

Press Release

November 2005

Following the success of the Enchanted Garden rug collection loophouse are launching their debut wallpaper collection.

The wallpaper borrows its elegant pattern from the Kura rug, which has won considerable acclaim from the public and industry alike since its launch in September. It features bold graphics of large exotic palm leaves intertwined with abutting circles and is available in four colourways; GaryGold, AnnaBlue, VanillaFrench and AlabasterStripe.

The various colourways allow the wallpapers to take on many different guises. The AlabasterStripe oozes contemporary luxury and cries for the large walls and high ceilings of larger environments such as hotels and restaurants whilst the VanillaFrench has an echo of Victoriana with its subtle grandeur lending itself to any space. The opulent GaryGold and AnnaBlue colourways on the other hand seek a more intimate space with their daring gold lustre suiting a boudoir or fashion boutique.

“Covering floor and wall with this imagery seemed second nature,” says Lorraine Statham, founder of loophouse. “Often rugs are used as wall art and the same high quality rug can be viewed with equal admiration when sited on the wall instead of on the floor”.

“The technical process in making a rug did not offer me the refinement of line that I wanted to achieve when viewing these delicate and intricate designs on the wall. I needed a new material to interpret design – and so it seemed a natural progression to take it on to a new product line – wallpaper”.

As with the Enchanted Garden rug collection, the Kura wallpaper draws its inspiration from the dreamy flora and fauna from old Victorian gardens and fantasylands and effortlessly mixes them with modern graphic shapes. The translation from rug to wallpaper has resulted in a stunning range of products for both floors and walls.

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