RAHATNOOK
CREATING BEAUTY
IN PURSUIT OF INNER PEACE

OUR STORY

As a corner of solitude, a place of peace and coziness, RAHATNOOK refers to our “space of silence”, both spatial and spiritual. It stands for the time we deliberately take for our daily prayers to immerse ourselves into “another world”.

“RAHAT” [‘ɾɑ:hat] – peace, calm, comfort | “NOOK” [nʊk] – sheltered place, cosy corner

In pursuit of rahat we are passionate about finding the best, ethically sourced and fair-traded natural materials to create timeless and functional products for a muslim’s everyday use. To us, thoughtfulness and sustainability plays an important part in worshiping the One, and by honoring the raw materials He provided us with, we intend to make products that are made to last.
A daily commodity such as the prayer rug, which symbolizes the outer boundary between daily life and meditation, should convey the same naturalness and timelessness as prayer. Our RAHATNOOK is made to embody the realm of tranquility and peace that we enter inwardly while experiencing contemplation and spirituality.

VALUES

RAHATNOOK was born from the desire to establish naturalness and organic consciousness within every corner of our everyday lives. By doing so, we wish to offer muslims a pleasant framework for their daily ibadah in accordance with our principles: a natural, sustainable and fair approach dealing with our environment and our fellow human beings.

With a focus on organic materials, we do not compromise on quality, fair manufacturing and sustainability, and the timeless classic design of our products owns up to our deliberate rejection of unnecessary mass consumption.

SUSTAINABILITY & FAIR TRADE

We pay attention to sustainability and ecology in every production step and act- from the wellbeing of “our” sheep and everyone involved in the production process, harmless nontoxic dyeing, waste free waving and finishing, to recycled and recyclable co2 neutral packaging and shipping.

We designed our products to eventually return safely to nature and become food for new plants and products. To compensate any possible impact, we will plant one tree per rug.

POCKET SAJADAH

We started RAHATNOOK out of the need to put our foreheads on natural materials when on the go, just like home. We were looking for something non-synthetic, still impervious and easy to carry but couldn't find anything, so we decided to design something that fulfills our needs.

After a long research and lot of sampling, we decided to go with wool because of its great properties. We made it big enough to perform prayer without changing the position and still light and compact when folded so it fits in any bag.

The minimalistic Islamic geometry design was inspired by the creation of heavens with a simple color pallet in blue gold so it doesn't distract you from your most important date.

- Size in cm: 122x60
- Size folded in cm: 16x16x4
- Weight in g: 226

NEBO SAJADAH

We poured all our hearts in the design of the children's prayer rug and the search for someone who can materialize it.

It’s tightly woven and beautiful to touch and (besides for prayer it can be used for learning as well) it shows a stellar constellation and a crescent moon on a gradient sky.

- Size in cm: 90x50
- Weight in g: 220

RAHAT SAJADAH

With our RAHAT sajadah we want to inspire everyone to create a sanctuary dedicated for the most important dates of the day (and night).

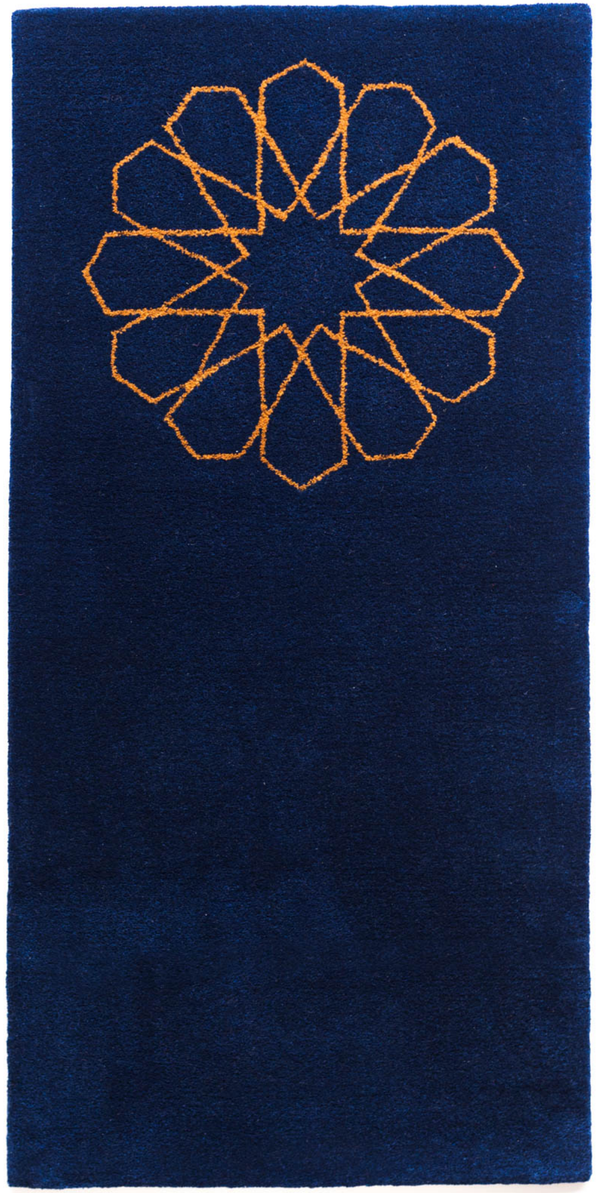
In Divine Presence, the prayer should be experienced with all senses, in a non-distracting environment. The design of the RAHAT sajada is inspired by the creation of our earth, dipped into tones of a flower meadow.

- Size in cm: 129x73
- Weight in g: 450

MERAK SAJADAH

Our MERAK mat is to be rolled out and kept as a fixed spot for devotion. In its puffiness it invites for longer prayer and comfortable sitting while reading the Quran.
It’s handmade in Bosnia, out of a 100% Bosnian wool with the tufting technique.

- Size in cm: 120x60
- Thick in mm: 12
- Weight in kg: 2.9



ISMAR NESIREN

CEO

Ismar is a pragmatic idealist with radar for all complicated things in the world and a desire to make them easier and everything a little bit better. Being an adventure lover, hiker, achiever and winner, he accepts every challenge in a motivated and enthusiastic way, true to the maxim “everything is possible”.

Ismar has degree in Mathematics and has worked as Corporate Finance Consultant for past 9 years.

NADINA MEMAGIC

MARKETING & COMMUNICATION

Nadina always sees good in people and is a master at turning your attention away from dispensable to the really important things, may they be little or big. Her love of minimalism reflects her appreciation for what is given to her. It enables her to reflect upon the heart of things.

Nadina has a degree in musical theater. She also works as a photographer and piano teacher.

ANESA GANIC

ART DIRECTOR

Anesa is the most rahat loving person there is. She absolutely rejoices in all sorts of patterns, enchanting paper and crafting items. Everything she surrounds herself with is beautiful and carefully chosen, with a particular attention for details, which is what makes her the world’s best and most thoughtful giver of gifts.

Anesa is entrepreneur and has a degree in landscape architecture. She has worked for various NGO’s for past 10 years.

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