



VIA ♦ STAR
RUGS

Your rug,
your shape
and your size.

CUSTOM SIZE

Since 1994, Via Star has been building its story in the textile world with dedication, technology, and aesthetic sensibility. Our journey is marked by a commitment to quality and a constant pursuit of solutions that combine design, comfort, and functionality.

The Custom Size line is born from this purpose: to offer rugs that fit perfectly into every project. With a wide variety of models, textures, and finishes, it allows for exclusive compositions that reflect the style and personality of each space. Produced with carefully selected raw materials and detail-oriented processes, the custom rugs stand out for their durability, precision cutting, and faithfulness in colors and weaves.

Each piece is made to meet different dimensions and proportions, whether classic or organic shapes ensuring a harmonious result for every space. More than products, they are surfaces that welcome stories and reflect the experience of over three decades in the textile world, where tradition and innovation go hand in hand.

CUSTOM SIZE

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CUSTOM SIZE



MATTEO

MATTEO



66



56

100% Polypropylene
Country of Origin: Belgium
Pile Height: 10mm
Roll Width: 13 ft
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' ROUND 6
6'x9' ROUND 13'
9'x12' + Custom Size
10'x13'
12'x15'



CLOUD



500



600



700

100% Polyester
Country of Origin: Turkey
Pile Height: 10 mm
Roll Width: 16 ft 4 inches
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' 13'x16'
6'x9' ROUND 8'
8'x10' ROUND 16'
10'x14' + Custom Size
12'x15'



PURE



361

100% Polyester
Country of Origin: Turkey
Pile Height: 8 mm
Roll Width: 16 ft 4 inches
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' 13'x16'
6'x9' ROUND 8'
8'x10' ROUND 16'
10'x14' + Custom Size
12'x15'



AUREN

AUREN



Beige



Cream

100% Polyester
Country of Origin: Turkey
Pile Height: 7 mm
Roll Width: 13 ft
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' ROUND 6
6'x9' ROUND 13'
9'x12' + Custom Size
10'x13'
12'x15'



TANZÂNIA

TANZÂNIA



Beige



Cream



Silver

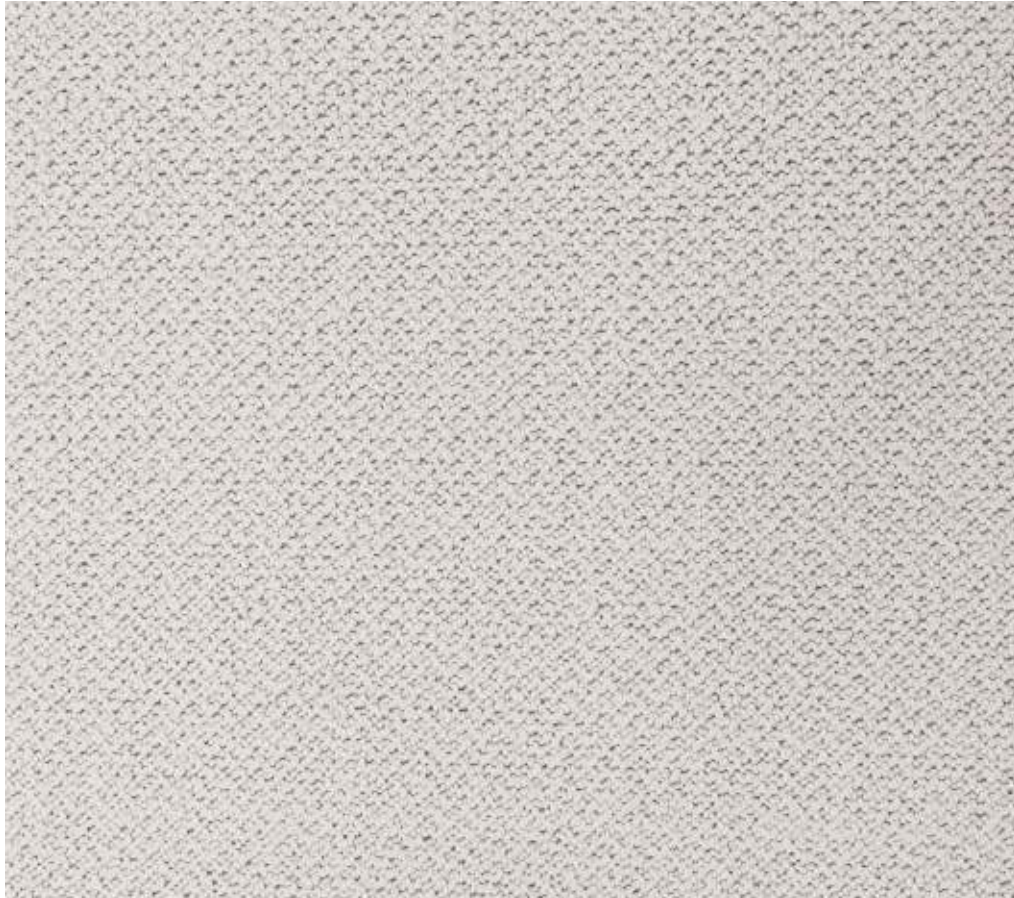
100% Nylon
Country of Origin: Netherlands
Pile Height: 15 mm
Roll Width: 13 ft
Serged / Folded
Soft Touch
Sustainable
Durable

