

Press Release

June 2006

loophouse are launching Part 2 of the 'Enchanted Garden' rug collection, which features new designs and colour options.

The collection draws its inspiration from fairytales - think fantasy childhood stories set in secret enchanted gardens. Designs borrow dreamy flora and fauna from old English gardens and fantasylands and effortlessly mixes them with modern graphic shapes. The result is a stunning collection that's delicate and ornate with a contemporary twist.

Gingko - native to China this deciduous tree has fan-shaped leaves, these ornamental street trees bring a touch of nature into city life. Subtle and delicate autumnal tones from brown and biscuit to green and pale gold feature in the mass of fan-shaped branch forms layering the rug. Suiiren (Japanese for water lily) is an abstract design of aquatic images that float above asymmetrical and overlapping circles and curves. The new Suiiren colourway is magnificently opulent with rich gold and empire red. The jewel colours glisten with the use of silk-like lustre yarns, bringing alive the bold pattern. The second colourway is a contrast with cool dusky moonlight shades. Cho (Japanese for butterfly) is a composed ornate pattern as delicate and soft and the name suggests. Candy pink, pistachio and olive green create a delicate lacy pattern that floats on the midnight blue background. There are 9 magical designs in the collection. Made from 100% New Zealand wool the rugs are available in various sizes and a multitude of colourways.

loophouse was founded in 1992 by Lorraine Statham. With her experienced in-house team Statham has made loophouse a leading name in the contemporary rugs industry. With recognition in the UK, Europe and North America, loophouse regularly undertakes a range of prestigious projects and commissions.

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

For further press information and images please contact Louise or David at PR-Girl. T. 01273 722469 info@pr-girl.com www.pr-girl.com