



Brintons

Press Release

August 2017

Kelly Hoppen MBE collaborates with Brintons on debut carpet collection for the contract market

*Sleep, The Hotel Design Event
21-22 November 2017
Stand: DG9*



Above: Kelly Hoppen by Brintons. Design: Q07/A06598ZKH

Kelly Hoppen MBE has joined forces with leading carpet manufacturer Brintons to create a bold new collection of contemporary woven carpets. The new venture is the renowned interior designer's first ever carpet collection and will be launched at Sleep, the annual hotel design event taking place in London this November.



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The *Kelly Hoppen Collection* by Brintons brings the designer's unparalleled eye for trend-leading design to the commercial carpet sector. The result is a distinctive new contemporary aesthetic that completely eschews the typical 'swirl and block' patterns for which the commercial/hospitality sector is traditionally known.

Instead, the dynamic collection consists of 13 geometric and organic designs in on-trend colourways that reflect the designer's award-winning design style and pared-back aesthetic. Kelly Hoppen took inspiration from diverse influences ranging from geometric shapes to elements found in everyday surroundings such as cracks in a pavement and splashes of paint.



Above: Kelly Hoppen by Brintons. Design: Q03/A07226ZKH

"I wanted to do something quite cutting edge and out there compared to what we see at the moment...I think it's different and it's in the forefront of design in terms of commercial carpeting, so I am extremely excited," she says.



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The collection is suitable for a wide variety of hospitality applications including hotels, casinos, cruise ships or airports. Each *Kelly Hoppen by Brintons* design is woven to order in the full range of specifications that combine Brintons' patented blend.



Above: Kelly Hoppen by Brintons. Design: Q03/A08145ZKH



Above: Kelly Hoppen by Brintons. Design: Q08/A06605ZKH

After 41 years in design, Kelly Hoppen relished the fresh challenge of designing her first contract carpets:

“It’s been fun, it’s been enlightening and I’ve learnt a lot from it. Carpet is an interesting product to design. There is an array of materials and textures and it’s a challenge to design a carpet that is hardwearing but also luxurious, beautiful and comfortable. Although you think of it as a flat surface, it is three-dimensional so the design process is complex. You have to think carefully about scale too as the design needs to work in large expansive areas as well as in narrower spaces such as guestrooms and corridors. Not only that, you need to design a surface that other designers can put their own style on too. Once you get it right though, you just know.”

The designer continues:

“In terms of the collaboration with Brintons, there is mutual admiration and respect - Brintons is an incredible company with great heritage. I think this is just the start of a really wonderful collaboration. With this collection, each piece that we’ve created is different and is a statement in itself. I think it’s going to be brilliant.”



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For more information on Brintons and its range of products and services for the commercial sector, visit www.brintons.net or call 01562 635665.

-Ends-

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.
- In addition to custom-designed carpet, Brintons offers stock collections of premium woven Axminster and Wilton broadloom carpets, tiles and tufted broadloom. A regularly updated portfolio of designs created specifically for the commercial market by trend-leading expert designers including Timorous Beasties and Stacey Garcia offers designers, specifiers and architects an unusually wide collection of contemporary patterns and palette.
- Brintons offers a total project management service to its commercial clients.
- Axminster and Wilton carpets manufactured by Brintons contain a patented blend, an innovation developed by Brintons and now considered the global standard of the industry.

<http://www.brintons.net/europe/en>



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About Kelly Hoppen MBE

With 41 years' experience at the forefront of the design industry, Kelly Hoppen is one of the most celebrated and sought after interior designers in the world. It was her relentless passion for design, at 16 1/2 years-old, which kick-started her iconic career. Her first commission, to design a family friend's kitchen, has led to multiple awards and numerous publishers and businesses continuously seeking her unparalleled expertise.

Kelly's globally renowned and ever-evolving style is underpinned by a subtle coordinated fusion of East meets West; clean lines and neutral tones, blended with charming warmth and sumptuous opulence. She has put her stamp on the homes, yachts and jets of private clients all over the world and now focuses on commercial projects including hotels, bars, restaurants, offices, and tower blocks. With thousands of projects spanning the last four decades, Kelly's portfolio boasts a diverse selection of projects. She has launched anything from one of the most sought after and exclusive addresses in China on Shenzhen Bay to the most impressive cruise ship to date with Celebrity Cruises Edge Class; helping to redefine travel.

<http://www.kellyhoppeninteriors.com>

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About Sleep

Sleep is Europe's leading event dedicated to excellence in hotel architecture and design. It comprises a major exhibition, the design and development Conference, Sleep Set concept spaces and a number of original experiential features. In 2016, more than 4,700 people attended the event from across Europe as well as other regions of the world. In 2017 Sleep will be held on 21st and 22nd November at London's Business Design Centre.

www.thesleepevent.com

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