

## Press Release

February 2006

loophouse have received much recognition lately with their innovative 'Enchanted Garden' rug collection. The collection gained much press coverage in the leading consumer style press, which significantly boosted the brand to the public. Despite the overwhelming interest in this collection, loophouse generate approx 80% of their work through the prestigious commissions they attract from trade clients.

loophouse offer a fully bespoke consultancy service, advising clients at any stage of a project – from inception to installation. Their sizeable portfolio of exclusive Signature designs can be presented as seen or as a starting point for a custom rug design. From here loophouse will work on a personal level with the client to design a rug that delivers the right solution to the brief.

February 2006, sees the launch of the new loophouse website. The site contains a wealth of information, illustrating just how viable an option a bespoke rug is, be it for the residential, corporate or hospitality sector. As well as showcasing recent corporate projects, the website features the 360 Colourbox System. This is an on-line tool that enables you to custom colour designs featured in the Signature Collection. This interactive feature allows you to see at a click of a mouse how the final result will look when suited to your own colour specifications. The extensive website also provides information and images on their rug collections, events and exhibitions such as their recent collection launch at the Guggenheim Museum, Venice.

loophouse undertake projects worldwide. Working with Designtex, the US based design and product development firm, loophouse work on many overseas commissions. One recent project however was on their doorstep at One London Bridge, home to a number of big corporate businesses. loophouse were commissioned to design and produce three rugs for the building's communal reception area. The design, taken from the Singular Forms collection, integrates seamlessly with the surroundings. The design mirrors the reflections given by the buildings vast windows and also draws upon the lines of the grid formations in the buildings architecture

Of late, loophouse has completed a commission for the Economist's central London reception area. With the backdrop of stark, clinical white surfaces loophouse chose to work with a vivid shade of red that is very much part of the publication's corporate graphics. The dynamic design produced works perfectly within the leading international politics, business and finance news weekly matching their no-nonsense style.

Other big corporate office's to commission loophouse include Random House Publishing, and the Goldberg Heymar's Canary Wharf office. loophouse have a unique understanding and awareness that is evident in the attention-to-detail they apply to their projects in order to ensure the final results are just right.

As well as big-name corporate headquarters, loophouse have worked with retail outlets such as the fashion chain Oasis, for whom they produced a series of rugs. The rugs were for the flagship store as part of a showcase for a new collection by fashion designer Ann-Louise Roswald.

loophouse now have the addition of a wallpaper design, titled 'Kura' which is to be promoted to the market. Since its recent launch, the wallpaper has attracted much attention especially amongst the high-end hotel, restaurant and bar industry.

*For more information on loophouse and their other collections visit [www.loophouse.com](http://www.loophouse.com)*

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