Standard Sizes:
5'x7' ROUND 6
6'x9' ROUND 13'
9'x12' + Custom Size
10'x13'
12'x15'

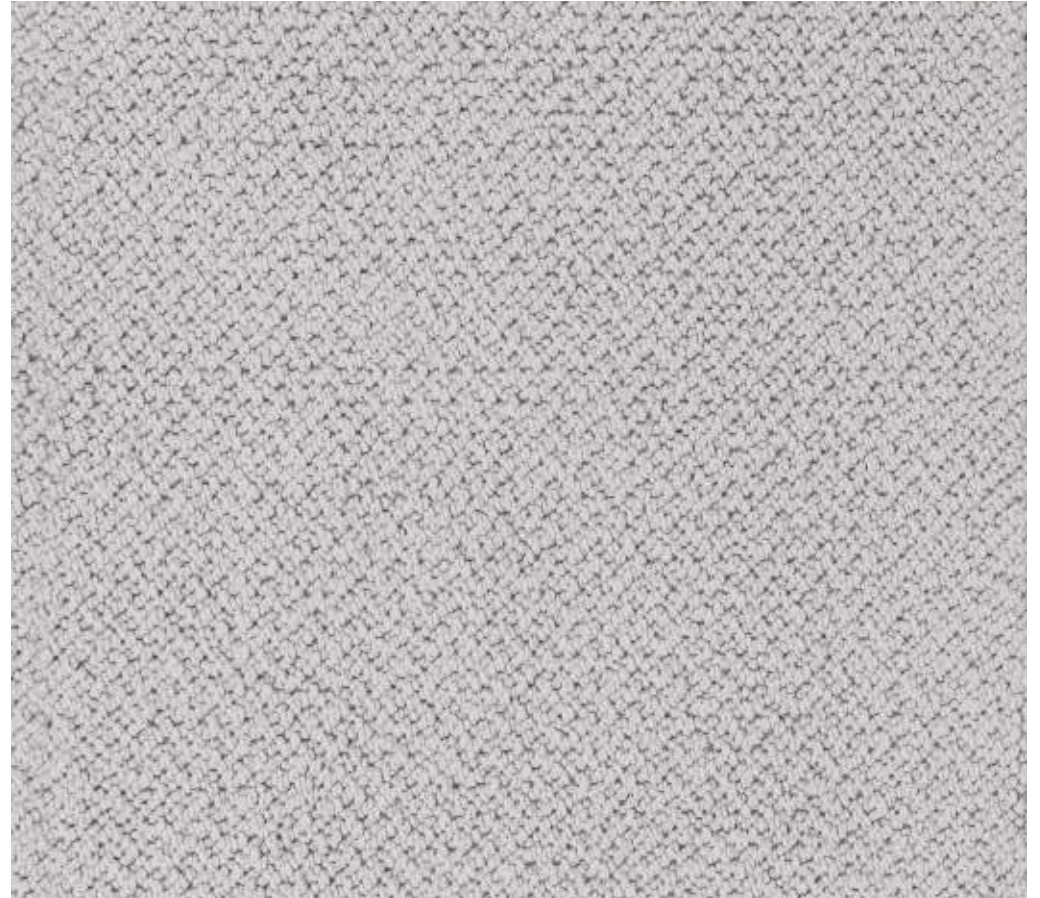


GRANELLO

GRANELLO



Cream



Fendi

100% Recycled PET
Country of Origin: Netherlands
Pile Height: 10 mm
Roll Width: 13 ft
Serged / Folded
Durable

Standard Sizes:
5'x7' ROUND 6
6'x9' ROUND 13'
9'x12' + Custom Size
10'x13'
12'x15'



