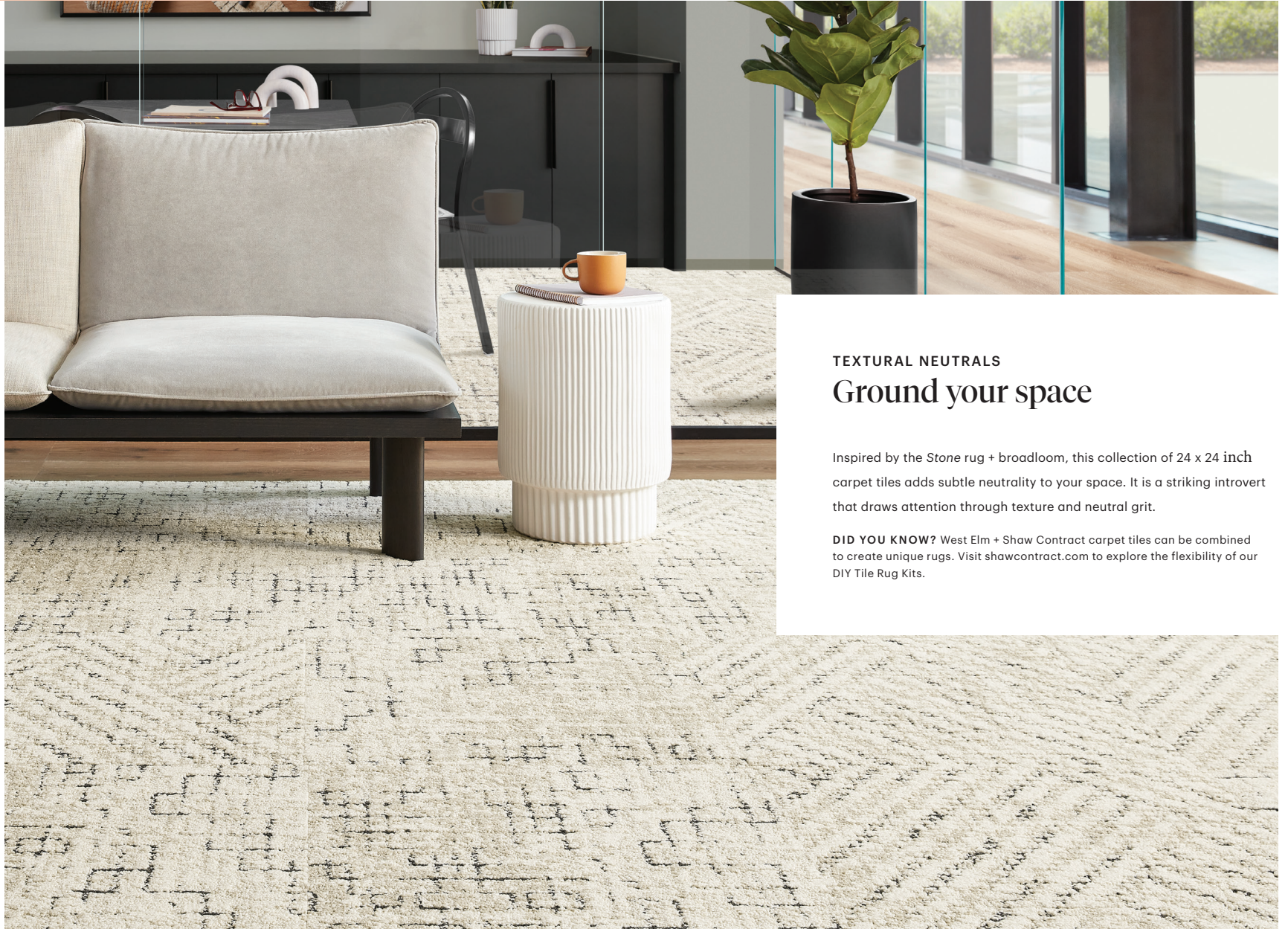


Sometimes home is a place. Sometimes
it's a feeling. It's where we come *together*.

To work, to play, to think, to discover,
to create, to belong.

West Elm + Shaw Contract is a collection that embraces the warmth and comfort of home wherever you may be. It combines the handcrafted sensibility of natural materials and textiles with the utmost durability and sustainability that commercial environments demand. West Elm style meets Shaw Contract performance. We find ourselves at the intersection of modern design and community—where the boundaries have become inextricably intertwined. And in that space, we've forged a collaboration that feels like home.

