



N. VROUYR
ANNO 1917



Reju

M2R is a label for high quality hand knotted design rugs.

Marcel Müller has been working with handmade rugs for more than 15 years and has held leading positions for some of the best international brands. In doing so he had the opportunity to compare styles, designs and philosophies.

In 2022 he started the label M2R because he wanted to break new ground and realize his own ideas.

The M2R collections now available are the result of his passion for traditional craftsmanship, uncompromisingly high-quality materials, extraordinary, space-defining colour worlds and the creation of modern, sustainable designs.

The VIVA CON AGUA collection was created in cooperation with the Hamburg-based non-profit organization. The designs of this collection come from six artists who support Viva con Agua with their work. The result is a broad ranged and individual collection with different themes, styles and techniques. Parts of the profit go to Viva con Agua drinking water projects in Nepal and India where the rugs of this collection are manufactured.

Supporting such projects is one of his contributions to sustainability in the production of high-quality hand knotted rugs. He thus wants to improve the lives of the people working for M2R. That is why M2R is also a certified partner of the Swiss fair trade label STEP. The high standards monitored by STEP are instrumental in valuing the work of the weavers.