

Brintons

press release

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BRINTONS UNVEIL LATEST STACY GARCIA COLLECTION

KIDDERMINSTER, UK – Brintons, the world-renowned designer and manufacturer of woven Axminster carpet, has teamed up with celebrated New York product designer Stacy Garcia to launch a brand-new Axminster carpet collection called 'Nuance'.

The collection will be launched in January 2011 and marks the continuation of Brintons working with various top international designers to develop fresh and invigorating collections that compliment the work of its talented in-house design team. Brintons' last collaboration with Stacy Garcia was early in 2010 when it launched the very successful 'Nouveau Boho' collection that is inspired by global culture and fashion.

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

The designs in the brand-new 'Nuance' collection are inspired by the ephemeral world and capture nature's transient moments through a strong focus on abstraction and the organic. Colours and moods are taken from natural elements and the forces of nature: light, sound, sand and the ocean.

Neutrals are drawn from beautifully natural sources that include the colours on a shell, the shifting shadows that are found in sand dunes and the charcoals in a weathered piece of driftwood. Shapes are inspired by similar elements that include the weathered markings of nature's elements over time and the texture left in the sand on a beach by the wind and the ocean.

Techniques that include washes, ink markings, fading and surface rubbing are direction.

Brintons 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 therefore proud to have worked together on a second collection and we expect 'Nuance' to make a very sophisticated and striking styling statement in the commercial market."

Stacy Garcia said: "Thanks to Brintons' technical capabilities when working with sand. The collection is driven by the desire to take a moment out of our hectic schedules, to breathe and to pay attention to what's happening around us."

NOTE: The copyright free image attached to this press release shows one of the designs in the 'Nuance' collection that is inspired by the marks that the wind and ocean typically make in the sand on a beach

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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.

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

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