



A PASSION FOR FLOORING

The team at Gainsborough Flooring is simply in awe of Alternative Flooring's new Zoffany Boutique range, a truly unique and stunning collection, writes *Meena McDonald*

The new boutique carpet collection is designed in collaboration with famous fabric house Zoffany, bringing exceptional five-star luxury carpets to interiors.

This is the first time that Zoffany's signature design stories have been translated into a different material and the distinctive design concepts play with scale and texture and are perfect for both the luxury residential and boutique markets.

The desire to fuse art with luxury is certainly synonymous with this range and it is ideal for those who seek artistic integrity with fabrics and wallpaper collections.

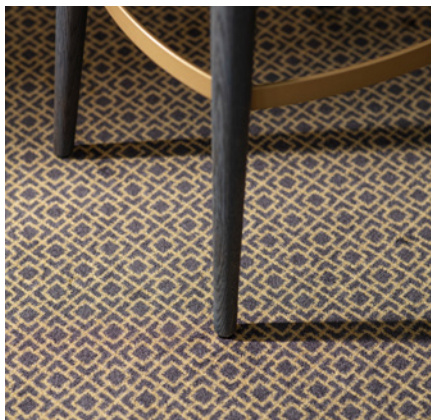
Vicky Keelan, managing director at Gainsborough Flooring commented: "Alternative Flooring is renowned as a pioneer in innovation and creativity and the new Zoffany Boutique range takes this to a superior level. The collection celebrates originality and is ideal for lavish properties and stylish boutique spaces in hotels and restaurants. The collaboration between Zoffany and Alternative Flooring has seen traditional designs being interpreted using

modern technology to make them relevant to how we live today."

Inspired by Zoffany's Muse collection of fabrics and wallpapers and infused with the Alchemy of Colour, these graphic designs are the perfect answer for exclusive spaces.

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The Alchemy of Colour is all about taking colour to its source and understanding the origins of tones and hues and just how they interact with different fibres. The Muse collection epitomises the decadent spirit of the 1920s combining modernist style with fine craftsmanship.



The elegant designs include Dunand, Seizo, Clio, Serpentine and Crackle in a total of 16 colourways that take inspiration from Zoffany's collections.

If you're looking for even more stimulating ideas for your home then look no further than the Gainsborough Flooring showroom, it is full of striking displays of carpets, hard flooring and rugs.

New eye-catching displays have just been installed from Associated Weavers featuring the Vivendi and iSense carpets. Vivendi is incredibly resilient, superbly wear-resistant, yet pleasantly soft, and with four diverse ranges there's a carpet to make everyone happy. A typical feature of Sensualité is the iSense yarn, a unique and extremely soft polyamide which is also very strong and resilient. These features make Sensualité particularly suitable for the bedroom.

Another new display in the showroom is Adam Carpets which features an impressive new stripe selection – Pinstripe, Deckchair and Panache, all of which are ideal for any space in your home including stairs.

So, if you're looking for a change for 2019 come and visit Gainsborough and see how it can enthuse you with its spectacular carpets and flooring as well as unrivalled knowledge, support and service. ■

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Opening times:
Mon - Fri 8.00am - 5.00pm
Sat 9.00am - 4.00pm

