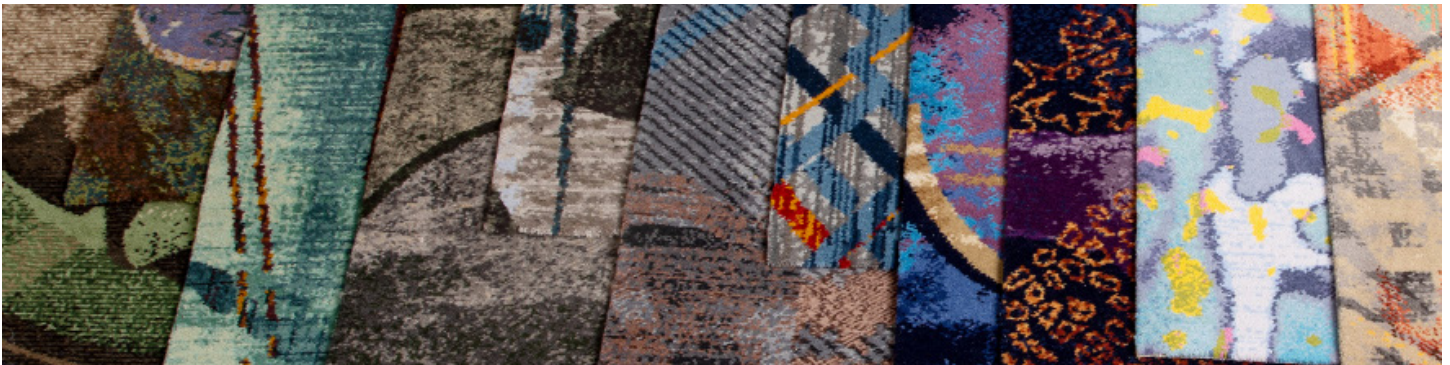




Brintons



BRINTONS CREATES HOMAGE TO HOMETOWNS WITH THE LAUNCH OF NEW AXMINSTER COLLECTION

ATLANTA, Jan 28, 2022 | Brintons, a global leader in luxury woven carpets in the hospitality industry, is excited to introduce the newest Axminster design collection, *Patria*, inspired by hometowns around the world.

Patria: latin for one's native homeland or country.

It has been almost two years since the halt of the hustle and bustle of what was once considered “the norm.” The world slowed down, and industries, companies, and individuals were forced to stop and prioritize. Some were forced to stay put and away from the familiarity of the cities where they grew up while others were able to venture back to their hometowns for lockdown with family. Whichever the case, it has been a grounding time to reflect and reminisce for many, if not all.

The Brintons design team was given free range to develop their unique “design narrative” drawing inspiration from their own hometowns. The result is a collection that offers a personal experience with notes of nostalgia.

The *Patria* collection contains thirteen bespoke designs based on memories, customs, architecture, and history of different hometowns personal to the Brintons designers. Each pattern is fully customizable to fit any project.

“We hope *Patria* inspires other designers to bring their own authenticity and background research to the industry,” says Vice President of Brintons Americas Design, Leah Jack, when asked about the collection. “The focus comes from drawings and personal experiences of the locals and the history and architecture of the cities. Clients want to feel immersed in the city or town they are staying in.”

Contributing her own design to the collection, Leah Jack drew inspiration from her very own family photographs of her Great-Great Grandfather standing outside his grocery store in Burnley, UK. “Many of the designers used their own personal images to create their design narratives,” shares Jack.

Presented in a range of colors from moody and dark to bright and electric, the *Patria* collection takes you on a heartfelt and authentic journey of exploration around the world; one that may just remind you of your very own homeland.

Patria will launch on Friday, February 4, 2022. For more information or to explore the full collection, please visit our website at www.brintons.net.



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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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