DAYTONA



Champagne



Ivory



Silver

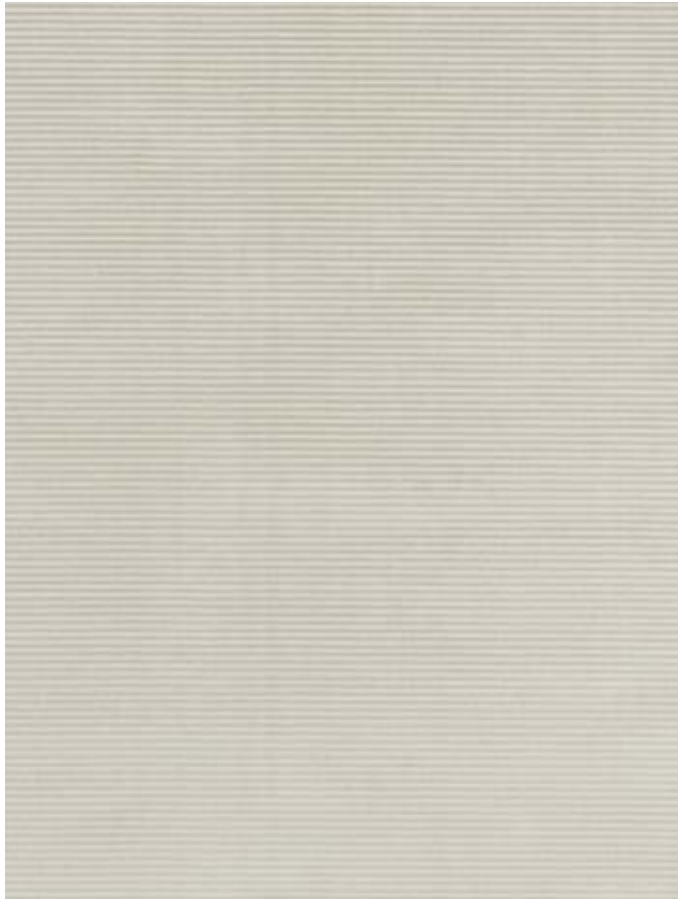
100% Polypropylene
Country of Origin: Netherlands
Pile Height: 10 mm
Roll Width: 13 ft
Serged / Folded
Durable

Standard Sizes:
5'x7' ROUND 6
6'x9' ROUND 13'
9'x12' + Custom Size
10'x13'
12'x15'