COVER: **STONE 8×10 FT RUG (G273R)** IN PEBBLE (55111) + RESURGANCE (CA286) IN REMINISCE OAK (01010) | INSTALLED STAGGER



TEXTURAL NEUTRALS

Ground your space

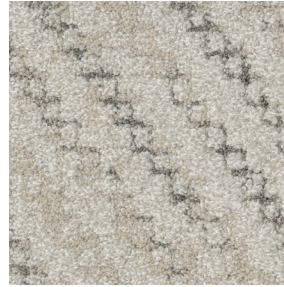
Inspired by the Stone rug + broadloom, this collection of 24 x 24 inch carpet tiles adds subtle neutrality to your space. It is a striking introvert that draws attention through texture and neutral grit.

DID YOU KNOW? West Elm + Shaw Contract carpet tiles can be combined to create unique rugs. Visit [shawcontract.com](https://www.shawcontract.com) to explore the flexibility of our DIY Tile Rug Kits.

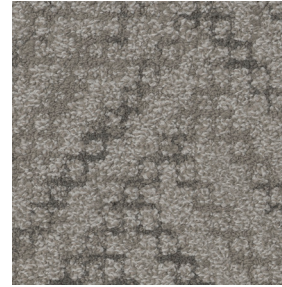


Chisel 5T485

Parallel lines connect and dissolve in a rhythmic design, blurring the lines between sharp geometry and soft organics.



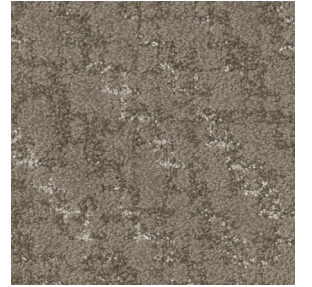
Marble 84100



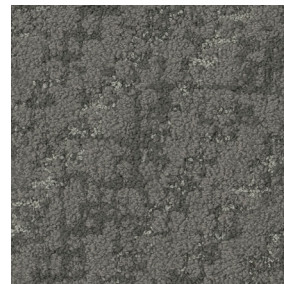
Granite 84105



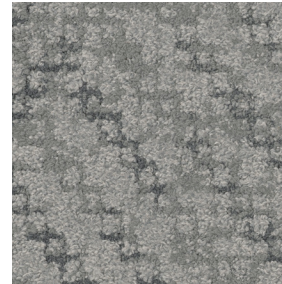
Pebble 84111



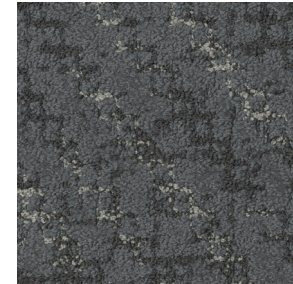
Clay 84506



Slate 84518



Mineral 84535



Graphite 84580



Flint 84761

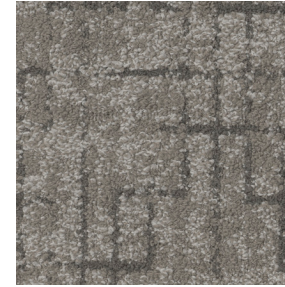


Stonework 5T484

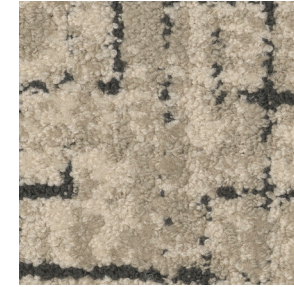
A sophisticated patchwork with a quiet sense of texture and gridded detail.



Marble 84100



Granite 84105



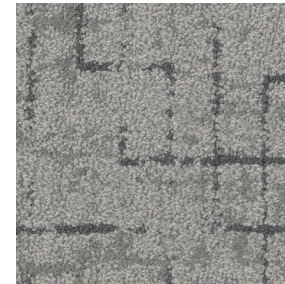
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Clay 84506



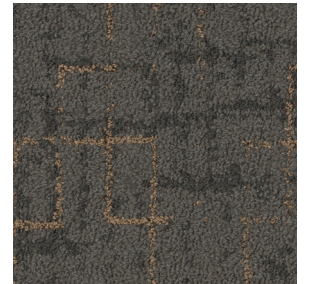
Slate 84518



Mineral 84535



Graphite 84580



Flint 84761



Grit 5T486

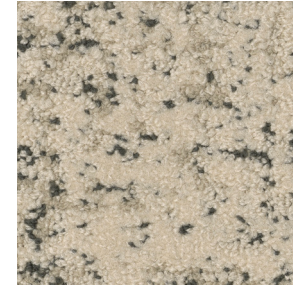
The calm resolve of texture to ground your space.



