



PRESS RELEASE

LOOPHOUSE LAUNCH THE ODYSSEY RUG COLLECTION

January 2007.

The Odyssey Collection, by loophouse is a new hand-knotted rug collection launching in the UK this month. The collection consists of three designs **Panorama**, **Sketch** and **Reflections**.

Many of loophouse's signature designs are created from owner Lorraine Statham's world travels. The Odyssey Collection, is a particularly good example of how Statham's travel experiences and influences translate into her rug designs with central influence and ambience being the illustrated wanderings of a traveller.

The designs for the collection intend to depict sensory experiences such as the diffused illumination of twilight, the confusion of the meandering pathways and streets of a new city and the intuitive thoughts of a traveller as they explore a new place.

These heirloom quality rugs feature subtle designs that have been developed as a quieter design offering within the loophouse collection with a focus on softer colours such as cream, putty, biscuit, grey, celadon, steel and granite. Each pattern is hand-knotted and made from 100% New Zealand or blended wool. The rugs are subject to a final hand-washing process, which softens the lines and gives them a fine, lustrous appearance.

Since its inception over a decade ago, loophouse has made a name for itself through both its innovative designs and its top-quality products in the UK and the US. Collections, such as Abstract Matters and Singular Forms have been specifically created for the prestigious Guggenheim Museum in New York whereas the Enchanted Garden Collection gave loophouse much recognition in the UK, a design from which went on to become the company's first wallpaper design, that was nominated for an Elle Decoration Design Award for Best in Wallcoverings in 2006.

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