

PRESS RELEASE

April 2010

New Collection from loophouse

F.A.C.E is the brand new collection from Loophouse. An acronym for **Fabricate, Adorn, Compose, Embellish**, it demonstrates the endless possibilities of custom designed rugs. Each of the new designs have been inspired by well loved existing patterns. Specialist techniques have been used to manipulate the existing templates and layer them with striking new compositions to form new designs and bring new life to classic creations.

In **F.A.C.E**, the designer **Lorraine Statham** shares her personal affinity for the discipline of patch-working and its ability to tell a story. She celebrates its wonderful contrasts: defined yet random, logical yet jumbled in this latest collection of 100% wool hand-tufted rugs.

loophouse's Director, **Lorraine Statham**, explains "Through manipulation of existing designs come new discoveries, equally engaging in their own right. A custom rug is simply the end result of a creative design journey".

Customers can create their own bespoke pieces by combining aspects of our signature designs, changing the size of a crop, adding or taking away. loophouse take commissions for you to customise your rug through design and size, with a palette of 360 colours. Clients can create a truly unique rug designed to suit their own room scheme.

Two new designs **Barking Mad** and **Darn Tootin'** have taken their origin from existing loophouse designs **Bark** and **Havisham** - presenting a fresh identity:

Barking Mad

The inspiration for **Barking Mad** came from '**Bark**', a design from the previous Woodland Collection. Against this backdrop, jagged bands appear to leap from the surface of the rug, hovering above the original intricate, sequential pattern of **Bark**, to create **Barking Mad's** striking new look.

This was achieved by alternating a cut and loop technique in the base pattern with a raised cut pile seen in the bright flash of colour and concrete blocks moving across the design.

Darn Tootin'

The lace-like lattice pattern is drawn from '**Havisham**' from the previous Hidden Collection and has been re-worked with a play on scale. With considered proportions and expert techniques, one colour has been used to transcend a tonal story across the surface of this most beautifully subtle bespoke rug.

This **NEW** technique plays on tonal variation working with one colour to achieve a very subtle movement across the rug's surface to emulate a hand-knotted like appearance.

All 4 rugs are available for now press loans. Further designs from this collection will be released soon, these include **Soft Spot**, **Dash Away** and **Whoops a Daisy**.

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.

Prices: From £395 per sqm
www.loophouse.com
Tel: 020 7207 7619
Email: info@loophouse.com

For Press enquires and images, please contact David or Jacky at PR-Girl, Tel: 01273 722469, info@pr-girl.com,