



PRESS RELEASE

loophouse launch the Savoy Rug Collection.

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Savoy is inspired by the sharp tailored style of 30's London's high society. Timeless British masculine elegance, tradition, charm and sophistication all describe the mood of this new range of 100% wool rugs. Various distinctive patterns of subtle characteristics such as stripes, plaids and cotton ticking were starting points for each of the 12 designs that form the collection.

Simple lines and minimal colours are combined with the subtle additional hues and techniques that are underlying in the designs creating dramatic contemporary forms when used on a large scale of the rug.

Throughout the process of designing Savoy each rug developed its own unique personality. The names given to each of the 12 designs perfectly capture the mood of the collection;

Simpson drinks his G&T and awaits Boyd's arrival.
Chapman puts on his dress shirt and fastens his cufflinks.
Henley takes out his freshly pressed shirt from the armoire
Harris is fitted for his tailored dress coat.
Wallace sits for his pre-theatre supper.
Smythe applies his hair tonic and grooms his moustache.
Fletcher dons his top hat and reaches for his cane.
Boyd introduces Chapman to Simpson.
Winston clips the tip off his cigar.
Herbert rises from his barbers chair.
Perkins plays idly with the olive in his Martini.
Parker consults his pocket watch.

The simple colour palette is formal and traditional with hues of military blue, red and green. However, the off-white background and low tight-cut pile height applied to the rugs in order to keep the designs sharp and precise, give the designs a refreshingly modern appeal.

Savoy is loophouse's 12th rug collection and to celebrate this occasion loophouse are offering the first edition rugs at a special discount price. Normally marked at £1, 275 per rug (£395.00 per SQ MT) these first edition rugs are to retail at the promotional price of £750.00 each (whilst stocks last).

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

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