



loophouse launches new rug and wallpaper designs at 100% Design Stand D30, Earls Court 2, London, 20 – 23 September 2007

loophouse will be launching the new 'feltDOT' at 100% Design. FeltDOT samples will be displayed to showcase new unique rug design. Made from corespun felt it features a textural duo colour surface that optically casts a self-toned rug. These new samples will be shown alongside others that focus on textures. The 'FeltV40' has a matt look of thick felt yarn combined with the shine of artsilk whilst the 'Cho' rug, from the Enchanted Garden Collection, features a new unique "Umbralight" tonal gradation that runs from dark to light.

Texture, tone and new techniques are all key to the collection that loophouse will showcase at 100% design. The tonal theme is evident in both the rug and wallpaper designs. The colours used to show the tonal effect to its best advantage are somber tones of concrete greys through to stark black and white. These monochrome shades are lifted with warm mushroom tones and flashes of metallic.

PennyBUN, and ConcreteJerry are the new colour options for the successful Kura Wallpaper. PennyBUN features a mushroom tonal gradation base onto which a bold palm leaf graphic sits in a gilver colour – a metallic shade somewhere between gold and silver. Both PennyBUN and ConcreteJerry are printed onto a non woven, textured paper, which adds further depth to the design.

The Design Consultancy service is a major part of loophouse's business. loophouse holds a niche market position both nationally and internationally providing rugs and wallpaper for both trade and private clients. Their signature designs and custom made offerings together with the 360 Colourbox system allows loophouse to fulfill a client's brief beyond expectations.

loophouse are partnered with US company, Designtex. This partnership has led loophouse to make a reputable name for themselves as a company who design and supply high quality rugs. The US project portfolio encompasses blue chip corporate reception areas and boardrooms through to residential interiors, extending from hotel lobbies and bedrooms to private medical centers and museums. Two loophouse rug collections have evolved from the unique collaborations between loophouse, Designtex and The Guggenheim Museum, New York.

In the UK loophouse's custom handmade rugs frequently grace the pages of publications from Vogue and House & Garden to the Guardian Magazine and idFX.

The Kura wallpaper was short-listed for the 'Best Wall Covering' for the 'Elle Decoration Awards 2006'.

For more information on loophouse and their other collections visit www.loophouse.com.

For further press information and images please contact Louise or David at PR-Girl.

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