

# Brintons



## BRINTONS DESIGNER NARRATES A TALE OF TRANSFORMATION THROUGH NEW CARPET COLLECTION

ATLANTA, APRIL 30, 2024 | Global industry leader in luxury woven carpets, Brintons, debuts their Spring 2024 Self Expression design collection, *Flourish*.

Through a heartfelt introspection emerges a captivating new design collection by Brintons Senior Designer, Sam Hoeffler. *Flourish* delves into the intricate tapestry of personal growth, presenting six whimsical designs inspired by nature's ever-evolving beauty and brought to life by vibrant color palettes of greens, blues, oranges, and reds.

While crafting *Flourish*, Sam, with her fine arts background, utilized her skills by sketching leaves, bark, and florals, providing visualizations of designs before pixels came into play. She reminisces about her journey in developing the collection.

"I can't help but think that if I were to try and visualize my personal growth throughout my life, there would be an interconnected web of different branches. Some branches would be very defined as if knowing exactly where they want to go and how to get there. Others would be meandering slowly around as if a little lost or distracted but still going somewhere. A few would seem to abruptly halt or sharply pivot at an unexpected obstacle or turn. And as easy as it would be to narrowly focus on a single branch or vein of the web, stepping back would reveal that they were all connected in a beautiful mosaic of patterns representing myself and my life up to this point."

From the delicate veins of a leaf, the weathered bark of a tree, and the labyrinthine stems of fungi and slime molds, *Flourish* eloquently narrates a tale of transformation and renewal encouraging its audience to reflect on their own journey of growth.

Originally designed as Axminster patterns, the collection's designs can be reworked across various constructions (Axminster, Wilton, Hand Tufted or Machine Tufted). Clients can choose the patterns as they are originally shown or customize them to specific needs. Join in the self expression at Brintons Design Studio Online ([dso.brintons.net](https://dso.brintons.net)).

*Flourish* will debut Tuesday, April 30, 2024 at the HD Expo in Las Vegas, NV (booth 3831) and on the Brintons website and Design Studio Online. For more information or to explore the full collection, please visit [www.brintons.net](https://www.brintons.net).

### About Brintons

Brintons Carpets is a market-leading supplier of woven carpets to the worldwide hospitality, marine, gaming, leisure, private and public sectors. Committed to the concept of thinking globally and acting locally, Brintons has design studios, offices and agents in all of the major markets around the world.

Press Release | Brintons designer narrates a tale of transformation in carpet collection **Brintons**

Brintons Carpets product portfolio includes premium woven Axminster and Wilton broadloom carpets, carpet tiles, machine-made rugs and hand-tufted rugs. The company operates wholly owned ISO 14001 accredited facilities. Manufacturing is located in Portugal, Poland and India. [www.brintons.net](http://www.brintons.net)

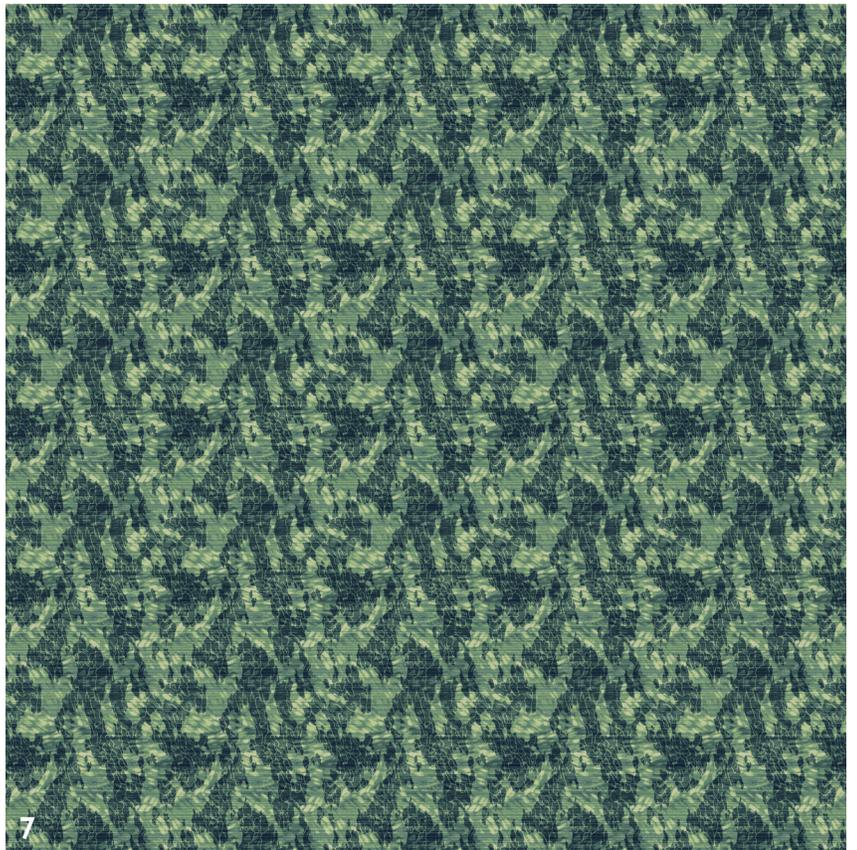
CONTACT: Avery Cain ([acain@brintonsusa.com](mailto:acain@brintonsusa.com))  
Marketing Coordinator | Brintons Americas



Pictured 1: Design Q01/A073416FL



Pictured 2: Design Q01/A073972FL | Pictured 3: Design Q01/A073974FL | Pictured 4: Design Q01/A073417FL



Pictured 5: Flourish Design Samples | Pictured 6: Design Q01/A073415FL | Pictured 7: Design Q01/ A073973FL