



PARAMO
HOME COLLECTION





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ABOUT XIMENA ROZO

I am an industrial and textile designer. My work spans a broad spectrum, from designing interior details of the Boeing 787 passenger cabin to the development of a sustainable enterprise in Colombia to support artisan craftspeople. I am passionate about my work because it is about empowerment – empowerment of artisans, women, and cultures.

All of the pieces from our collection are made in Colombia by integrating artisan communities from across the country from indigenes, rural to urban artisans. We work towards community inclusion and strive to lead our brand's product development under sustainable design solutions in an ecological, social and economic context. Ximena Rozo Design brings contemporary, smart and lasting solutions to home decor, moving away from uninspiring, mass-produced furnishings. We translate people's needs into something beautiful with designs that emphasize color vibrancy and rich tactile qualities, realized in unconventional forms that embrace the familiarity of home. I founded Ximena Rozo Design with the belief that people value access to contemporary designs that tell stories. We focus on functionality, superior craftsmanship, and natural materials, to create permanence rather than disposability.





2018 PARAMO HOME COLLECTION

There is a moment before the Andes touches the sky and the mountain turns white when the land is called Paramo: the collection of moss, mist and the silence of the mountain right before reaching the snow line.

For this 2018 collection, we collaborated with artisans from five different regions in Colombia: Atlántico, Cesar, Boyacá, Cundinamarca and Bogota D.C. "This collection is about empowerment. I strive to empower artisans in my homeland, and these designs are the way to bring their skill set, my vision, and creativity to life."

From South America to the shelves of stores such as Anthropologie, Ximena Rozo Design combines traditional designs and artisan techniques with natural materials to create contemporary, beautiful home and hospitality accessories. All our products are manufactured in an efficient and responsible manner by artisan communities in Colombia.

NUDE PILLOWS

The 2018 Paramo Nude pillows are all about the details. Our monochromatic cushions are made of 100% dye-free wool. The soft texture reveals the thick leaves of the vegetation in the Paramo. In this region of the Andes mountains, the foliage is covered by velvety surfaces that shield the plants from the cold wind from the glacier summit. Just as this surface protects the plants, our soft handmade pillows will provide your space with a sense of peace and comfort.

The calm, nude color with a pop of hand embroidered greens and yellows gives us all the feels. The high-quality craftsmanship and eye-catching designs are the perfect touches to any residential or hospitality decor. Both the wool fabric and the embroidery were crafted by two master artisans recognized as “Maestros Artesanos” by Artesanias de Colombia for their superior knowledge and masterfully dedication to their craft. We honor the work of artisans Juan Murcia weaver and Sara Ruiz, Embroidery.

MATERIAL: 100 %Wool.

ACCENT: Acrylic.

TECHNIQUE: Horizontal loom and hand embroidery

REGION: Cundinamarca and Bogotá, D.C.





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REF:PHC-POO2L - NUDE IVORY
SIZE: 20 x 20 inches (50 cm x 50 cm)
FOB \$74.00



REF: PHC-POO6M -NUDE IVORY
SIZE: 16 x 24 inches (40 x 60 cm)
FOB \$64.00



REF: PHC-POO7S - NUDE IVORY
SIZE: 13 x 18 inches (33 x 46 cm)
FOB \$54.00



REF: PHC-POO3L -NUDE LIGHT
SIZE: 20 x 20 inches (50 cm x 50 cm)
FOB \$74.00



REF: PHC-POO8M - NUDE LIGHT
SIZE: 16 x 24 inches (40 x 60 cm)
FOB \$64.00



REF: PHC-POO9S - NUDE LIGHT
SIZE: 13 x 18 inches (33 x 46 cm)
FOB \$54.00





REF: PHC-POO4L - HANNAH IVORY
SIZE: 20 x 20 inches (50 cm x 50 cm)
FOB \$84.00



REF: PHC-POO5L - HANNAH EMERALD
SIZE: 20 x 20 inches (50 cm x 50 cm)
FOB \$84.00



REF: PHC-POO1-L - NUDE MIX
SIZE: 20 x 20 inches (50 cm x 50 cm)
FOB \$74.00

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RUGS

Seri Paramo Rug

When you step onto a Ximena Rozo Design rug, you not only feel a soft surface and detailed woven fibers, you feel empowerment and support for the hardworking hands that made it. Rugs can brighten a room, but a Paramo Seri rug will light up a space with its unique style and superior quality.

