

# Brintons

## press release

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### **Brintons win praise for palatial carpet design**

**Kidderminster, UK** – Brintons, a leading designer and manufacturer of woven Axminster carpet, has helped to breath new life into one of New York's most luxurious hotels. It has just played a prominent role in the £57 million refurbishment of The Jumeirah Essex House.

Brintons was appointed by boutique design specialist, Kenneth E. Hurd & Associates, as the exclusive carpet supplier for the project because of its exemplary record in generating beautiful carpet designs that are sensitive and complimentary to traditional décor.

Brintons was asked to design and manufacture a suitable and invigorating Axminster carpet for the two primary function rooms – the Grand and Petite salons – at the 5-star Jumeirah Essex House, which welcomed its first guests in 1931.

After using its extensive carpet design archive that dates back to 1791 as valuable inspiration, and providing a full project management service, Brintons delivered a classic European palace-style, 12-frame Axminster carpet that made a dramatic impact in the function rooms without compromising the traditional French style and décor.

The borders in the carpet featured multiple bands of repeating patterns – gold on blue backgrounds that simulated the decorative gold-leafed motifs in the ceiling of the function rooms – while the scrollwork and floral motifs within the area segments complemented the garlands and relief mouldings on the fascias and wall panels.

Brintons' work at The Jumeirah Essex House has received high praise from those responsible for transforming the property. Kenneth E. Hurd said: "The hotel owners were very pleased with the results and everyone involved worked hard to exceed the owner's expectations for how well the carpet would enhance the existing salons without an extensive renovation. We were equally pleased with the service we received from Brintons to achieve such a dramatic carpet that was perhaps one of the most complex we have ever attempted."

Brintons' Global Design Director, John Bain, said: "It's always a great honour to be assigned to an historic renovation project like the one carried at The Jumeirah Essex House and the results we have delivered illustrate our skills in designing a carpet that is historically accurate but tailor made to suit the specific requirements of a certain space."

"The depth of the carpet archive that we have at Brintons is invaluable when fulfilling this type of customer brief and it's especially pleasing when a customer appreciates how their carpet draws on historical design influences that are being preserved but also showcased when appropriate. We find that our unique archive has an immense value in today's hospitality market."

## **ENDS**

### **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.

**For media enquiries relating to this press release, please e-mail**

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