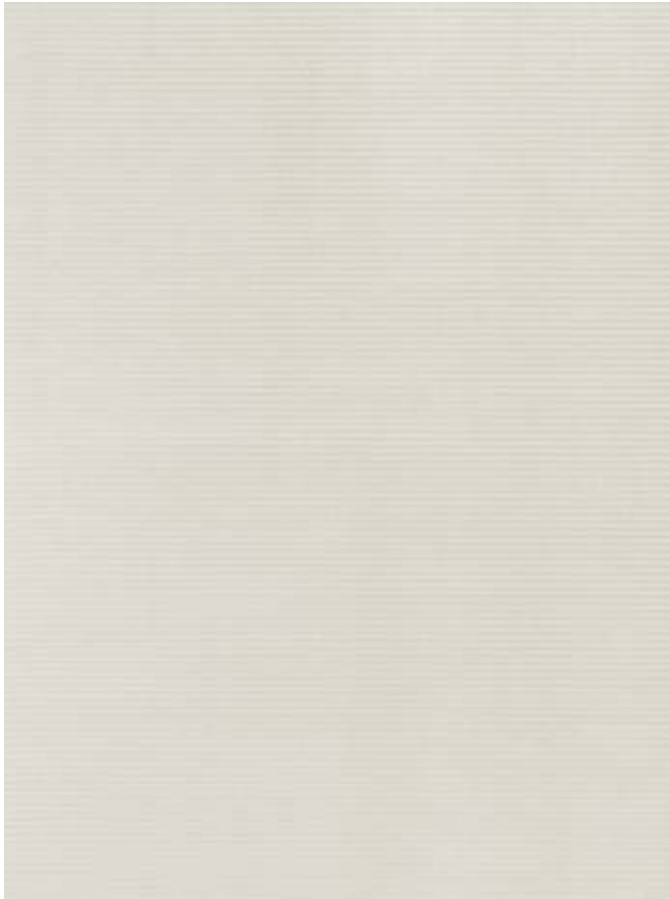


REPLAY

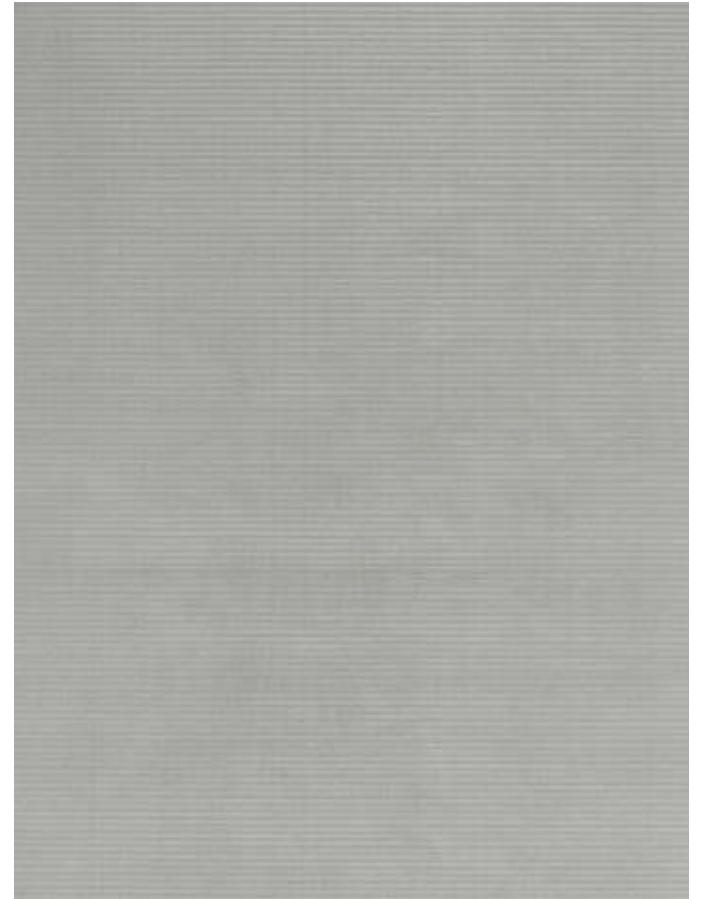
REPLAY



Beige



Cream



Silver

85% Polypropylene | 15% Polyester
Country of Origin: Turkey
Pile Height: 5 mm
Roll Width: 16 ft 4 inches
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' 13'x16'
6'x9' ROUND 8'
8'x10' ROUND 16'
10'x14' + Custom Size
12'x15'



SPOT

SPOT



Ice

Sand

Oil

Rust

Silver

100% Polyester
Country of Origin: Turkey
Pile Height: 4 mm
Roll Width :16 ft 4 inches
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' 13'x16'
6'x9' ROUND 8'
8'x10' ROUND 16'
10'x14' + Custom Size
12'x15'





Chevron Beige



Chevron Silver



Stripes Beige



Stripes Silver



Cubic Beige



Cubic Ivory

100% Polyester
Country of Origin: Turkey
Pile Height: 6 mm
Roll Width: 13 ft
Serged / Folded
Soft Touch

Standard Sizes:
5'x7'
6'x9'
9'x12'
10'x13'
12'x15'

ROUND 6
ROUND 13'
+ Custom Size



PIENZA

PIENZA



Silver



Beige



Green

100% Polypropylene
Country of Origin: Turkey
Pile Height: 17 mm
Roll Width: 12 ft 9 inches
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' ROUND 6
6'x9' ROUND 12' 9"
9'x12' + Custom Size
10'x12' 9"
12'x15'



LOOP

LOOP



Beige



Creme

100% Polypropylene
Country of Origin: Turkey
Pile Height: 17 mm
Roll Width: 12 ft 9 inches
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' ROUND 6'
6'x9' ROUND 12' 9"
9'x12' + Custom Size
10'x12' 9"
12'x15'



MAHAL

MAHAL



Ivory



Vision



Black

100% Polypropylene
Country of Origin: Turkey
Pile Height: 17 mm
Roll Width: 16 ft 4 inches
Serged / Folded
Soft Touch

Standard Sizes:
5'x7' 13'x16'
6'x9' ROUND 8'
8'x10' ROUND 16'
10'x14' + Custom Size
12'x15'



VELVET

VELVET



Wheat

100% Microfiber Polyester
Country of Origin: Belgium
Pile Height: 16 mm
Roll Width: 16 ft 4 inches
Serged / Folded
Soft Touch

Standard Sizes:

5'x7'	13'x16'
6'x9'	ROUND 8'
8'x10'	ROUND 16'
10'x14'	+ Custom Size
12'x15'	



