



Brintons

Brintons extends Laura Ashley collection

For AW19 Brintons and Laura Ashley have updated the existing stocked collection of carpets with fresh plains and intricate patterns. A collaboration that has spanned a decade, the latest designs are based on heritage prints and informed by colour trends, whilst also experimenting with scale.

Both brands have strong heritage, renowned for creating bold prints, which adorn interiors globally. Brintons' designers worked with Laura Ashley's creative team to delve into their pattern archive, to create the new collection. Of the collaboration Senior Creative Designer at Brintons, Jane Bradley-Bain said, "Laura Ashley has a strong heritage of creating bold and beautiful prints, working on an extension of the existing range was a natural next step in the development of the partnership."

The collaboration has resulted in an extensive new collection of twelve axminster patterns and four new plains to add to Brintons popular Bell Twist range. Woven in Brintons famous 80% wool, 20% nylon yarn blend, carpets from the Laura Ashley collection offer customers the ultimate combination of performance, longevity and comfort underfoot.

Poppy Marshall-Lawton at Laura Ashley added, "Using the expert knowledge of the Brintons team and their understanding of working with an archive, has ensured that the collection remains true to the iconic Laura Ashley brand, whilst offering customers a fresh and current selection of prints and colourways."

Available from stock the wool-rich collection provides a ready-made solution that's ideal for quick turnaround projects where time is critical and offers a fantastic hard-wearing option that remains tough enough for high traffic areas but won't compromise on softness or luxury.



Editors Notes

About Brintons:

- Brintons is a world-leading supplier of premium quality custom-designed and stocked carpet to the residential and commercial sectors (hospitality, public spaces, marine, leisure and gaming).
- With over 230 years of heritage creating beautiful bespoke woven carpet for some of the world's most prestigious buildings including royal palaces, historic houses and luxury hotels, Brintons is today the trusted partner of choice for designers looking for expert design input in addition to exceptional quality products.
- A global network of design studios and a unique pattern archive offer clients a powerful creative resource that inspires people to think differently about colour and pattern.
- Brintons' team of leading designers works closely with client project teams to create designs that meet the needs of individual projects of every size, specification and level of design complexity – be they classic, traditional or contemporary in style.
- A regularly updated portfolio of designs created specifically for the commercial market by inspiring, trendleading expert designers, including Timorous Beasties, Kelly Hoppen and Stacey Garcia offers designers, specifiers and architects an unusually wide collection of contemporary patterns and palette.
- In addition to their own designs, Brintons also offer stock collections of premium woven axminster and Wilton broadloom carpets, tiles and hand tufted rugs.
- Brintons offers a total project management service to its commercial clients.
- Axminster and Wilton carpets manufactured by Brintons contain a patented blend of 80% wool / 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

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