

SERICA

Serica is the place where opposites meet: the refined lustre of silk and the raw character of sisal.

Two materials – one soft and refined, the other strong and humble – take you deep into the heart of India.

In the east, where the sun bathes the land in crimson and gold, sisal is harvested by hands that move in harmony with the rhythm of the earth. In the north, among whispering mulberry groves, silkworms spin their delicate threads – shimmering like morning light on the Ganges.



MASUREEL

Luxurious Belgian Wallcoverings



PICTDGRIC201

SERICA

Serica is a sensory journey – rich in tradition, texture and tone.

Together, these natural fibres form the precious foundation upon which artisans and small-scale farmers create a wealth of weaves and textures. Crafted with skill and **rooted in age-old traditions**, each pattern, technique and colour palette is unique to its region and passed down through generations.

The colours of Serica are drawn from the land itself – arriving with the light, the scent of spices on the morning breeze, the murmur of voices in the marketplace. The fabrics embody the pigments of their surroundings – the ochre of the earth, the indigo of leaves, the fire of dried chili. The interplay of earthy tones and bursts of colour captures the spirit of the landscape.





PICTRIC301

SERICA

Serica, the Latin word for silk, refers both to the luxurious fibre and to the ancient art of silk weaving. Born from a cocoon and spun like light itself, silk demands great gentleness and patience. This understated geometric pattern recalls the look of handwoven fabric, its subtle irregularities lending a sense of authenticity and timeless beauty.

non-woven wallcoverings 0.70m x 10.05m / roll



PICTRIC301B



PICTRIC302



PICTRIC303



PICTRIC304

4 colourways



RIC301



RIC302



RIC303



RIC304



PICTDGRIC206



HPCSI0009

CADIE

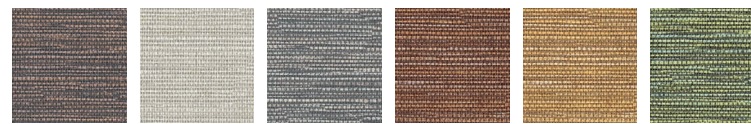
Cadie is a natural sisal wallpaper.

Harvested from the agave plant, sisal fibres are pulled, dried, and stripped by hand with skill and care. Raw, honest, earthy – its texture speaks of sunlit village squares, rope makers and the rhythm of the sun.

That same authentic presence brings natural charm and warmth into your interiors.

sisal on non-woven 0,87 m / sold per meter

6 colourways



HPCSI0004

HPCSI0005

HPCSI0006

HPCSI0007

HPCSI0008

HPCSI0009

PATOLA

Patola takes its name from the traditional Indian silk-weaving technique – a rare and intricate form of double ikat, where warp and weft threads are meticulously dyed before weaving.

The result is a vibrant, geometric design full of depth and rhythm. Once worn by royalty, Patola has long been a symbol of refinement, admired for its complexity and beauty.

non-woven wallcoverings 0.70m x 10.05m / roll



PICRIC101



PICRIC103

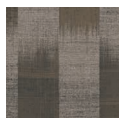


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4 colourways



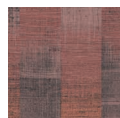
RIC101



RIC102



RIC103



RIC104



PICRIC102



PICRIC501



RIC203

TANTU

Tantu, from the Sanskrit word for 'thread' – is a refined sisal wallpaper that reflects the quiet simplicity of handcrafts. Natural fibres are worked with precision onto a non-woven base, creating a soft, layered surface with a subtle sheen. **Tantu** exudes calm and sophistication: understated luxury that quietly defines a space with character.

hemp on non-woven 0.915m x 5.5m / roll

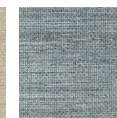
3 colourways



RIC501



RIC502



RIC503

HOLI

Holi recalls the artistry of handwoven silk ikat, enlarged into a panoramic canvas.

