

# Brintons

## press release

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**Contact Name:** Press Office

**Tel:** 07780 680439

**Email:** [commercialpressoffice@brintons.co.uk](mailto:commercialpressoffice@brintons.co.uk)

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### Brintons support Campaign for Wool 2011

Brintons carpets is proudly supporting the Campaign for Wool by producing a bespoke runway carpet that forms part of the groundbreaking 'Wool Modern' exhibition – a celebration of wool in the 21<sup>st</sup> century.

Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall officially opened the exhibition 'Wool Modern' with an audience of fashion, interior design, and wool industry representatives.

Brintons drew attention to the role that wool plays in the production of its wool-rich Axminster carpets at the official launch on 7<sup>th</sup> September 2011, through a collaboration with Erdem and the British Wool Marketing Board to produce a bespoke runway carpet (2m x 30m) that ran the length of the arcade leading up to the La Galleria venue in Pall Mall, London.



*Dame Vivienne Westwood, Livia Firth, Colin Firth, HRH The Prince of Wales and HRH The Duchess of Cornwall at the launch of the Wool Modern exhibition*

The trends that we see on the catwalk don't just filter into our wardrobes, they also have a significant impact on interior design," said John Bain, Brintons' Global Design Director. "Working with such a renowned design house such as Erdem provided the perfect collaboration for the Wool Modern exhibition, combining Brintons' great wool heritage with Erdem's iconic fashion prints."

This groundbreaking exhibition takes a 21st century look at wool, one of the oldest natural fibres known to man. It displays an incredible glimpse into the wool archives from designers including Thierry Mugler, YSL, Giles Deacon and Paul

Smith; while challenging perceptions with innovative displays such as Isabel Berglund's Queens Chair, Mark Fast, Simone Rocha and Craig Lawrence's new designs, through to the specially created carpet by Brintons and designed by Erdem. All items showcase the aesthetic, environmental and technical benefits of wool with stunning fashion pieces, installations and products.

"Wool is one of the world's great natural fibres, famous for its versatility and comfort – warm in winter, cool in summer. I do believe that because it is such a luxury fabric that its status will increase. People will not want manmade fibres anymore and luxury will be seen in the great traditional, natural, fibres," commented Vivienne Westwood.

Brintons proudly uses wool as the main ingredient in its Axminster carpets because it is durable, looks great and offers various environmental and economic benefits. Brintons uses wool from one in six British sheep during a typical manufacturing period.

Over 150 companies have joined the Campaign for Wool to date, pledging their support and helping reach over 165 million people with the message of natural wool benefits.

Wool Modern the exhibition is open for free to the public from September 8th – 29th at La Galleria, Pall Mall, London, SW1Y.

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### **Notes to Editors**

About Campaign for Wool: Campaign for Wool is a 5 year campaign launched by HRH The Prince of Wales to educate consumers about the benefits of wool and promote wool-predominant products to a national audience to help support and grow the wool industry. Run by a coalition of industry groups convened by HRH The Prince of Wales, Campaign for Wool launched in January 2010 and the 2010 Wool Week, saw over 100 retailers in the UK celebrating wool with woollen window displays, knitting events and events which saw sheep popping up in the most unexpected places across the country.

About Brintons: Brintons is a market-leading supplier of carpets to the worldwide hospitality, marine, gaming, leisure, private, public and residential sectors. Brintons is committed to the concept of thinking global and acting locally. It has design studios, offices and agents in all of the major markets around the world. The company operates wholly owned facilities in India and Portugal and United Kingdom. It is soon to expand into a purpose-built manufacturing facility in China. The Brintons product portfolio includes premium woven Axminster and Wilton broadloom carpets, tiles, tufted broadloom and hand tufted rugs. As an ISO 14001-accredited company, the Chinese factory will be the first LEED accredited axminster factory in the world.