

for immediate release

Contact: Alison Hope  
+416.762.2313  
media@creativemattersinc.com

## Creative Matters to present calming Halcyon rug collection with custom options and to lead design panel at virtual COVER Connect event



The Sofia and Lucas designs from the Halcyon Collection.

Toronto, Canada—January 6, 2021: Renowned worldwide for its fair trade handknotted rug collections and custom floorcoverings, Creative Matters announced today that it will host a virtual booth at COVER Connect—a new online event January 12 – 15, 2021—to present some of its latest contemporary creations to international retailers and interiors professionals. In addition, the design firm’s President and Founder Carol Sebert will lead a panel

discussion with notable North American interior designers during the Talks section of the event; Carol will be speaking with Glenn Pushelberg and George Yabu from Yabu Pushelberg, Emma O'Neill from Studio Sofield, and Eric McClelland from Fleur de Lis (see Cover Connect website [www.thecoverconnect.com](http://www.thecoverconnect.com) for details).

Organized by COVER magazine—the world's leading publication for contemporary rugs—the virtual fair's exhibitors will include an international selection of companies that design and produce handmade rugs.

The Creative Matters virtual booth will include a presentation of their recently-released Halcyon Collection of hand knotted rugs as well as favourites from earlier collections. Focus will be placed on the firm's ability to customize their collection rugs—in colour, size, shape, scale, fibre and method of production—to enable retailers to meet the varied desires of their customers. Of note is Creative Matters' ongoing success at providing this service reliably and efficiently throughout the COVID-19 pandemic.

"We're thrilled to have the opportunity to present our latest handknotted rug collection and our unique custom capabilities at COVER Connect," said Sebert. "Our Halcyon Collection was inspired by the Greek myth about the halcyon bird that had the power to calm rough ocean waves so it could nest. The soft lines and gentle hues of this collection reflect a sense of peace and comfort in a turbulent world, which seems very fitting for the times we're living in."

Remote attendees will have the opportunity to speak directly with senior designers at Creative Matters through COVER Connect's private live chat system. They will also be able to book video meetings between 9 a.m. and 5 p.m. E.S.T. on the four days of the fair.

### [About Creative Matters Inc.](#)

Established in 1988, Creative Matters designs and creates handknotted rug collections and custom fair trade floor coverings. More than 100 customizable designs are available in 11 collections through selected retailers internationally. With floorcoverings in more than 40 countries, Creative Matters' international clientele ranges from such luxury retailers as Bergdorf Goodman, 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 promoting environmentally friendly production methods, improving the working and living conditions of carpet weavers, and fighting abusive child labour.

[www.creativemattersinc.com](http://www.creativemattersinc.com)

Note to editors: Creative Matters partners available for interview. High resolution images also available.