

Welspun[®]
FLOORING

Loomstory

WOVEN INTO LIVING



Comfort *written* in loops

Tufted surfaces speak in gentle languages of hands at work, of time taken, of textures shaped slowly and with intent.

Loomstory is born from these quiet gestures, where looped heights and softened lines carry warmth beyond appearance. Each surface feels lived-in, familiar, and inviting, with a touch, movement, and pause that feels natural.

Rooted in craft and elevated through contemporary design, Loomstory celebrates tactility as storytelling. Designed with enduring PET fiber and thoughtful loop-pile construction, every pattern becomes part of everyday life, supporting comfort, continuity, and connection beneath every step.



Loomstory

Texture anchors moments of rest and
rhythm

Soft Horizons

Inspired by natural rises and falls, Crestline shapes spaces with tender depth. Its sculpted texture creates a comforting landscape underfoot, balancing visual interest with everyday ease.



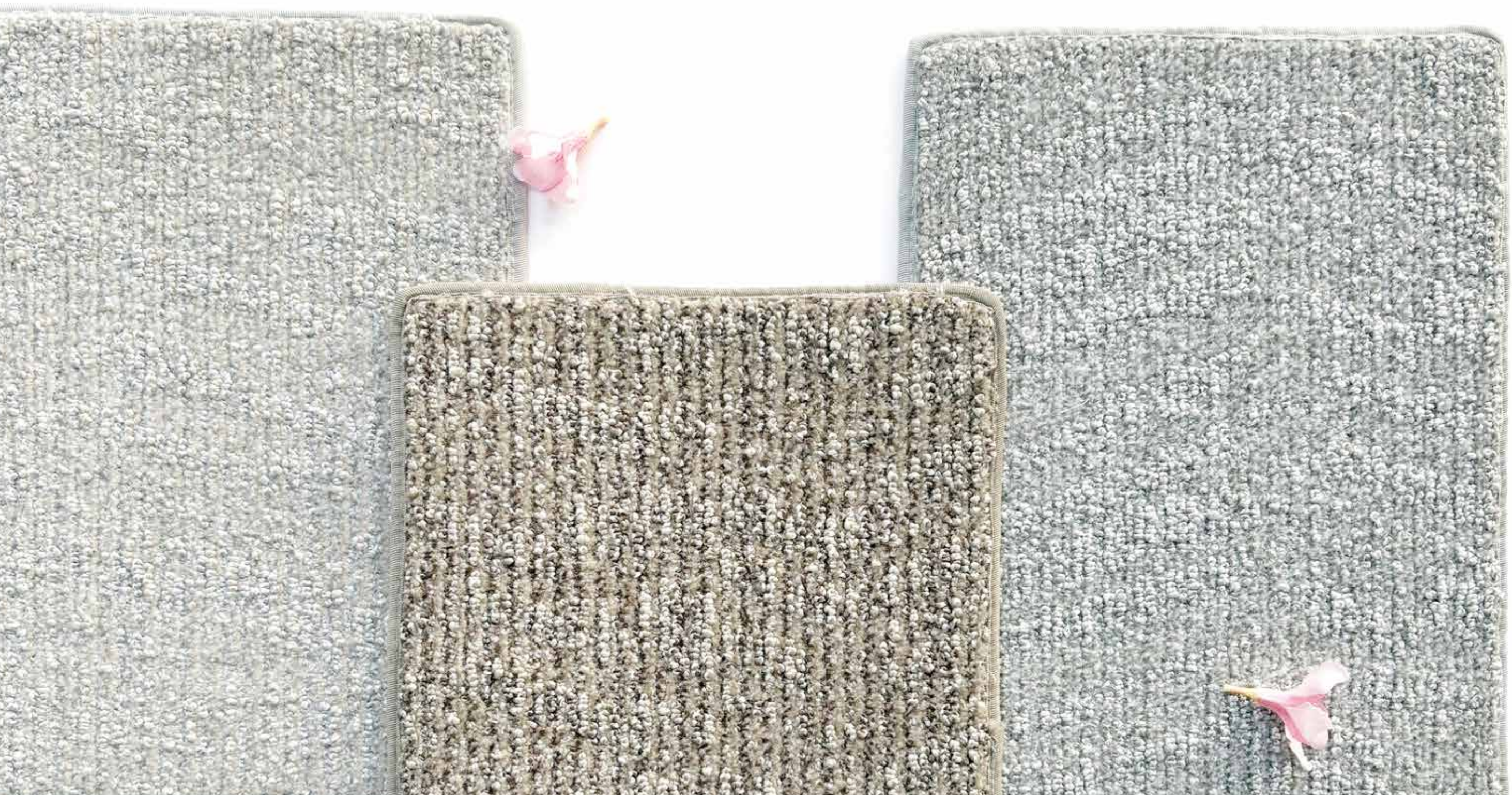


AFTERGLOW

Looped surfaces echo
quiet craftsmanship.

Familiar Ease

With calm peaks and valleys of tufted texture, Crestline evokes familiarity without formality. A surface designed to settle spaces, inviting warmth, softness, and a sense of quiet belonging.





LONGING

Warmth lingers
in every step taken.



Anchored Serenity

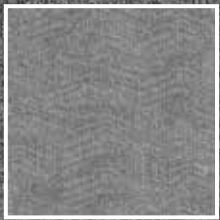
Crestline's sculpted undulations bring depth without disruption. Raised and recessed textures work together to create interiors that feel steady, comforting, and naturally attuned to daily living.





MOONBEAM

Layers invite warmth
into shared spaces.



FOGLIGHT

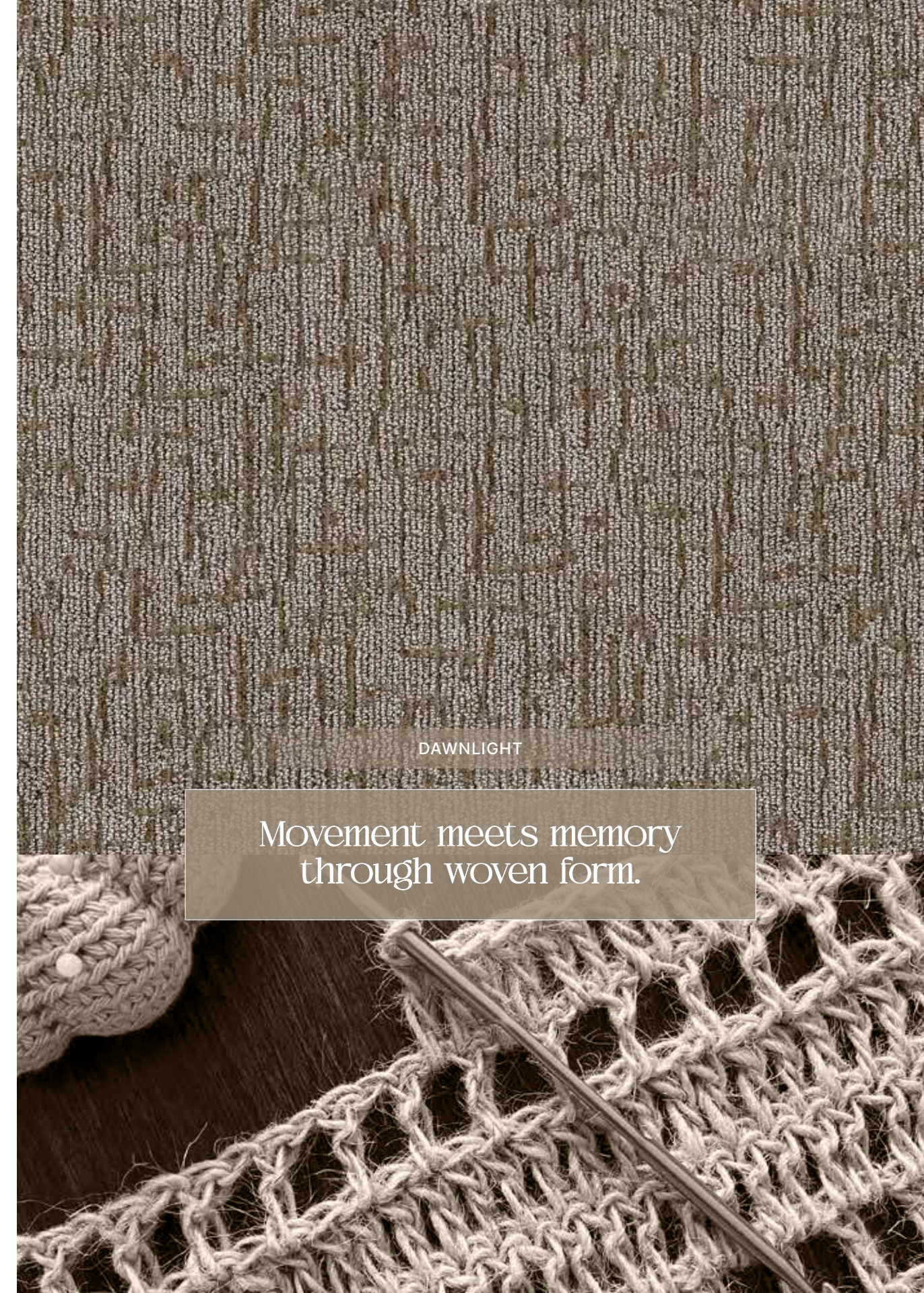
Craft settles softly
into daily routines.

