

press release

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BRINTONS UNVEIL LATEST TIMOROUS BEASTIES COLLABORATION

KIDDERMINSTER, UK – Brintons carpets and iconic Scottish design house Timorous Beasties have pooled their extensive design leadership skills to launch a brand-new collection that is totally unique and redefines the creative possibilities when working with hand tufted rugs.

The ground-breaking 'Timorous Beasties Rugs by Brintons' collection has taken two years to develop and marks a continuation of the companies' successful design collaboration relationship that produced its first work in 2007 when 'First Weave' was launched. This distinctive collection has gone on to record massive global success and is credited as being instrumental in changing the perception of how carpet can be used in an interior space.

The creative brief behind the latest design collection from Brintons and Timorous Beasties is to challenge the limitations of hand tufted rugs – a product that has traditionally been the subject of a restrictive practice of manufacture – and extend the creative possibilities through highly innovative design. This process involved a thorough exploration of the skills, craftsmanship,

effects and processes involved in manufacturing hand tufted rugs so that these elements could be questioned and redefined.

The collection has been divided into seven themes that are inspired by natural and spiritual influences: Arboresque, Atholl Gardens, Aviary, Paradise Lost, Plantation, This Modern World and Tree of Life. All of the designs are completely on trend and are expected to be classics in the future because they feature many traditional elements that have been re-interpreted through contemporary design.

Brintons' Global Design Director, John Bain, said: "This is a totally unique collection that offers detail and depth that has never been seen before in hand tufted rugs. Through our collaboration with Timorous Beasties, we have produced a collection that draws on highly-innovative design, is beautifully drawn and coloured and redefines the many varied effects and yarns that the traditional hand tufted process affords.

"By mixing pure wool with lustrous silks and art silks, and using technical carving processes, we have been able to create multi-layer dimensions and detail in some of the rug designs that have never been achieved before."

Brintons believes that by creating a hand tufted rug collection that is uniquely beautiful and contains all of the unique elements associated with Timorous Beasties design, it is giving interior designers a proposition and inspiration that isn't currently available.

Bain said: "High-quality rug design is more in demand than ever before and the market is extremely competitive. But this collection seeks to offer a new dimension in creating a brand-new standard of design excellence that we predict will be sensationally received."

Timorous Beasties' creative design duo, Alistair McAuley and Paul Simmons, agree that the collection is something very special. Alistair McAuley said: "This is a naturally organic collection that evolved beautifully and threw up some developments and ideas that really surprised us. Our work is all about changing the perception of what is precious and important in the interior space and this collection will, like 'First Weave', definitely put carpet in the spotlight."

Paul Simmons added: "Pushing the boundaries of technology can sometimes be restrictive and difficult when you're working with some mediums but I think we've achieved our goal with this collection. The designs are as detailed as you can get and that translates into a product that is technically brilliant and stunning to look at."

Brintons' latest design collection will be available in broadloom Axminster specification as well as the hand tufted rug format and all of the designs in the seven themes can be adapted by Brintons to suit specific interior design requirements.

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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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