NOMAD



650

87% Wool | 13% Jute
Origin: Belgium
Pile Height: 5 mm
Roll Width: 13 ft
Serged/Folded
Resistant

Standard Sizes:
5'x7'
6'x9'
9'x12'
10'x13'
12'x15'

ROUND 6
ROUND 13'
+ Custom Size



670



NEW CONCEPT



Beige



Cream

100% Recycled PET
Country of Origin: Netherlands
Pile Height: 8 mm
Roll Width: 13 ft
Serged / Folded
Durable

Standard Sizes:
5'x7' ROUND 6
6'x9' ROUND 13'
9'x12' + Custom Size
10'x13'
12'x15'



A close-up photograph of a grey, woven fabric, likely a textile for outdoor furniture. The fabric has a distinct diagonal ribbed texture. A curved hem or fold is visible on the right side, showing the underside of the material. The lighting is soft and even, highlighting the texture of the weave.

OUTDOOR



BRISA

BRISA



Beige



Champagne

100% Polypropylene
Country of Origin: Turkey
Pile Height: 4 mm
Roll Width: 12 ft 9 inches
Serged / Folded
Outdoor

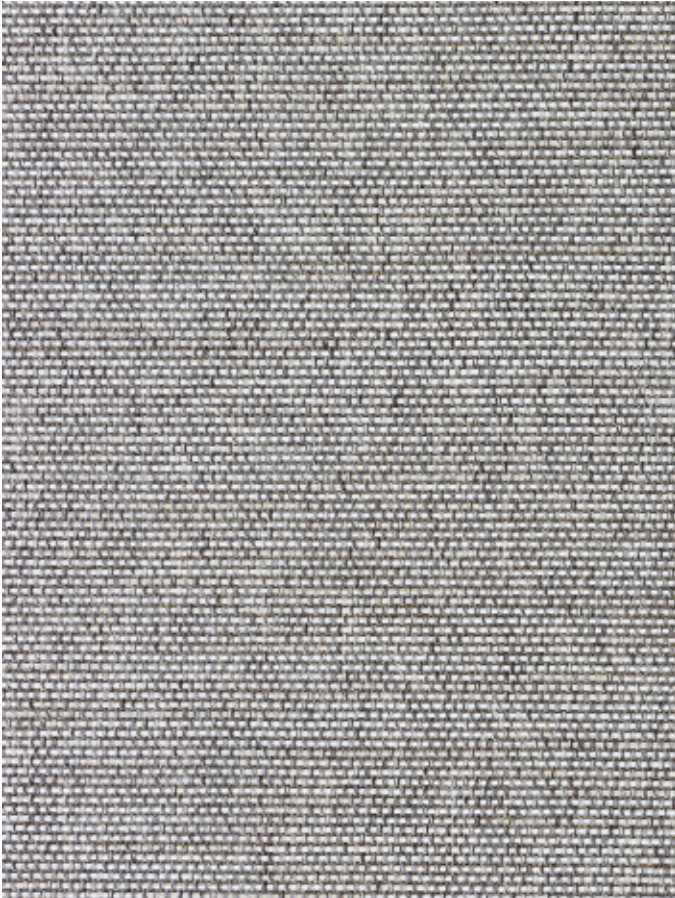
Standard Sizes:
5'x7'
6'x9'
9'x12'
10'x12' 9"
12'x15'

ROUND 6'
ROUND 12' 9"
+ Custom Size



ESCAPE

ESCAPE



70



85



31

100% Polypropylene
Country of Origin: Belgium
Pile Height: 5 mm
Roll Width: 13 ft
Serged / Folded
Durable
Outdoor

Standard Sizes:
5'x7' ROUND 13'
6'x9' + Custom Size
9'x12'
10'x13'
12'x15'
ROUND 6'

