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COCOCO

ARTISTIC DESIGNS FOR A GREENER HOME

A Belgian brand combining creativity, sustainability, and Flemish heritage.



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Proud of Our Flemish Heritage

We draw our inspiration from the rich heritage of Mouscron, Belgium, a region deeply rooted in Flemish artistic traditions. Our rugs are designed not only to enhance your floors but also to be displayed as stunning wall hangings, echoing the way Flemish artists of the past transformed interiors into galleries of color and texture.

This practice echoes the legacy of renowned Flemish artists such as Pieter Paul Rubens and Jan van Eyck, who celebrated intricate details and vibrant hues in their masterpieces. By blending these historical influences with contemporary design, our rugs become true pieces of functional art, inviting you to explore the beauty that surrounds you.

Each piece is crafted with care, allowing you to enrich your interior with a touch of Flemish character—whether as a statement rug on the floor or a striking wall decoration.

Introduction to Cocono



Cocono is much more than an interior design brand — it is a movement aimed at transforming the way we perceive everyday objects.

Based in Belgium, the brand embodies a perfect balance between traditional craftsmanship and contemporary design.

At the intersection of innovation and heritage, Cocono draws from its founder's Flemish roots to reinvent the rug as a wall-mounted or decorative art piece, designed to enhance Bauhaus, Maximalist, or Art Deco interiors.

Each piece tells a story — a story of sustainable creativity.

By working with surplus production yarns, Cocono is committed to reducing waste while offering bold designs that transform living spaces.

From design to production, each rug reflects a deep-rooted artisanal expertise embedded in Belgian culture.

Grounded in tradition yet reinterpreted through contemporary techniques and trends, Cocono carries forward the artistic and craft heritage of the great tapestry and textile design centers. At Cocono, the rug becomes a canvas for expression, open to abstract, conceptual, and narrative interpretations.

Each piece transforms space into a living composition, where patterns, textures, and reliefs draw inspiration from the intricate arrangements that once adorned Flemish altarpieces, while also engaging with modern and avant-garde forms. These textile works, whether placed horizontally or vertically, become central elements of interior aesthetics.

The Creation of a Cocono Rug

Drawing inspiration from modern design history—particularly the free and expressive spirit of Bauhaus and maximalism—Cocono builds its textures through a refined blend of traditional craftsmanship and innovation. Hand-tufting plays a key role: on a stretched canvas, wool, silk, or other fibers gradually take shape, each stitch revealing meticulously designed patterns and colors. Jacquard weaving and other advanced techniques further enrich this textile exploration, adding depth and relief to the compositions. Sculpted finishes create a captivating visual and tactile interplay, playing with light and shadow.

Thread, both material and medium, is handled with precision to create compositions that balance geometry, abstraction, and organic influences. Each rug becomes a dialogue between structured forms and fluidity, where rigid lines meet spontaneous curves, resulting in pieces that oscillate between balance and movement.

Cocono's workshops combine this artisanal expertise with cutting-edge techniques, delivering creations tailored to the most ambitious design projects. Extensive research on pigments and textures lies at the heart of the process, ensuring rich colors and innovative finishes.

At Cocono, a rug is far more than a decorative object—it is an artistic experience, an invitation to explore textile storytelling and rethink interior spaces. Thanks to its versatility, it transforms homes into living galleries, where design and emotion intertwine to create unique and inspiring atmospheres.



Cocono's Creative DNA

Cocono's journey began in January 2024, rooted in Marine's family heritage within the luxury rug industry. Witnessing excessive waste, she was inspired to create a brand that seamlessly combines aesthetics and sustainability.

Our values and creativity are fueled by:



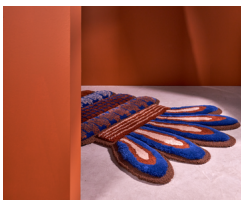
1. Collaboration for High-Quality Recycled Materials

Sustainability: Reducing waste by repurposing surplus production yarns to create unique pieces.