This image is for illustration purposes only. The actual product appearance may vary.

Patterned Memory

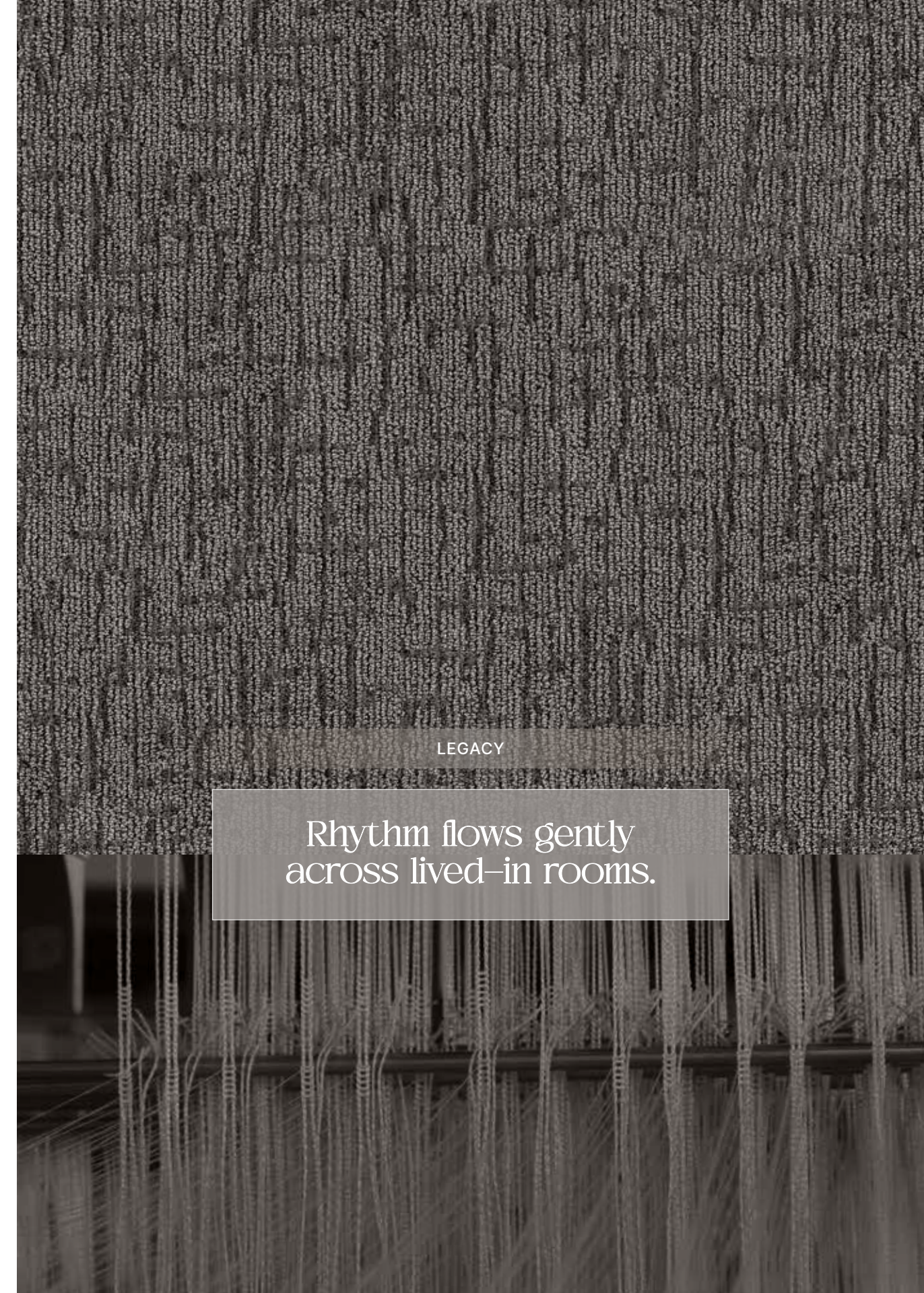
Grid-based forms soften through layered texture and gentle depth. Gridstory transforms familiar geometry into a tactile narrative, bridging past inspiration with modern residential comfort.





