



Pebbled beaches, fields of grain and nests of twigs — you wouldn't want them on your living room floor, but you can channel their natural texture and appeal with a new collection of handcrafted rugs.

Bholu designer Jodie Fried and fellow rug designer Sally Pottharst have this week launched Earth, their first collection under the new Armadillo&Co label. It features rugs made with all-natural, sustainable fibres including wool, jute, hemp and cotton.

The duo say their aim is to create an affordable product that is earthy, handmade and sustains a Fair Trade community, with part proceeds from sales going to local Indian schools for children of the weaving community. Armadillo&Co works alongside India's Care & Fair Program, an initiative against illegal child labour in India, Nepal and Pakistan.

Armadillo&Co, (02) 9698 4043, [www.armadillo-co.com](http://www.armadillo-co.com).