

PRESS RELEASE

January 2010

New Orange Pip and Lemon Sherbert rugs from loophouse

This month sees **loophouse** launching a further two rug designs **Orange Pip** and **Lemon Sherbert** from the **Apples & Pears Collection**. These two new rugs emit a lively freshness, making them perfect for the summer season.

Playful graphics are simple and restrained from fussy detailing. Focus is placed on the confident rhythm of pattern and bold use of colour giving the collection an air of Warhol's Pop Art. Together with the texture, the colour and pattern combine to form a unique, immediately recognisable series of designs.

Founder and designer, **Lorraine Statham's** found her inspiration for **Orange Pip** and **Lemon Sherbert** on her daily walks to the loophouse design studio; a route which takes her through London's iconic Borough Market, with its ever-changing sights, tastes and aromas. Inspiration came from the vast array of produce, the vibrant graphic packaging and the vivid colours of market stall drapery.

Previously launched designs from the **Apples & Pears Collection** include **AppleBottom** and **JuicyPear**. All rugs are handmade 100% wool. Prices from £395 per sq m.

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 as the result of a unique relationship between The Guggenheim Museum, New York and Designtex.

For more information on loophouse and their collections visit www.loophouse.com

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