DAWNLIGHT

Movement meets memory
through woven form.



LEGACY

Rhythm flows gently
across lived-in rooms.



Order Reimagined

Structured patterns dissolve into touchable relief, offering visual rhythm without rigidity. Gridstory balances precision and warmth, creating surfaces that feel both composed and comfortably lived-in.





KINDLING

Movement meets memory
through woven form.

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Modern Structure

Gridstory translates geometric heritage into plush, dimensional texture. Its softened structure brings quiet sophistication to interiors, where pattern becomes subtle, tactile, and warmly expressive.





DUSK

Tactility grounds living
with calm assurance.



Gentle Continuum

Flowing looped contours move with an unhurried rhythm, shaping surfaces that feel guided by hand. Lineage brings calm continuity into spaces, where softness and movement quietly settle into everyday living.



SILVERLEAF

Texture anchors the room with warmth.



Crafted Flow

Inspired by steady, hand-led motion, Lineage forms gentle pathways of texture. Its looping rhythm softens interiors, inviting a sense of ease, balance, and quietly evolving warmth throughout the space.



DAYBREAK

Warmth lingers
in every step taken.



Softly Aligned

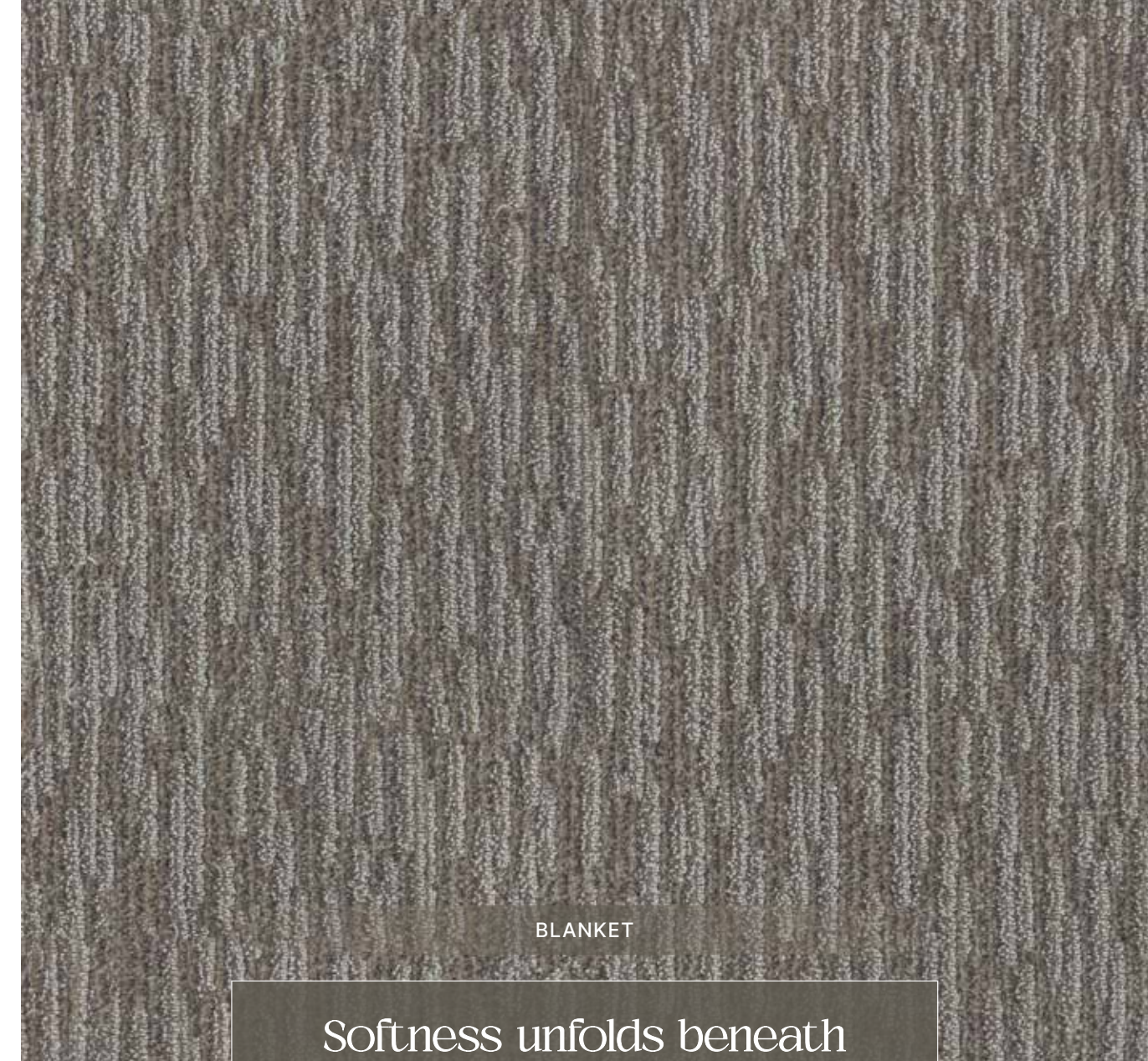
Looped contours follow a graceful, flowing pattern shaped by patience and precision. Lineage anchors rooms with tactile harmony, offering surfaces that feel calm, continuous, and thoughtfully composed.



FIRESIDE

Depth reveals comfort
shaped over time

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BLANKET

Softness unfolds beneath
everyday movement.



FEATURES



Stain Resistance



Soil Resistance



Texture Retention



Abrasion Resistance



Fade Resistance



Acoustic Dampening Resistance



Made In India

PRODUCT SPECIFICATIONS IN CARPET TILES

- Machine Gauge 5/64
- Tufting Weight* 1340 GSM 40 Oz
- Yarn PET
- Backing System PP Mesh
- Pile Height* 6-7 mm
- Total Thickness* 8-9 mm

*Indicates +/-5%

LIMITED WARRANTIES

- Lifetime Fade Resistance Warranty
- Lifetime Limited Stain Resistance Warranty
- Lifetime Limited Soil Resistance Warranty
- 25 Year Limited Texture Retention Warranty
- 25 Year Limited Abrasive Wear Warranty

CERTIFICATIONS



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E-LOOKBOOK