

BRINTONS INTRODUCES LATEST AXMINSTER DESIGN COLLECTION, *MATERIALIZE* BY STACY GARCIA

ATLANTA, Oct 23, 2018 – Global industry leader in luxury woven carpets, Brintons, teams up with New York design studio Stacy Garcia to create their latest Axminster collaboration, *Materialize*.

Inspired by ingredients, *Materialize* brings the raw, deconstructed elements of the creative process to the surface. Colors, textures, and forms are derived from an array of mixed medias formulating wool-rich Axminster designs teeming with dimension.

“As designers, we are constantly sourcing inspiration from the world around us. We are continuously digesting the way light hits surfaces, how lines intersect, how value changes and colors cope next to one another.” Chief Inspiration Officer, Stacy Garcia explains. “But how often do we stop to look at the materials laid out in front of us and really celebrate the process of pulling together a hotel, a room, or a collection of patterns?” Garcia asks.

The new Brintons + Stacy Garcia Axminster collection highlights what can happen when we take a magnifying glass to the design process, dissect the ubiquitous materials available to creatives—wood, wool, paper, paint— and look at them in a new light. The design elements in *Materialize*, ranging from large-scale floral bursts to muted marbled paper, bring trompe l’oeil texture and strikingly tactile compositions to the floor.

While keeping in line with Stacy Garcia’s signature style of bold unapologetic color and stylized medallions, the collection also features her ability to transform traditional patterns into unique contemporary statements.

Taking material like the directional grain in a piece of oak and arranging metal studs in a language that could only be written in Axminster, *Materialize* continues to redefine the limits of the flooring industry. By utilizing the Brintons patented High Definition Weave technology, the company is able to create carpets with up to 32 different color channels – the most in the industry.



Brintons

Press Release | Brintons introduces *Materialize* by Stacy Garcia

“Imagine the initial spark of inspiration.” Garcia explains. “Consider what a fascinating journey it must be to become a physical reality; a journey that is too often overlooked once the final creation is unveiled.”

Materialize celebrates this process by dissecting the different surfaces, colors, and transparencies that make up our world, rearranging them and delivering diverse Axminster designs. The patterns can be recolored, rescaled, and reimagined to fit any interior project or budget. *Materialize* by Stacy Garcia for Brintons will be on display at Boutique Design New York on the Brintons booth (#1020) November 11-12.

For more information or to explore the full collection please visit 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.

Brintons Carpets product portfolio includes premium woven Axminster and wilton broadloom carpets, tiles and hand-tufted rugs. The company operates wholly owned ISO 14001-accredited facilities in India, Poland, Portugal, and the United Kingdom.

www.brintons.net

About Stacy Garcia

Founded in 2004, Stacy Garcia is a leading global lifestyle brand with roots in hospitality design, offering inspired product collections across a number of categories including textiles, carpet, wallcovering, furniture and lighting. Renowned for its signature bold and colorful designs and in-depth trend forecasting, Stacy Garcia is the first and only design house to offer a complete design story for the hospitality industry.

Headquartered in New York, the privately held product design company is helmed by founded and Chief Inspiration Officer, Stacy Garcia, who sees design as an empowering form of communication and the brand as one that connected to a lifestyle less ordinary.

Stacy Garcia products are available through exclusive partners and showrooms worldwide. For more information, please visit www.StacyGarcia.com, follow us on Facebook, Twitter, and Instagram and read more on the Life-Styled.net blog.

###

CONTACT: Lydia Day (lday@brintonsusa.com)
Marketing Executive | Brintons Americas



Press Release | Brintons introduces *Materialize* by Stacy Garcia

Brintons



Press Release | Brintons introduces *Materialize* by Stacy Garcia

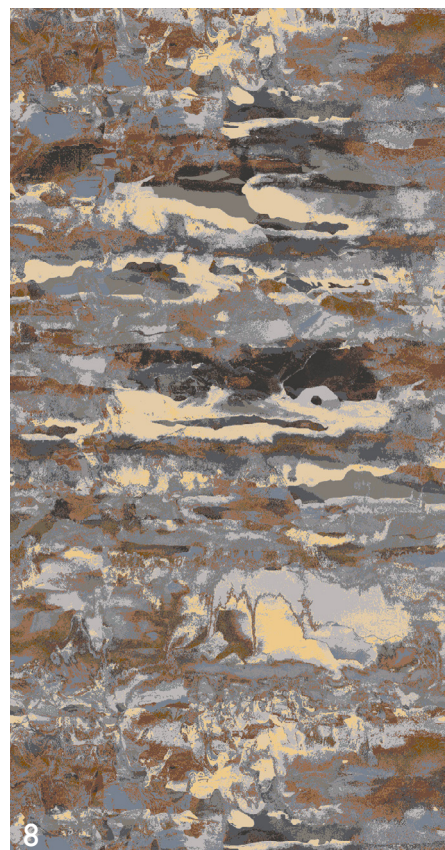
Brintons





Press Release | Brintons introduces *Materialize* by Stacy Garcia

Brintons



Pictured: (5) Q01-A23056ZSG, (6) Q03-A034697SG, (7) Q02-A034700SG, (8) Q02-A032865SG