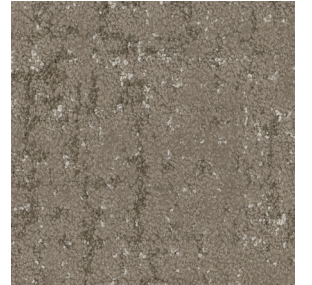
Marble 84100



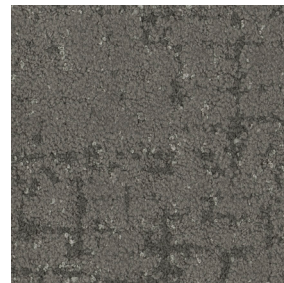
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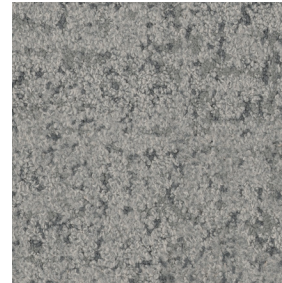
Pebble 84111



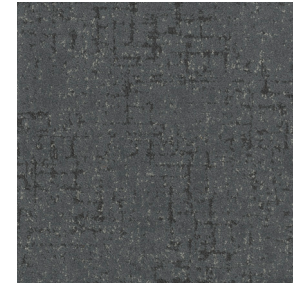
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Slate 84518