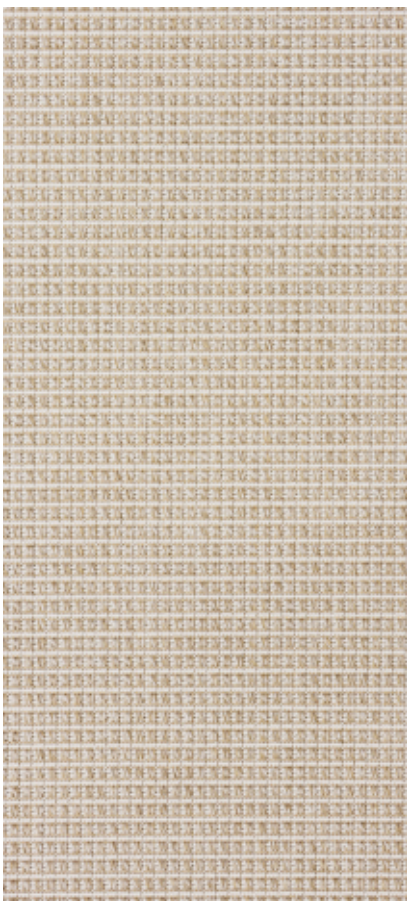


LOMBOK

LOMBOK



15 Beige



18 Beige



15 Silver



18 Silver



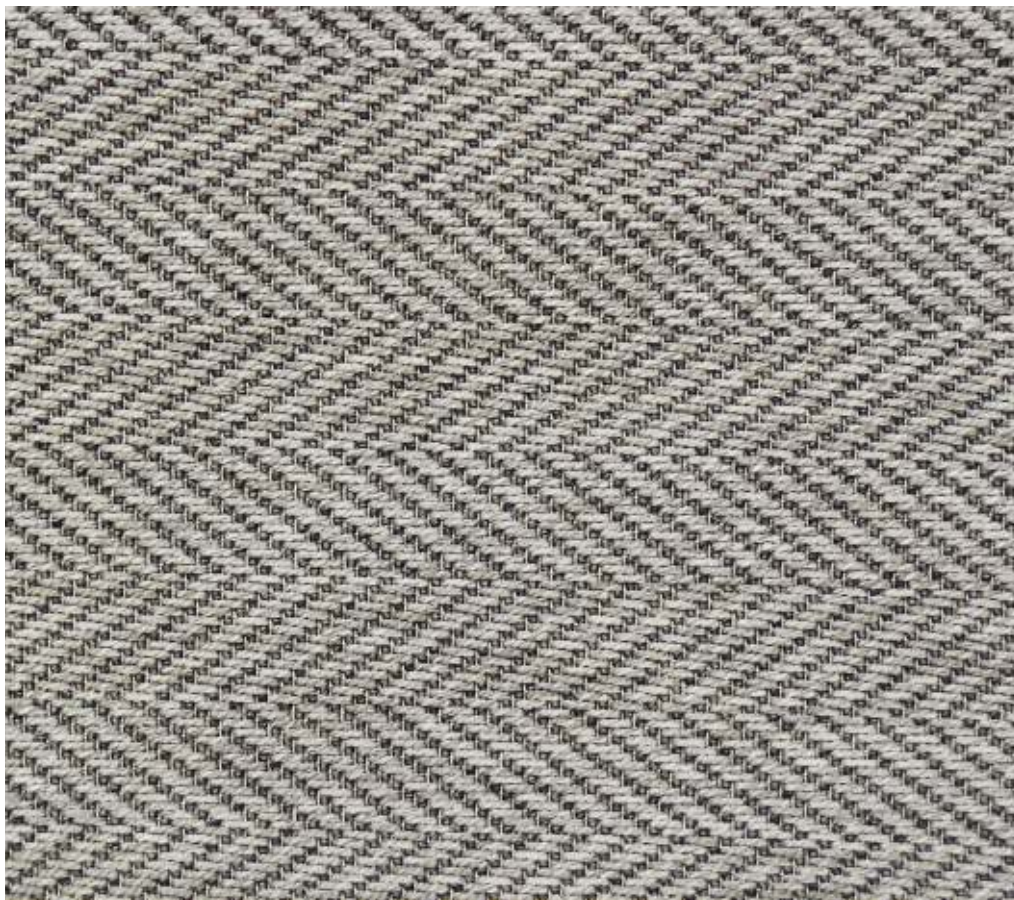
20 Beige

100% Polypropylene
Country of Origin: Turkey
Pile Height: 4 mm
Roll Width: 13 ft
Serged / Folded
Durable
Outdoor

Standard Sizes:
5'x7'
6'x9'
9'x12'
10'x13'
12'x15'
ROUND 6'
ROUND 13'
+ Custom Size



JACARTA



Zig Prata



Zig Sand

100% Polypropylene
Country of Origin: Belgium
Pile Height: 5 mm
Roll Width: 13 ft
Serged / Folded
Durable
Outdoor

Standard Sizes:
5'x7' ROUND 13'
6'x9' + Custom Size
9'x12'
10'x13'
12'x15'
ROUND 6'



NATURE

NATURE



Sand



Champagne



Silver

100% Polypropylene
Country of Origin: Belgium
Pile Height: 5 mm
Roll Width: 13 ft
Serged / Folded
Durable
Outdoor