MATERIAL: 100 % Palma Estera

TECHNIQUE: Vertical Loom

REGION: Cesar, Colombia.

Verdura Rug

The Verdura rug is the perfect accent rug to enhance any interior space of your home. It's woven from 100% fique, a natural fiber that grows in the leaves of the fique plant, a native to Andean regions of Colombia. Each line on our Verdura Rug is braided into strips that are stitched together to form the rug surface.



MATERIAL: Fique

TECHNIQUE: Inter-woven braids and stitching

REGION: Boyacá-Colombia



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REF: PHC-ROO4S- Siri Paramo
 SIZE: 25 x 28 inches (63 cm x 70 cm)
 FOB \$65.00



REF: PHC-ROO5M- Siri Paramo
 SIZE: 39 x 28 inches (100 cm x 70 cm)
 FOB \$105.00

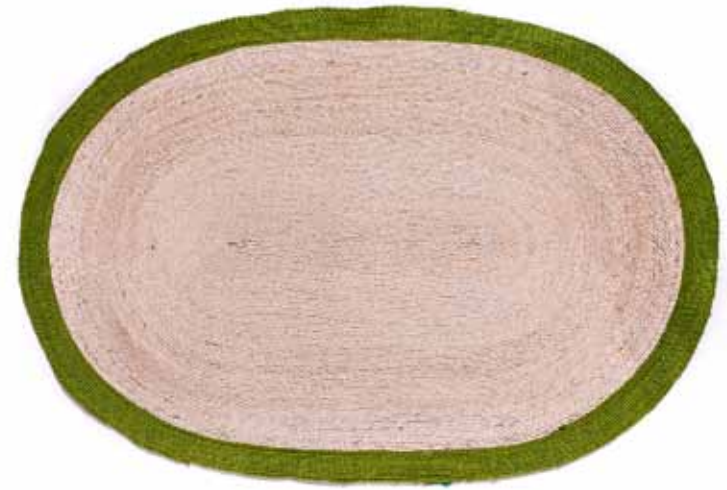


REF: PHC-ROO6 L- Siri Paramo
SIZE: 32 x 87 inches (80 cm x 220 cm)
FOB \$220.00



REF: PHC-ROO7L- Siri Lime
SIZE: 32 x 87 inches (80 cm x 220 cm)
FOB \$220.00

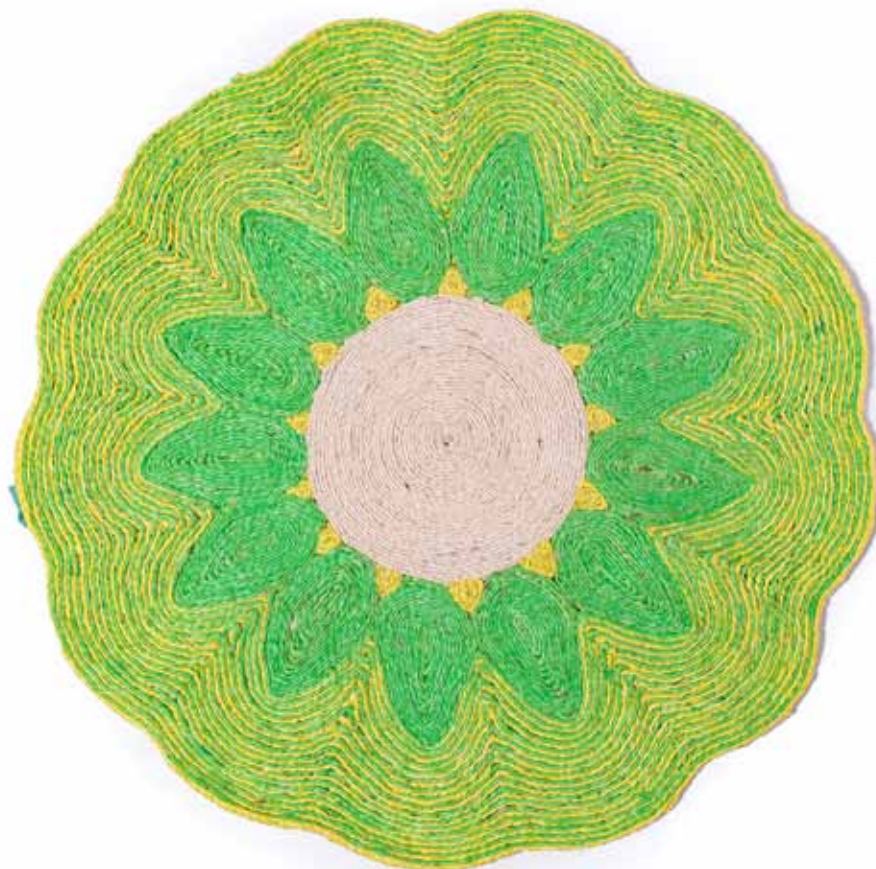




REF: PHC-ROO1- Ovala Figue Green
SIZE: 45 x 28 inches (110 cm x 70 cm)
FOB \$ 110.00



REF: PHC-ROO2- Ovala Figue Yellow
SIZE: 45 x 28 inches (110 cm x 70 cm)
FOB \$ 110.00



REF: PHC-ROO3- VERDURA RUG
SIZE: 32 inches (80 cm)
FOB \$ 115.00



LAMPS

Foliage Lamps

The Foliage Lamps are handcrafted in Colombia from natural fibers from Palma de Iraca, with a focus on contemporary design and function. The vibrant colors will catch your attention, but the rich textures, patterns, and contemporary geometry are what will leave you with a lasting impression.

MATERIAL: 100 % Palma Iraca

TECHNIQUE: Inter-woven

REGION: Atlántico-Colombia





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REF: PHC-LOO1-FOLIAGE LARGE

SIZE: 14 x 13 x 14 inches (35 x 34 x 35 cm)

FOB: \$98.00





REF: PHC-LOO2- FOLIAGE RED
SIZE: 8 x 7 x 8 inches. (20 x 18 x 20 cm)
FOB \$85.00



REF: PHC-LOO3- FOLIAGE YELLOW
SIZE: 8 x 7 x 8 inches. (20 x 18 x 20 cm)
FOB \$85.00



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CONTAINERS

The natural material and unique, knitted technique of our Paramo containers make it a favorite staple in residential and hospitality environments.