Silk ikat textiles are a unique expression of luxury and craftsmanship, created using traditional weaving techniques. What sets them apart is the painstaking dyeing process, where each thread is coloured before weaving, resulting in a bold, layered aesthetic. This design pays tribute to Holi, India's festival of colour, with a vibrant interplay of hues and patterns that celebrates joy and craftsmanship.

panoramics 106cm x 260 / 300cm length



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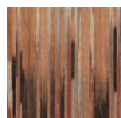


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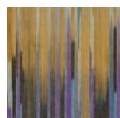


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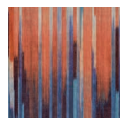
4 colourways



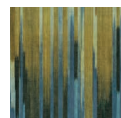
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PICTRIC006



MORI

Mori takes its name from Bombyx mori, nature's original weaver – the silkworm that produces the world's finest silk. The name also nods to the mulberry tree, the silkworm's sole food source. This plain silk-effect design carries a subtle sheen that echoes the delicate artistry of handwoven silk, shimmering gently like light itself.

non-woven wallcoverings 0.70m x 10.05m / roll

7 colourways



BANYAN

Banyan brings bold tropical foliage to life against a solid backdrop. Embossed in relief, each leaf catches the light like silk brocade – once woven with gold thread into sumptuous, opulent fabrics.

The motif evokes the untamed beauty of the Indian wilderness, while the name honours the banyan tree – India's sacred and iconic tree. Just as the tree offers shelter and stillness, this design emanates quiet strength.

non-woven wallcoverings 0.70m x 10.05m / roll



PICRIC203



PICRIC204

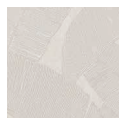


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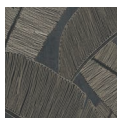


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5 colourways



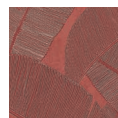
RIC202



RIC203



RIC204



RIC205



RIC206



PICRIC202

CHANDERI

Chanderi, named after the airy, weightless silk from its name-sake town, breathes elegance and subtlety. Its colours are endless, melting into each other softly like light diffused through mist.

This panoramic design blends hues from across India: the deep blue homes below Mehrangarh Fort, the rose-red sandstone of the Palace of the Winds, and the warm orange glow of the city of Nagpur.

panoramics 106cm x 260 / 300cm length



PICTDGRIC201



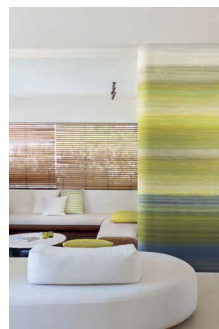
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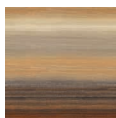


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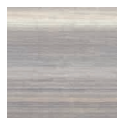


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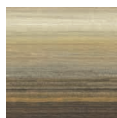
6 colourways



DGRIC201



DGRIC202



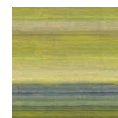
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DGRIC204



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PICTDGRIC1031>1033



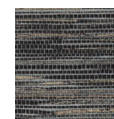
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KARGHA

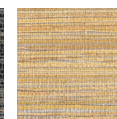
With its tactile depth and grounding presence, **Kargha** – the Hindi word for loom – honours the art of weaving. Strips of hemp catch the light and cast soft shadows, giving the surface rhythm and dimension. Hemp is strong and sustainable by nature, a stylish fibre with deep roots and a bright future.

hemp on non-woven 0.915m x 5.5m / roll

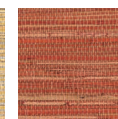
4 colourways



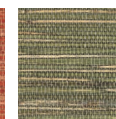
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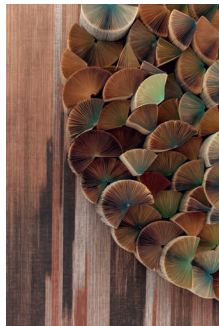
RIC403



RIC404



PICTRICmood9



PICTDGRIC1011>1013



PICTRIC202B



PICTRIC402



PICTRIC104B



PICTRIC103B



PICTRIC206B

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