Standard Sizes:
5'x7'
6'x9'
9'x12'
10'x13'
12'x15'
ROUND 6'

ROUND 13'
+ Custom Size





HANDLOOM



NEW VINTAGE



Beige



Ice

100% Polyester
Country of Origin: India
Pile Height: 20 mm
Roll Width: 13 ft
Serged / Folded
Soft Touch

Outdoor
Durable

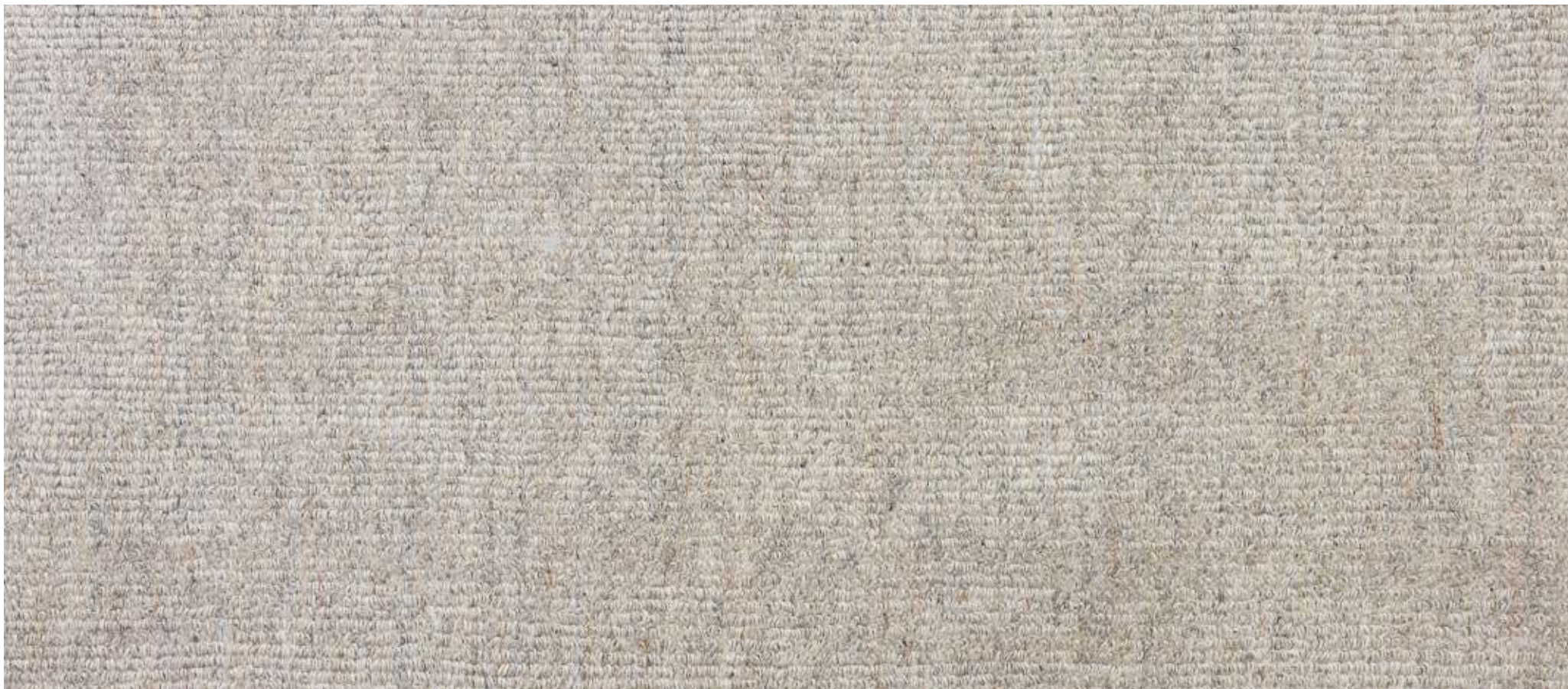
Standard Sizes:

5'x7'
6'x9'
8'x10'
10'x14'
12'x15'

13'x16'
ROUND 8'
ROUND 16'
+ Custom Size



ANTIQUE PET



Fendi

100% Recycled PET
Country of Origin: India
Pile Height: 20 mm
Roll Width: 13 ft
Serged / Folded
Soft Touch

Sustainable
Outdoor
Durable

Standard Sizes:

5'x7'	13'x16'
6'x9'	ROUND 8'
8'x10'	ROUND 16'
10'x14'	+ Custom Size
12'x15'	

ORGANIC RUGS VIA STAR

Orgânic 1

8' x 4'
9' x 5'
9' x 8'
11' x 6'
13' x 7

A dark grey, irregularly shaped rug with a rounded left side and a pointed right side.

