

## PRESS RELEASE

September 2010

New collection from loophouse

**Ditto Duo** and **Ditto Flux** form two halves of the **brand new** rug collection **Ditto**, presented for the first time at loophouse's open studio during the London Design Festival 2010. The collection was born as a result of loophouse's continuing work with high street retailers Topshop, and the requisite to offer both technical and design solutions to perform and draw attention in these busy surroundings.

**Ditto** is a twin collection with two identities, consisting of **Ditto Duo** and **Ditto Flux**. Inspired by geometrics, with a nod to psychedelia, the collections find a truth and liberation in perpetual reiteration.

**Ditto Duo** presents a defined design statement with two alternating colours. The assertive twin to Ditto Flux, Ditto Duo is resolved and audacious, inexhaustible in its energy and conviction.

**Ditto Flux** provides a fluid and harmonious counterbalance to its twin Ditto Duo. Lost in reverie, Ditto Flux celebrates the shades between two extremes, and takes pleasure in the journey to either conclusion.

Ditto Duo and Ditto Flux demonstrate how the skeleton of a design can be transformed with the different techniques that loophouse offer.

**Diamaze** The fated, impossible labyrinth - diametrical opposites with a centre that cannot be reached.

**ZigZag** Erratic yet synchronised. Without one, does the other exist?

**Hexahop** A honeycomb of unity – a nestled assembly formed in harmony.

**Geodelic** The fragmented cadence of squares is confined by an ebbing framework, volatile yet immured.

**Interlink** A durable bond, woven links infinitely connected.

**Cirquedelic** Layered undulations, confined by the semblance of boundary.

**Triscatter** Huddled assemblies, crowded in systematic clutter.

**Diavision** Jostling for the best view, yet perpetually destined to be both leader and lead.

"We wanted to offer rug designs that used repeating geometric imagery with our new colour manipulation technique. These rugs not only look amazing but also have enhanced practical qualities and work best in retail and busy traffic areas" quotes Lorraine Statham, Director of loophouse

The DITTO collection cleverly combines two similar yet different collections in to one story by developing innovative, **new** and fresh techniques for the hand tufted method of rug making.

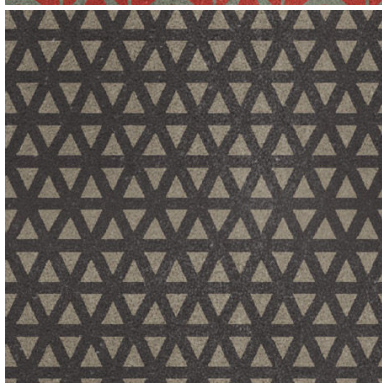
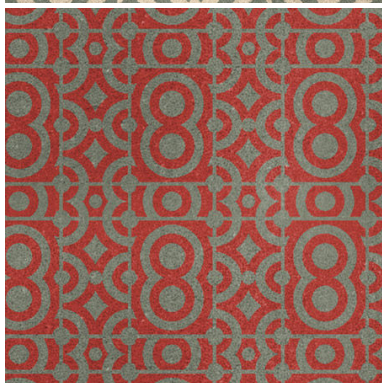
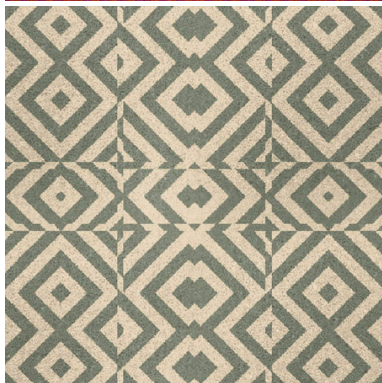
Price: From £395 per SQ MT

Lorraine Statham, founded handmade bespoke rug company loophouse in 1992. Winner of Women into Business, she has worked a prestigious list of clients that includes Liberty, Sony, Gleneagles and has designed two collections working with The Guggenheim Museum, New York and Venice.

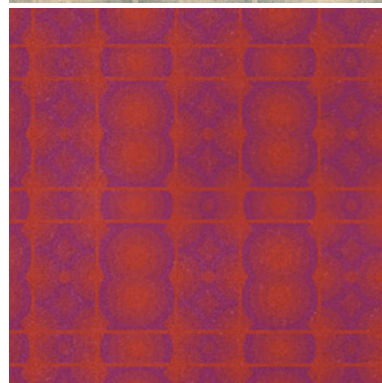
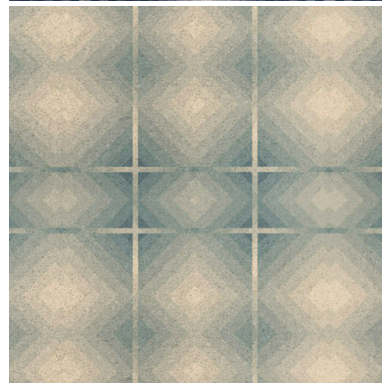
For more information on loophouse and their collections visit [www.loophouse.com](http://www.loophouse.com)

The logo for loophouse, featuring the brand name in a bold, white, lowercase sans-serif font with a registered trademark symbol, set against a solid orange rectangular background.

# Ditto collection preview



Ditto Duo. From top to bottom: Diamaze, Geodelic, Cirquedelic, Triscatter



Ditto Flux. From top to bottom: Diamaze, Geodelic, Cirquedelic, Triscatter

**loophouse**<sup>®</sup>

For press enquiries including high res images and press loans, please contact loophouse Ltd on 020 7207 7619 or [info@loophouse.com](mailto:info@loophouse.com)