2. Material and Expertise of Excellence

Local Craftsmanship: All our products are designed and manufactured in Belgium.



3. Bold Designs

Innovation: Merging contemporary designs with traditional techniques.

We collaborate with emerging designers to bring fresh perspectives, integrating vibrant colors and captivating patterns to transform living spaces.

1. Collaboration for High-Quality Recycled Materials

Cocono has preserved the authenticity of artisanal production while adapting to international quality standards. Through collaborations with high-end suppliers such as Limited Edition, Cocono acquires hundreds of kilograms of yarn in various colors, often sourced from surplus production.

Once received, these yarns undergo a meticulous sorting process by color, followed by rigorous quality control in our textile laboratory. This ensures that every raw material meets the high standards we uphold. Only after this stage does the team begin exploring possible designs, drawing inspiration from the available color palettes.

However, since we do not always have visibility on the quantity or shades of yarn we receive, each collection becomes a limited edition. Once the selected yarns for a design are used up, the production of that rug ends. This approach gives every piece a sense of exclusivity and rarity—a true reflection of our commitment to craftsmanship and sustainability.

Through these responsible and aesthetic choices, Cocono continues to merge innovation, artisanal expertise, and resource-conscious design, meeting the expectations of a clientele seeking unique and timeless pieces.





2. Materials and Expertise of Excellence

Rooted in a rich artisanal heritage, Cocono transforms a blend of wool, cotton, and a touch of innovation into a brand that is quickly becoming an essential reference in textile design.



At Cocono, materials intertwine and overlap, creating an unparalleled diversity of textures and finishes. Our tufted rugs come in wool, cotton, bamboo, and silk, while unique materials such as cowhide, gnu leather, banana fiber, and technical textiles like polyamide, vinyl, polypropylene, and viscose expand the realm of possibilities. These innovative combinations result in high-performance rugs and coverings, designed for various applications, including outdoor spaces, thanks to their waterproof, non-slip, and UV-resistant properties.

The brand has mastered a range of techniques, notably tufting, where wool, silk, or other fibers are carefully inserted into a textile base and secured with a refined finish. This artisanal expertise is further enhanced by modern dyeing and weaving processes, ensuring exceptional quality and durability.

A unique aspect of Cocono's approach lies in its complete control over the production process. Yarns are spun, dyed, and washed in-house, using rare machines that embody traditional craftsmanship while adhering to modern standards of excellence.



Artisanal Expertise (Summary)

Each Cocono rug is the result of a meticulous artisanal process, ensuring both quality and uniqueness.

Material Selection: Sourcing high-quality yarns from surplus production.

Design: Collaborating with designers to create unique and distinctive patterns.

Manufacturing: Using traditional techniques to weave each rug both by robot and hand.

Finishing: Ensuring each piece meets our quality standards before shipping.



3. Bold Designs

Cocono – The Art of Reinventing Rugs

Cocono embodies a bold and timeless vision of design, where each rug tells a unique story, blending tradition and modernity. Designed as exceptional pieces, our creations transform living spaces into true works of art, combining aesthetics and comfort.

An Inspired Creative Process

Each season, Cocono's designers draw inspiration from graphic arts, painting, and applied arts to create distinctive patterns. Up to 15 colors can be integrated into a single piece, resulting in a rich palette and meticulously crafted textures.

Committed to creative renewal, the brand relies on an in-house team of young designers, constantly exploring new forms, materials, and compositions. Their innovative approach gives rise to bold collections that reflect the evolution of contemporary design.

Haute Couture Rugs

At Cocono, each rug is conceived as a haute couture piece. Regularly showcased at prestigious events like Maison & Objet, our creations have established themselves as references in interior design and architecture.

Combining boldness, innovation, and craftsmanship, Cocono redefines the rug as an exceptional statement piece, designed to enrich living spaces with elegance and creativity.

