

Brintons

press release

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Brintons collaborate with Stacy Garcia to launch Nouveau Boho

Atlanta, GA – Brintons, a leading designer and manufacturer of woven axminster and wilton carpet, has teamed up with renowned American product designer Stacy Garcia to launch a new and exclusive axminster carpet collection called 'Nouveau Boho'.

As a design-led company, Brintons has always embraced the opportunity to work alongside celebrated designers. And the success of its most recent collaboration with Scottish design house, Timorous Beasties, illustrated how external designers can perfectly compliment the work of its own talented global design team.

Stacy Garcia is the namesake of renowned New York-based design house, Stacy Garcia Inc., and has brought her expertise in surface panel design to a number of mediums that include wallpaper, window treatments, carpet and fabrics. As a visionary, creative design entrepreneur and artist, Stacy Garcia is a leader in the hospitality industry and is recognized for her insights and forecasts.

The brand-new 'Nouveau Boho' collection is inspired by fashion and journey. It features gorgeous texture, alluring color and distinctive layered motifs – paired unexpectedly to embrace the free spirit in all of us.

Brintons' Commercial Marketing Director, Nicola Hewitt, said: "Stacy Garcia has a flexible and stylish product portfolio and is one of the world's leading designers of soft furnishings. We are proud to work together on a new carpet collection and I believe Stacy Garcia's work will be a valuable addition to what we've already got at Brintons."

The first designs in Brintons' new Stacy Garcia carpet collection will be unveiled on the Brintons booth (3224) at HD Expo, held at the Sands Expo and Convention Center in Las Vegas, NV from May 19-21.

Stacy Garcia said: "The true nature of Nouveau Boho is in the ideology and lifestyle. While it is inspired by global cultures and fashion, this free-spirited collection was not created in the name of looking cool or hip. It was designed to encourage people to simply be true to themselves and provoke them to embrace their individuality.

"Working with Brintons' axminster capabilities, I was able to create bold patterns with depth that are perfect for the hospitality space and offer designers the most fashion-forward colors that are forecast for the years ahead."

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EDITORS' NOTES

- Brintons Carpets is a market-leading supplier of carpets to the worldwide hospitality, marine, gaming, leisure, private, public and residential sectors.
- Brintons Carpets 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.
- Brintons Carpets product portfolio includes premium woven Axminster and Wilton broadloom carpets, tiles, tufted broadloom and hand tufted rugs.
- 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.
- As an ISO 14001-accredited company, the Chinese factory will be the first LEED accredited axminster factory in the world.

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