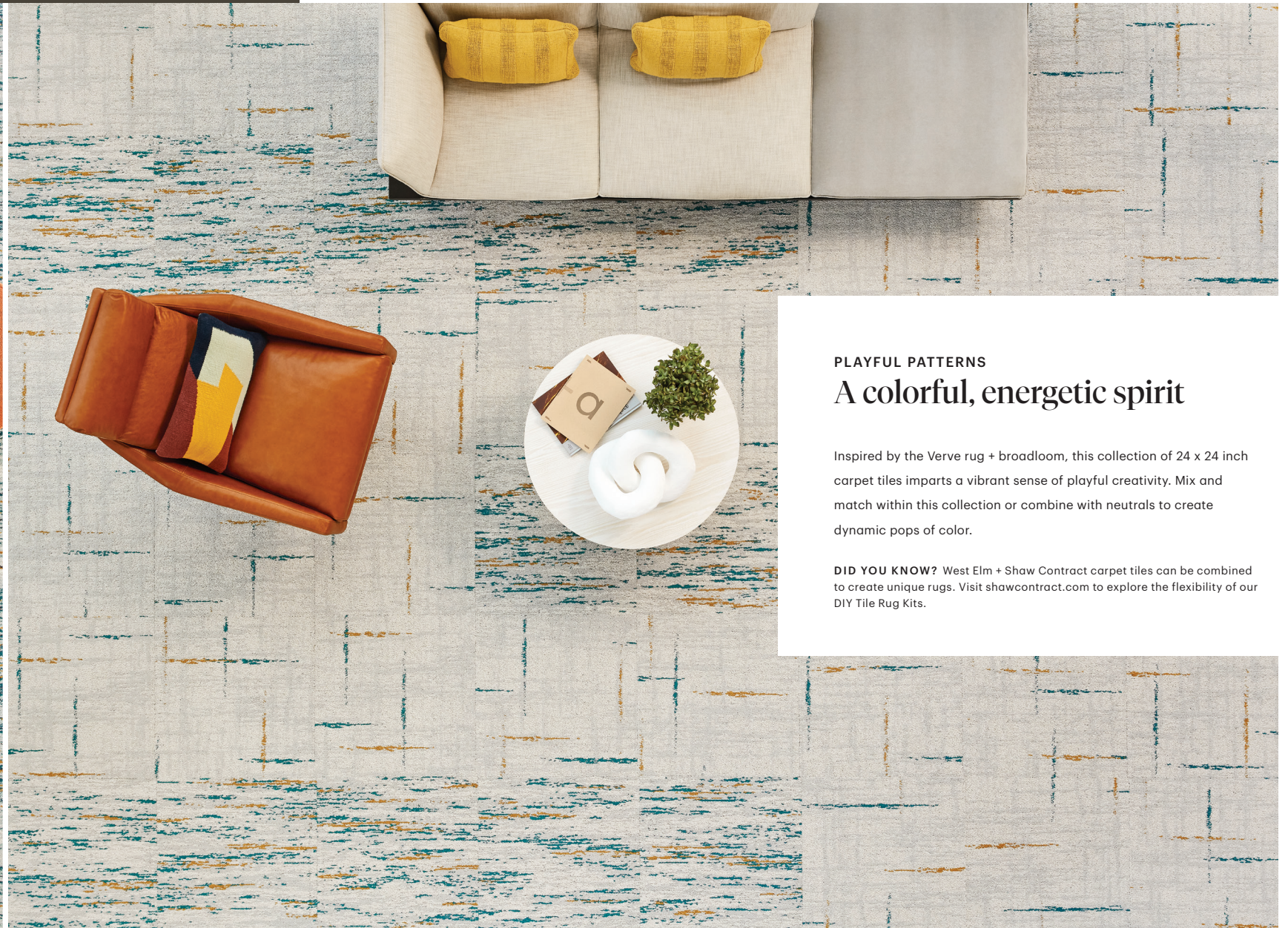
Mineral 84535



Graphite 84580



Flint 84761



PLAYFUL PATTERNS

A colorful, energetic spirit

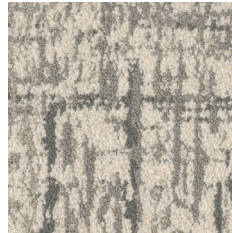
Inspired by the Verve rug + broadloom, this collection of 24 x 24 inch carpet tiles imparts a vibrant sense of playful creativity. Mix and match within this collection or combine with neutrals to create dynamic pops of color.

DID YOU KNOW? West Elm + Shaw Contract carpet tiles can be combined to create unique rugs. Visit shawcontract.com to explore the flexibility of our DIY Tile Rug Kits.



Zest 5T487

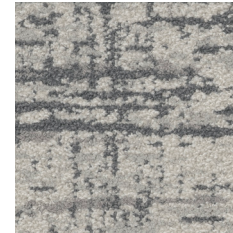
Expressive strokes overlap, creating a lively crosshatch design that adds a dose of optimism to any room.



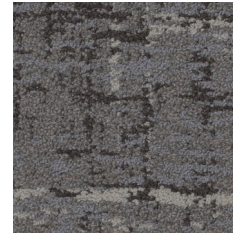
Flair 87100



Vitality 87105



Vibrance 87510



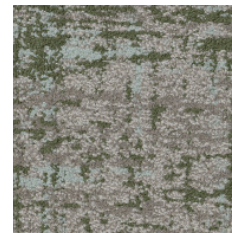
Brio 87518



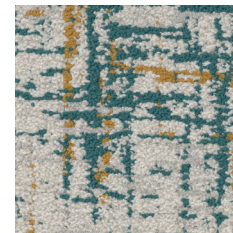
Flourish 87580



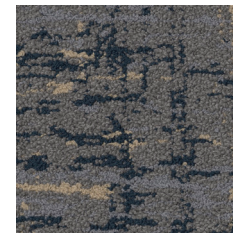
Flair-Color 87675



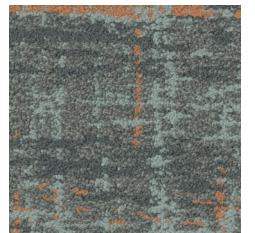
Vitality-Color 87375



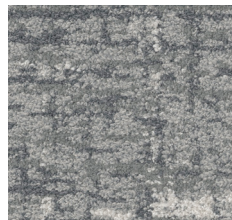
Vibrance-Color 87327



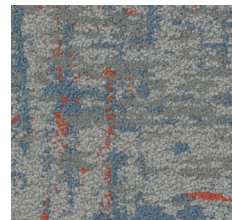
Brio-Color 87485



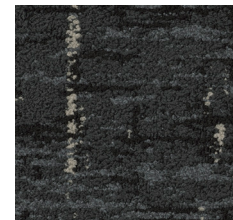
Flourish-Color 87326



Moxie 87535



Moxie-Color 87411

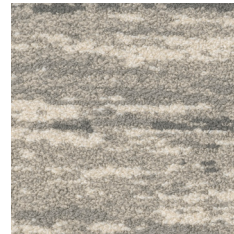


Gusto 87500

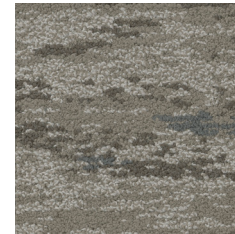


Zeal 5T488

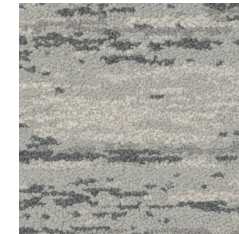
A fluid wash of color that can be calming or energetic. The overall impact depends on how you use it.



