

Brintons



BRINTONS DESIGNER EMBRACES INTERPLAY OF COLOR AND PATTERN IN NEW CARPET COLLECTION.

ATLANTA, AUGUST 10, 2023 | Global industry leader in luxury woven carpets, Brintons, debuts their Summer 2023 Self Expression design collection, *Rove*.

Continuing the Self Expression concept of one fingerprint, one designer, *Rove*, was thoughtfully composed from personal photography and canvas art turned carpet by Senior Designer Mandy Middlehurst. Inspired by a sense of exploration and the ever-changing perspective encountered through life's travels, *Rove* bridges art and design through three patterns visualized in three colorways.

"I started to wonder about the journey when traveling to a new place. If the destination is the end of the chapter, then the journey is the beginning. It can be one thing and then something completely different in a new perspective, although it is still the same," explains Mandy.

During a recent trip to England, Mandy based two of the three patterns on the historical and architectural lines from her visit. A third design was then born from a photograph from her travels turned into a paint-by-numbers canvas. Her end goal was to incorporate three colorways to show how the baroque patterns can be used anywhere from a ballroom to a casino to an airport lounge.

The three colorways are categorized as follows: strong & sophisticated - neutrals such as black, greys, and tans; bright & bold - including vivid yellows, greens, and blues; and soft & subtle - providing more muted greys, blues, and greens.

Using various sources for inspiration, style, and technique and then pulling them together to create a unique design collection was a journey in itself that challenged Mandy to stretch outside of her comfort zone. "When working on a project, the client, designer, and everyone involved take a similar journey. I'd like to think that this collection illustrates the adventure," says Mandy.

Rove dares the audience to embrace a new outlook and the spirit of adventure where the interplay of color and pattern embarks on an endless journey of self-discovery and introspection.

Each fully customizable Axminster broadloom design is available in 100% wool, 100% nylon or the standard 80% wool 20% yarn blend. The collection features three designs in three color options that can be customized across various constructions. Clients can choose the patterns as they are originally shown or customize them to specific needs. Join the self expression at Brintons Design Studio Online (dso.brintons.net).

Rove will debut Thursday, August 10, 2023 on the Brintons website and Design Studio Online. For more information or to explore the full collection, please visit www.brintons.net.

About Brintons

Brintons Carpets is a market-leading supplier of woven carpets to the worldwide hospitality, marine, gaming, leisure, private and public sectors. Committed to the concept of thinking globally and acting locally, Brintons 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, carpet tiles, machine-made rugs and hand-tufted rugs. The company operates wholly owned ISO 14001 accredited facilities. Manufacturing is located in Portugal, Poland and India. www.brintons.net

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Pictured 4: Design Q01/A068182RE | Pictured 5: Design Q01/A068183RE