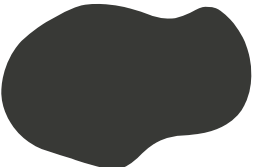
Orgânic 2

8' x 7'
9' x 8'
11' x 9'
13' x 11'

A dark grey, irregularly shaped rug with a rounded top-left corner and a pointed bottom-right corner.

Orgânic 3

9' x 6'
11' x 7'
13' x 8'

A dark grey, irregularly shaped rug with a rounded left side and a pointed right side.

Orgânic 4

6' x 8'
6' x 9'
8' x 9'
8' x 11'
9' x 11'
9' x 13'
11' x 13

A dark grey, rounded rectangular rug with a slightly irregular shape.

Orgânic 5Q*

6' x 6'
8' x 8'
9' x 9'
11' x 11'
13' x 13'

A dark grey, square rug with rounded corners.

Orgânic 5R*

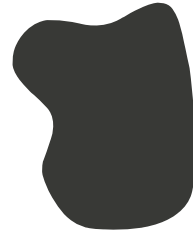
6' x 8'
8' x 9'
8' x 9'
9' x 11'
9' x 13'
11' x 13'

A dark grey, rectangular rug with rounded corners.

*This finish allows for other sizes

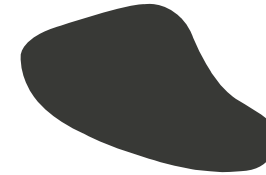
Orgânico 6

7' x 8'
8' x 10'
10' x 12'
12' x 16'



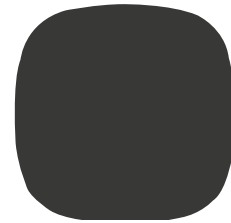
Orgânico 7

5' x 7'
6' x 10'
7' x 11'
8' x 12'



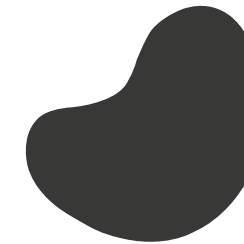
Orgânico 8

8' x 8'
10' x 10'
11' x 11'
13' x 13'



Orgânico 9

13' x 12'
11' x 11'
9' x 9'
8' x 8'



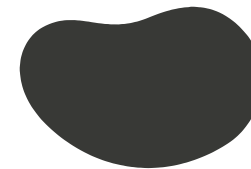
Orgânico 10

8' x 5'
9' x 5'
11' x 6'
14' x 8'



Orgânico 11

8' x 13'
7' x 11'
6' x 9'
5' x 8'



The fluidity of organic shapes brings a touch of boldness and innovation to the design.
Rugs with organic shapes adapt to any space, with a touch of personality.

MATERIAL

POLYPROPYLENE	Repels water and resists stain absorption. Made from a durable, high-strength fiber, it withstands extreme weather conditions and is ideal for high-traffic areas or spaces prone to frequent dirt exposure.
PVC	The surface is composed of textured plastic resin, providing high durability, easy maintenance, and excellent performance in high-traffic areas.
RECYCLED PET	The fibers are made from recycled PET bottles, offering sustainability, durability, and suitability for high-traffic spaces, combining long-lasting performance with environmental responsibility.
POLYESTER	This rug features a soft touch and enhanced sheen, reflecting light elegantly and adding sophistication to any space.
MICROFIBER POLYESTER	Made with a specially treated type of polyester, it becomes softer, more comfortable, and has a matte appearance, ideal for those seeking smoothness and visual balance.
NYLON SOFT	The fiber combines high durability with the softness of velvet, offering great resilience and comfort, making it ideal for high-traffic areas.
PILE HEIGHT	There is no fixed rule for determining the ideal pile height of a rug, but some recommendations can help guide the choice. In dining rooms and high-traffic areas, lower pile rugs are preferred, as they are easier to clean and less prone to wear. In bedrooms or living rooms, higher pile rugs provide a greater sense of coziness and comfort.



0-10 Mm



11-30 Mm

FINISHING

Not all models are available in all types of finishing. If in doubt, consult the catalog or contact Via Star for more information.



MICRO-OVERLOCK

The edges are sewn with a small stitch.



TURNED EDGE

The edges are folded underneath the rug, with no visible stitching.



we create spaces where
memories are born