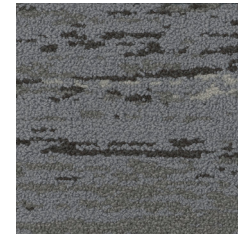
Flair 87100



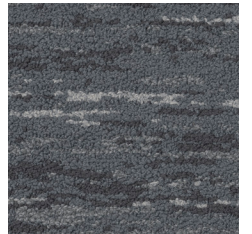
Vitality 87105



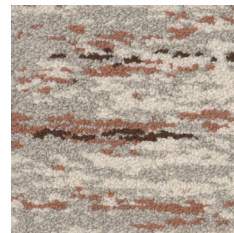
Vibrance 87510



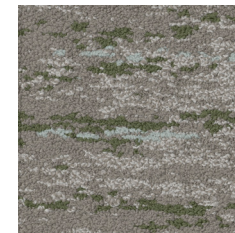
Brio 87518



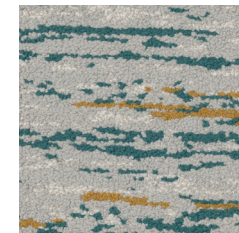
Flourish 87580



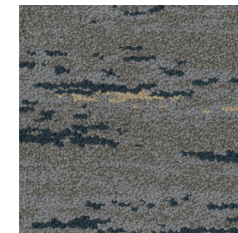
Flair-Color 87675



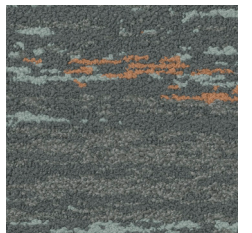
Vitality-Color 87375



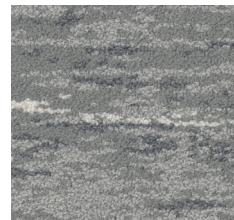
Vibrance-Color 87327



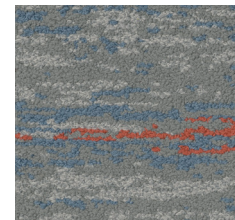
Brio-Color 87485



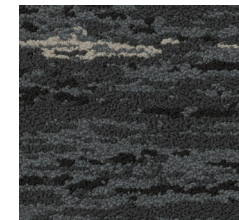
Flourish-Color 87326



Moxie 87535



Moxie-Color 87411

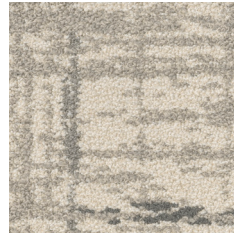


Gusto 87500

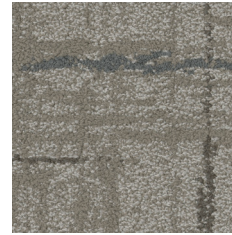


Spark 5T489

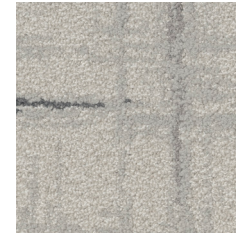
Dashes of color with a handwoven aesthetic create a modern crosshatch. As playful as it is classic.



