

From **FARM** to **FLOOR**

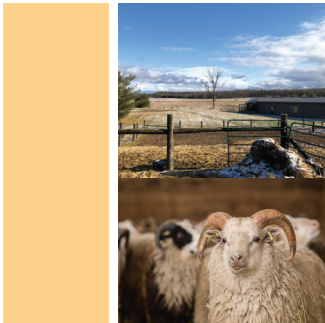
Canadian **Wool** Rugs



CREATIVE MATTERS *and* SYKES & AINLEY WOOLLENS

are delighted to offer a new opportunity in interior design – custom-designed, handwoven rugs in Canadian wool. Read on to discover how we expertly took the ultimate fibre for rugs and made it Canadian.

Naturally it all starts with the wool and the sheep that produce it. Canada produces truly special wool. Our wool comes from Canadian sheep growers like Breezy Ridge Farms in Georgina, Ontario. Canada's cold winters create wool with excellent elasticity enabling it to better retain its original shape. All our wool is harvested safely and humanely by a skilled shearer before going off for grading and sorting.



After grading, our wool goes to the family-owned Briggs & Little Mills that has been operating in New Brunswick since 1857. There the wool is washed, picked, carded and then spun into yarn. Briggs & Little is one of the last mills in Canada to carry on this tradition and is a major local employer.

Creative Matters has been creating floorcoverings from wool for more than 30 years. When you order a 100% Canadian wool rug, you gain access to a talented team of designers who will adapt existing designs or create bespoke pieces that are limited only by the client's imagination. Our designers have created rugs for the most exclusive spaces in the world including private homes, luxury hotels, diplomatic missions and even the Canadian Senate.



Canadian wool rugs benefit from the tried and trusted production system Creative Matters already uses. Handknotted rugs are brought to life in the capable hands of artisans in mills in India and Nepal.



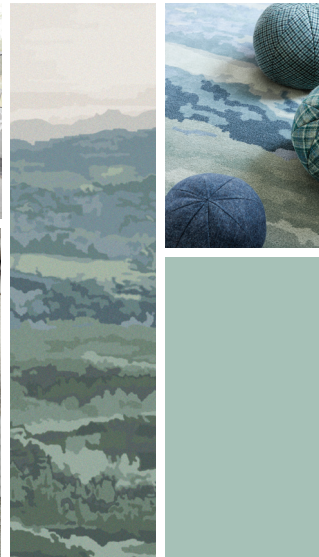
Our skilled weavers work in fair trade facilities audited by Label STEP, an independent Swiss NGO that ensures good working conditions, fair wages, eco-friendly production and the prohibition of child labour.

In 2020 a partnership between The Campaign for Wool, Creative Matters and celebrity interior designer Sarah Richardson led to the release of three different 100% Canadian wool rugs. Featured in Architectural Digest Online and immediately snapped up by captivated buyers, orders for more poured in proving that Canadian wool isn't just a sound ecological choice, it's a beautiful one too.



HIGHLAND

An evocative depiction of mist, damp rich greens and purples, the Highland runner brings to mind the Scottish landscape where the Campaign for Wool's declaration of the future of wool was signed.



Already designed and ready to order:

ORIGIN

Inspired by macrame and designed to showcase the natural beauty of undyed Canadian wool, Origin makes use of multiple pile heights and handknotted techniques.



HAMPTON

Developed from a photo of the Hampton Court Palace Flower Festival, Hampton showcases the texture of the soumak style of carpet weaving. Appearing somewhat as a knitted texture, this technique provides the rug with incredible durability.

Canadian wool rugs support the entire value-chain of wool production and demonstrate a value-added use for this precious natural resource.

In addition, a portion of the proceeds of every rug goes to The Canadian Wool Council, a non-profit organization devoted to supporting Canada's wool growers and educating consumers on the wonders of wool, and the official Canadian implementing partner for the Campaign for Wool.

Learn more at **campaignforwool.ca**

**100% CANADIAN WOOL RUGS ARE AVAILABLE FOR PURCHASE
AND CUSTOM ORDER THROUGH: creativemattersinc.com**

**creative
MATTERS**
INSPIRED WALL & FLOOR COVERINGS



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales



SYKES & AINLEY
Est. 1889