

Brintons



BRINTONS DESIGNER INVITES YOU TO BUILD YOUR OWN WORLD WITH THE BRIXL COLLECTION

ATLANTA, NOVEMBER 9, 2025 | Brintons, a global leader in designing and manufacturing luxury woven carpets, proudly announces the launch of the Self Expression Fall 2025 Collection by Senior Designer Francis Pye.

Taking its name from a fusion of bricks and pixels, BRIXL symbolizes the meeting of traditional craftsmanship and modern digital artistry. The collection draws inspiration from the eclectic aesthetics of city architecture, celebrating the rich tapestry of patterns, cultures, and nostalgic charm discovered while wandering vibrant urban streets.

BRIXL embodies a retro revival spirit, seamlessly blending classic Art Deco elegance with a funky Pop-Art twist. The result is a dynamic visual language where bold geometric forms and vivid color palettes converge to create an energetic, playful aesthetic. Each of the nine designs in the collection invites the viewer on a multisensory journey—where texture, pattern, and color harmonize to spark creativity and evoke emotion.

“Every design begins with imagination—the building blocks of creativity,” says Francis. “For me, those blocks were, quite literally, bricks. My fascination with architecture and design grew from a childhood love of constructing and shaping worlds with LEGO. It’s a passion that never left me and one that continues to inspire this collection.”

Reflecting on his creative process, Francis notes that architecture sits at the heart of human experience, shaping both our identities and environments. BRIXL captures this creative language of construction, mirroring the interplay of eras, cultures, and influences that define every cityscape.

“Like a child with LEGO, I envisioned a collection that can be built, deconstructed, and rebuilt in endless ways,” Francis continues. “It’s a collection that invites interaction, collaboration, and imagination, growing and transforming just as the architecture around us does. The most rewarding part of my work is exploring the imaginations of our clients and bringing their worlds to life, pixel by pixel, through illustration and visual storytelling. This collection isn’t just design; it’s an invitation to come explore with us, create with us, and build your own world.”

The accompanying digital brochure features an exclusive collage series that reinterprets the inspirations through bold visual storytelling. Each piece juxtaposes urban architecture, iconic cultural imagery, and vivid color palettes, creating a graphic dialogue between the tangible and the imagined—a visual reflection of BRIXL’s design ethos.

BRIXL will make its official debut on Sunday, November 9, 2025 in New York City at Boutique Design New York (BDNY) — Brintons Booth #2043. Visitors are invited to explore the collection’s immersive visuals, experience BRIXL through exclusive viewfinders available at the booth, and be on the lookout for mini Frans, a playful nod to the creative mind behind the collection.

The collection will also be available through the Brintons website and Design Studio Online. For more information, please visit www.brintons.net.

About Brintons

Brintons Carpets is a market-leading supplier of woven carpets to the worldwide hospitality, marine, gaming, leisure, private and public sectors. Committed to the concept of thinking globally and acting locally, Brintons has design studios, offices and agents in all of the major markets around the world.

Brintons Carpets product portfolio includes premium woven Axminster and Wilton broadloom carpets, carpet tiles, machine-made rugs and hand-tufted rugs. The company operates wholly owned ISO 14001 accredited facilities. Manufacturing is located in Portugal, Poland and India. www.brintons.net

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