Our containers serve as a stylish, multifunctional storage solution. The simple design, bold style, and durable material allow it to be moved around your space as the perfect statement piece. It can be utilized as a planter o accent beautiful greenery, or even as a basket to display magazines and other favorite objects in your zen-like retreat called home.

MATERIAL: Fique

TECHNIQUE: Knitting

REGION: Santander - Colombia





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REF: PHC-COO1L
FLORA GREEN
SIZE: 14 x 16 inches
(35 x 40 cm)
FOB \$70.00



REF: PHC-COO2M
FLORA GREEN
SIZE: 11 x 8 inches
(28 x 20 cm)
FOB \$35.00



REF: PHC-COO3S
FLORA GREEN
SIZE: 6 x 8 inches
(15 x 20cm)
FOB \$28.00





REF: PHC-COO4L
FLORA IVORY
SIZE: 14 x 16 inches
(35 x 40 cm)
FOB \$70.00



REF: PHC-COO5M
FLORA IVORY
SIZE: 11 x 8 inches
(28 x 20 cm)
FOB \$35.00



REF: PHC-COO6S
FLORA IVORY
SIZE: 6 x 8 inches
(15 x 20cm)
FOB \$28.00



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TEAM

I love to think about the end user and the producer. And, between these two worlds, there are many universes that must come together in every collection. There is nothing more rewarding than recognizing the role we play in connecting positive communities across continents. Together, we create products that tell a story and deliver an object that will make your space unique. From hand-crafted pillows to expertly weaved patterned rugs, each piece takes you on an emotional journey to Latin America. I believe that Co-operation is a key ingredient for success; we have partnered with established organizations and collaborate with professionals that share similar values, and that contribute to implementing my vision.

Ximena Rozo Design Principles

HONOR // A contemporary take on tradition

VALUE // Objects that tell stories

EMBRACE // A sense of home

EMPHASIS // Innovation, beauty, and functionality

CELEBRATE // Sustainability for users and producers



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