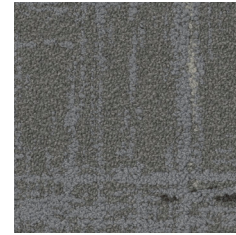
Flair 87100



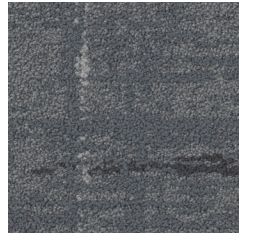
Vitality 87105



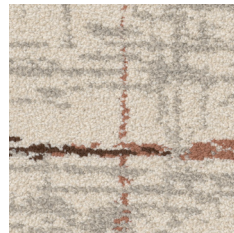
Vibrance 87510



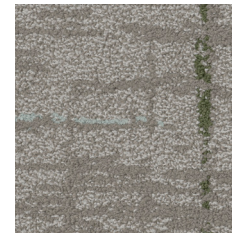
Brio 87518



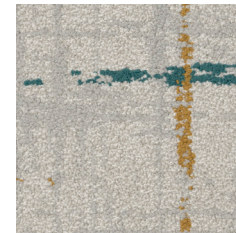
Flourish 87580



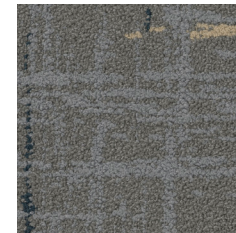
Flair-Color 87675



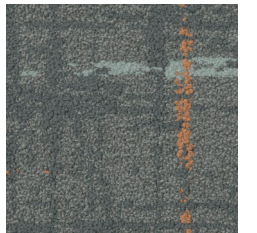
Vitality-Color 87375



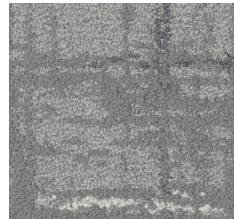
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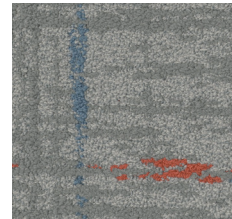
Brio-Color 87485



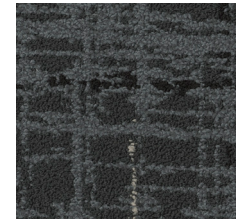
Flourish-Color 87326



Moxie 87535



Moxie-Color 87411



Gusto 87500



RIGHT: FLAME 11×11 FT RUG (G259R) IN EXPRESSION (56675)



WEST ELM STYLE MEETS SHAW CONTRACT PERFORMANCE

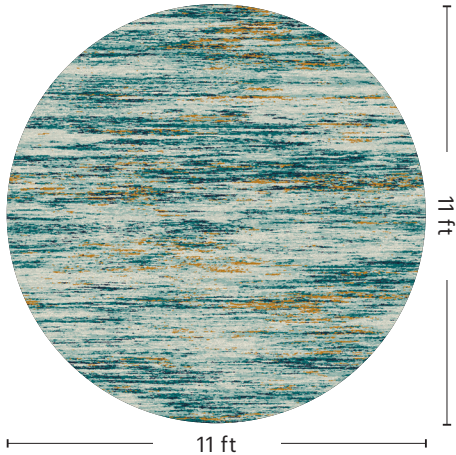
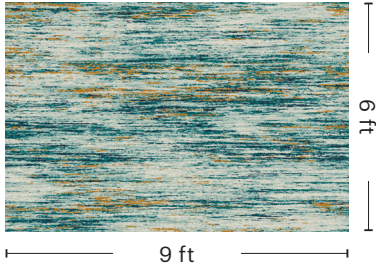
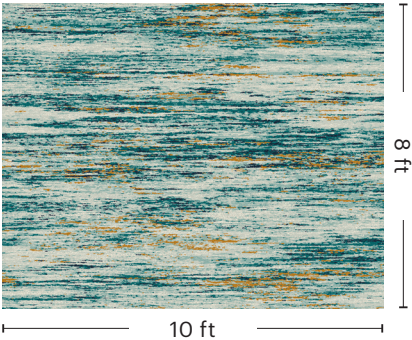
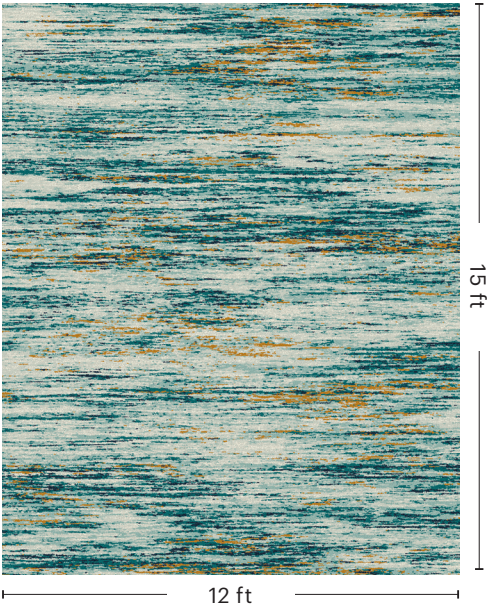
Rugs + Broadloom

Each pattern signifies the West Elm mid-century modern design and handwoven aesthetic. Each is completely at home in the human-centric environment —wherever that may be. We were challenged and inspired to innovate with materials and techniques that embody each design as we recreated the look and feel of handcrafted rugs.

