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Creative Matters to Debut Two New Collections at New York International Carpet Show

Toronto, Canada – September 15, 2015: [Creative Matters](#) will unveil its new Arctic and Perennial collections at the [New York International Carpet Show](#), September 19-21, 2015, at the Metropolitan Pavilion, 125 West 18th Street (booth #22). The Arctic Collection is a result of the Toronto-based design team's desire to evoke the vast – often frozen – expanse of their Canadian homeland. The Perennial Collection, on the other hand, arose from President Carol Sebert's surprise attachment to the softer botanical creations of her designers.

"I go through the thousands of designs we create each year during our Art Day process and choose the ones that move me. The Arctic theme with its sharp edges introduces frosty blue tones to the grey colour palette we have come to be known by. Conversely, the Perennial Collection explores a gentle beauty and allows for intriguing colour," said Sebert.

The Arctic Collection will be headlined by Cascade-Blue – a frozen waterfall etched in the current trend of geometric stripes and surging with the fresh interest in black. On the Perennial Collection side, Hydrangea-Charcoal features exuberant white silk flower heads on a contemporary background where eggplant and charcoal vie in light geometry.

The two collections are unified by their use of wool and silk in handknotted construction, as is the case for all of the Creative Matters collection rugs. Arctic and Perennial join the already 60-plus designs offered in the existing XXV, Art Day, Aerial and Terra collections.

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“Silk offers a gleam that is countered by the rich but muted wool. This takes the design of the rug to a new level. We also enjoy the glisten that we achieve blending wool and silk together. However, silk has a showy character so we really take care in its placement,” said Sebert.

Due to its popularity in the last year, Drift from the XXV Collection will also be on display at NYICS in a new colourway: Drift-Wheat.

With over 25 years' experience in custom rugs for the hospitality, corporate and residential markets, Creative Matters also welcomes the opportunity to customize any rug – in size, quality and colouration.

Established in 1988, Creative Matters designs and creates custom fair trade floor and wallcoverings. With rugs and carpets in more than 40 countries, Creative Matters' international clientele range from such luxury retailers as Gucci, Tom Ford and Louis Vuitton to hotels, corporate offices, private homes, and diplomatic residences and embassies worldwide. Creative Matters proudly supports Label STEP, an international organization committed to fighting abusive child labour, improving the working and living conditions of carpet weavers and promoting environmentally friendly production methods.

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Note to Editors / Producers: Photographs enclosed; additional high resolution images available. Carol Sebert available for interview.