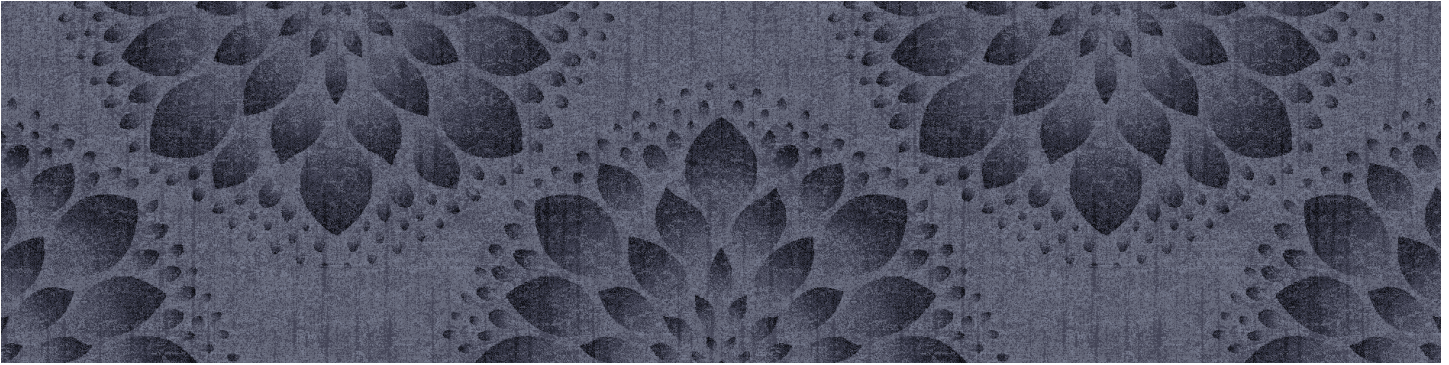


Brintons



BRINTONS DESIGNER UNVEILS NEW COLLECTION SHAPED BY TRANSFORMATION AND RENEWAL

ATLANTA, MAY 5, 2026 | Brintons, a global leader in high-quality woven carpets, proudly announces the launch of Exuvia, the latest Self Expression Spring 2026 collection from Senior Designer Maxine Kane.

Exuvia is a powerful, narrative-led collection that explores transformation through time, revealing how environments evolve, adapt, and carry their histories forward.

Rooted in the meaning “to shed an outer layer in order to grow,” Exuvia draws inspiration from the evolving landscape of a country park in Haydock, England, Maxine’s hometown. Haydock was once one of the richest coal mining areas in the UK, with as many as 13 collieries operating at one time. That history carries weight, especially knowing that Wood Pit, the last to close in 1971, was also the site of a devastating disaster in 1878 that claimed the lives of 189 men and boys.

Inspired by a site that evolved from coal mines to landfill to restored landscape, the collection captures a layered story of transformation and renewal. Comprising 16 designs, Exuvia is structured as a series of life cycles grouped into four “lives,” each representing a moment in time and expressing how the land has been shaped, redefined, and ultimately transformed. Through considered colour palettes and layered textures the collection is both visually compelling and rich in depth, meaning a lasting connection to a place.

“This land has not always been gentle. It has lived many lives,” Maxine shares. “This collection comes from both personal experience and collective memory.”

Opening with a dark, raw, and elemental palette, the first life draws directly from the site’s industrial origins. Deep charcoals and softened greys dominate, layered with textural patterns that echo fractured ground, mineral formations, and the imprint of machinery. Subtle flecks of bright colour break through the surface, suggesting the energy and pressure held beneath. The designs are informed by the legacy of Lyme Colliery and Wood Pit Colliery, anchoring the narrative firmly in Haydock’s past and establishing a powerful foundation for the collection.

The second life shifts into a more expressive and nostalgic palette, capturing a sense of freedom and discovery. Deep charcoal ground colours are layered with warm ochres, burnished golds, and hints of mossy green, creating a rich contrast that feels both playful and untamed. The patterns become more gestural and organic, echoing worn paths, scattered markings, and the spontaneity of movement across open land.

Maxine reflects, “It became a playground of barren land and boundless imagination. Here we built camps and dens, we carved paths with the tyres from bike rides, and we left our marks on the desolated soil.”

Over time, the site turned into a landfill, reshaped by layers of what was discarded. The third life reflects this shift through a heavier, more complex palette, where earthy browns, tarnished golds, and charcoals are broken by unexpected flashes of colour. Discarded and rough, it speaks of waste and abandonment, yet reveals a kaleidoscope of colour through specks of plastic. It reflects the consequences of careless waste, with dense, fragmented textures echoing the buildup of materials and moments of vibrancy suggesting beauty within disorder.

The landfill was eventually transformed into Lyme and Wood Pit Country Park, marking a story of renewal and return. As promised, the landfill company planted trees across the land, laying the foundation for regeneration. The landscape began to soften as green blooms spread and life stirred once more.

Today, winding paths and open green spaces invite movement and connection, while a memorial stands in quiet remembrance of the 189 miners who lost their lives in the Wood Pit disaster of 1878.

The palette for the fourth life reflects this transformation, shifting into rich greens, vibrant pinks, and gentle earth tones, with patterns that feel more fluid and organic. It is a landscape restored, where nature reclaims its place and a new sense of calm emerges from what once was.

Haydock's evolution from an industrial site to a thriving green space underscores the collection's central idea that change does not erase history, but builds upon it. This philosophy sits at the heart of Exuvia.

Exuvia will launch on Tuesday, May 5, 2026, on the Brintons website and Design Studio online. For more information, 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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