

press release

Event: XX July 2011

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Brintons returns to the St Pancras Renaissance Hotel

Kidderminster, UK – Brintons carpets has made a dramatic return to the newly-restored St Pancras Renaissance Hotel in London – more than 10 years after it made creative history inside the striking Gothic-Revival building.

In January 1999, Brintons was given special permission to use the Grand Staircase in the derelict former Midland Grand Hotel building (now the St Pancras Renaissance) as the backdrop for the photographs that were used in its groundbreaking 'some things in life wear better than others' advertising campaign. The campaign was built around a series of elegant costumes that were designed by Vivienne Westwood but unusually made from Brintons Axminster carpet.

Now, more than 10 years on, Brintons carpet is once again a dramatic feature inside the luxurious hotel – this time as a stunning permanent floorcovering.

The Kidderminster-based company's reputation for delivering both high-class, contemporary hospitality projects and period renovations meant it was specified to work alongside GA Design and RHWL Architects to deliver 15,000 m² of its premium-quality Axminster carpet for installation at the 5-star Manhattan Loft Corporation property.

Brintons joined forces with GA design to develop suitable contemporary carpet designs that would be installed in the main public areas, guest rooms, corridors, business and function suites and private apartments at the hotel.

As well as being asked to design the historically accurate reproduction carpet that was required for the Grand Staircase, Brintons consulted with RHWL and then used its carpet design archive in Kidderminster to unearth material that could be used as inspiration when replicating the original carpet design from 1905.

The interior styling results at the newly-opened hotel have been breathtaking and the hotel is once again one of London's most spectacular properties.

Stephanie Backhouse, Senior FF&E Designer at GA Design International, said: "We work with Brintons regularly and have a good rapport with the company and its design team. The carpets that Brintons supplied at the St Pancras Renaissance Hotel compliment the interior design by GA and sit comfortably with the highly decorative nature of this listed building."

Nicola Hewitt, Brintons Commercial Marketing Director, said: "When we stood on the Grand Staircase in 1999 to take our campaign photos, we couldn't help but admire the stunning architecture inside the building. We hoped that one day it would be restored to its period glory.

"Fast forward a decade and we've just played a significant part in bringing the property back to life as a stunning 5-star hotel. It's an amazing transformation and has been quite an emotional journey, having stood inside the derelict building in 1999 and seen it as it is now. We're extremely proud to have worked on such an exciting renovation project."

Brintons designed and supplied 12 individual carpet and rug designs to the St Pancras Renaissance Hotel project, all of which were sensitive to the period style and acclaim of the historic building.

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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.