Each Rug: A Meticulous Craft

Every Cocono rug is crafted with precision and care, from the tensioning of threads to the execution of intricate patterns. Our engineers and artisans carefully select diverse materials, adapting them to tufting and weaving techniques to create a truly unique finish.

Innovative Materials & Expertise in Craftsmanship

Cocono explores unconventional materials to blend aesthetics, durability, and functionality. From polypropylene ropes sculpted into arabesque motifs to stitched and reinforced leather transformed into flatweave rugs, each creation reflects extensive research and exceptional technical mastery.

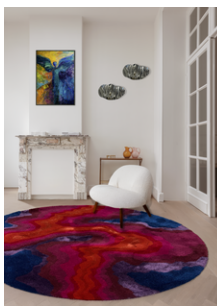
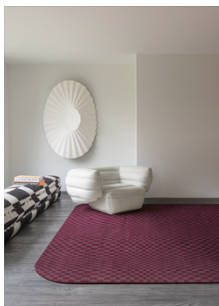
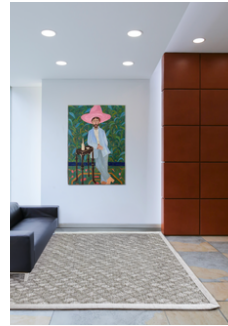
A Leading Name in Textile Design

Cocono was born from a deep passion for textures and colors. Drawing inspiration from ancient traditions while integrating modern technologies, the brand has established itself as a key player in rug and textile creation, redefining interiors as true works of art.

Each piece results from a meticulous process, merging design, innovation, and artisanal expertise, ensuring uncompromising quality and creativity.

Large Rugs

At Cocono, every interior is envisioned as a living canvas, where color and patterns play a central role. Our large rugs are designed to enrich spaces, bringing a unique expressive dimension. Depending on the environment, a bold, multicolored design will amplify the room's energy, while a more subdued model will create a subtle balance in spaces already rich in shapes and textures. Each rug is an invitation to embrace your aesthetic vision, striking the perfect harmony between vibrancy and elegance.



& more...



Totems

Cocono's Totems are more than just rugs—they are textile sculptures with organic forms and vivid colors, reminiscent of true works of art. Designed to be placed on the floor or displayed on the wall, they transform any space with their bold graphic presence. These emotionally charged pieces redefine the rug as a collectible object, both functional and artistic. Their compact format makes them versatile, while their striking design ensures they instantly command attention.



& more...

INTERVIEW WITH MARINE, FOUNDER OF COCONO

Q1: What is Cocono's creative DNA?

A: Our DNA is built on the fusion of art and sustainability. We strive to create pieces that tell a story, using recycled materials to design bold and colorful rugs.

Q2: What are your core values?

A: Authenticity, sustainability, and innovation. We take pride in Belgian craftsmanship and are committed to minimizing our environmental impact while delivering aesthetically striking products.

Q3: What is your vision for Cocono's future?

A: We aim to further integrate Flemish heritage into our designs, particularly by reviving the tradition of hanging rugs on walls, a historic practice in Flanders.

Q4: What makes Cocono's craftsmanship unique?

A: Our expertise lies in transforming surplus yarns into functional works of art. Each rug is the result of a meticulous process, blending traditional techniques with contemporary design.

Q5: How do you select the designers you collaborate with?

A: We seek emerging talents who share our passion for sustainable and expressive design. Each collaboration is an opportunity to merge different artistic perspectives and push creative boundaries.

Q6: Who is your target clientele?

A: Cocono's clientele consists of individuals who want to infuse color into their interiors and create vibrant, expressive spaces. They are art and design enthusiasts who embrace bold colors, shapes, and textures to transform their homes into a true reflection of their personality.

Attuned to quality and uniqueness, they see rugs not just as decorative elements but as central pieces of design, blending art and functionality.





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