FLAME 11×11 FT RUG (G259R) IN EXPRESSION (56675) + INLET II (4372V) IN THATCH (72720) | INSTALLED STAGGER

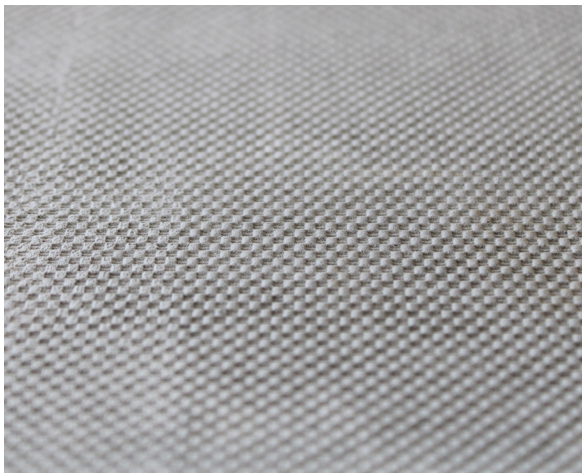
Tufted Solution-Dyed Nylon Rugs

Like a bolt of fabric, tufted solution-dyed nylon rugs are cut on demand for a custom look from 12-foot broadloom. The directionality of the rug changes based on the size ordered.



Rugs, a fully finished product

Shaw Contract area rugs are finished standard with non-skid backing and a serged edge or hidden edge, with no order minimums. The 1-year edge warranty includes performance, specifically that the serged and hidden edges will not unravel or separate under normal traffic.



Non-skid Backing

Our innovative non-skid rubber backing is PVC-free and comes standard on all rugs. The grip-finish backing provides comfort underfoot and increased sound absorption while holding the rug in place.



Serged Edge Rugs

Serged edge rugs are finished with our Eco Solution Q® 100% solution-dyed nylon fiber which is continuously stitched around the edge of the rug for a consistent edge treatment. Serged edge colors have been carefully selected to complement each colorway. See shawcontract.com for more details.



Hidden Edge Rugs

Hidden edge rugs are finished with a patent-pending edge that provides a clean, tailored look. Hidden edge finish is only available on Tufted Solution-Dyed Nylon Rugs, not Canvas-Dye Injection Rugs.

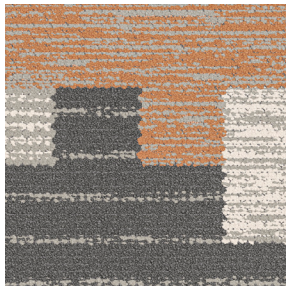


Colca

A playful take on color blocking. An energetic geometric pattern in earthy hues enlivens your space as it grounds it.

**Offered in both broadloom and rugs.
Custom sizes available / request pricing from
your local account manager**

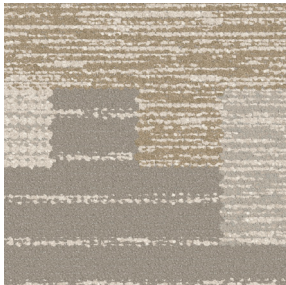
SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G280R	G284R
8×10 FT	G281R	G285R
12×15 FT	G282R	G286R
11 FT CIRCLE	G283R	G287R
12 FT BROADLOOM 5A353		



Immerse 53518



Escape 53500



Retreat 53100

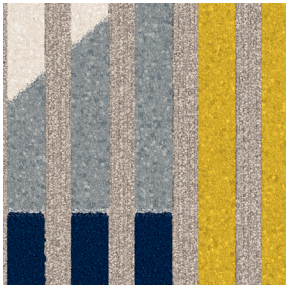


Kista

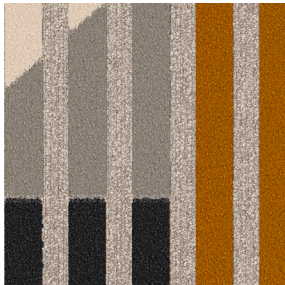
Bold, simple lines; light neutral colors; zero clutter. This clean and modern design takes a page from Scandinavian minimalism.

**Offered in both broadloom and rugs.
Custom sizes available / request pricing from
your local account manager**

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G288R	G292R
8×10 FT	G289R	G293R
12×15 FT	G290R	G294R
11 FT CIRCLE	G291R	G295R
12 FT BROADLOOM 5A354		



Graphic 54485



Artisanal 54518



Diamonds

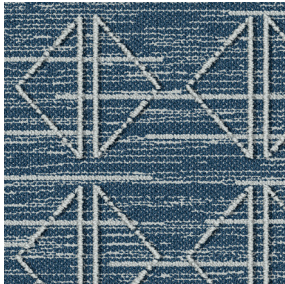
Subtle yet sharp diamond pattern conveys stability, minimalism and bold optimism. Tailored geometry; warm tactility.

