

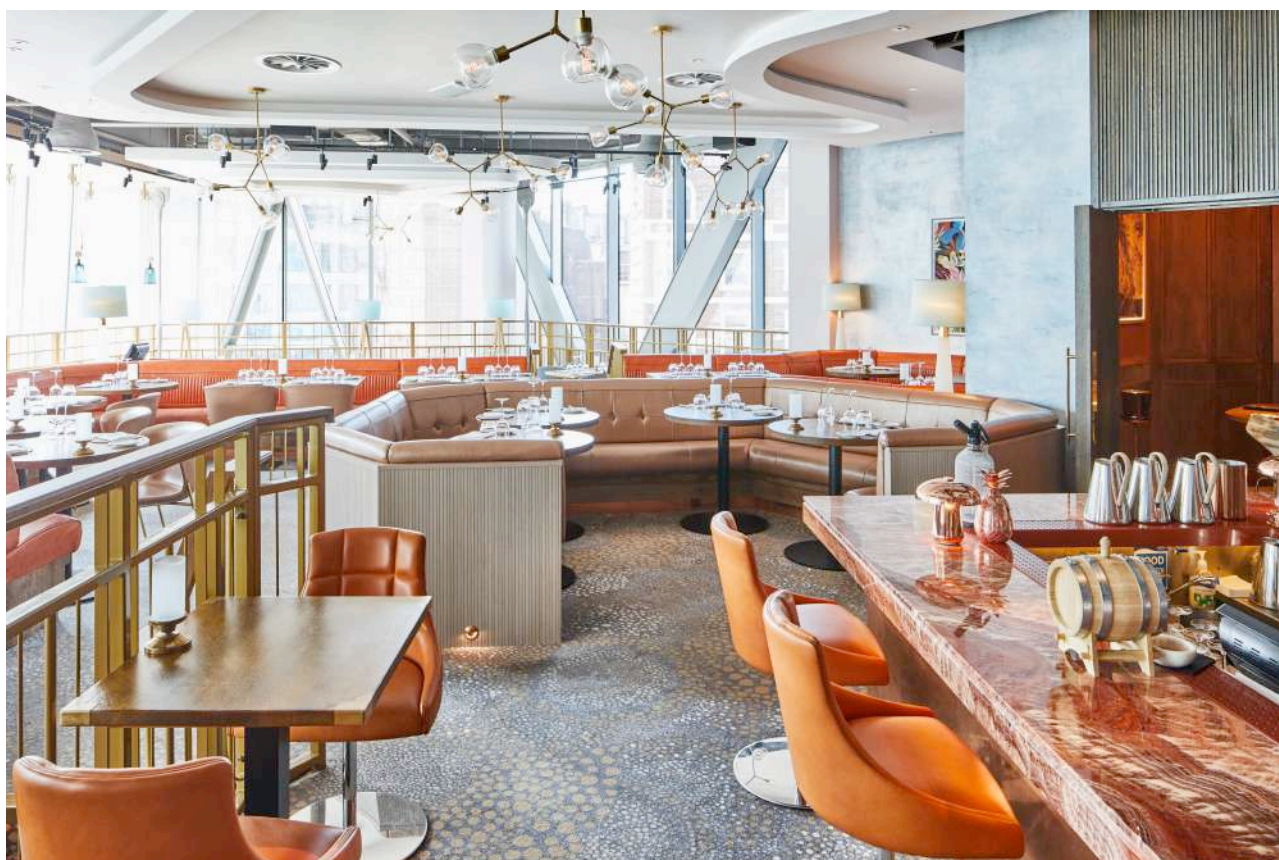


Brintons

Press Release
November 2018

D&D London commissioned Brintons to design bespoke carpets for the Aster restaurant

Luxury restaurant group D&D London commissioned expert carpet manufacturer Brintons to design bespoke carpets for its nordic-inspired restaurant, Aster. Brintons created approximately 116sqm of the custom circular repeat pattern for the space, which is located in central London.



Brintons' carpets featured in Aster, located in emerging dining destination, Nova Food

Aster is positioned in the emerging dining destination Nova Food, situated by London's Victoria train station. Brintons worked alongside Russell Sage Studio to create an inviting and luxurious atmosphere within the space in this up and coming restaurant district.

Brintons supplied carpet for the first floor restaurant and cocktail bar, which includes luxury private dining areas. The carpet has a repetitive dotted pattern, using muted hues to complement the warmth of the restaurant's key interior features. Brintons chose a natural, circular motif, evocative of nature, in order to establish a link between Nordic cuisine and the natural environment. This creates a harmony between the restaurant's décor and its concept of Aster (the flower) and Aster Nova (the star).



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The interiors of the Aster restaurant, bar, deli and café were designed by Russell Sage Studio, with bespoke carpets by Brintons

The expert carpet manufacturers used their signature axminster blend of 80% wool 20% nylon to provide a durable and stylish carpet that will withstand footfall over a prolonged period of time. Brintons' carpets contribute to the intimate and welcoming ambience that Russell Sage Studio aimed to create.

The recently refurbished cafe, deli, restaurant and bar spreads across two floors, serving a range traditional Nordic delicacies. The kitchen is overseen by Executive Chef Helena Puolakka, who has created a menu that combines her classical French training with her Finnish heritage.



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A dose up of Brintons' repeat dotted design in the Aster restaurant in Victoria, London



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Brintons' bespoke carpets contribute to Aster's inviting ambience created by Russell Sage Studio



The exterior of Aster In central London, which features bespoke Brintons carpets



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Editors Notes

About Brintons

- Brintons is a world-leading supplier of premium quality custom-designed and stocked carpet to the residential and commercial sectors (hospitality, public spaces, marine, leisure and gaming).
- With over 230 years of heritage creating beautiful bespoke woven carpet for some of the world's most prestigious buildings including royal palaces, historic houses and luxury hotels, Brintons is today the trusted partner of choice for designers looking for expert design input in addition to exceptional quality products.
- A global network of design studios and a unique pattern archive offer clients a powerful creative resource that inspires people to think differently about colour and pattern.
- Brintons' team of leading designers works closely with client project teams to create designs that meet the needs of individual projects of every size, specification and level of design complexity – be they classic, traditional or contemporary in style.
- In addition to custom-designed carpet, Brintons offers stock collections of premium woven axminster and Wilton broadloom carpets, tiles and hand tufted rugs. A regularly updated portfolio of designs created specifically for the commercial market by inspiring, trend-leading expert designers, including Kelly Hoppen, Timorous Beasties and Stacey Garcia offers designers, specifiers and architects an unusually wide collection of contemporary patterns and palette.
- Brintons offers a total project management service to its commercial clients.
- Axminster and Wilton carpets manufactured by Brintons contain a patented blend of 80% wool / 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

<http://www.brintons.net/europe/en>

Press contacts

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