**Offered in both broadloom and rugs.
Custom sizes available / request pricing from
your local account manager**

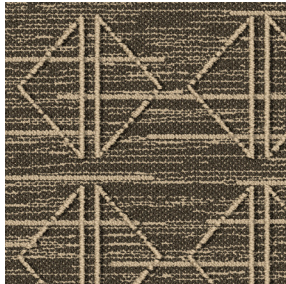
SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G264R	G268R
8×10 FT	G265R	G269R
12×15 FT	G266R	G270R
11 FT CIRCLE	G267R	G271R
12 FT BROADLOOM 5A358		



Sisal 58111



Denim 58485



Shadow 58761



Verve

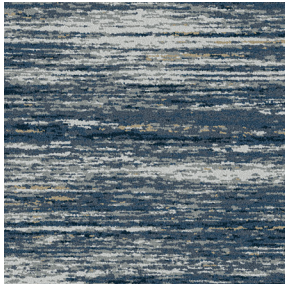
A dynamic wash of color, blurring the lines between color and stripes, energy and calm, home and away.

**Offered in both broadloom and rugs.
Custom sizes available / request pricing from
your local account manager**

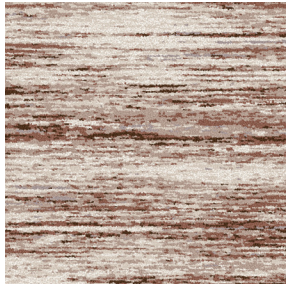
SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G240R	G244R
8×10 FT	G241R	G245R
12×15 FT	G242R	G246R
11 FT CIRCLE	G243R	G247R
12 FT BROADLOOM	5A352	



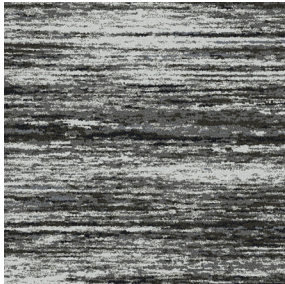
Vibrance 52327



Brio 52485



Flair 52675



Fervor 52761



Stone

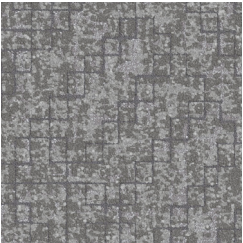
Gridded lines amp up a plush, textured background. As subtle as a solid. The versatility that work demands. The stability of home.

Offered in both broadloom and rugs.
Custom sizes available / request pricing from
your local account manager

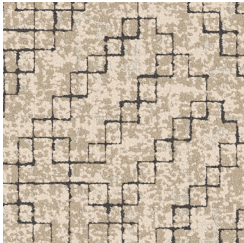
SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G272R	G276R
8×10 FT	G273R	G277R
12×15 FT	G274R	G278R
11 FT CIRCLE	G275R	G279R
12 FT BROADLOOM 5A355		



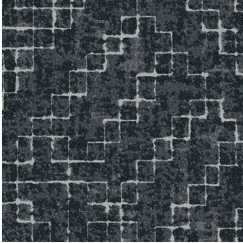
Marble 55100



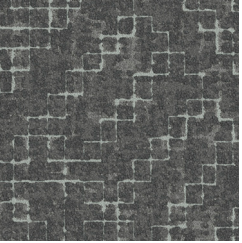
Granite 55105



Pebble 55111



Graphite 55580



Slate 55518



Flame

Vibrant colors and abstract organic strokes fuel your creativity as they embolden your space.

**Offered in both broadloom and rugs.
Custom sizes available / request pricing from
your local account manager**

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G256R	G260R
8×10 FT	G257R	G261R
12×15 FT	G258R	G262R
11 FT CIRCLE	G259R	G263R
12 FT BROADLOOM 5A356		



Expression 56675



Shale

Balanced striations of dark and light neutrals reflect the varied layers and tempos of the places we work.

**Offered in both broadloom and rugs.
Custom sizes available / request pricing from
your local account manager**

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G248R	G252R
8×10 FT	G249R	G253R
12×15 FT	G250R	G254R
11 FT CIRCLE	G251R	G255R
12 FT BROADLOOM 5A357		



Sandstone 571111



Mineral 57535